

The News of the Home Builders Association of West Florida

CORNERSTONE

March 2013

**Northwest
Florida Builder
Barry Lindsay
Enjoys the
Challenges
of the Housing
Industry**



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CORNERSTONE

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HBA Members Give Me Insight Into Their Daily Businesses

I am certainly enjoying visiting with Home Builders Association members. I have learned so much about the ins and outs of businesses that I really wasn't too familiar with. The owners and employees of these businesses have a passion for the work that they do, and it truly shows. Executive Director David Peaden and I are visiting our members to tell them that we appreciate them, and to learn more about their respective businesses.

Recently, we visited the family-owned business of ProSource of Pensacola, located off Brent Lane, where we met with George and Melissa Pancner. Melissa gave us a tour of the showroom and she knows her stuff. They have been in business for just over seven years and they have made it through the worst of times thanks to hard work. They have a very impressive showroom where builders can send their clients.

Located on North Palafox, Digital Now Reprographics specializes in banners, magnetic, murals, vinyl lettering, signs, posters, canvas, and photography, just to name a few. The fine team of Pam Turner, Scott Smith, Bethany Wilson, Meloney Rigby, Ryan Bernard and Jeneane Skelton were all very knowledgeable and

welcoming. Digital Now has the latest in printing technology and it is impressive to see what they create.

As a business that started in 1954, D&M Truss Company has seen its share of good times and bad times in the housing industry. Led by its President, Steve McGowan, D&M Truss is located off of West Michigan Avenue. McGowan said they take pride in building quality trusses that are made to specifications. He said that he believes our market is picking up, which is good news for everyone who depends on the housing industry.

All Pro Sound started off as the best car stereo sales and installation business on the Gulf Coast, and now has turned into a one of the largest companies in the professional audio, video, lighting industry. Blake Yochum, who served as the HBA's Membership Committee

President's Message



BY ERIC WITT

Chair, a few years ago, talked about the changing times in All Pro's business. He is pleased to see the housing market come back a little.

He also said that he's made great friendships through the years as a HBA member. If you ever get a chance to stop by and see the whole operation of All Pro Sound, located on Michigan Avenue, you will walk away highly impressed, just like I was.

If you would like me to visit your office, just let David Peaden know and we'll be there. In the meantime, we may be visiting you very soon.



Top Left: The Digital Now team, from left, Pam Turner, Scott Smith, HBA President Eric Witt, Bethany Wilson, Meloney Rigby, Ryan Bernard and Jeneane Skelton.

Top Right: HBA President Eric Witt with All Pro Sound's Blake Yochum.

Bottom Left: HBA President Eric Witt with D&M Truss Company President Steve McGowan

Bottom Right: The ProSource of Pensacola team, from left: HBA President Eric Witt, Melissa Pancner, Kate Victory, George Pancner, Beth and Andrew Pancner.

HBA

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Many Home Builders Association members are already saving time and money through the NPP program.

To access the discount pricing, register with NPP. Signing up is easy.

HOW TO REGISTER

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- Select "Residential" from the Category dropdown menu.
- Select "HBPP" from the Association dropdown menu.
- Complete the registration form.

For more information about the program, feel free to contact NPP:

800.810.3909
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www.mynpp.com



EXCLUSIVE PRICING FOR HBA MEMBERS

Since 2007 many HBA Chapters have partnered with NPP to offer members discount pricing on several products and services. NPP negotiates the rates, and makes them available to HBA members throughout the country.

This program is entirely free, and there is no obligation to purchase. To access the savings, register with NPP at www.mynpp.com. Included among the discounts available to participating HBA Chapter members:



- Corporate Discount - 22% off all wireless calling plans \$34.99 & higher and free activation
- Employee Discount - 18% off wireless calling plans \$34.99 and higher
- Select Accessory Discount - 35% (corporate) and 25% (employee/family)
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MARK YOUR CALENDAR!

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Meet Quarterly

Custom Builders Council

Meet Quarterly

Green Building Council

Meet on the last Wednesday of each month.

Membership Committee

Meet on the 3rd Wednesday of each month.

Remodelor's Council

Meet on the 1st Thursday of each month.

Board of Directors

Meet on the 3rd Tuesday of each month.

March 21

HBA Golf Classic at Stonebrook Golf

May 4-12

Parade of Homes

August 23-25

Home and Product Expo



Interested in sponsoring a General Membership Meeting?

Contact Alecia Overman at 850-476-0318 for more information!

For further event details, please visit our website:

www.westfloridabuilders.com

Please note that dates and locations are subject to change.

