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The News of the Home Association of West Florida

February 2014

Navigating The New Home Financing Process: Ability-to-Repay Rule and Qualified Mortgage

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Northwest Florida's Housing Market Continues to Improve

The Home Builders Association had a great turn out on January 15th at the Hilton Garden Inn to hear Edsel Charles, of MarketGraphics Southeast Research Group, give his update on our regional housing market. Charles, who is founder and Chairman of the Board of MarketGraphics, was entertaining and bullish on our housing market outlook. Charles, in his funny way, said, "You have six years of good times in front of you. There are opportunities in front of you that would choke a horse." Charles sites a positive comeback of new home construction, sales and remodeling. He said that Escambia and Santa Rosa Counties looks very good, and spoke about the challenges of rising lot costs. He said vacant lot prices are going up faster than home prices, and it will present a challenge for home builders.

According to the Pensacola News Journal's Business Editor Carlton Proctor, he said, "Despite the disparities, single-family home sales overall turned in a strong performance in 2013, up about 20 percent over the previous year. To be sure, this market's recovery is far from complete. Total sales of single family homes, new and resold, in Escambia and Santa Rosa counties totaled 7,337 in 2013, just a little more than half the total at the market's peak in 2005."

I would like to thank Blaise Adams of Centennial Bank for sponsoring our meeting. It was good to start the year off with over 130 over our HBA members who were all eager to hear the good economic news.

*Strategic Planning Comments, Analysis and Forecast
Provided by MarketGraphics*

*Coastal Alabama / Florida Panhandle - January 2014
10 Significant Insights:*

1. The projected future lot shortage must be addressed
2. The current lot inventory is 35,110
3. In 2015, the market will need 7,390 lots
4. The total market demand for lots between 2014 to 2019 is 49,086
5. 9,882 of the aforementioned lots needed will be in Baldwin County
6. 9,725 of those lots needed will be in Walton County
7. There will be a 37,576 lots needed to be developed before the end of 2019
8. The lot count has fallen 7,638 lots since May 2009
9. The number of started subdivisions has fallen by only 45 since September 2009
10. The number of newly finished unoccupied homes has fallen by 3,868 since September 2008.

President's Message



NEWMAN RODGERS

"Despite the disparities, single-family home sales overall turned in a strong performance in 2013, up about 20 percent over the previous year."



From left HBA President Newman Rodgers of Newman Rodgers Construction, Rob Hale of MarketGraphics Southeast, Blaise Adams, Market President of Centennial Bank; Edsel Charles of Market Graphics Research Group, and Mortgage Loan Originator Nicholas Redhead of Centennial Bank.



What You Need to Know Regarding Changes to the Home Financing Process

consumer protections to ensure that lenders determine that a borrower has the means to repay a loan. In the event of a default, consumers will have some ability to challenge a lender's underwriting in a defense against foreclosure.

The QM, as defined by the Consumer Financial Protection Bureau (CFPB), sets specific parameters that lenders can use to demonstrate that they have complied with the ability-to- repay rule and provides some

protections from liability in the case of a borrower default.

Lenders can continue to offer products that do not meet the QM criteria, but may be subject to increased legal liabilities in the event of a borrower default.

The CFPB's new QM standard:

- Includes many of today's sound mortgage products, including fixed-rate and adjustable mortgages.
- Caps loan origination fees at 3% of the loan amount.
- Requires borrowers to have a debt-to-income ratio less than or equal to 43%.
- Has no downpayment restrictions.
- Creates a separate QM safe harbor for small community banks that provide loans in rural and underserved areas.

While the ability-to- repay regulation applies to all mortgage lending, it does include a few noted exceptions such as construction-to-permanent loans of 12 months or less and loans provided by state housing finance agencies. The U.S. Department of Housing and Urban Development (HUD) has released a separate QM definition for loans insured or guaranteed by the agency, such as Federal Housing Administration (FHA) loans.

The HUD QM definition imposes a 3% cap on points and fees, but otherwise does not change FHA single-family mortgage requirements. Lenders must follow current FHA underwriting criteria. Importantly, the HUD QM rule does not include the 43% debt-to-income limit.

Loans provided through the U.S. Department of Agriculture Rural Development and the U.S. Department of Veterans Affairs are deemed to be qualified mortgages and these agencies are under the same mandate as HUD to develop their own QM rules.

Loans that are eligible for purchase by Fannie Mae and Freddie Mac are also considered qualified mortgages. This classification will remain in effect for seven years or until Fannie Mae and Freddie Mac are no longer in conservatorship.

NAHB Works to Keep Credit Flowing

Through comment letters, congressional testimony, meetings with CFPB officials and coordinating with industry partners, NAHB worked with regulators to ensure that the ability-to- repay rule provides home buyers access to affordable mortgages, contains adequate consumer protections and provides lenders proper incentives to make home loans to creditworthy borrowers.

NAHB worked extensively to get as broad a QM definition as possible, and was able to get several provisions in the rule to help keep credit flowing during this transition period. The fact that loans eligible for purchase by Fannie Mae and Freddie Mac are considered qualified mortgages, including loans with a debt-to-income ratio greater than 43%, provides greater flexibility for prospective home buyers. A safety net is also provided through the broader QM definition for FHA-insured mortgage loans.

For more information, e-mail Chellie Hamecs at NAHB or call her at 800-368-5242 x8425.

