



Institute for Catastrophic
Loss Reduction
Building resilient communities

Institut de prévention
des sinistres catastrophiques
Bâtir des communautés résilientes

Canadian
Home Builders'
Association



FOR IMMEDIATE RELEASE

Avalon Master Builder Leads New Project to Build Hail-Resilient Homes in Calgary

Calgary, AB – January 12, 2026 – Avalon Master Builder, in partnership with Aviva Canada, the Institute for Catastrophic Loss Reduction (ICLR), and the Canadian Home Builders' Association (CHBA), has launched a pilot project to integrate resilience measures into new multi-family buildings in southern Calgary. The initiative will demonstrate practical ways to reduce hail and wind damage—two of the most costly and frequent causes of property loss in Alberta.

Calgary residents have experienced firsthand the devastating impacts of extreme weather. Recent hailstorms have damaged tens of thousands of homes and rank among the most expensive natural disasters in Canadian history. Recognizing the need for change, Avalon Master Builder is taking proactive steps to embed resilience into the design and construction of new homes.

The new buildings will feature hail-resilient roof coverings and siding, as well as enhanced structural measures to withstand high winds. These progressive building practices aim to reduce repair costs, insurance claims, and disruption for homeowners—while increasing the overall durability and lifespan of homes in the region.

"Building homes that stand up to Canada's changing climate is part of our commitment to long-term value and safety for our customers," said Chris Williams, President of Avalon Master Builder. "This project is about proving that resilience can be built in from the start, using practical, tested approaches that make sense for builders and homeowners alike."

Susan Penwarden, Managing Director, Personal Lines of Aviva Canada, added: "This partnership is a powerful example of how we can work together to support innovative, real-world solutions that help protect Canadians from growing climate risks. These homes offer more than shelter—they offer peace of mind while showing how climate resilience and affordability can go hand in hand."

This field trial is part of the Resilient Homes Task Force (RHTF), a national collaboration led by ICLR and CHBA. The Task Force brings together experts from the insurance, research, and homebuilding sectors to create evidence-based solutions that make homes across Canada more resistant to extreme weather.

"The Resilient Homes Task Force is helping to transform how we think about building and maintaining homes in the face of climate change," said Paul Kovacs, Executive Director of ICLR. "By testing resilience measures in real-world settings—like Avalon's project in Calgary—we can provide clear, practical guidance for the industry."

Kevin Lee, CEO of CHBA, concluded: "Avalon's leadership in this pilot project demonstrates how builders can be part of the solution to climate resilience. Their work will inform new voluntary guidelines and best practices that benefit homeowners across the country while keeping cost-effectiveness a priority."

The findings from this Calgary field trial will inform and refine national guidelines for homebuilders, insurers, and homeowners, helping to increase the resilience of Canadian homes to extreme events, including hail, wind, wildfire, and flooding.

For more information about the Resilient Homes Task Force, visit www.iclr.org/resilient-homes-task-force

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About Avalon Master Builder

Avalon Master Builder is a leader in sustainable, energy-efficient home construction, offering Net Zero and Net Zero Ready townhomes in the Calgary area and now Canmore. Their communities combine advanced building systems, superior insulation, and thoughtful design to deliver comfort, healthier living, and long-term energy savings. With over 20 years of innovation and 40 years of building, Avalon continues to build high-performance, affordable homes that support a healthier, more resilient future for families and communities. Contact: info@avalonhomes.com

About Aviva

Aviva Canada is one of the leading property and casualty insurance groups in the country, providing home, automobile, lifestyle, and business insurance to 2.5 million customers coast to coast. A subsidiary of UK-based Aviva plc, we have the financial strength, scale and are a trusted insurance provider globally for more than 325 years.

For more information, visit aviva.ca or Aviva Canada's [blog](#), [LinkedIn](#) and [Instagram](#) pages, or contact Carley Parekh: carley.parekh@aviva.com

About the Institute for Catastrophic Loss Reduction

Canada's leading disaster research institute, the Institute for Catastrophic Loss Reduction (ICLR), was established by the insurance industry in 1997 as an independent, not-for-profit research and outreach organization dedicated to advancing disaster resilience in Canada. ICLR is an international centre of excellence affiliated with Western University in London, Ontario.

The Institute develops and promotes evidence-based disaster safety solutions that can be implemented by homeowners, businesses, and governments to enhance resilience and reduce loss. Visit www.iclr.org for more information.

About the Canadian Home Builders' Association

The Canadian Home Builders' Association (CHBA) is the voice of the residential construction industry in Canada. Representing one of the largest industry sectors in Canada, our membership is made up of some 8,500 companies – including new home builders, renovators, land developers, trade contractors, building material manufacturers and suppliers, lenders, and other professionals in the housing sector. Please submit any interview requests by email to media@chba.ca.