

The News of the Home Builders Association of West Florida

# CORNERSTONE

May 2017

## Westerheim Properties Hits the Mark with a Pensacola Energy Comfort Plus Natural Gas American Dream Home



STD PRSTD  
U.S. POSTAGE  
PAID  
PENSACOLA, FL  
PERMIT NO. 451



# Comfort when the power's out.

## **Before the Storm:**

Natural gas lines require you to take no special precautions. There is no need to turn off your gas meter.

## **During the Storm:**

Most natural gas cooking and water heating appliances will continue to operate safely without electricity. Some may require that you manually light the pilot, and this should be done according to the appliance manufacturer's instructions.

## **After the Storm:**

When returning from evacuation, check natural gas appliances for possible damage or leaks. If you suspect a natural gas leak, leave immediately and call Pensacola Energy Emergency Services at 850-474-5300.

If no smell is present, operation of natural gas appliances should be safe. If a natural gas generator was in use for several days, the oil should be checked, and, if necessary, changed.

## **Natural Gas Power Generators:**

In the event of power failure, the generator will return electricity to the structure within 30 seconds and continue providing electricity until the original power source has returned.

## **Storm Repair:**

During clean-up and repair, avoid natural gas interruption and damage to the gas lines by calling 811 or 1-800-432-4770 before digging.



Call 436-5050 for more information about our conversion rebates or visit our website at [www.PensacolaEnergy.com](http://www.PensacolaEnergy.com)

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## Cornerstone

*The official magazine of the  
Home Builders Association of West Florida*



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# In This Issue

## Cornerstone



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**Next Issue:**  
**June**  
**2017**

Edit: May 3, 2017  
Space: May 17, 2017  
Materials: May 24, 2017

*Magazine Design & Layout by  
warren wight - graphic designer  
www.warrenworld.com*



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Cornerstone, the monthly publication of the Home Builders Association of West Florida serving Escambia and Santa Rosa Counties, is published monthly, twelve (12x) per year. Send address changes to HBA of West Florida, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910. Cornerstone, is published in the interests of all segments of the home building industry and is distributed to its members and others associated with the HBA of West Florida. HBA of West Florida and Richard K. Nicholson Pub., Inc. does not accept responsibility for, or endorse any statement or claims made by advertisers or authors of any articles. Every effort has been made to assure accuracy of information, but authenticity cannot be guaranteed. No part of this publication may be reproduced without the written consent of Home Builders Association of West Florida, Copyright ©, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910, 850.476.0318. Advertisers and advertorials in Cornerstone do not constitute an offer for sale in states where prohibited by law.

# WESTERHEIM PROPERTIES HITS THE MARK WITH A PENSACOLA ENERGYCOMFORT PLUS NATURAL GAS AMERICAN DREAM HOME

**On behalf of the Board of Directors of the Home Builders Association (HBA), it my pleasure to welcome you to the 58th annual Parade of Homes.**

Every spring, Northwest Florida builders are working hard and putting the finishing touches on each Parade home. When I drive through a subdivision, it is great to see all the trades working on homes. From electricians and plumbers to framers and roofers, jobs are being created with each home making a significant economic impact to our region.

I encourage you to visit the 49 homes scattered throughout Escambia and Santa Rosa counties. The Parade of Homes is brought to you by the HBA, Westerheim Properties, Huntington Creek, Pensacola Energy, Pensacola News Journal, Pensacola Media Solutions, WEAR TV 3, WFGX My TV 35, COX Communications, NASH 102.7 and Soft Rock 94.1

This year's Parade is set for May 6 – May 14, with weekend hours from 12:00 p.m. – 6:00 p.m., and weekdays 3:00 p.m. – 6:00 p.m.

Make sure to visit the Central Site of the beautiful gated community of Huntington Creek located on Mobile Highway just east of Beulah Road and minutes from shopping malls, schools, I-10, and downtown Pensacola.