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CORNERSTONE
ISSUE:

April 2013

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Northwest Florida Home Builder Barry Lindsay Enjoys the Challenges of the Housing Industry

Cover Story

Many famous people hail from the city of Brantford in southern Ontario, Canada including hockey great Wayne Gretzky, the late comedian Phil Hartman of Saturday Night Live fame, and the inventor of the telephone, Alexander Graham

Bell. This is also the birthplace of Home Builders Association member Barry Lindsay, of Lindsay Builders, who spent the early years of his life exploring, working and enjoying the great outdoors.

"My family moved to Aptos, California, located in Santa Cruz County of the central California coast, when I was 14 to open a pipe fitting manufacturing business, said Lindsay. "My father taught me everything about the pipe fitting manufacturing business." This training would come in handy as Lindsay traveled across the United States to open Formweld Fittings, Inc. in Milton, Florida. "I was the point person to set up the business and get everything ready for my family to follow," said Lindsay.

Lindsay is an experienced welder who can work on all types of materials from Stainless and Nickel Alloys to Titanium, Aluminum and Hastelloy to name a few. Lindsay specialized in high tech fittings that met the standards of ASTM Section IX and all welds were performed under the Quality Assurance Program ISO 9001-2000. The business was highly successful but with any business, there wasn't much time for anything else.

In the mid 1990s, Lindsay got the building bug after he constructed his own house. He really liked the idea of building something from the ground up and seeing the

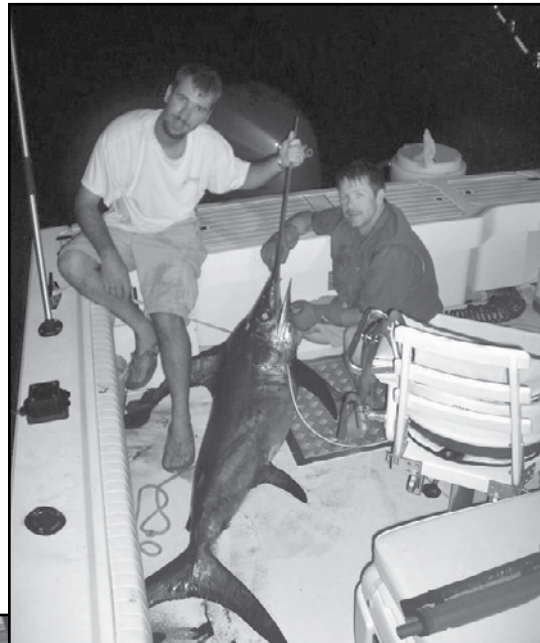
completed project. After obtaining his building license, Lindsay started building homes in popular subdivisions such as Hammersmith, Stonebrook and Woodbine Springs. Homes ranged from 2,400 – 3,900 square feet, four bedrooms and three baths. He realized he couldn't keep one foot in the door at Formweld and the other in the building business. "I was burning the candle at both ends and I knew it was time to make a choice between the two," said Lindsay. In 1999, Lindsay made the move full time to home building and the next six to seven years were prosperous. "Home building gave me the freedom to manage my time a lot better, and I got to experience the fun of having a hobby like fishing," said Lindsay. "Don't get

"In the mid 1990s, Lindsay got the building bug after he constructed his own house. He really liked the idea of building something from the ground up and seeing the completed project."

me wrong," he said. "Building homes, at the time, was also time consuming, but it was a lot different from operating a Pipe Fitting Manufacturing Company. It provided a little more time to do other things."

When the housing market collapsed, Lindsay saved enough for a rainy day and went fishing. He loved being out on the open water and fishing for Marlin, Wahoo, Dolphin, Sailfish and Swordfish. His 25 foot Parker boat became his home away from home. "My buddies and I went fishing all of the time," said Lindsay. "So much so, I logged over 1,700 hours and I obtained my Captain license too. I also started building and selling artificial fishing reefs. This is where my welding skills came in handy. This worked well until the oil spill hit and business dried up."

Having sat on the sidelines during the housing downturn, Lindsay was ready to get back into the game. He sold his boat and started building houses again. "I've always enjoyed being a member of the Home Builders Association, and I loved participating in the Parade of Homes," said Lindsay. "I am hopeful that the market continues to improve and everyone that was hurt by the downturn has an opportunity to get back on their feet."



