

## A CALL TO ACTION TO THE HOMEBUILDERS OF VICTORIA:

We are homebuilders. There are some who conjure up all sorts of other names for our industry in an attempt to defame, disparage, and undermine the value of the work we do. They use empirical statements like “a developer’s sole job is to make money” or they paint our industry red with greed. To fight back, we self-rationalize our existence as a necessary part of the economy or as “self-proclaimed” community builders. Sometimes I wonder—who can blame their frustrations when we see not just the cost of housing but the cost of living totally disconnected from local incomes. The hurt is real for a lot of people; ambition and aspiration have been replaced with bitterness and despair and the development community has shouldered most of the ill will.

As a collective, we have much in common. Together we represent a multitude of diverse backgrounds, places, and career paths, but they have all led us to *this* industry in *this* town. This confluence should not be downplayed and should instead be seized upon as a binding force and a strength that transcends politics and competition. We need to realize that we all have a shared mission and that to be a homebuilder is not just a job, but an obligation.

Yesterday, we launched a crowdfunded transitional housing solution to keep the vulnerable safe, warm and comfortable this winter; a project called Hey Neighbour. Together with the Greater Victoria Coalition to End Homelessness and Mayor Lisa Helps, we are on a mission to raise \$500,000 to build 30 housing units using repurposed shipping containers. \$500,000 isn’t a lot when you consider how many people can be housed, and kept out of the cold and rain, and, most importantly, have what they need to live with dignity.

Today I’m asking you to take a moment and consider *why* you think what we do as homebuilders matters; almost certainly, we would all come up with nearly the same answer. At a time when the challenges faced by our community have been thrown into sharp relief, we must unite and acknowledge our responsibility as homebuilders and focus on the mission at hand. After all, it’s this community that has given us all so much: friends, good neighbours, and a safe place to call home—our very livelihoods.

For this—quite simply—we are deeply indebted. We prosper not in a vacuum but in a congregation; a group of living, breathing human beings who have all been brought to this obscure island by a multitude of tides and waves. We also prosper in a system of giving and taking, which, for many, has taken too much. We are now in the position to right a wrong and restore some semblance of equilibrium.

As a group that prides itself on the ability to spot fleeting opportunities and turn them into success, let us not watch this one pass by. Take a look within and consider supporting Hey Neighbour, our transitional housing solution. As a collective, let’s bring to life the story of when the homebuilders of Victoria united to house some of our community’s most vulnerable. Together we can make the ultimate difference.

Regards,



**Luke Mari**  
Partner, Aryze