Several new regulations that went into effect at the beginning of this year could delay loan closings. In some cases, creditworthy borrowers could be denied access to affordable mortgages, which would harm home sales.

The National Association of Home Builders (NAHB) is working with regulators and lawmakers to avert such a scenario and ensure a sufficient flow of credit for the industry.

Here's what home builders need to know about the new lending rules for 2014:

Ability-to- Repay Rule and the Qualified Mortgage (QM) Now in Effect

The ability-to- repay rule, which stipulates that borrowers must be able to repay home loans issued to them, went into effect on Jan. 10 as required under the Dodd-Frank Act. This rule applies to all mortgages and will define the mortgage markets for years to come.

The ability-to- repay rule, which includes the definition of a qualified mortgage (QM), establishes underwriting as well as product criteria for mortgage originations and provides

Wayne Lawrence Adams

1953 - 2014

Editor's Note: The Home Builders Association lost a giant of the home building industry when Wayne Adams passed away in early January. Wayne was down-to-earth person who made others feels at ease. One thing was certain in his life and that was his deep love for his family. He was a loving father to his three children and he wasn't afraid to shower them with affection. He will truly be missed.

Wayne Lawrence Adams, 60, died at 11.30pm on Sunday, January 12, 2014, after a five month battle with lymphoma.

Born May 8, 1953, Wayne dedicated his life to his business, Adams Homes, and to his family, Brandon Adams (35), Bryan Adams (32) and wife Erin Adams, and Annie Malone (28) and husband Matt Malone. He was exceptionally close to his girlfriend, Amy Martin; his ex-wife, Holly Adams; and his brother and sister-in-law, Don and Ella Adams. Wayne is also survived by sisters Carol Frederick and Barbara Graff, nieces, nephews and other extended family members. He maintained a close group of friends within Adams Homes, and he had a handful of cherished friends from Pensacola and from his hometown of New Orleans, Louisiana. He also adored his two grandchildren, Emilia Adams (2) and Brody Malone (6 months), and his young Golden Retriever, Aspen (3).

Although Adams Homes thrived financially, Wayne led a modest life to the end, driving around in a ten-year-old Chevy Tahoe, living in the same three-bedroom house on Pensacola Beach, and buying almost all of his clothes from the

Land's End catalog. His philosophy of life and business was "Keep it simple, stupid," and he preached to everyone around him the dangers of complexity and overreach. Wayne never owned a computer or sent an email.

Wayne's primary enjoyment in life came from having people around him develop in a positive way. He was not an easy boss, and he was an exceptionally tough negotiator who prized loyalty above all else, but his feeling of success and accomplishment ultimately came from contributing to the success of others. The net outcome was an extremely tight culture at Adams Homes.

Not one for luxury, Wayne's favorite restaurant around town until the end was the Waffle House. The smiling staff tolerated him on even his last visits, when he couldn't stomach a bite.

Wayne's favorite things in life were going skiing every year with his close friend Ken Kleinschmidt and a rotating cast from New Orleans and Pensacola; hanging out on his pontoon boat with Amy, his kids, or Mark Braxton; drinking Jack Daniels and 7-Up with Collier Merrill or his work buddies at Fish House; plotting business strategy



with his sons, his beloved brother Don Adams, his mastermind CFO Brian Stringfellow, or his son-in-law and right-hand man, Matt Malone; relaxing in his Lay-Z-Boy at his beach house, watching crime procedurals, comedies, or inspirational movies; or lounging on the beach near his home or in Destin, Florida.

Marilyn Thompson

Marilyn Thompson, wife of longtime Florida Home Builders Association Executive Vice President Paul Thompson, passed away January 20. A registered nurse, Mrs. Thompson worked at hospitals in Tallahassee, Fla., and Thomasville, Ga., and for several Tallahassee-area physicians.

Mrs. Thompson was an active member of three Tallahassee churches: First Baptist, North Florida Baptist, and Bradfordville First Baptist and accompanied her husband to dozens of National Associatino of meetings, where she was well known by both board members and staff.

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Nationwide Housing Production Edges Just Under 1 Million Units in December

Following an unusual surge in housing starts in November, nationwide housing production fell 9.8 percent to a seasonally adjusted annual rate of 999,000 units in December, according to newly released figures from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau.

“Total housing starts of just under 1 million units in December was the third-highest monthly level of production in 2013,” said Rick Judson, chairman of the National Association of Home Builders (NAHB) and a home builder from Charlotte, N.C. “This rate is in line with our builder surveys, and tells us we are seeing a return to trend after a strong November.”

