



Master Builder Announcement

Changes to the PHBIA accredited Master Builder® Designation

In 2008 PHBIA engaged Research Works to survey our Master Builders and conduct one-on-one interviews with Master Builder company owners and non-Master Builder company owners. The purpose of this research was to provide information to PHBIA so we understand the needs of our builders and assist in moving the company forward to meet its Strategic Goals. The two Strategic Goals that directly effect our builders are stated below.

Strategic Goal #1

The Master Builder Company designation is a valued and requested certification by the homebuyer by 2015.

Strategic Goal #2

The individual designations are valued by the individuals and the companies resulting in companies requiring certification of their staff.

Research Works held focus groups in Edmonton and Calgary with homebuyers. We wanted to feel the pulse of our homebuyers and determine whether the Master Builder designation affected the buying decision. A number of homebuyers were aware of the designation but did not use it in their purchasing decision. When the designation was explained to them the comment was 'everyone should have these basic skills before starting a home building company.' We have a great deal of work to do before we convince homebuyers that the designation has value.

To meet Strategic Goal #1 we have moved directly to Strategic Goal #2 to improve the offering and meet the needs of the builder. All builders wanted PHBIA to remain strong in education and also wanted to know that once completed that the designation was one that belonged to the individual and could not be rescinded. The current requirements include working for a company that belongs to The Alberta New Home Warranty Program and also belongs to a local home building association as well as commit to taking a continuing education course every two years. Failure to meet any one of the requirements meant the loss of the certification and return of the certificate.

In order to meet our customers' requests we instituted the following changes to the PHBIA accredited Master Home Builder® designation.



New Guidelines for PHBIA accredited Master Home Builder® Effective January 1, 2010

1. Existing PHBIA accredited Master Home Builder's® will have their status grandfathered. The new continuing education requirement effective 2010 will apply to all new and existing Master Home Builders.
2. Individuals completing the course complement after January 1, 2010 for the Master Builder program will receive a PHBIA Residential Management Diploma. It replaces the existing graduate Master Builder certificate. This Diploma will be approximately 12' x 17' and framed at the expense of PHBIA. There will be no continuing education requirements for individuals holding the Diploma although we encourage continuing adult education.
3. PHBIA accredited Master Home Builder® designation will be presented to senior company executives who have completed all course requirements. Those having an equity investment in the company confirmed by The Alberta New Home Warranty Program will have the application processed by PHBIA. Senior individuals that do not have an equity position in the company will complete an application form which will be reviewed by the PHBIA Board of Directors for final approval of the designation. Further requirements to hold and maintain the designation include:
 - company must be a member and in good standing with The Alberta New Home Warranty Program; and
 - company must be a member in good standing of a local home building association
 - minimum of five years in a senior role; and
 - one continuing education course per year; and
 - payment of an annual renewal fee.
4. Continuing education courses will be drawn from:
 - a list of executive level courses offered at advanced educational learning institutions provided by PHBIA (see attached recommendations); or
 - attendance at PHBIA's annual Executive Seminar; or
 - continuing education courses associated with a professional designation; prior approval required.
5. To move from a PHBIA Residential Management Diploma to a PHBIA accredited Master Home Builder® the following will need to take place:
 - individual and company must meet the above qualifications; and
 - provide a written request for the change in status; and
 - successfully complete one course from the continuing education offerings; and
 - sign a non-compliance waiver that the certificate will be returned if in default for a period of six months.

		CITIES				
	Calgary	Edmonton	Red Deer	Lethbridge	Grande Prairie	
	University of Calgary	University of Alberta	Red Deer College	University of Lethbridge	Athabasca University	
Accounting for Managers					X	
Administrative Control Systems		X				
Business Analysis Essentials	X					
Business Management	X					
Canadian Trade Unions				X		
Commercial Law	X				X	
Construction Contract Law & Documents	X					
Construction Costing		X				
Directing and Managing Change		X				
Environmental Risk Mgmt	X					
Ethics for Business & Professional	X	X				
Fundamentals Construction Project Mgmt	X					
Hazard Assessment & Risk Mgmt	X					
Human Resources Management	X					
Introduction to Management			X	X		
Introductory Accounting	X		X	X		
Leadership Fundamentals	X					
Macroeconomics			X	X	X	
Management Law	X			X		
Managerial Economics		X				
Marketing	X	X				
Microeconomics		X	X	X	X	
Operations Management		X				
Organizational Behaviour	X	X	X			
Overview of e-Commerce					X	
Performance Management & Training	X					
Project Management	X	X	X			
Risk Assessment	X					
Risk Control	X	X				
Risk Financing	X	X				
Small Business Management		X		X	X	
Statistics for Business			X		X	
Strategic Management	X	X				

COURSES