

WE CREATE
MEANINGFUL
LIVING SPACES,
SO COMMUNITIES
CAN THRIVE

EVERBLOOM
HOMES





**"THE IMPORTANT THING ABOUT HOUSING
IS NOT WHAT IT IS, BUT WHAT IT
DOES IN PEOPLE'S LIVES"**

John F.C. Turner

Our Mission:

To seed sustainable, inclusive growth
for Canada's housing market.

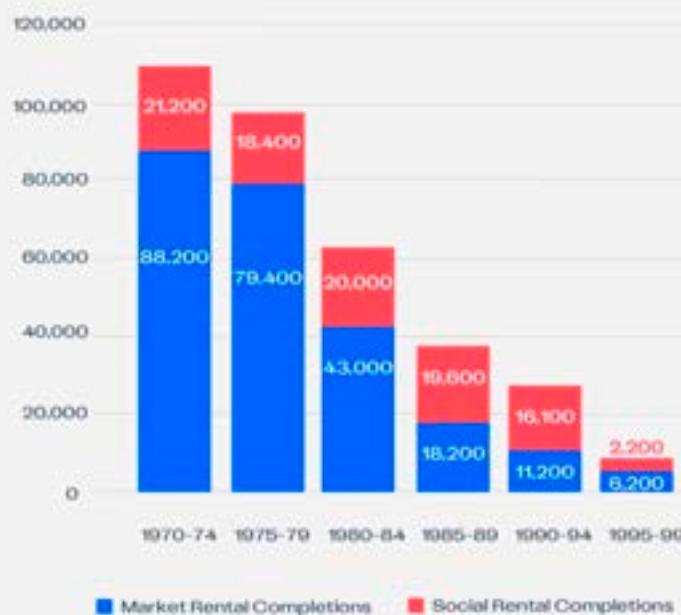
Our Vision:

We envision a Canada where all citizens have access
to dignified, affordable homes where they can flourish.

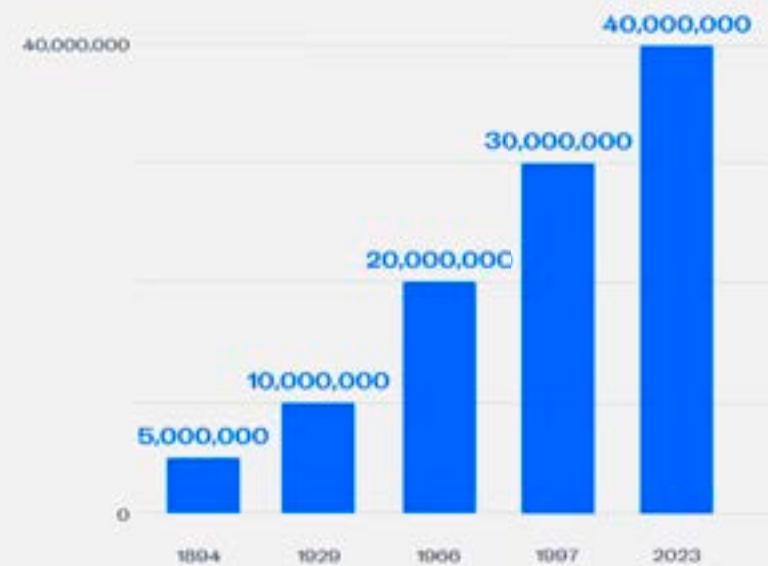


THE SYSTEM IS BROKEN

Average Annual Purpose-Built Rental Completions in Canada by 5-Year Period



Canada's population through the years



Source: www.statcan.gc.ca/en/subjects-start/population_and_demography/40-million

HOUSING SECTOR SNAPSHOT

- CMHC states Newfoundland and Labrador needs 60,000 new housing units by 2030 to restore affordability.
- From the mid-1960s to the mid-1980s, between 10 to 25% of new housing construction in Canada was non-market (public, community, and co-op housing).
- Community housing accounts on average for 7% of the total housing stock in the OECD. Canada's share is just 3.5%. NL's share was just 1.8% in 2022.
- REITs own 52% of the rental housing stock across the NL.
- NLHC (public) has long waitlists, as high as 160% higher than available units.