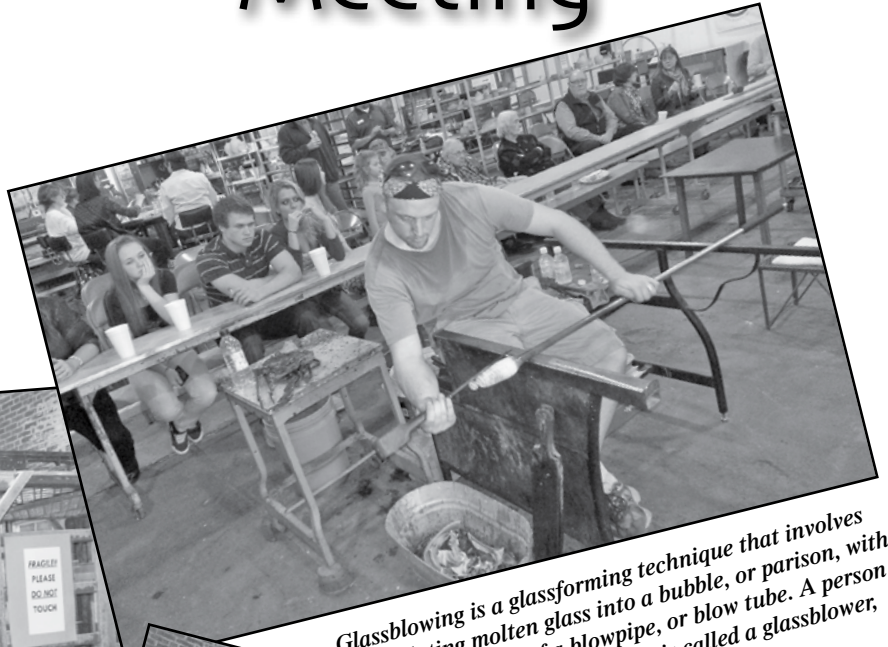
Above: Good friends, Barry Lindsay and Tony Sullivan, fished the Spur 60 miles south of Destin and reeled in 150 pound swordfish.

Right: Barry Lindsay catches a big Red Snapper in the Gulf of Mexico.

Member News

February Membership Meeting

What a special evening at the First City Arts Center where Pensacola Energy hosted the Home Builders Association's Membership Meeting. Attendees were treated to a delicious dinner from Sonny's, and a one-of-a-kind glass blowing demonstration. Special thanks to the fine professionals at Pensacola Energy for hosting the HBA.



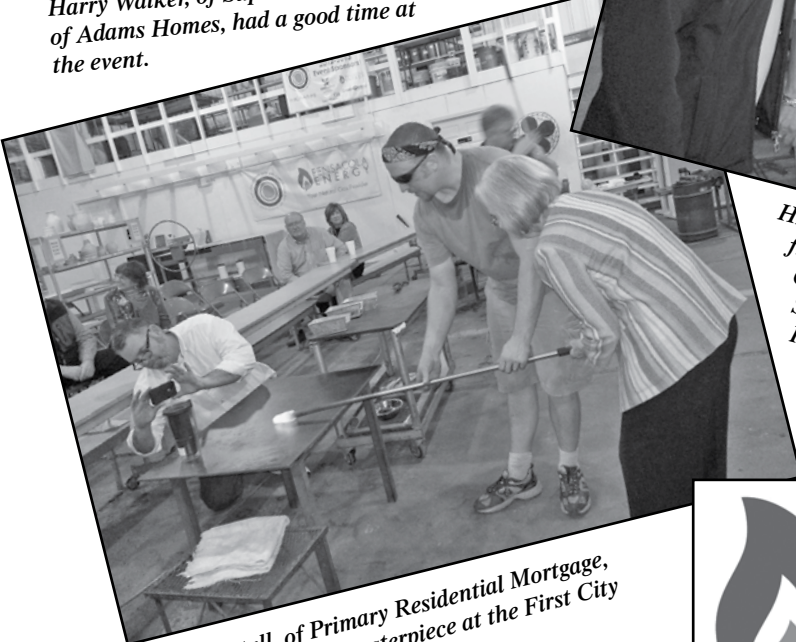
Glassblowing is a glassforming technique that involves inflating molten glass into a bubble, or parison, with the aid of a blowpipe, or blow tube. A person who blows glass is called a glassblower, glassmith, or gaffer.



Harry Walker, of Supreme Lending and Robert Harris of Adams Homes, had a good time at the event.



HBA members enjoy the glass blowing demonstrations, from left, Pensacola Energy's Natasha Reynolds, Jill Grove, and Carmella Campbell; Paula Mathews, of Sears Commercial Sales; Wilma Shortall, of Primary Residential Mortgage; and Pensacola Energy's Janice Terrell.



Wilma Shortall, of Primary Residential Mortgage, creates her own glass masterpiece at the First City Arts Center.



HBA Member Mike Stanley is Earning a Profit from his HBA Membership through the FHBA Rebate Program

Mike Stanley, Owner of MSC of NWF, Inc., is a participant in the Florida Home Builders Association (FHBA) Rebate Program, a FREE benefit for HBA Members.

At the end of December 2012, Mike submitted a rebate claim for the 3rd quarter of 2012, during which time his company completed 5 houses and used 4 of the participating manufacturers' products. As a result of his claim, Mike was notified by FHBA that he will be receiving a rebate check for \$558 - for just one quarter's worth of work!

