

The future of housing

A CHBA BC CONFERENCE

Join us in discussing the future of housing as an ongoing economic driver of British Columbia. If you are a builder, developer, sales professional, renovator, government official, architect, building official, manufacturer or supplier, then this conference is for you.



When:
Friday, May 8, 2009

Where:
Delta Burnaby Hotel
4331 Dominion Street,
Burnaby

Registration:
8:30 am
Conference
begins at 9:00 am

Fee Schedule:
CHBA BC Member - \$150
Non CHBA BC Member - \$200

To register
call Nafisa Abdulla at
604.432.7112
or visit www.chbabc.org



Canadian
Home Builders'
Association

BRITISH COLUMBIA

"Building a Better BC"

Speakers include:

sponsored by



BC Housing

Andrew Brethour, **President of PMA Brethour Group, Toronto, ON**

Yes, it's true. We are in the midst of the most dramatic and chaotic market correction that many of us have ever experienced in our business careers. And while housing markets may adjust severely our fundamental skills do not! It's how we adapt to this abrupt and sometimes violent change that is the key to our survival. Andrew Brethour, a second-generation change master, will help you adapt. Join Brethour as he discusses in depth how you can powerfully use differentiation and communication, what sets you apart, who is making the buying decision, why quality matters but service matters more, and why the process is more important than the outcome.

Louis Howard, **Executive Vice President,** **John. F. Buchan Homes, Bellevue, WA**

Louis Howard, sales and marketing expert for the prestigious John F. Buchan Homes, will enlighten you through his interactive and informative session "Playing Through Difficult Markets." Be prepared to learn specific tools and ideas on how to identify and work through a tough and challenging housing market. Howard will use his expertise gained from his illustrious career to provide insights on managing change in consumer thinking and how to re-tool sales and marketing professionals in order to have success in a challenging market.

Jennifer Podmore, **MPC Intelligence Inc., Vancouver, BC**

Jennifer Podmore, a new comer to the BC housing circuit, will provide a fresh approach to the impact of changing values on the presale market and what to expect through to 2010 when developments that sold at the peak of the market are completed. As a second generation professional in the industry, she will speak to how the market has experienced many years of growth and escalation and what impact the past will have on our immediate future. Podmore will divulge into how the dramatic changes in the market over the past six months has made it more important than ever before to gain a stronger understanding of who the buyer is and how they will shape the future of housing.

