



# Four Pillars Community Housing

The affordability crisis is a community problem  
and requires a community solution.



# 2024

# ADU



# MARKETING

Prepared by:

Four Pillars Community Housing  
for  
I Invest in Housing  
Campaign



GREATER  
VANCOUVER  
REALTORS®



DEXTER  
REALTY



AltusGroup



# WHAT YOU GET



Salesforce  
Survey 30,000  
REALTORS™

**ADU**   
**Catalogue**

Web Catalogue  
ROI Calculator  
AI Permitting



Targeted  
Market  
Exposure



Community  
Booths  
Meet & Greets  
Signage



Trade Shows  
Special Events  
Affordability  
Ambassadors



Media  
Public Relations  
Interviews  
Influencers



## HIRE A PRO!

The BC Government projects that we need 130,000 secondary suites over the next ten years. That's about 1100month. Who is going to sell them?

REALTORS™ in North America account for over 90% of all residential sales. We are working with Greater Vancouver REALTORS™ to enlist professional real estate agents to be part of the solution to the housing crisis.

ADU certified agents aided by sophisticated AI software will facilitate and manage the purchasing process and guide the construction, installation and even the rental and property management of the units

# SPONSORSHIP



## Gold \$10,000

Gold sponsors will have prominent placement on all marketing materials. Full product line catalogue listings and be featured at trade shows, Lunch & Learn and community events .

## Silver \$5000

Silver sponsors will have representation on all marketing materials. Up to six catalogue entries and will be recognized at social and traditional media events.

## Bronze \$2000

Bronze sponsors will be recognized on all marketing materials and will have up to three entries in the ADU catalogue

## Friend your choice

We are building a Coalition of the Concerned and welcome support from all quarters . No contribution is too small. Many hands make light work.



# CONTACT US

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Building Solutions to the Housing Crisis



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Four Pillars Community Housing

An aerial photograph of a city skyline at dusk. The city is densely packed with buildings, many of which are illuminated with warm lights. In the background, there are snow-capped mountains under a clear blue sky. The text "Building Solutions to the Housing Crisis" is overlaid on the image in a white, serif font, enclosed in large white quotation marks.

“Building  
Solutions  
to the Housing Crisis”

**The Affordability Crisis is a community problem and requires a community solution.**

The Affordability Crisis is possibly the greatest challenge that our country has faced since the World Wars of the last century. CMHC has projected that we need an additional 3.5M new homes by 2030 to meet the challenge. This is a multi-trillion dollar challenge and ten, twenty or a hundred billion will not get us where we need to be.

Neither government nor the private sector has been able to address the problem. Over the past decade the problem has gone from bad to worse and is now moving beyond critical to untenable. There is a path forward and one that can get us there by 2030. We need to develop a new model: a community driven development model empowering the non-profit housing sector to take up the challenge and deliver affordable housing at scale.

There are four ingredients; zero cost land, below market financing, accelerated delivery and long-term sustainable revenue generation.



**Solution:** Redevelop existing non-profit and social housing stock at higher densities. Fund it through below market Affordable Housing Bonds. Increase production capacity through modular and pre-fab manufacturing systems and technologies. Decrease municipal permitting and approval times as well as reduce the DCC and permitting costs. Generate revenue.

A community-backed Non-Profit Housing Development Sector can develop a combination of mixed use, mixed income buildings that include subsidized housing, rent geared to income (RGI), below and near market rentals, rent to own and affordable home ownership and generate ongoing revenue by including social impact rentals (i.e. hotel rooms & suites, medical stay units, AirBnB style rentals as well as short term executive tenancies).



*Skwacháys - 18 hotel rooms fund 24 artist live/work studios.*

Skwacháys Lodge is a clear model of how a social enterprise approach can deliver long term affordability without government subsidy while building community capacity and delivering much needed training, education, skills development and employment opportunities. Importantly, the equity accrues to the non-profit.

# Housing for Everyone

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## ➤ Challenge

Canada in general and Vancouver in particular has a severe affordability crisis. It is a multi-dimensional problem.

How can we build the additional 3.5 million units needed by 2030 to resolve the affordability crisis?

The challenges are finance, high cost of land, the time constraints due to prolonged permitting and approvals as well as escalating construction costs and labour shortages.

## ➤ Solution

The solution is to fund and build more affordable housing at scale. Simply; more units, more quickly and low interest money.

To help address the funding problem we have designed a market research program to determine the market acceptance of Affordable Housing Bonds and whether homeowners will buy into the Secondary Suite Incentive program where they can receive \$40,000 for putting an affordable rental suite on their property.





# OVERVIEW

## **1. Community Bond Interest Assessment:**

- **Determine the optimal bond rates and terms that will attract the highest investment from the community.**
- **Gauge investor sentiment and willingness to support affordable housing initiatives through bond investments.**

## **2. ADU (Laneway/Carriage House) Research:**

- **Survey homeowners to assess their interest in participating in the BC Housing Secondary Suite Incentive Program.**
- **Understand the potential uptake of placing an ADU or Laneway/Cottage unit on a homeowner's property at prescribed below market rates for a period of five years.**
- **Query homeowners as to the main challenges they see to putting up an ADU.**

## **3. Community Engagement Program:**

**Conduct a widespread community engagement program throughout Metro Vancouver, including:**

- **Community information sessions in a portable, inflatable geodesic dome as well as setting up information booths in shopping malls and other locations**
- **Lunch & Learn events at corporate, government, and institutional offices and community gatherings that will be also be delivered as a Webinar**
- **World Cafe visioning sessions to engage citizens in "Building Solutions to the Housing Crisis" – this process will be offered as a Webinar**