Through the FHBA Rebate Program, Mike earned back the full amount of his annual HBA Membership dues in just one quarter. Mike has submitted another rebate claim for the 4th quarter of 2012 and



Mike Stanley

will soon be receiving another check. The FHBA Rebate Program has enabled Mike to not only earn back his HBA Membership dues, but to actually earn a profit from his HBA

Member News

Membership. "Every builder and remodeler in the HBA should be participating in this program," says Mike. Mike's success with the FHBA Rebate Program is not unusual. According to FHBA, 70 percent of the builders and remodelers that participate in the program receive what they paid in annual dues AND make a profit by participating.

Registering is quick and easy - just go to www.hbarebates.com/fhba.html and click the link to register online. The current claim form can also be found there. You don't have to submit receipts (except for Progress Lighting products) and you don't have to change how you purchase products. It's easy to participate in this program, and it's a great way to put some money back in your pocket!

Complete details, including a list of participating manufacturers, can be found at www.hbarebates.com/fhba.html. If you have any questions or would like more information about the FHBA Rebate Program, please contact HBA Membership Director Danielle Stomp at (850) 476-0318 or danielle@hbawf.com.



WHAT: Compressed Natural Gas (CNG) Station Tour
Brought to you by Pensacola Energy and Emerald Coast Utilities Authority

GUEST SPEAKER: Kevin Vu of Zeit Energy
Zeit Energy specializes in providing CNG fueling infrastructure services to both private and municipal fleet customers. Our services include Consulting, Design, Construction, Maintenance, Fueling Contracts, and Financing. The \$1.8 million CNG station was a joint project between the City of Pensacola, Pensacola Energy (formerly Energy Services of Pensacola) and ECUA. It serves over 80 natural gas vehicles operated by the City, ECUA and Escambia County.

WHEN: March 27, 2013

WHERE: CNG Fueling Station on Pine Forest Road 6722 Pine Forest Road

TIME: 11:00 a.m.

Please RSVP to: RSVP@hbawf.com and put CNG in the subject line.



**FOR FUTURE
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AND VIEW THE
CALENDAR ON
PAGE 5.
THANK YOU!**

International Builders' Show and Kitchen & Bath Industry Show to Co-Locate Beginning in 2014

“The new mega-event will be held Feb. 4-6, 2014 in Las Vegas, with each show occupying a separate hall.”



The National Association of Home Builders (NAHB) and the National Kitchen & Bath Association (NKBA) today announced an agreement to co-locate the International Builders' Show (IBS) and the Kitchen & Bath Industry Show (KBIS) in Las Vegas beginning in February 2014.

The two events will remain separate and distinct shows held simultaneously at the Las Vegas Convention Center through 2016, creating Design and Construction Week, one of the world's largest gatherings focused on new ideas, products and technologies to design, build and remodel homes.

“This new format allows exhibitors to reach a full range of design and construction professionals who buy, specify and influence the products that go into American homes,” said NAHB Chairman Barry Rutenberg, a home builder from Gainesville, Fla. “For attendees, it means access to two expansive trade show floors and hundreds of additional suppliers to meet.”

“Two shows, two associations and one place to see and connect with every aspect of residential construction and remodeling,” said John Morgan, NKBA 2013 president and president of Morgan Pinnacle, a manufacturer's representative for cabinetry and technology brands. “We couldn't be more excited to deliver this special event for the industry.”

The new mega-event will be held Feb. 4-6, 2014 in Las Vegas, with each show occupying a separate hall. Kitchen and bath brands that have participated in both shows can choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibits. NKBA and NAHB will continue to produce separate educational programming and special events. Future show dates are Jan 20-22, 2015 and Jan 19-21, 2016 at the Las Vegas Convention Center.

Design and Construction Week 2014 is expected to draw more than 75,000 specifiers, builders, dealers and suppliers and 2,000 exhibiting brands, based on recent trends for both shows.

IBS is the largest annual light construction show in the world with 50,000 attendees expected at the 2013 show. Builders, remodelers, developers, architects and other industry professionals from more than 100 countries attend to see the latest products and services from nearly 1,000 exhibitors in more than 200 construction categories, attend dozens of cutting-edge education sessions, visit show homes featuring the latest trends and innovations and network with peers. Now in its 69th year, IBS is organized, produced and managed exclusively by NAHB.

Held annually for the last 49 years, KBIS is the largest event in North America focused on the kitchen and bath segment, attracting more than 700 exhibitors. The 2013 show, to be held in New Orleans, April 19-21, is expected to attract more than 20,000 buyers and specifiers from more than 50 countries, as well as 300 members of the media. Attendees include dealers, designers, architects, remodelers, wholesalers and custom builders. KBIS is owned by NKBA, sponsored by K+BB magazine and produced by Nielsen Expositions.