“Last year was a good year for home building, with overall production up 18 percent from 2012,” said NAHB Chief Economist David Crowe. “As pent-up demand is unlocked and the labor market improves, we anticipate that 2014 should be an even better year for home construction. That’s good news for economic growth, as each new home

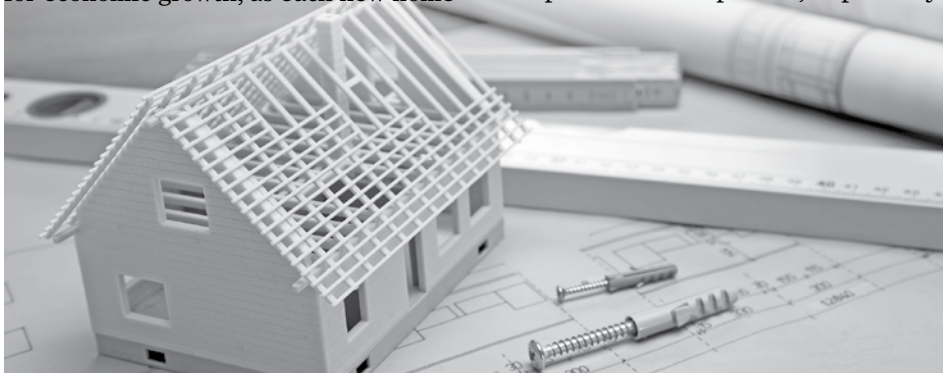
that is built creates three full-time jobs and contributes to the tax base of local communities.”

Single-family housing starts fell 7 percent to a seasonally adjusted annual rate of 667,000 units in December. Except for November, this was the highest monthly total for single-family starts in 2013. Meanwhile, multifamily starts fell 17.9 percent to 312,000 units in December.

Regionally in December, combined single- and multifamily housing production rose 15 percent in the West but fell 33.5 percent in the Midwest and 12.3 percent in the South. Production was unchanged in the Northeast.

Overall permit issuance fell 3 percent to 986,000 units in December. Single-family permits dipped 4.8 percent to 610,000 units from a strong pace the previous month, while multifamily permits were unchanged at 376,000 units.

The Northeast and West posted gains of 11.2 percent and 10.5 percent in permitting activity for December, while Midwest and South registered declines of 18.8 percent and 7.4 percent, respectively.



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Ability-to-Repay Rule

Protecting Homebuyers from Debt Traps

On January 10, 2014, the Consumer Financial Protection Bureau's Ability-to-Repay Rule will go into effect. This rule protects consumers from debt traps by requiring mortgage lenders to evaluate whether borrowers can afford to pay back the mortgage before signing them up. The rule was required by Congress, as a response to the financial crisis and nationwide foreclosure epidemic. Under the new Ability-to-Repay Rule, mortgage lenders must look at customers' income, assets, savings, and debt, and weigh those against the monthly payments over the long term – not just a teaser or introductory rate period.

new rule lays out basic guidelines that lenders can follow. Loans within these guidelines are called "Qualified Mortgages," and they give lenders greater certainty that they are meeting the Ability-to-Repay requirement.

If lenders choose not to follow these guidelines, they can still make a loan based on their reasonable, good-faith determination that the borrower has the ability to repay it.

To be a Qualified Mortgage, the loan:

- Cannot have excessive upfront points and fees;
- Cannot be longer than 30 years;
- Cannot have certain risky features, such as paying only interest and not principal, or paying less than the full amount of interest so that the total debt grows each month; and

enterprise (Fannie Mae or Freddie Mac), or is insured or guaranteed by a federal housing agency; or
3. The loan is made by a small lender that keeps the loan in portfolio.

Bottom line: The Ability-to-Repay rule is intended to prevent consumers from getting trapped in mortgages that they cannot afford, and to prevent lenders from making loans that consumers do not have the ability to repay. It's that simple.

Fact vs. Fiction

1. Fiction: The CFPB's Ability-to-Repay Rule will cut off consumers' access to credit by requiring all loans to be Qualified Mortgages.

Fact: The Ability-to-Repay Rule does not require lenders to offer any specific type of mortgage. Lenders can offer any mortgage they believe a consumer has the ability to repay, as long as they have documentation to back up their assessment. Not all loans will be Qualified Mortgages.

2. Fiction: Banks aren't going to make any loans that are not Qualified Mortgages.

Fact: The Ability-to-Repay Rule is designed to protect consumers without disrupting the U.S. housing market. Some of the nation's largest banks have already said they plan on making loans that fall outside of the Qualified Mortgage guidelines. More importantly, however, the vast majority of loans being made today are already compliant with the Qualified Mortgage guidelines. The CFPB estimates that roughly 92 percent of mortgages in the current marketplace meet the Qualified Mortgage requirements, and reports by independent economists have confirmed the Bureau's calculations.

3. Fiction: The Ability-to-Repay Rule requires all mortgages to cap debt-to-income at 43 percent.

Fact: The Ability-to-Repay Rule does not mandate debt-to-income ratios. The rule simply requires lenders to evaluate



As long as they check the numbers and the numbers check out, lenders can offer any mortgage they reasonably believe a consumer can afford. These are common-sense practices that most lenders already follow. Certain types of mortgages are more likely to become a debt trap for the borrower, so the

Must be in one of three categories:

1. The monthly loan payment, plus the borrower's other debt payments, does not exceed 43 percent of the borrower's monthly income; or
2. The loan qualifies for purchase or guarantee by a government sponsored

more "Debt Traps", page 10

Protecting Homebuyers from Debt Traps

from page 9

a borrower's debt-to-income ratio and use their judgment about how much debt a consumer can afford to take on. Nor does the Ability-to-Repay Rule require all Qualified Mortgages to meet the 43 percent debt-to-income ratio. A loan can also be a Qualified Mortgage if it meets standards for loans backed or purchased by Fannie Mae or Freddie Mac, if it's insured by a federal housing agency, or if it is offered by a small lender that holds the loan in portfolio. Right now, roughly 92 percent of mortgages fall into one of those three categories.