Surrounded by horse trails and majestic oak trees, Huntington Creek merges luxury living with a country charm. Huntington Creek is the perfect setting for the ever-popular American Dream Home, which is a Pensacola Energy Comfort Plus Natural Gas home. I am truly thankful of the work of Thomas and Jennifer Westerheim of Westerheim Properties. They have done a wonderful job with the coordination and construction of the Dream Home. Also, I appreciate the assistance of the fine professionals at Pensacola Energy. Pensacola Energy Marketing Manager Jill Grove and her team did a remarkable job. In addition, thank you to the many businesses who donated either services or materials to the Dream Home. We could not do this without you.

*more "American Dream Home" page 6*

## President's Message



# PARADE OF HOMES

HOME BUILDERS ASSOCIATION OF WEST FLORIDA



# WESTERHEIM PROPERTIES HITS THE MARK WITH A PENSACOLA ENERGYCOMFORT PLUS NATURAL GAS AMERICAN DREAM HOME

*continued from page 5*

I am thankful for the help of our HBA Legal Counsel Steve Moorhead of McDonald, Fleming, Moorhead, LLP for his guidance during this process.

Special thanks the home builders who have entered homes into the Parade including Aberfeldy Home Construction, Acorn Fine Homes, Adams Homes, Avant-Price Builders Group, Classic Homes of Pensacola, Craftsman Homes, D.R. Horton, DSLD Homes, Flynn Built, Henry Company Homes, Holiday Builders, Arthur Rutenberg Homes, KW Homes, Mitchell Residential, Paragon Custom Home Group, Ricky Wiggins Builders, Timberland Contractors, WCI Communities and Westerheim Properties.

In closing, there's never been a better time to buy a home with historically low interest rates. Whether you are a potential home buyer or home builder, the Parade of Homes™ has something for everyone.

For more information go to [www.ParadeofHomesPensacola.com](http://www.ParadeofHomesPensacola.com).

*“Special thanks  
to the home  
builders who  
have entered  
homes into the  
Parade...”*



## Thank You to our 2017 Parade of Homes Sponsors!





# THE AMERICAN DREAM HOME OFFERS DESIGN, INNOVATION, LUXURY AND TECHNOLOGY

**The 59th Annual Parade of Homes, hosted by the Home Builders Association of West Florida, is an exciting event for thousands of attendees who look forward to touring new homes throughout Escambia and Santa Rosa Counties. The Parade of Homes, open to the public May 6 - May 14, boasts 49 homes in all shapes, sizes, colors and prices ranges.**

"The people of Northwest Florida look forward to the Parade of Homes every year, said HBA President Jon Pruitt, of Arthur Rutenberg Homes. "It gives them the opportunity to see the latest in new home designs and amenities. "Our housing market is very strong and it is certainly one of the top economic engines that boosts the Northwest Florida economy."

The ever-popular American Dream Home, which is a Pensacola Energy Comfort Plus Natural Gas home, is in Huntington Creek, one of the hottest selling communities in Northwest Florida.

Surrounded by horse trails and majestic oak trees, Huntington Creek merges luxury living with a country charm. "We are so pleased with the positive reception we've received from home buyers," said developer Fred Hemmer of Hemmer Consulting, LLC. "It's a beautiful property with scenic views with large wooded lots. We've made sure that the character of the neighborhood will be preserved with it being a deed restricted community that incorporates an active architectural review committee."

*more "American Dream Home" page 8*



# THE AMERICAN DREAM HOME OFFERS DESIGN, INNOVATION, LUXURY AND TECHNOLOGY

*from page 7*

Dream Home Builder, Thomas Westerheim, of Westerheim Properties, is pleased with the overall design and functionality of the floor plan. "I truly enjoy spending time with my family and friends at home," said Westerheim. "I believe the Dream Home captures the essence of being with family and friends, and living comfortably whether you're entertaining inside or outside. It has been an exciting project and I'm thankful for all the people who played key roles in making this home a reality."