“Co-locating IBS and KBIS will enable kitchen and bath professionals to benefit through a greater understanding and familiarity with related products, such as windows, doors, flooring, and mechanical systems, all of which are critical to overall consumer satisfaction with project outcomes,” Morgan said.

“Consumers are, indeed, the common ground between NAHB and NKBA,” Rutenberg said. “Co-locating our shows and educational conferences brings together every segment of the industry to advance our collective professionalism and expertise in serving home owners.”

In 2015, Design and Construction Week will expand further with the addition of SURFACES and StonExpo/Marmomacc Americas, Jan. 21-23 at the Mandalay Bay Convention Center in Las Vegas. SURFACES is sponsored by the World Floor Covering Association and is the largest floor-covering industry event in North America for retailers, distributors, installers, designers and home builders. StonExpo/Marmomacc Americas is the only show in North America solely focused on the natural stone industry and is sponsored by the Marble Institute of America and the Natural Stone Council. Both events are produced by Hanley Wood. Shuttle buses will run between the convention centers to allow approximately 25,000 additional attendees to tour all three exhibits.



A WELL-FRAMED APPROACH TO PROFITABLE ENERGY EFFICIENCY

Changing codes, growth in the economy and housing starts – how's a builder to profit from it all? Well, a bottom-up switch to Norbord is a sound first move.



Home Lawn & Patio Outdoor Living Space Show



The Home Builders Association of West Florida hosted the 2nd Annual Home, Lawn & Patio Show at Pensacola Fair Expo Hall on February 23-24, 2013. Although it rained in the Pensacola area, the show's attendance was very good and the exhibitors were pleased with the overall show. We appreciate our exhibitors and thank them for participating.









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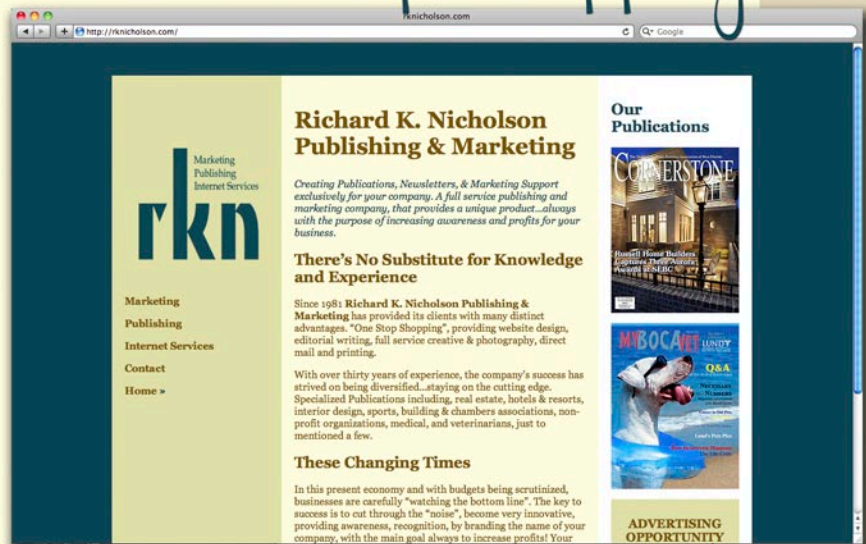
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Report Recommends Reforms of Residential Appraisal System

Industry News

Serious problems in the residential appraisal process must be addressed in order to restore confidence in the residential real estate market and to establish a foundation for sustainable growth of the U.S. economy, according to a new white paper from the National Association of Home Builders (NAHB).

Appraisals are regulated by the states, so standards and requirements vary greatly, resulting in a system that is inconsistent, confusing and does not serve consumers well. The white paper, "Comprehensive Blueprint for Residential Appraisal Reform," addresses these problems.

It is the work of an Appraisal Working Group formed by NAHB last year to develop recommendations for comprehensive residential appraisal reform. The group consists of home builders and representatives from the financial and appraisal sectors. The Appraisal Working Group sought input from representatives of all stakeholders in the residential appraisal process, and the white paper offers specific recommendations for changes to all aspects of the appraisal system.

"Even as the residential construction industry shows signs of recovery, housing activity is thwarted by an appraisal system that remains dysfunctional and is a major impediment to a stable housing finance framework," said Rick Judson, NAHB chairman and a home builder from Charlotte, N.C. "Until we see meaningful appraisal reform, the U.S. housing finance system will be operating under unprecedented uncertainty."

Judson praised the efforts of Appraisal Working Group co-chairs Barry Rutenberg, NAHB's immediate past chairman, and Joe Robson, who served as NAHB chairman in 2009, for their leadership.