4. Fiction: The new rules have excessive documentation requirements, and are going to make it nearly impossible for anyone who's self-employed or has an unusual financial situation to qualify for a mortgage.

Fact: Under the new rules, lenders do have to verify that consumers can afford to repay their mortgage – that's the whole point. Lenders will make that determination by looking at documents such as payroll stubs, tax returns, student loan statements, credit history, and other financial information. These documents help lenders weigh borrowers' debt against the income and assets available to pay off the debt. Without this information, lenders cannot make an accurate assessment of affordability, and borrowers could wind up in over their heads. Looking at this kind

of documentation is something that responsible mortgage lenders have always done, and the new rule makes sure that every lender follows prudent underwriting practices. The rule is designed to preserve consumers' access to credit, and the CFPB has issued guidance to small lenders with advice on how to verify seasonal or irregular income.

5. Fiction: The new rule requires 20 percent or 30 percent down payments for new mortgages, which will price many borrowers out of the market.

Fact: The Ability-to-Repay Rule and Qualified Mortgage guidelines do not establish a minimum down payment.

6. Fiction: The points and fees cap is going to put mortgage brokers out of business, and ultimately will harm consumers who will just end up paying higher interest rates.

Fact: The Ability-to-Repay Rule does not cap all points and fees. Loans that are not Qualified Mortgages have no restrictions on the total amount of points and fees. If a loan is a Qualified Mortgage, it cannot include upfront points and fees greater than 3 percent of the total loan amount. Excessive upfront fees can encourage a "take the money and run" business model, where lenders do not have a big finan-

cial incentive to evaluate the riskiness of the loan because they make most of their money at the closing table. The 3 percent cap on Qualified Mortgage fees is a reasonable limit that protects consumers and gives lenders the incentive to evaluate affordability over the life of the loan. The rule also makes allowances for smaller mortgages to ensure that responsible loans are not unintentionally affected.

7. Fiction: Lenders haven't had enough time to update their systems and get ready for the new rules. The CFPB has amended the rules repeatedly, making it impossible for lenders to adapt in time.

Fact: The Ability-to-Repay Rule was finalized in January 2013, a full year before it was scheduled to take effect. The CFPB has issued various amendments over the course of the year, with a single aim in mind: to ensure the effectiveness of the rules by making it easier for lenders to comply. The Bureau recognizes that coming into compliance with the rules is a significant challenge, and it has worked closely with the industry to answer questions, provide resources, and address concerns. Housing industry experts have predicted that most new mortgage originations will not be affected by the new rules when they take effect on January 10, and the Mortgage Bankers Association has said that "many lenders are already acting as if the rule is in place."

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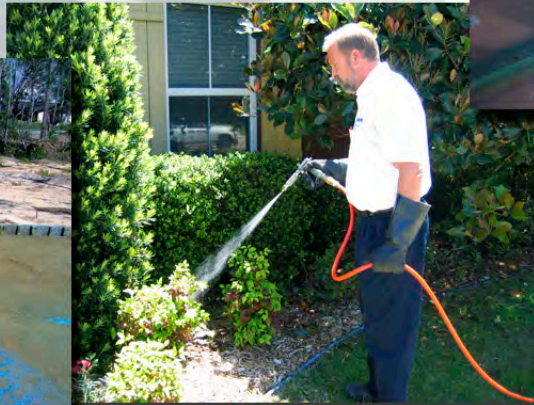
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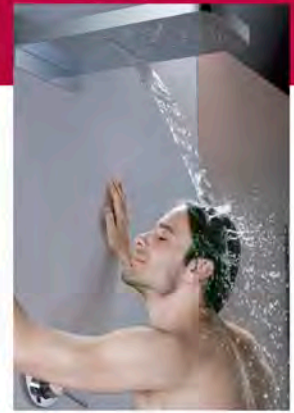
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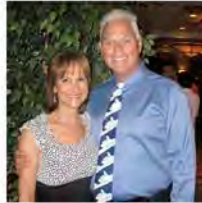
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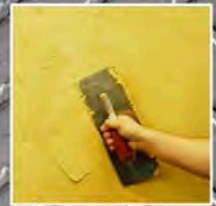
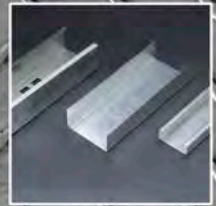
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Pensacola, FL 32534