The Dream Home design is a collaboration between Westerheim and John Hattaway of Hattaway Home Design. The home is 3,510 square-feet of spacious living with four bedrooms and four bathrooms. Equally impressive is the spacious multi-purpose room that easily could be converted to a family game room, or the place to be on college football Saturdays. Adjacent to this multi-purpose room is the added convenience of a wet bar.

With a bold design of a 9/12 roof pitch, the Dream Home incorporates IKO Armourshake Chalet Wood Roofing dimensional shingles. The beautiful exterior is complimented with warm cultured stone by Boral that blends nicely with three side entry Wayne Dalton Carriage Style garage doors. The natural gas lanterns at the front entrance with down lighting on the exterior, offers a welcoming focal point and view.

The home, designed for family needs and gracious entertaining, features 9, 11, 12 and 13 foot ceilings throughout with specialty ceilings in the dining room and master bedroom. Designer and recessed lighting accentuates multiple areas showcasing its beautiful wood floors, ceramic tile, carpet and decorative shower tiles. Adding to the warm atmosphere of the home is a natural gas fireplace, with high definition logs, providing a realistic flame and glow in the living room and the spacious lanai.

The gourmet kitchen, designed by West Florida Cabinets, is accentuated with elegant engineered Calacatta Classique

"Q" quartz countertops provided by Emerald Coast Granite, Tile & Glass that exude class and functionality. The kitchen's inviting wine and coffee bar is accented with under-the-counter lighting for a warm and elegant experience. The home is equipped with a natural gas 36 inch Jen-Air cooktop, French door refrigerator, dishwasher, and microwave that add to the overall ambiance. A spacious pantry, complete with shelving from Alpha Closets, is convenient to a kitchen prep area.

For an oasis of tranquility, the master bath is complete with an inviting free standing tub. The Moen shower head in the walk-in shower cascades endless hot water from the tankless natural gas water heater.

"The Pensacola Energy Comfort Plus features are designed to save money and reduce energy consumption, said Marketing Manager Jill Grove, of Pensacola Energy. "This has been an exciting project for our team of professionals who were involved in the planning before construction began. We made significant recommendations to develop a customized energy-feature package that will benefit the homeowner for years to come." Included as part of the latest advancement in energy-efficient building are two Rinnai tankless natural gas water heaters that has new Wi-fi capability and built-in recirculation. Northwest Florida A/C installed a state-of-the art Carrier Infinity 18VS Heat Pump with variable speed technology that uses a sophisticated internal control system that is paired with the Infinity Touch control and an Infinity natural gas furnace. This unit senses indoor and outdoor conditions and adjusts comfort levels accordingly. The home is also equipped with innovative Ply Gem impact resistant windows reduce energy costs, protect homes against weather and intruders, enhance beauty, and eliminate noise. Within seconds of an outage, a Patented Symphony II Power Management System by Briggs & Stratton automatic natural gas home generator, provided by Seville Power Equipment, powers the Dream Home, including critical hard-wired systems like AC, heat, security systems, TV's, computers and appliances. Moreover, Coastal Insulation's open cell foam and BIBS insulation add to the energy efficiency of the home.

Professionally installed by homeNetservice, LLC, the Dream Home incorporates URC Total Control Automation, the very latest in home automation, with a cutting-edge system that controls the thermostat, security cameras, home lighting, sur-





round sound and home wide audio system via on-site or remotely by a smart phone or tablet.

Huntington Creek is located on Mobile Highway just east of Beulah Road and minutes from shopping malls, schools, I-10, and downtown Pensacola.

The Parade of Homes™ has been a popular attraction since its start in 1958 and is brought to you by the Home Builders Association of West Florida and is sponsored by Westerheim Properties, Huntington Creek, Pensacola Energy, Pensacola News Journal, PNJ Media Solutions, WEAR TV 3, WFGX My TV 35, COX Communications, NASH 102.7 and Soft Rock 94.1. Dates: May 6 - 14 with weekend hours from 12:00 p.m. – 6:00 p.m., and weekdays 3:00 p.m. – 6:00 p.m.

