



# Home Inspector Update



Welcome to Tarion's *Home Inspectors Update*. As a home inspector, you often play an important role in supporting your clients, home buyers and owners, throughout the home buying and warranty process. This newsletter contains useful information that will help you support your clients as they learn about the warranty program.

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*March 10, 2023*

## Introducing A New & Improved Tarion.com

If you or your clients visit Tarion's website this week, you may find things look a little different. We've introduced a redesigned Tarion.com with tailored, user friendly content and simple navigation to make it easier for new homeowners, builders, realtors, and other stakeholders to find home warranty information for every stage of the new home journey – from getting ready to buy, to resolving a warranty claim.

Some of the improvements include:

- A home buyer landing page with tailored information and an overview of all the pages & content that take them step-by-step through important processes and make it easier to understand the entire warranty and how to submit claims.
- Alerts and advisories about issues in the industry that may impact your clients and their new homes (such as trade strikes) and important warranty updates.
- Resources section where home buyers and owners can easily filter and search for guidance relevant to their type of home and stage in home ownership and have access to various types of content (including videos, blogs, news, glossaries, tools & guides).
- Learning modules located in the Resources Section give in-depth information on the warranty and other relevant information, and can

easily be viewed on any device whether home buyers are at home or on the go.

We encourage you to check out the new website by clicking on the link below.

[Visit our Website](#)

## A New Visual Identity For Greater Clarity

In addition to the redesigned website, Tarion has unveiled a new identity that more clearly reflects our mission and the role we play in Ontario's housing industry.

New homebuying is a complex process, and we've received important stakeholder feedback that consumers needed more clarity on who we are and what we do.

Our new logo design clearly connects Tarion to homes, and represents the diversity of new housing types in development today, including detached houses, townhomes and high-rise condos. The new identity including our new descriptor - *'Supporting Your New Home Warranty'* - were developed with input from consumers and other stakeholders with the goal to make it easier for consumers to understand, at a glance, who we are and what we do.

This design refresh is the latest of many changes we've made in recent years to strengthen Ontario's new home warranty and protection program and sets the stage for more public education initiatives to follow over the course of the year.

If you have additional questions, please do not hesitate to contact us at [stakeholderrelations@tarion.com](mailto:stakeholderrelations@tarion.com).

Sincerely,

Tarion's Stakeholder Relations Team



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