Drywall
Metal Studs
Acoustical
Insulation
Roofing
Stucco



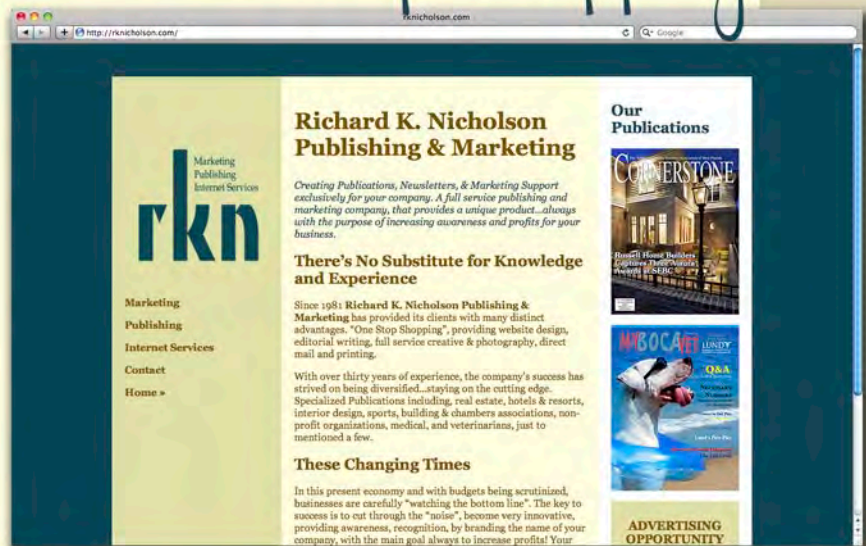
Publisher of Cornerstone Magazine

RKN Pub. & Mkt. Offers One-Stop Shopping

In addition to Publishing Magazines, We Offer Complete Website & Newsletter Design, Including Photography, Copyrighting, Marketing, and Electronic Distribution.

Advertising Bonus

All Cornerstone advertiser's will now be featured on the RKN Pub. & Mkt. Website, with a link to their website!





Home Builders Association **SPRING** Golf Classic

Thursday, March 20, 2014
Stonebrook Golf Club

Registration: 12:00 p.m.
Shotgun Start: 1:00 p.m.

4-Person Scramble
\$80 Per Person

*Contact HBA Director of Marketing and
Communication Vicki Pelletier at 476-0318.*

Home Builders Association of West Florida February Membership/ Networking Meeting

Pensacola Energy hosts this exciting meeting at First City Art Center with complimentary food & drinks (Sonny's BBQ!) as well as glass blowing demonstrations!

February 20, 2014
5:30 p.m. - 7:30 p.m.

Location: First City Art Center (Next to Manna)
{1060 N. Guillemard Street, Pensacola, FL 32501}



2014 PARADE OF HOMES DREAM HOME BUILDER

Thomas Westerheim
of Westerheim Properties



Nature Trail
April 26 - May 4, 2014



BASIC GUIDE FOR LENDERS

What is a Qualified Mortgage?

Starting January 10, 2014, you must assess the borrower's ability to repay for virtually all closed-end residential mortgage loans.

All Qualified Mortgages (QM) are presumed to comply with this requirement. As described below, a loan that meets the product feature requirements can be a QM under any of three main categories: (1) the general definition; (2) the "GSE-eligible" provision; or (3) the small creditor provision. Mandatory product

feature requirements for all QMs Points and fees are less than or equal to 3% of the loan amount (for loan amounts less than \$100k, higher percentage thresholds are allowed); No risky features like negative amortization, interest-only, or balloon loans (BUT NOTE: balloon loans originated until January 10, 2016 that meet the other product features are QMs if originated and held in portfolio by small creditors); Maximum loan term is less than or equal to 30 years.

Three main categories:

1. General definition category of QMs
Any loan that meets the product feature requirements with a debt-to-income ratio of 43% or less is a QM.

2. "GSE-eligible" category of QMs
Any loan that meets the product feature requirements and is eligible for purchase, guarantee, or insurance by a GSE, FHA, VA, or USDA is QM regardless of the debt-to-income ratio (this QM category applies for GSE loans as long as the GSEs are in FHFA conservatorship and for federal agency loans

until an agency issues its own QM rules, or January 10, 2021, whichever occurs first).

3. Small creditor category of QMs

If you have less than \$2B in assets and originate 500 or fewer first mortgages per year, loans you make and hold in portfolio are QMs as long as you have considered and verified a borrower's debt-to-income ratio (though no specific DTI limit applies).

EXTRA NOTE: Even if a loan is not a qualified mortgage, it can still be an appropriate loan.

You can originate any mortgage (whether or not it is a QM) as long as you make a reasonable, good-faith determination that the consumer is able to repay the loan based on common underwriting factors. You can continue to rely on your sound, tested underwriting guidelines that you have used in the past to make loans that have generally performed well, as long as you document the information you consider.

Remodeling Market Index Steady at Historical High

According to the National Association of Home Builders (NAHB), the Remodeling Market Index (RMI) held steady at 57 in the fourth quarter of 2013. This is the same level as the third quarter of 2013 and the highest reading since the first quarter of 2004.

An RMI above 50 indicates that more remodelers report market activity is higher (compared to the prior quarter) than report it is lower. The overall RMI averages ratings of current remodeling activity with indicators of future remodeling activity.

"The remodeling industry ends 2013 on a high note as remodeler confidence holds steady at a historically high level," said NAHB Remodelers Chairman Bill Shaw, GMR, GMB, CGP, a remodeler from Houston. "We expect to keep this positive momentum going in 2014 as more home owners will continue to take on remodels and repairs that had been postponed in the downturn."

The RMI's future market conditions index rose from 56 in the previous quarter to 58, the highest reading since the inception of the series in 2005. Three of the four major components of the RMI's future market conditions index increased in the final quarter of 2013. Calls for bids increased from 56 to 59, the amount of work committed for the next three months from 52 to 54 and appointments for proposals from 55 to 59. The backlog of remodeling jobs fell one point to 59.

The current market conditions component of the RMI declined two points to 56 this quarter.