Increasing the proportion of Canada's
community housing stock by
1.5 percentage points would

**BOOST GDP by
\$67 to \$136 BILLION**

AFFORDABLE RENTAL HOUSING BOTTLENECKS



COORDINATION
ABILITY
NON-MARKET HOUSING
VIABILITY
PRODUCTIVITY
PERMISSION

FACILITATING A NEW

COLLABORATIVE HOUSING ECOSYSTEM





CAPACITY + IMPACT

SYSTEMIC FACTORS:

- Purpose, Strategy, Execution
- Policy and Governance
- Coordination and Process
- Capital and Financing
- Resources – Labour, Materials, Equipment
- Competency – Knowledge, Skills
- Culture – Acceptance and Adoption
- Infrastructure

SOCIAL FACTORS:

- Diversity, Inclusivity, Equality
- Housing Access, Security, and Affordability
- Health
- Food Security
- Financial Literacy
- Education
- Employment
- Infrastructure

WHAT WE DO



CREATE

We accelerate the growth
of new affordable
community housing



PROTECT

We minimize the
loss of existing
affordable housing



EMPOWER

We empower communities
by providing the resources
they need to thrive

HOW WE DO IT



Cross-sector Collaboration
and Strategic Partnerships



Tenant Engagement and
Community Development

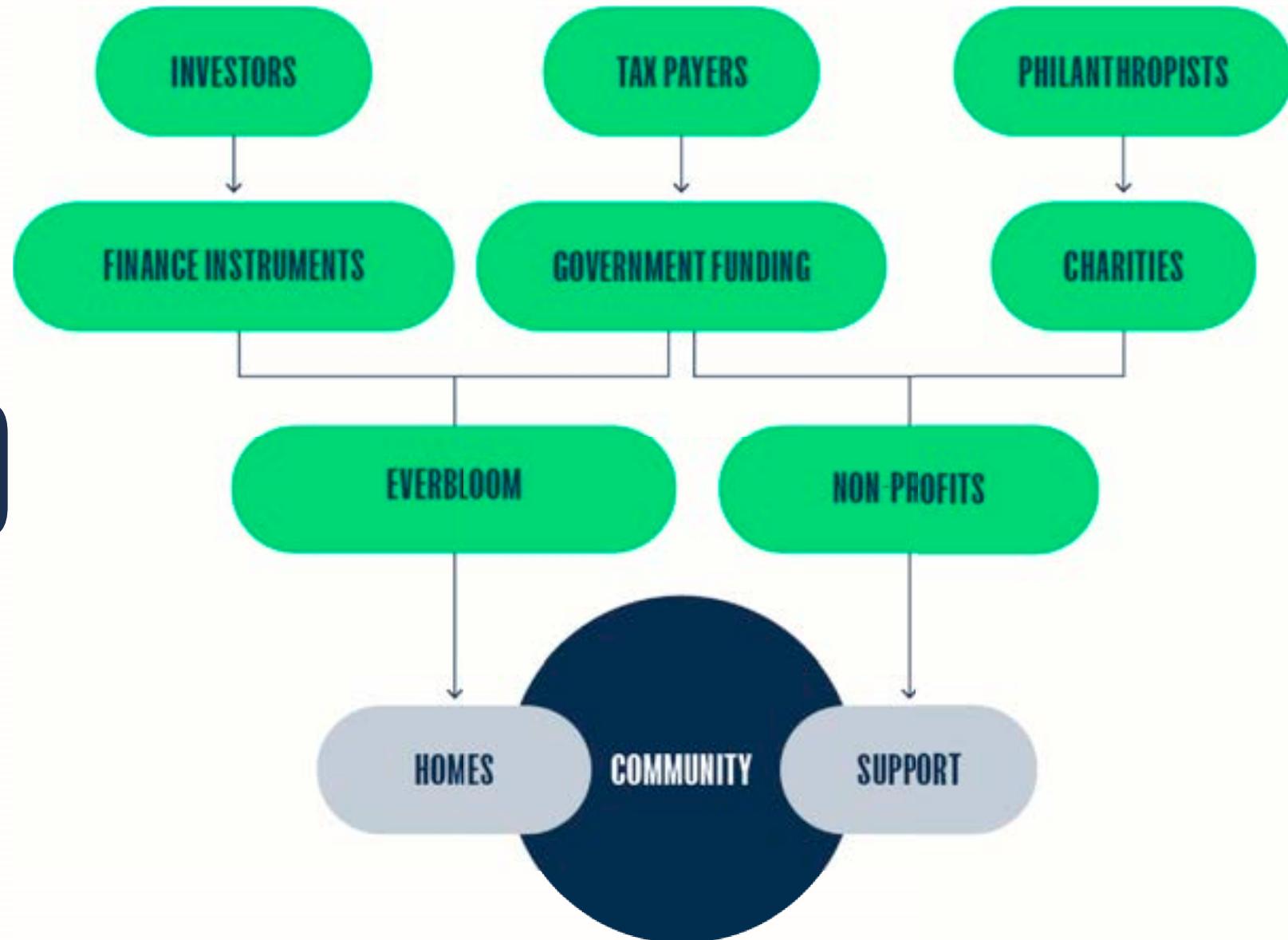


Innovative and Sustainable
Housing Investment and
Financing Solutions

BUILDING CAPACITY IN THE COMMUNITY HOUSING SECTOR



DEVELOPING COMMUNITIES AND LOCAL ECONOMIES



CREATING PLACES PEOPLE FLOURISH



EVERBLOOM
HOMES

EVERBLOOM HOMES CIC
info@everbloomhomes.ca

902-229-9356



The key to housing and community development

PIVOT HOUSING SOLUTIONS

WHO WE ARE

- ❖ Recently founded, working directly with community housing and service providers, as well as municipalities in the delivery of new housing stock and sustainable community growth
- ❖ Based in rural New Brunswick and focused in Atlantic Canada, providing a bestoke approach to our region's needs
- ❖ For every project, objectives are set by community stakeholders and become guiding principles, typically following a facilitated session