The Appraisal Working Group addressed the need for reform in four broad areas:

- Regulatory Framework and Oversight
- Data and Technology
- Professional Standards
- Practice, Process and Procedures

"The states are responsible for oversight of appraisal practices, but many states do not provide the funding necessary to perform this function adequately," Rutenberg said. "A modest investment in appraiser licensing and certification would go a long way toward improving the appraisal system."

In its white paper, the Appraisal Working Group states that the regulatory framework for real estate valuation needs to foster more effective oversight of standards, guidance and enforcement.

The goal is to better integrate and streamline the jumble of existing requirements set forth by various entities to ensure that residential appraisals occur in a coordinated and effective manner and are subject to uniform and consistent standards. A more unified and functional system is required to:

- Establish ethics and uniform standards
- Promulgate best practices
- Monitor the activities of state appraisal boards
- Establish licensing and certification standards
- Set minimum education requirements
- Support independent education and training programs
- Create policies to ensure appraiser independence
- Enforce and oversee authority for anyone who engages an appraiser
- Establish a standards body responsible for setting data and technology standards

"We believe the white paper has many good ideas that stakeholders can agree on, and we are hopeful that policy makers will move forward soon on many of these proposals," Robson said. "We look forward to working with our many partners to achieve meaningful reforms."

The white paper can be found online at www.nahb.org/appraisalwhitepaper.



Feature Story

A Quality Product Doesn't Mean a Well Run Business

During January's International Builders' Show in Las Vegas, Tom Stephani, president of Custom Construction Concepts Inc. based in Crystal Lake, Ill., outlined the following 10 business mistakes builders typically make and how to avoid them:

- 1. Fail to see a collapse coming.** All markets are local, and they all go through an up-and-down cycle, Stephani said. He said builders need to keep tabs of warning signs by monitoring the number of starts in their area, being prudent with their specs and examining fluctuations in the cost of land.
 - 2. Don't ask for help.** Too often, builders stubbornly cling to the notion that they have all the answers and that the competition is their enemy, said Stephani. The best way for builders to find answers to improve their business is to become actively involved in their local and national builders associations. Some of the benefits of membership include advocacy, education, networking and joint marketing resources, he said. "Through NAHB, I have a network of hundreds of people I've met over the past years," said Stephani. "That knowledge sharing is immense. The 20 clubs provide that opportunity as well."
 - 3. Alienate Realtors.** The purpose of Realtors is to sell home, and builders are being penny wise and pound foolish when they try to work around them and avoid the commission fee because Realtors will often bypass the builder's properties when showing prospective clients homes to sell. Stephani said it is wise to use Realtors
- because they are professional at marketing and sales, provide better access to pre-qualified clients and can help to manage client expectations.
- 4. Fail to set realistic expectations.** To remedy this, Stephani said that the builder must make it clear to their clients that they are in charge of the project. The customer must make selections on time, be able to afford what they want, and must not attempt to supervise subcontractors or suppliers. The builder must communicate to the client that changes to the job require time and money, that delays during construction are common and that workers will not necessarily be on the job eight hours every day. "Let the client know there could be bumps in the road but that they will be happy in their home when they move in," he said.
 - 5. Ignore customer service.** Those who ignore this item because there is no money in it, or because they are too busy, do so at their own peril. Good customer service is essential, Stephani said, and the best way to provide it is to see issues from the customer's perspective. Builders who have a willingness to exceed customer expectations and to do what is promised often reap great rewards through word-of-mouth referrals.
 - 6. Fail to price for profit.** Builders often fail to price their homes properly due to competition, market conditions, inaccurate appraisals and pressure from Realtors. As a result, their cash flow becomes critical and they try to compensate by increasing volume. To fix this problem, Stephani suggests that builders better manage their specs, tighten financial controls and reporting, and develop a pricing approach based not just on cost but also on location.
 - 7. Don't update the business plan.** "If you don't put a plan in writing it can guarantee you won't reach your goals," he said. Builders should update their business plans on an annual basis, he added.
 - 8. Fail to manage conflict effectively.** Too often, builders do not recognize the emotional state of owners during construction and are not committed to win-win agreements with them, Stephani said. Most builder/client conflicts arise from disagreements about what was promised and what was delivered. Clear and concise wording of the contract; a complete set of plans and specifications; and good documentation of all communication are essential.
 - 9. Don't manage design and budget.** Too often, builders fail to properly manage their clients' expectations, fail to control the architect and let clients take control over their subcontractors and suppliers. Builders need to be up front with their clients, let them know what to expect during the building process and work in tandem with the architect.
 - 10. Take on the client from hell.** A true client from hell often displays wild mood swings; obsesses over minor details; invites conflict; demands perfection but is not willing to pay for it; creates problems for subcontractors and employees; berates, belittles and badmouths the builder; refuses to pay until sued; and is never happy. To avoid this situation, Stephani recommends that builders go with their gut feeling when interviewing a client, evaluate their personalities and traits, take note of their occupation and observe whether a husband and wife are openly arguing – which can be a warning sign.

