

# Irwin Brar Calls for Greater Discipline in Affordable Housing Delivery

Canadian entrepreneur Irwin Brar of Western Canada urges a shift from policy talk to execution in solving the housing shortage

**Banff, Alberta May 7, 2026 ([IssueWire.com](https://www.issuewire.com))** - Irwin Brar, CEO of Apex Construction and COO of Ridge Apartments, is speaking out on one of the most pressing issues facing communities today: the growing gap between housing demand and actual delivery. While policy discussions continue to dominate headlines, Brar is advocating for a stronger focus on execution, discipline, and operational accountability to address the shortage of affordable housing.

Across Canada, housing supply continues to lag behind demand. Recent estimates suggest the country needs millions of additional homes by 2030 to restore affordability. In many cities, vacancy rates remain below 2 percent, leaving renters with limited options and rising costs. Despite new policies and funding announcements, projects often face delays, cost overruns, and operational inefficiencies that prevent timely completion.

Brar believes the issue is not a lack of ideas, but a lack of consistent execution.

“Everyone has a plan,” says Brar. “But once construction starts, that’s where things fall apart. Missed deliveries, scheduling gaps, cost changes. If you don’t manage those daily, the project slows down fast.”

Through his work at Apex Construction, Brar leads teams that deliver over 400 housing units annually, focusing on affordable and workforce housing. His approach is rooted in discipline, with an emphasis on cost control, repeatable systems, and direct oversight.

“I’ve walked onto sites where crews were waiting hours because materials didn’t arrive,” he says. “That’s not a big problem on paper, but in real life it can push a project back days. Small delays add up.”

Brar’s vertically integrated model, which combines construction and long-term property operations through Ridge Apartments, allows for greater control over both development and performance.

“We don’t just build and walk away,” he explains. “We operate what we build. That changes how you think about every decision. You’re not cutting corners because you’ll be dealing with the result later.”

Industry data supports the importance of this approach. Studies show that construction projects often run 10–20 percent over budget and can take 20 percent longer than planned. In affordable housing, where margins are already tight, these overruns can make projects financially unworkable.

Brar emphasizes that discipline at the operational level is critical to keeping projects viable.

“If your costs move 15 percent, the whole project can stop making sense,” he says. “You need to track everything closely. Weekly, not monthly.”

Beyond construction, Brar highlights the importance of long-term management in maintaining affordability. Poor maintenance and inconsistent operations can increase costs over time and drive tenant turnover.

“Tenants want simple things,” he says. “Clean units, fast repairs, clear communication. If you get that right, people stay. That stability matters.”

Brar is encouraging others in the industry, as well as community members, to focus on practical actions that support housing development and long-term sustainability. He notes that while large-scale solutions are often discussed, smaller, consistent efforts can have meaningful impact.

“You don’t need to solve everything at once,” he says. “Start by understanding what’s being built in your area. Support projects that make sense. Push for better execution, not just more announcements.”

## **Call to Action**

Addressing the housing shortage requires action at every level. Individuals can contribute by staying informed about local housing developments, engaging in community planning discussions, and supporting projects that prioritize long-term value and responsible growth. Encouraging accountability, transparency, and consistent execution in local development efforts can help move projects from concept to completion.

## **About Irwin Brar**

Irwin Brar is a Canadian entrepreneur and real estate operator based in Western Canada. He serves as CEO of Apex Construction and COO of Ridge Apartments, where he oversees the development and operation of multifamily housing, hotel properties, and retail ventures. Known for his hands-on approach and focus on execution, Brar leads projects that deliver over 400 housing units annually while maintaining long-term operational performance.

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