PIVOT HOUSING SOLUTIONS

WHAT WE'RE TRYING TO ACHIEVE

- ❖ Our objective is to be the go-to partner for community and housing development in Atlantic Canada
- ❖ We provide out-of-the-box solutions to facilitate housing development by taking on our core challenges and presenting innovative solutions
- ❖ We collaborate with community housing providers in guiding their development initiatives
- ❖ We will also work with municipalities, particularly where community housing providers do not exist or have limited capacity, to develop and operate integrated housing communities.

PIVOT HOUSING SOLUTIONS

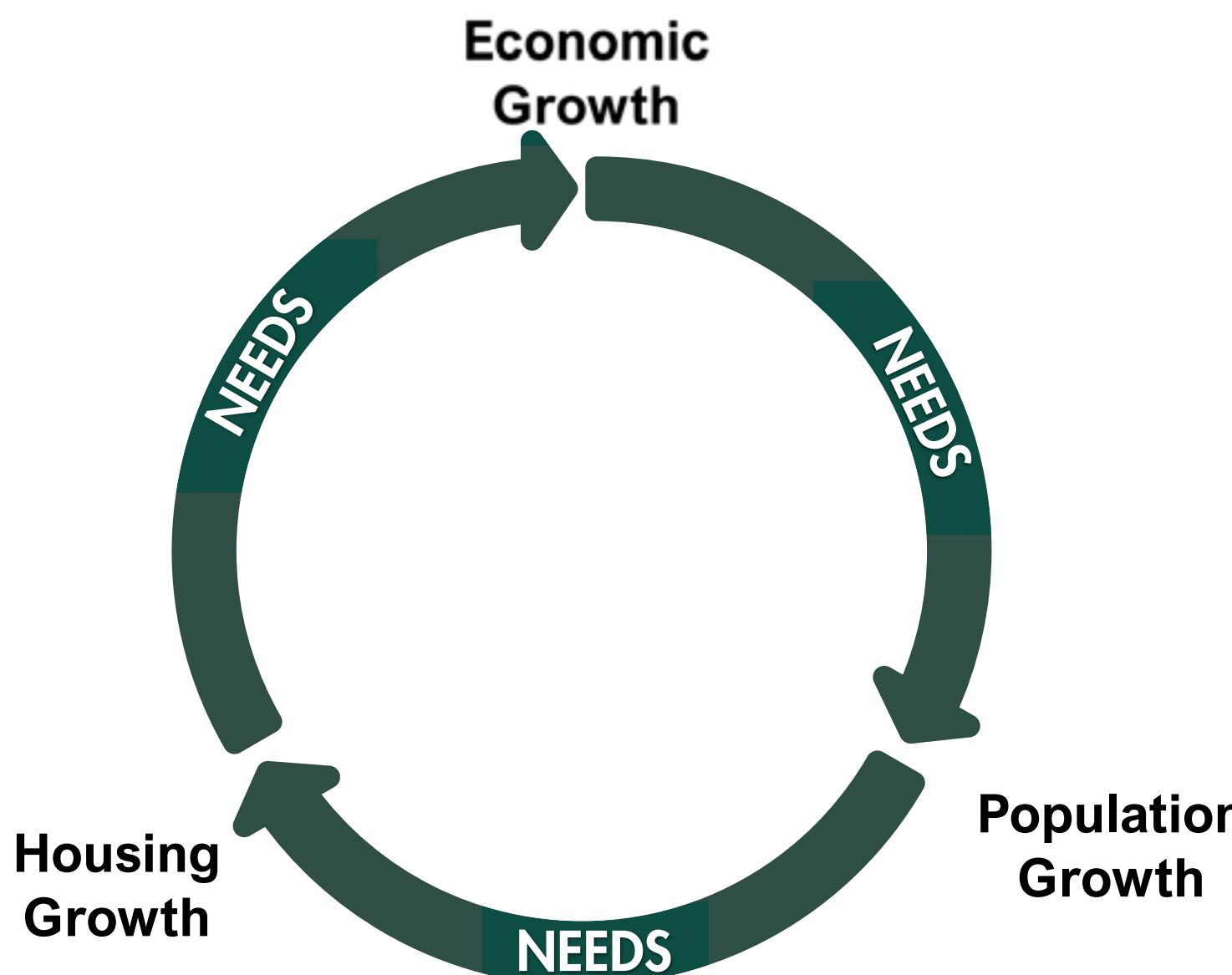


OUR FOUNDER

- ❖ 25 years project and facilities management
 - ❖ Operations in private and academic scientific environments
 - ❖ Housing since 2016 – YWCA Hamilton, SHS, Housing Hub of New Brunswick