"Steady existing home sales, historically favorable interest rates for home buyers and rising home equity have combined to release some of the pent up demand for home remodeling from the past few years," said NAHB Chief Economist David Crowe. "This quarter's RMI reading shows that the slow but steady improvement in the remodeling market will continue in 2014."

Green Development That Pays Off

Designing and constructing a housing development that is not only environmentally-friendly — but also meets the requirements of the ICC 700 National Green Building Standard — doesn't have to be at the cost of profits and may even enhance the bottom line for a builder.

Tom Kopf, principal with DTJ Design, Inc., laid out objectives that will not only create a green community, but one that will rise above the competition and will be long-lasting and sustainable for its residents.

Before beginning design, for a builder to fully embrace the idea of green development, Kopf recommends avoiding detrimental environmental impacts where possible, and when not possible, minimizing the unavoidable impacts and mitigating for those impacts that do occur. He then gave nine objectives that will create a community that will “wow” future buyers.

Preserving the essential site character is first and foremost on his list. “What made you fall in love with it in the first place?” Kopf asked. “If you destroy that in developing the site, you’ve missed out on this great connection that you could have with the potential buyers.”

Consider a variety of housing types and price ranges. By doing this, you not only create a dynamic and diverse community, it makes for a more stable and sustainable community that will be more immune to changes in local industries and jobs as they fluctuate

with the economy.

Respect the site and context of your project. “Think beyond the boundary lines of your site when thinking about community design and development,” Kopf said. Make sure the community fits in with the greater scope of the area in which you are developing.

People have different interests so providing a variety of open spaces and amenities will appeal to a larger buyer pool. Go beyond the standard golf course. One size does not fit all. “Consider creating communities that will last a long time that allow people to age in place,” Kopf said. “The amenities should match all of the different life cycles your buyers are looking for.”

Be sure to balance vehicular and pedestrian traffic. By providing different transportation modes, including bike and pedestrian lanes in addition to roadways, it gives the residents a chance to get out and enjoy their community and connect with their neighbors.

Continuing on the trend of connection, create a heart or core to the community. Giving them a place to go, such as a community center or shopping center, will make their community more of a home rather than just a place to live.

Allow for evolution of the community. Kopf added that “most of the codes written at the behest of planning staff and city councils only preserve a community for a slice in time. Neighborhoods should be able to evolve to meet the changing needs of the community over the long-haul.”

It goes without saying that the community should be economically viable

to the municipalities where they are located.

Along with creating walkways and a heart of a community to connect neighbors, be sure to create opportunities for the events in people’s lives. People need to feel like they belong. “This is called soft programming or soft infrastructure that brings people together,” he said.

While the above achieves great community planning, don’t forget about making it green.

Managing storm water, saving vegetation and creating wildlife management, isn’t done in addition to the objectives listed above, but should be inter-related.

By reducing clearing, you can minimize low disturbance which can reduce development costs. Saving existing vegetation means you won’t have to re-plant as much or re-landscape. Enhancing water filtration will help minimize erosion which helps manage storm water and provide clean water, which is definitely a green development objective.

An added benefit of doing this is being able to communicate to planning staff and city planners how all of these objectives work together to create a viable and environmentally-friendly community. Development — which will benefit the city or town in increased tax revenue— can be achieved while also being able to avoid environmentally-sensitive areas, manage storm water and provide clean water while also being able to provide housing for all types of the city’s residents.

If these objectives are achieved, everyone wins.

**NEXT
CORNERSTONE
ISSUE:**

March 2014

**To advertise, call
Richard Nicholson
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RKNICHOLSON.COM

2014 MEMBERS

The Green Building Council, led by Jeff Hatch of Gulf Power Company, would like to thank its current members. The Green Building Council is the leading source for Green Building programs and networking. If you are not a Green Building Council member, please join today by contacting the HBA at 476-0318.



GBC Pensacola
Green Building Council

- ☆ Compass Solar Energy, Inc.
- ☆ Coastal Insulation
- ☆ Doug Whitfield Residential Designer, Inc.
- ☆ Gateway Lighting and Design
- ☆ Glenn H. Lubel, LLC
- ☆ Gulf Breeze Natural Gas
- ☆ Gulf Power
- ☆ Habitat for Humanity - ReStore
- ☆ Hattaway Home Design
- ☆ Johnson Construction of Pensacola, Inc.
- ☆ Keller Williams Realty
- ☆ Lennox Industries
- ☆ Mathes Electric Supply
- ☆ Pensacola Energy
- ☆ Rock Solid Surfaces LLC
- ☆ Today's Homes of Northwest FL
- ☆ Waste Management Of NWFL



www.GBCPensacola.com

HBA

PARTICIPATING CHAPTERS

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

- Go to www.mynpp.com. Click "Join Now".
- Select "Construction" from the dropdown menu.
- 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
customerservice@mynpp.com
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)
- \$20 Unlimited Wireless E-mail feature on corporate lines
- Variable discounts on phones

Verizon Eligibility Requirements: Each Member must be a construction company, heavy highway, concrete, remodeling company or other trade craftsman (e.g.: a subcontractor such as an electrician or plumber whose primary trade is within the construction industry).