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NAHB Study Reveals What Home Buyers Really Want

The housing downturn of the last few years affected not only the number of new homes that are built each year, but also the characteristics, features and size of the ones that do get built.

Builders and other industry professionals now have an opportunity to find out what home buyers really want and will not give up in today's market, as well as which features they are ready to leave behind in light of current economic realities with a new publication from the National Association of Home Builders (NAHB).

NAHB's publishing arm, BuilderBooks, recently released *What Home Buyers Really Want*, a study which outlines home buyers' preferences for home type and size, room layout and design, kitchen and baths, windows and doors, accessibility and outdoor features, electronics and technology in the home, energy efficiency and choosing a community.

The study was conducted by NAHB's Economics and Housing Policy Group in 2012, based on a survey of home buyers nationwide. Results from the study are available by age, income, race and Census division, among other demographic characteristics.

"This survey is a great resource for building professionals, as it provides an inside look at the things home buyers really want or don't want in their homes," said Rose Quint, NAHB's Assistant Vice President for Survey Research, and one of the study's authors. "With



the housing market beginning to recover, and more consumers in the position to purchase a home, it is more important than ever for builders to be armed with this information."

What do home buyers really want?

- First and foremost, energy efficiency. Some of the most wanted features involve saving energy, i.e. energy-star rated appliances and windows, and an energy-star rating for the whole home. Nine out of ten buyers would rather buy a home with energy-efficient features and permanently lower utility bills than one without those features that costs 2 percent to 3 percent less.
- Home buyers also want help with organization and storage. Large majorities want a laundry room, a linen closet in the bath, garage storage and a walk-in pantry.

What do most buyers not want?

- An elevator – 70 percent would be unlikely to buy a home with this feature.
- High density communities or golf courses.
- Only a shower stall (no tub) in the master bath.

On Wednesday, March 6 at 2:00 pm EST, NAHB will host a webinar to discuss the findings of the survey. *What Home Buyers Really Want* is available only as an e-Book at ebooks.builderbooks.com for \$149.99 Retail or \$49.99 for NAHB Members.

FORMING NOW!

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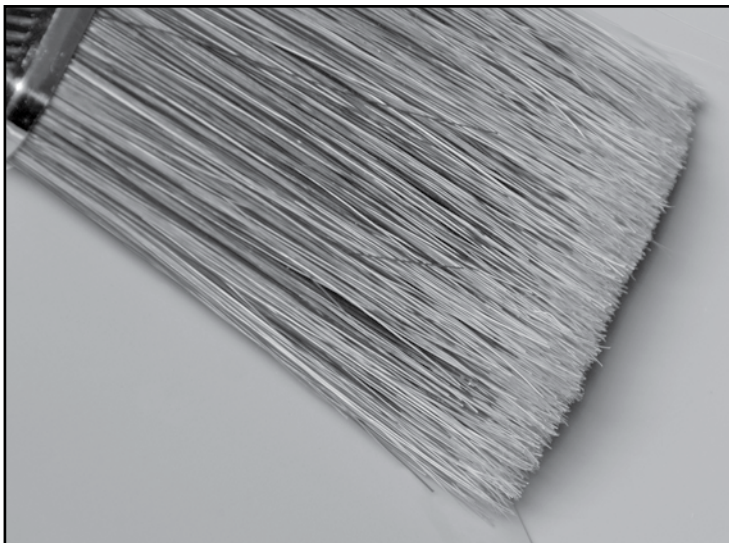
Director Danielle Stomp at (850) 476-0318 or danielle@hbawf.com for more information.



Latest NAHB Publication Offers Inside Look into the Financial Records of Remodelers



Remodelers now have a unique opportunity to see how their business stacks up against the competition with a new publication from the National Association of Home Builders (NAHB). NAHB's publishing arm, BuilderBooks, recently released the 2012 edition of the



Remodelers' Cost of Doing Business Study, a national study of remodelers' business practices and financial performance.

The study provides remodelers the opportunity to evaluate their financial performance compared with the industry as a whole and with remodelers of similar type and size.

This new resource gives remodelers an inside look at other remodelers' finan-

cial books by providing data about profitability, cost of sales and expenses. The study was conducted by NAHB's Economics and Housing

Policy Group in 2012.

The Remodelers' Cost of Doing Business Study contains a wealth of data and analysis to help remodelers boost profitability, increase efficiency, set realistic budget targets and improve upon their business practices. Several categories are analyzed in the survey making it easy for remodelers to compare their performance against the data.