HOUSING DEVELOPMENT IS ECONOMIC DEVELOPMENT

THE CONUNDRUM



THE SOLUTION

INCREASED HOUSING



POPULATION GROWTH



ECONOMIC GROWTH



OUR APPROACH

OUR PREMISE AND OUR ROLE

- ❖ Housing is needed everywhere in Atlantic Canada, whether it is market, affordable, rental, ownership or emergency.
- ❖ Delivering housing in an integrated fashion results in positive outcomes both socially and financially
- ❖ **Our role** – to collaborate with your stakeholders and identify what your community development objectives are
- ❖ See how we might leverage surplus lands to reach or exceed them
- ❖ Confirm the need for the objectives set out
- ❖ Identify potential challenges to overcome
- ❖ Prepare a plan/timeline to execution
- ❖ Prepare a financial business case demonstrating the feasibility of execution
- ❖ Identify immediate next steps, including any asks of the municipality up front

WHY WORK WITH US?

WORKING TOWARDS A COMMON GOAL

- ❖ Most developers will take input or feedback from a municipality or municipal stakeholders, but they will not shape an entire project around it
- ❖ We are committed to long-term affordability
- ❖ We are uniquely positioned to access funding from various levels of government and successfully implement a plan
- ❖ We will work with local builders, trades and property managers throughout the project phases and into operation
- ❖ We will leverage any surpluses generated from the sale of homes to the market to reduce the rental rates on the rental homes

SOLUTIONS

WATER/WASTEWATER – GOING COMMUNAL

- ❖ Atlantic Canada partner to Rural Impact
- ❖ CMHC Housing Supply Challenge Round 5 semi-finalist
- ❖ Economic and environmentally sustainable alternative to central municipal systems
- ❖ Has the ability to embrace circular economies



- 40' wide x 80' long
- Surface discharge to a nearby creek
- No odor and quiet operations

SOLUTIONS

MASTER PLANNING MUNICIPAL SURPLUS LAND PARCELS

- ❖ Working directly with municipalities and their communities, we identify:
 - ❖ What locations are best suited for new housing
 - ❖ What type of housing is needed
 - ❖ What housing is desired
- ❖ In a comprehensive study, we:
 - ❖ Perform due diligence studies to facilitate development
 - ❖ Propose a master plan with mixed tenure (ownership/rental), density (detached, row, town, and potentially apartment) and affordability
 - ❖ Master plan incorporates some best practices in community development
 - ❖ Develop business plan for phasing



THANK YOU

Telephone

+1 (506) 516 3880

Email

mvincent@pivothousing.ca

Website

www.pivothousing.ca

PIVOT AND EVERBLOOM

WHAT WE HAVE TO OFFER

- ❖ We come together to execute on your housing and community development goals
- ❖ Should your community not have a housing provider (or one that wants to grow), we can
 - ❖ Create the plan for development (in line with goals)
 - ❖ Once approved, build out the proposed development in the agreed upon phasing and using local forces to the best of our ability
 - ❖ Manage any rental assets over the long term and maintain affordable rental levels in perpetuity

CONNECTIONS – SECTOR NEEDS



EXIT REALTY ASPIRE

END HOMELESSNESS
ST. JOHN'S #WECANENDIT



KEY TAKEAWAYS

WHAT WE HEARD

- ❖ Real openness to finding new ways to deliver housing
- ❖ NL is on track to seeing the highest real estate pricing increases nationwide (next to SK)
- ❖ In many ways, opportunities and challenges to population growth and accommodating growth with housing and services are aligned with the four Atlantic Provinces
 - ❖ Vacancy close to 0%
 - ❖ Basic infrastructure services are lacking
 - ❖ Lacking professional skills and experience
 - ❖ Severe need to leverage local trades and resources

KEY TAKEAWAYS

WHAT WE HEARD

- ❖ Suitable and adequate housing and housing security is just the beginning to overall prosperity
- ❖ Creativity towards tenure types (cohousing, coop, affordable ownership) may result in positive outcomes

HOW CAN WE HELP?

DISCUSSION



Mark Kennedy
Founder and CEO
[902-229-9356](tel:902-229-9356)
mark@everbloomhomes.ca
www.everbloomhomes.ca



Mylène Vincent
Founder and CEO
[506-516-3880](tel:506-516-3880)
mvincent@pivothousing.ca
www.pivothousing.ca

