



Home Owners helping homebuilders.

OUT WITH THE OLD, IN WITH THE NEWS

The Tough as Nails newsletter has always been a source of solid tips for running a successful contracting business. Along with helpful business advice and topical news, we've kept you updated on some of the latest product developments. Now, we're ready to make the Tough as Nails newsletter even more valuable.

Paper no more, Tough as Nails is now going to be beamed to your inbox. You'll be emailed an announcement of the latest Tough as Nails newsletter with summaries of the great articles available on the Tough as Nails News website. One click will take you to the latest in contractor news.

With Tough as Nails newsletter online, you'll be able to read great articles whenever you like. You can find past articles and gain access to more helpful resources. The website makes new product demos come alive with video and great photos.

We want the Tough as Nails Newsletter to become your hub of contractor information and we're working hard to make it better and more relevant with each issue.

The new Tough as Nails News website offers a fresh way of getting your contractor specific news and

advice. A slick new interface makes browsing for relevant information easy and quick. And you can do it on the go with your phone or tablet. Our first issue is scheduled to arrive early 2014, so we need you to share your email with us soon.



We want you to keep reading TAN and we're willing to pay you to do it. When you confirm you want to receive the eTAN newsletter, you'll be given the chance to win a \$50 Home Hardware Gift Card. Three cards a month will be given away March, April and May 2014. Ensure you are on the mailing list by signing up at www.contractornews.ca. Do it today and don't miss an issue.

Code Changes coming in 2014

The New Year has once again crept up on us and with this New Year, some new additions have been implemented to the 2012 Ontario Building Code. For those contractors outside of the Province of Ontario, take note as past history has shown that the Ontario Building Code tends to apply to the other provinces shortly after. Additionally, the changes to the Building Code will not only improve safety and the environment, but can improve your pocketbook too!

The Building Code was initially developed so that all homes met minimum safety standards and therefore, homes wouldn't topple from too much snow or a good Chinook wind. Now that the structural components are solid in all homes built, enhancements have been adding to the Building Code to make the home's residents safe from non-builder related elements. Revisions to the Code in 2014 will see that every bedroom in a home must have a "hard wired" smoke detector. In multi-unit residential units, an integrated sprinkler and fire alarm system will be required. Another safety feature in the Building Code is that homes must have a carbon monoxide detector and revising the average annual concentration of radon gas from 250 Bq/m³ to 200 Bq/m³.

The environmental improvements to the code continue in 2014. Some of the improvements include:

- Drain Water Heat Recovery
- Toilets that are 4.8L or 3L/6L Dual flush
- Grey Water Systems
- Shorter runs for hot water lines
(this is an appendix not as a best practice)
- Hot Water pipe insulation
- Programmable Thermostat
- Shower heads at 7.6L/min.

Whether your business resides in Ontario or not, these are good practices to follow. Informing your customers that their home will be Building Code compliant for years to come will be reassuring to customers. Noting these enhancements to customers will show that you are a qualified, cutting edge contractor who is concerned for their safety and also, with some of the environmental components, show your customers that you are trying to save them money over the long term as well as doing their part for the environment.

For more information regarding the new changes to the building code, contact your local Home Hardware Building Centre for local expert advice or seek the guidance of your local building inspector.

Word of Wired Mouth Advertising

In the good ol' days of home building and renovations, many contractors relied on the good word of happy and satisfied customers. Those "word of mouth" customer referrals were the best kind of customer one could ask for. Didn't cost you a thing! And what about the not so happy customer? That customer would tell 10 people and each one of those people would tell 5 people which equates to 50 people with negative responses. Not good but you could probably live with it. That was in the good old days! Now, we live with the "wired mouth"! The explosion of Facebook, Twitter, blogs and many more social medium forums has exposed the both the good and bad in home building and renovating.

A negative comment on a social media site can be terribly devastating to your business if not rectified immediately. In today's wired world, if those same 50 people post a negative review on the Internet, and 10% of their friends re-post that comment, then another 5% of those friends could re-post...well you get the idea. You may not receive Miley Cyrus "twerking" status but you could have hundreds or even thousands of negative comments about your business.

Today's homebuyer or people in search of a renovation do their homework online before they even call your cell phone.

Negative comments can be a killer to your

business but positive ones can be a huge asset to your business. Whether or not you decide to embrace social media, you can be assured that your customers and potential

customers are! If you are engaged with social media and find negative comments about your business, rectify the issue and your customer will be certain to post a positive comment to your action. This goes a long way in the social media world.

Customer reviews are becoming as important as customer referrals. Take action to make sure your customers are happy and you'll be thrilled the Wired Word of Mouth Advertising.



Choose Once, Choose Well.

Turn any room from conventional to sensational with the West End™ Collection of contemporary doors and mouldings. West End™ interior doors feature an embossed linear design, and paired with our contemporary trim and mouldings create a modern, clean and sophisticated look.

Select from three interior door styles, a range of modern French door models, and contemporary finishing elements including door and window trim.

Moulding & Millwork's high quality doors and finishings give your home a look you'll love. Let us help you get started.



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Specifically designed for basements, DRICore® Subfloor is the easiest, most trusted method for handling concrete moisture. Air gap technology improves indoor air quality by allowing your concrete to breathe.

As a PRO, you know the benefits of doing a job right and satisfying your customers.



Let DRICore® Subfloor be your point of difference to increase productivity, profitability and customer satisfaction that will drive your business forward through positive word of mouth referrals. DRICore® Subfloor transforms cold, damp concrete floors into warm, dry and comfortable living and workspaces that are protected from damage due to moisture and mold.



Quick and easy to install, DRICore® Subfloor has many benefits over conventional subfloors and is backed with a 25 year guarantee.

DRICore® Subfloor works with carpet, laminate, engineered hardwood, tile and vinyl and is ideal for:

- Finished Basements
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- Storage Rooms
- Home Offices
- Wine Cellars
- Dance Rooms
- Play Rooms
- Exercise Rooms
- Workshops
- Craft Rooms
- Cold Storage
- Laundry rooms



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