- Receive money for your used phones
- Additional 10% for members



- Toll-free audio conferencing for only 3 cents per minute; no contract, setup or monthly fee

STAPLES Advantage

- Discounted, contracted prices on over 30,000 supplies and services
- Free next-day delivery on most standard orders over \$30

cradlepoint

- Up to 22% discount on 4G wireless routers and mobile broadband adapters

Airgas

- Up to 35% discount on safety supplies and personal protective equipment



- Wireless applications for data collection
- Save 50% on set-up fees per device

WIRELESS MATRIX

- Fleet management solutions that fully connects the driver to the office
- 15% discount on a unique bundle of services

**Escambia
County**

TA6N

Sales Volume of Condominium/Townhome New Sales by Price Range
For Escambia County

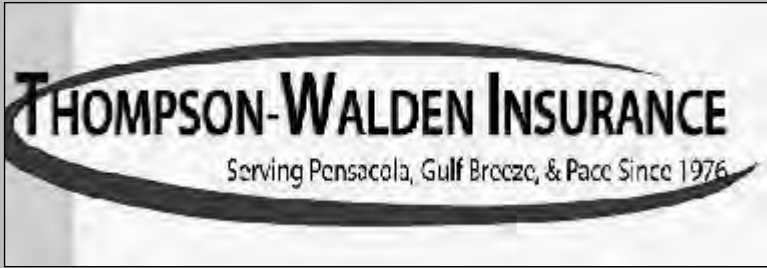
Price (1000s)	2012												2013												Pct of Total			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
00 - 39																												
40 - 49																												
50 - 59																												
60 - 69																												
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1000-1999																												
2000-2999																												
3000-3999																												
4000-4999																												
5000+																												
Deeds Certificate of Title and Quit Claim are not included in totals.																								100.00				

TA6N

Sales Volume of Condominium/Townhome New Sales by Price Range
For Santa Rosa County

Price (1000s)	2012												2013												Pct of Total				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec					
00 - 39																													
40 - 49																													
50 - 59																													
60 - 69																													
70 - 79																													
80 - 89																													
90 - 99	1																												
100-124																													
125-149																													
150-174	5																												
175-199	1																												
200-224																													
225-249																													
250-299																													
300-399			2										3												5				71.43
400-499	1											2												2				28.57	
500-749																													
750-999																													
1000-1999																													
2000-2999																													
3000-3999																													
4000-4999																													
5000+																													
Deeds Certificate of Title and Quit Claim are not included in totals.																													

**Santa
Rosa
County**



Thompson-Walden Insurance is an independent insurance agency established in 1976 with a firm commitment to providing our clients with competitive rates without compromising quality service. Serving Pensacola, Gulf Breeze, and Pace, our agency has preserved the reputation of being able to provide our clients, both individuals and corporations alike, with superior customer service. We offer a complete array of coverage, including business and personal, to serve your needs. As an independent insurance agency, Thompson-Walden Insurance has the flexibility to shop for your coverage among several companies for the price and benefits that will best serve your needs. Let us do a comparison of your insurance and show you how you can save money without compromising your benefits.



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ARC GATEWAY Wish List

Administration

★15 Flash drives 8+MB (for computer back up)

Children's Services (Including Therapies, Developmental Instruction)

★AA & AAA Batteries ★Donations to purchase therapy equipment/toys/mats, etc. ★Sponsor a child for pediatric therapy services @ \$400 per month ★Bosu Ball ★Gift Cards - Target/Walmart ★Lanyards ★Finger foods (*goldfish, crackers*) ★Applesauce ★Clorox & Baby wipes ★Play-doh/Shaving cream ★Toothpaste ★Finger paint ★iTunes cards for apps for iPads ★3 iPads ★Sack swing

Chapman Group Home

★Outdoor Storage Shed (new) ★Patio Furniture
★Throw Rugs ★Twin Comforters for women
★Comedy DVD's ★Towels (hand & bath) ★Washcloths

Hightower Group Home

★Patio Furniture (6 chairs) ★Kitchen Rugs burgundy/red, Lg ★Pots and pans, ★Metal bake ware ★Juice size glasses (8 oz 2-3 sets) ★2 silverware sets ★Lamps for living room ★Outdoor storage shed★Large crock pot ★Gallon size plastic pitchers ★Sharp knives (paring, steak, chopping) ★Divided tupperware bowls for left overs

Hilltop Group Home (men)

★Patio Chair Cushions ★Tool set ★Treadmill ★Patio set(table & chairs) ★Blender ★Mixer ★Throw Rugs
★Large Pots & Pans ★BBQ Grill cover

LeJeune Group Home

★2 rockers/recliners ★New Sofa ★Bath towels/washcloths

Leesway Group Home

★New Van ★DVD Player ★2 Storm doors/w screens
★Large Pots/pans 3 qt. + ★Screens for all windows
★Sharp knives/paring ★Pyrex Serving dishes/bakeware
★Plastic storage containers

Women's Training Center

★Storage Shed ★Patio Chairs & table ★Large Washer/Drier ★Silverware/Dishes

Community Based Employment

★Small Enclosed Utility Trailer ★12 volt battery charger
★Jump box for Lawn ★Name tag lanyards

Pollak Industries

★nail gun ★6 ft. ladder ★laptop computer ★Automatic stapler ★work area chairs ★Decorative concrete molds
★Leaf rakes

CUSTOMERS FOR POLLAK INDUSTRIES:

★Parking Bumpers/Air Conditioner Pads ★Paper Plant Sleeves ★Survey Stakes

Call Jim at 438-5022 at Pollak Industries



Pollak Training Center - Adult Enrichment Program

★Hand Sanitizer & Gel ★Paper plates, bowls ★Tissues
★Large towels ★Simple Games (Matching, Textures)
★2-Electric Pencil Sharpener ★Flashcards—days of the week, holidays, numbers, months, seasons.
★XXX Large button front shirts ★Fax Machine
★50 Lunchroom Chairs

Horticulture - Plant Nursery (all tools need continuous updating)

★New Nursery Carts ★Air Compressor ★New Hand Tools ★Wheelbarrows ★Pave driveway entrance ★Long tables ★Garden Gloves & Aprons ★Leaf Rakes (metal),
★40 chairs student/classroom type ★Tissues ★Loping shears, electric trimmer, Pruning shears, Straw Brooms
★Indoor Trash Cans ★6-Electric Golf Cart batteries
★Large pump bottle sanitizer ★Wii Games

Shredding

★Language Cards (photograph cards) ★Office Shredder
★Large Pump hand sanitizer ★Name tag maker
★Educational Puzzles ★Electronic Speaking Fun Dictionary ★Tissues/Lysol ★Wii Games

For Community Schools at PTC

★5 -boxes copy paper ★Videos educational ★DVD's educational ★20-reading books Pre-K, adult appropriate
★Computer software from Learning World

Dove Gift Shop @ West FL Hospital

★Volunteers 9 a.m. -7 pm evening shifts & weekends

Senior Adult Program

★Postage stamps ★Copy Paper ★Printer Ink Epson 127
★Coffee ★Electric pencil sharpener

Supported Living Program & Employment Services Transportation

★2 new wheelchair vans ★1 12-passenger van
★Donations for tires/vehicle maintenance

CUSTOMERS FOR:

Shredding & Digital Storage @ Pollak Training Center
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ARC Plant Nursery Call 469-0096



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Michael Tracy

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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?



GET INVOLVED IN HBA COUNCILS & COMMITTEES!

Auxiliary Council
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.

Board of Directors
Meet on the 3rd Tuesday of each month.

If you do business with or know anyone in the "Time To Renew" section, please give them a call and reinforce the value of membership as well as the importance of Members Doing Business with Members.

FOR FUTURE

UPCOMING

EVENTS, PLEASE

CALL THE HBA

OFFICE AT

850.476.0318

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Home Builders Association of West Florida

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Wall

Home Builders Association... Top Posts



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 01/01/2014

Statesman Spike	500 Credits
Harold Logan	506

Super Spike	250 Credits
Rod Hurston	406.5
Jack McCombs	280.5

Royal Spike	150 Credits
Mike Blanton	213
Ron Anderson	200
Edwin Henry	196
Rick Sprague	194
Carlton Bowers	160.5
Bob Boccanfuso	160.5
Betty Evans	153.5

Red Spike	100 Credits
Thomas Kennedy	145
Alan Brock	131.5
William "Billy" Moore	129.5
Collier Merrill	129
Lee Magaha	126.5
Don Suarez	117

Dan Gilmore	113.5
Oliver Gore	111.5

Green Spike	50 Credits
Ricky Wiggins	93
Ron Tuttle	88.5
Doug Sprague	83
David Holcomb	77
John Harold	76
Kenneth Ellzey, Sr.	64.5
Wayne Underwood	58.5
Millie Carpenter	56.5
Chris Pate	55.5
Kevin L. Ward	55.5
Bob Price, Jr.	53

Life Spike	25 Credits
West Calhoun	48.5
Wilma Shortall	45
Thomas Westerheim	44.5
Newman Rodgers IV	42
Eddie Zarahn	40
Russ Parris	39
Darrell Gooden	37
Garrett Walton	28.5
John Hattaway	28.5

Blue Spike	6 Credits
Doug Whitfield	24.5
James Dillaha	21.5
Keith Swilley	19
Ed Wonders	18
Bill Daniel	17
Steve Moorehead	16.5
Todd Stafford	14.5
Brent Woody	13
Luke Shows	13
Doug Herrick	11.5
Dean Williams	10.5
Towana (Rudd) Henry	10
Larry Hunter	10
Bernie Mostoller	9.5
Doug Henry	8.5
Beth Shoemaker	7

If you would like to join the Spike Club or Desire Additional Information, please contact Vicki Pelletier

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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.


WALLS


- Reduce air-leakage up to 60%
- 38% stronger walls
- Lower material & labor costs
- Reduced attic insulation when used with a raised-heel truss



- Reduce HVAC by as much as 1/2 ton
- Attic temperatures cooled by up to 30°

ROOF

FLOOR

- 100-Day No-Sand guarantee
- 50-Year Warranty
- Premium sub-floor offering the best value

“Team up for savings with an EarthCents Home.”

– Gulf Power Energy Coach

SCORE BIG WITH A CERTIFIED EARTHCENTS HOME

There are lots of ways an EarthCents Home can save energy and money.

- High efficient HVAC
- Increased insulation
- Low E windows
- High efficient water heater
- ENERGY STAR® appliances
- Reduced infiltration

A CERTIFIED EARTHCENTS HOME IS A TOP PERFORMER

- Increased comfort and savings

To learn more, call your energy expert at 1-877-655-4001 or visit gulfpower.com

