

Truro & Colchester CHAMBER of Commerce

3.5 Million Homes Needed

By Sherry Martell

When it comes to finding solutions for increasing housing starts across Canada, there is not a one-size fits all formula.

Leah Nord, Senior Operations Director of the Canadian Home Builders' Association (CHBA), the special guest speaker at the Truro and Colchester Chamber of Commerce's annual Dinner Gala and

Awards, shared recommendations for actions to unlock the door to home ownership.

There is a clear need to build about 3.5 million additional homes in Canada to meet demands.

According to Nord, high interest rates and overly-tight mortgage rules are severely affecting sales. "As a result, housing starts are falling when we



Sherry Martell

need more homes," she said. These issues are compounded as labour shortages persist, and the housing industry needs support to transition.

Affordability is also worsening due to interest rates and restrictive mortgage rules, a lack of housing supply, development taxes, red tape delays and NIMBYism, expensive chances to codes and standards and higher labour and material costs. Nord said there are many actions that need to happen for homebuilders to meet the ever-increasing demand. She suggested the Federal government must continue its leadership while ensuring a holistic approach.

Barriers to homeownership for first-time buyers need to be removed such as lowering interest rates, introducing 30-year amortizations for new construction; fix the mortgage stress test and avoid additional mortgage tightening rules.

Other recommendations include lowering government-imposed costs that impact affordability, removing barriers within the home building process. Avoid adding costs through codes and regulations. Address the labour shortages and support increased productivity.

Nord, along with Crystal Ingram, CEO of the provincial branch of the CHBA, participated in a roundtable discussion with Chamber members earlier in the day where several local advocacy issues were identified.

The Chamber will continue to work with our partners in an effort to improve conditions for the construction industry to increase housing starts in this region.

Have you heard of the Chamber Perks app? The Chamber has launched an app that features a directory of its 500 plus members, discounts or special promotions at local businesses and connects you to their news and events right from your phone. The app encourages people to support local by showcasing "Perks". For more information reach out to your local chamber by emailing support@tcchamber.ca or visit the website www.trurocolchesterchamber.com

Sherry Patriquin-Martell ACE (She/Her), Executive Director, Truro & Colchester Chamber of Commerce and can be reached at ed@tcchamber.ca or 0 902-895-6328

New Chamber of Commerce Members

Truro & Colchester CHAMBER of Commerce

The following is listing of the newest members to join Truro & Colchester Chamber of Commerce.

Bran New Homes

With over 15 years of experience, we specialize in creating exceptional residential and commercial properties from the ground up. Located In Stewiacke.

Melai's Transport Inc - www.mealistransport.ca

At Melai's Transport we strive to provide best-in-class logistics by putting customer service at the forefront

of our business model. We take a genuine approach to caring not only for our own clients, but for our clients' customers as well. Our goal is to acquire and retain customers who care about the accuracy and reliability of their logistics. Constantly striving for the highest level of dedication and uncompromised safety standards, the team at Melai's Transport brings experience, innovation, and a level of service you can depend on.

Turtle Island Technology Solutions - <https://www.linkedin.com/company/turtle-island-technology-solutions/>

With over 20 years of combined experience in IT, we excel in delivering premium IT solutions, from cutting-edge hardware to expert consultation. Our seasoned team is dedicated to realizing your business goals, transforming concepts into reality.

We customize our services to suit your needs, offering comprehensive IT Professional Services including cybersecurity, product deployment, and data analytics. With our wealth of knowledge, we provide tailored strategic insights.

Through our partnerships with over 1000 hardware and software vendors like AWS, Microsoft, and Dell, we offer extensive resources. Specializing in Compliance, Cybersecurity, Datacenter and Cloud solutions, networking, and end-user computing, we ensure robust technology solutions that propel your business forward. Located in Millbrook, NS

Eisses Grain & Ag Services

We operate a cash crop farm situated in Glenholme, Nova Scotia, specializing in the cultivation of corn, soybeans, and winter wheat across approximately 1400 acres of land. In addition to our primary farming activities, we provide extensive custom services to neighboring farms, including spraying, planting, and harvesting of various crops. Furthermore, we serve as authorized seed dealers for renowned companies such as Pioneer and Spigare, further diversifying our agricultural offerings.