Go to [www.ParadeofHomesPensacola.com](http://www.ParadeofHomesPensacola.com) for more information of maps, homes, floor plans and amenities.

**See the American Dream Home, which is Pensacola Energy Comfort Plus Natural Gas Home, built by Thomas Westerheim of Westerheim Properties, at the gated community of Huntington Creek.**

**WHAT:** 2017 Parade of Homes

**WHEN:** May 6 – May 14

**WHERE:** Homes throughout Escambia and Santa Rosa Counties

**CENTRAL SITE:** Huntington Creek featuring the American Dream Home

**MORE INFO:** [www.ParadeofHomesPensacola.com](http://www.ParadeofHomesPensacola.com)

#### UNIQUE ELEVATION

- 9/12 Roof Pitch
- Boral Stone and Brick to Compliment Plan Design
- 3-Car Side Entry Wayne Dalton Carriage Style Garage Doors & Openers
- IKO Armourshake Chalet Wood Roofing Dimensional Shingles

#### QUALITY CONSTRUCTION

- One Year Builder/Ten Year Bonded Builder Warranty

#### ENERGY EFFICIENT

- Pensacola Energy Comfort Plus Home
- Open Cell Foam in Attic and BIBS Wall Insulation
- Ply Gem Impact Resistant Windows
- Carrier Infinity 18VS Heat Pump with variable speed technology
- Two Rinnai Tankless Natural Gas Water Heaters with Wi-Fi Capability and built-in recirculation.
- Indoor and Outdoor Natural Gas Fireplaces
- Patented Symphony II Power Management System by Briggs & Stratton Automatic Home Generator

#### AMENITIES

- Floor Plan Designed for Family Needs and Gracious Indoor and Outdoor Entertaining
- 3,510 Square Feet. Four Bedroom, Four Bathrooms and a Spacious Multi-Purpose Room
- Nine, 11, 12 and 13 Foot Ceilings Throughout w/ Specialty Ceilings in Dining Room and Master Bedroom
- Large Master Closet with Custom Shelving and Island with Chandelier
- Coat and Shoe Station in Master Bedroom
- All Closets Have Custom Shelving Built-In
- Designer Lighting Package with Recessed Lighting in Multiple Areas and Under Counter Lighting in Kitchen
- Natural Gas Lanterns throughout the home including Front Entrance. Down Lighting on Exterior of Home
- URC Total Control Automation System Controlling on Site and Remotely Climate, Power Front Door Lock, Security Camera, Lights, Surround Sound and House Wide Audio System. Full HD Cable with DVR.

- Private porch off guest bedrooms with paver and entertaining space
- Large Glass Sliders that Open to Lanai
- Indoor and Outdoor Natural Gas Vent Fireplaces
- Outdoor Kitchen with Stainless Steel Natural Gas Grill, Sink and Refrigerator
- Crown Molding and Cased Windows in Many Areas with Decorative Baseboard and Casing Throughout
- Tile in Wet Areas, Hardwood Flooring, Quality Carpet
- Gourmet Kitchen with Custom Cabinets, Soft Close Drawers and Elegant Engineered Calacatta Classique “Q” Quartz Countertops
- Spacious Pantry Convenient to Kitchen Prep Area
- Jen-Air kitchen appliances including Natural Gas range, French Door Refrigerator, Dishwasher, and Microwave
- Inviting Wine and Coffee Bar
- Master Bath with Stand Alone Tub, Moen Faucets, Tile Walk-In Shower, Traditional Style Vanity Cabinet
- Master Suite with Oversized Walk-In Closet and Built-Ins
- Large Laundry Room designed for Front Load Washer and Natural Gas Dryer
- Natural Gas piping to all Indoor and Outdoor Natural Gas Appliances
- 3 Car Garage, Fully Finished with Painted Walls, Ceilings, Baseboard and Floors
- Prestige Model, Rainbow Attic Stair for Easy Attic Access
- Iron Doors Unlimited Front Entry Door
- Alarm system
- Deluxe Landscaping Package w/ Sprinkler System
- Natural Gas Fireplace on Lanai
- Fenced in Yard

