

OUR MISSION:

To transform the North American housing industry by leading collaborative innovation.

OUR VISION:

- A housing industry that is thriving with innovative organizations, business models and leaders
- Every new home is delivered efficiently and to the highest standards of quality, performance and value
- Housing is available and affordable for all segments of the North American population

WHAT WE VALUE:

Collaboration + Openness:

- We are smarter and more effective together than we are apart and believe that cross-industry collaboration is the key to driving innovation that will ultimately transform the housing industry.
- We welcome fresh thinking and new perspectives and promote open and honest discussions.

Professionalism:

- We foster trust; we do not collude, nor do we breach confidentiality among the community, and we do not aggressively sell products or services in an Alliance setting.
- We employ the highest level of integrity and ethical standards—demonstrating consideration, accountability, and commitment to the Alliance community and to the industry.

Mutual Respect + Inclusion:

- We value diverse backgrounds, experiences, perspectives, and abilities people bring to the Alliance; our differences make us better at what we do.
- We treat each community member with respect and dignity and prohibit discrimination and harassment of any kind.

Environmental Stewardship:

- We believe that future generations have the right to a healthy and sustainable environment.
- We support sustainable business, design, and construction practices that reduce waste and our carbon footprint, while improving the quality of our land, air, and water.