"This updated resource offers a great chance for remodelers to learn from their colleagues in the industry," said NAHB Remodelers Chairman Bill Shaw, GMR, GMB, CGP, a remodeler from Houston. "The study includes a wealth of data on operating costs, profits, sales and much more, giving remodelers an opportunity to see how their own business compares."

Readers can see how they measure up against industry-wide averages in areas including:

- Gross margin and net profit
- Cost of goods sold
- Operating expenses
- Financial ratios

On Wednesday, Feb. 20, 2013 at 2:00 pm EST, NAHB Remodelers will host a webinar to discuss the findings of the survey and how remodelers can use them to gauge the health of their operations. The Remodelers' Cost of Doing Business Study, 2012 Edition is available only as an e-Book at ebooks.builderbooks.com for \$89.99 Retail or \$59.99 for NAHB Members.

2013 Parade of Homes



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Repo Housing Starts Down on Typical Multifamily Volatility; Permits Hit Four-Year High

Due to a double-digit dip on the typically volatile multifamily side, nationwide housing starts declined 8.5 percent to a seasonally adjusted annual rate of 890,000 units in January, according to newly released data from HUD and the U.S. Census Bureau. Meanwhile, issuance of permits for new-home construction rose 1.8 percent to 925,000 units – the quickest pace since mid-2008.

“Steady demand for new homes is prompting builders to put more construction crews back to work in order to replenish thin supplies of completed product,” noted Rick Judson, chairman of the National Association of Home Builders (NAHB) and a home builder from Charlotte, N.C. “We expect this progress to continue through the spring buying season and beyond, with credit availability and poor appraisals being the primary limiting factors.”

“Today’s report is quite positive in that it shows continued upward movement in single-family housing production and permitting activity for both single- and multifamily units,” noted NAHB Chief Economist David Crowe. “Meanwhile, the decline in multifamily starts reflects an adjustment from an unsustain-

ably large gain in December, and is consistent with the up-and-down swings that are often associated with that sector.”

In January, single-family housing starts were virtually unchanged from an improved pace in the previous month, registering a 0.8 percent gain to 613,000 units. This was the strongest pace of single-family housing production since July 2008. Meanwhile, multifamily housing starts, which tend to display significant month-to-month volatility, declined 24.1 percent to 277,000 units.

Regionally, combined single- and multifamily housing production gained 4.1 percent in the South and 16.7 percent in the West, but fell 35.3 percent in the Northeast and 50 percent in the Midwest in January.

Permit issuance, which can be an indicator of future building activity, rose 1.9 percent on the single-family side to a seasonally adjusted, annual pace of 584,000 units and rose 1.5 percent on the multifamily side to a 341,000-unit pace in January. Both were the strongest permit numbers seen since mid-2008.

Permitting activity rose in three out of four regions in January, with a 10.1 percent gain registered in the Northeast, a 1.4 percent gain registered in the Midwest and a 1.1 percent gain registered in the South. The West posted virtually no change in permitting activity, with a 0.5 percent decline.

Feature Story



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If you do business with or know anyone in the “Don’t lose your Membership!” section, please give them a call and reinforce the value of membership as well as the importance of Members Doing Business with Members.

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Contact HBA Membership Director

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Membership News

TOP 10 REASONS TO DO BUSINESS WITH AN ACTIVE ASSOCIATE MEMBER

1. They support the industry at the local, state and national levels.
2. They volunteer time, talent and treasure to help the association accomplish its goals.
3. They recruit their colleagues and business contacts to become members.
4. They serve on committees and councils gaining valuable networking opportunity while helping to advance the association's mission.
5. By doing so, you increase the value proposition for all membership in our HBA.
6. They are strong supporters of local and state PACs and BUILD-PAC.
7. They are a major source of non-dues revenue through sponsorships, advertising, etc.
8. As industry partners, they are a valuable resource for business and management tips.
9. They are heavily invested in your business success: You win, they win!
10. Why wouldn't you do business with a member?



Advertiser's Index



In construction, a spike is a steel object that is essential to making a building strong. As in construction, the HBA of West Florida sees a Spike as someone that works to keep our association strong. Spikes work on the recruitment and retention of members in addition to keeping members active with the association. Anyone is eligible for Spike status. On Spike credit is awarded for each new member recruited and an additional credit is awarded for that new member's renewal on or before their anniversary date. If you help to retain a member, you are eligible to receive a half point for each member.

Spike Club Levels

Spike Candidate	1-5 credits
Blue Spike	6-24
Life Spike	25-49
Green Spike	50-99
Red Spike	100-149
Royal Spike	150-249
Super Spike	250-499
Statesman Spike	500-999
Grand Spike	1000-1499
All-Time Big Spike	1500+

Spike Club Members and their credits as of 02/01/2013

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Harold Logan	504

Super Spike	250 Credits
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Jack McCombs	278.5

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