Home Builders Association of West Florida  
American Dream Home,  
a Pensacola Energy Comfort Plus Home  
Built by Thomas Westerheim of Westerheim Properties, Inc.  
Huntington Creek  
5996 Hunting Creek Blvd.  
Pensacola, FL 32526

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CORNERSTONE  
ISSUE:**

**June 2017**

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# 2017 AMERICAN DREAM HOME

## *Appreciates Its Donors*

The Home Builders Association of West Florida and Classic Homes of Pensacola, LLC, would like to thank the business who contributed to the overall success of the Dream Home. If you see something you like, just find the item on the below list and contact the donating company. Tell them you saw their product or service at the Dream Home ... and you want the same for your home.

### PLATINUM

**Westerheim Properties, Inc.**  
Thomas & Jennifer Westerheim  
3108 Brittany Court  
Pensacola, FL 32504  
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westerheimproperties.com  
*Donation: Dream Home Builder*

**Huntington Creek Development Hemmer Consulting, LLC Developer**  
Fred Hemmer, President  
1604 E Jackson St  
Pensacola, FL 32501  
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huntingtoncreek.com  
*Donation: Huntington Creek Developer*

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pensacolaenergy.com  
*Donation: Outdoor Rinnai Natural Gas Tankless Water Heater, Natural Gas Piping, Marketing, Natural Gas Appliance Installations*

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iko.com  
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Unit C  
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alphaclosets.com  
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8006 Pittman Ave  
Pensacola, FL 32534  
850-476-7778  
truteam.com/coastalpensacola  
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850-437-0747  
emeraldcoastgranite.com  
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850-494-2534  
mobilelumber.com  
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mccainsales.com  
*Donation: Rinnai Tankless Natural Gas Water Heater with New Wi-Fi Capability and Built-in Recirculation*

**Northwest Florida A/C**  
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850-455-0590  
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**Rinnai America Corp.**  
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Peachtree City, GA 30269  
678-829-1700  
rinnai.us  
*Donation: Rinnai Tankless Natural Gas Water Heater with New Wi-Fi Capability and Built-in Recirculation*

**Seville Power Equipment**  
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850-432-8856  
sevillepower.com  
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gatewaylighting.com  
*Donation: Lighting/Natural Gas Lights/Lanterns*

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*Donation: Flooring Package/ Labor*

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Pensacola, FL 32514  
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*Donation: Dream Home Design*

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*Donation: URC Total Control Automation Lighting, Surround Sound, Multi-Room Audio, Integration*

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*Donation: Drywall, Metal Lath*

more  
"Dream Home Donors"  
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f 850.471.6294

c 850.259.7756

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REW Materials  
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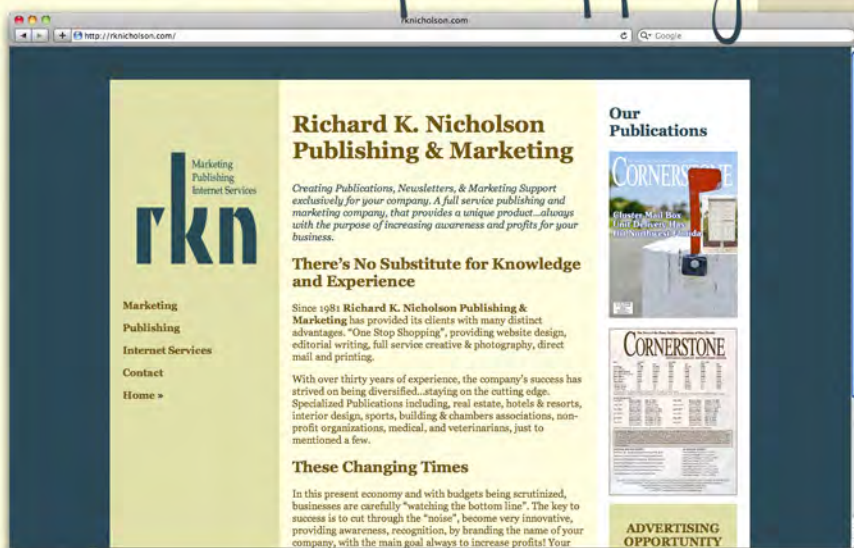
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# PARADE OF HOMES