The Common by Burnside Brewing

Established in 2015, our brewery's ethos is simple: work hard, have fun, and brew exceptional beer. From our humble beginnings, we've grown into a household name in Atlantic Canada, fueled by dedication and authenticity. In just a few years, we've expanded our reach across provinces, gracing shelves and taps alike.

We proudly unveiled Oak Manor in 2021, our second taproom in Antigonish, and ventured into The Common at The Hub Shopping Centre in 2023, a milestone as the sole licensed food hall in Atlantic Canada.

But our journey isn't just about numbers; it's about staying true to our roots. Nestled in Burnside Industrial Park, we craft exceptional brews amidst hardworking folks who share our ethos.

From craft creations to accessible alternatives like our Toller line, we've proven ourselves in the art of brewing. And in 2022, faced with a naming challenge, we embraced change, redefining ourselves while staying true to our community spirit. Located on Robie St., Truro, NS

Kraig Bates, Account Executive, Maritime Broadcasting System Limited

Experienced in franchise management, B2B, and retail sales across various industries. Skilled critical thinker identifying opportunities. Proficient in advertising, brand consulting, business consulting, and marketing consulting. Experienced in public speaking and brand marketing. Knowledgeable in content marketing, content strategy, lead generation, and copywriting. Contributed to marketing plans for Truro businesses. Member of the Truro & Colchester Chamber of Commerce. Successfully operated B2B cannabis accessories business. Kraig Bates is located on Walker Street, Truro, NS

Hearo Communications | Ryan Erickson

Experience a new standard of transparency and quality in lead generation with our dedicated approach. We prioritize clarity in an industry often clouded with uncertainty, ensuring that you know exactly how your leads are sourced and delivered. Our goal is simple: to eliminate ambiguity and provide reliable, high-quality leads for your business needs.

Through meticulous protocols and local sourcing, we guarantee excellence in every lead we deliver. Whether you opt for managed service or white label solutions, we seamlessly integrate our offerings into your operations.

Trust us for a partnership built on exclusive collaboration, protected by NDA, with a relentless focus on reducing fraud and delivering leads of exceptional quality. If you're seeking superior leads, let's connect. With a background in legal verticals and a commitment to ethical practices, we're here to elevate your lead generation experience. Ryan Erickson is located on Queen Street, Truro, NS.



Truro and Colchester Chamber of Commerce Executive Director Sherry Martell, left, was joined by Crystal Ingram, CEO of the Canadian Home Builders' Association Nova Scotia branch and Leah Nord, Senior Operations Director of national branch, during a recent roundtable discussion about housing. (Contributed)

3,000 New Housing Units In Bible Hill

Five Corners Properties are a group of local, trusted, entrepreneurs that have the future prosperity of the surrounding community at the foundation of their vision: to give individuals, families and businesses the opportunity to live, work and play in a modern community while preserving the culture and heritage of Colchester County.

On April 27 Five Corners Properties submitted their new village centre masterplan application to Colchester County for review. The proposed community design passed unanimously and was referred to Planning Department staff.

"This is the largest community development project in NS, for any single developer outside of HRM. It means a lot to our group to be able to bring an investment of this size to the community we call home," said Evan Price, CEO of Five Corners Properties. Price's team have been planning this project for nearly two years. "We all have family members working away at jobs out west. This construction plan will provide a decade of work for local trades, and much needed homes for new families."

Colchester was recognized on the fastest growing communities list earlier this year. Adding over 3,000 new residential units planned in this development, the community could stay on that list for the next decade.

"Colchester County staff have worked diligently to bring this project to reality. We couldn't ask for a better partner on a legacy defining project of this scope," said Tristan Mills, VP Development of Five Corners Properties. The county modernized their land use policy in 2023, creating a Comprehensive Development District, to ensure community needs and expectations are being met over the life of the project.

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Sincerely,
Todd MacKinnon, Pharmacist Owner