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By JEREMY STEWART

*Jeremy Stewart is the President of Florida Home Builders Association and is the owner of Jeremy Stewart Construction in Crestview, Florida.*

*“Florida upholds the strongest building codes in the nation to help prevent the tragic loss of life we saw in Andrew’s aftermath.”*

# Building Code Bunk Clouds Real Issue

**Strong building codes matter. Florida learned this the hard way from Hurricane Andrew, and has since made its building code the strongest in the nation.** But building code changes injected by special interest groups and rapidly churned-out code books threaten our state’s ability to keep its code the gold standard for safety and customization.

Good changes are afoot -- policy solutions being discussed in the Florida Legislature would help Florida to be the master of its own, superior building codes. But some are out to confuse you, suggesting that the policies being considered would diminish home building safety or prevent innovations. These claims are flat out false, disappointing, and the special interests behind the bunk need to be called out.

The Federal Alliance for Safe Homes (FLASH), along with “Floridians for Safe Communities,” which was produced as a front organization against improvements to Florida’s building code policy, are using fear mongering to confuse the issue. Their use of death and destruction to cloud the conversation is a new low.

What is true? Florida upholds the strongest building codes in the nation to help prevent the tragic loss of life we saw in Andrew’s aftermath. And right now, Florida is required to take up a new edition of its building code “rule book” every three years via the ICC (International Code Council). The problem with this: It takes a year to fully digest all the code changes, requiring marketing planning and building strategy changes. Once those are confirmed, we move to an entirely new code. It is difficult for contractors and inspectors to keep up. And the vast majority of these changes have little to do with building integrity.

Two solutions are being considered: One would flip the presumption that Florida must start from scratch every three years, and would allow Florida to simply amend / add onto its own already strong, existing state code. Can you imagine the Florida Legislature wiping all statutes clean every three years and starting from scratch based on national rules? Then having to amend them to customize them for our state? That’s what we’re currently required to do with Florida building codes and hope to change with this legislation.

Another option would change the current three-year cycle to a five-year cycle, making the process of code-making more transparent, with the time this process deserves in order to review and learn about everything going into new and remodeled homes.

Either would only improve Florida’s ability to strengthen its building code.

Safe homes are built with the understanding, compliance, and enforcement of relevant standard and state-specific codes. Not in the creation of unnecessary codes through out-of-state intrusion. Florida home builders work with families every day, and they’re making commitments to safe structures. The reality is that strong homes are built through the adherence to code via continuing education and training, and through inspections -- not necessarily redoing the codes as frequently as possible.

Inefficient code practice is also costly to homeowners. Keeping up with rapidly changing codes, often unnecessary and added by special interests, trickles down to home buyers. For every \$1,000 increase in the price of a new affordable home in Florida, the number of households priced out of the market ranges from 21,037 to 22,974 households. Without bill passage, this could mean huge impacts on Florida’s lower-income families and single-family homes.

With a policy change, some ICC codes would not be in the Florida code, but nothing that would sacrifice safety. What would be axed are things that are unnecessary and only in there for special interest reasons. Which is why opponents are vendors in the process who manufacture items installed in homes, not those who shake hands with the consumer at end of the day.

Why then, would the ICC and its special-interest followers be pushing for the rapid code changes? Pages of reasons. The ICC publishes and sells copyrighted code books -- frequent code changes mean more books printed and sold. With around 65,000 contractors/specialists in Florida, that’s some good math in favor of ICC profits in the state of Florida alone.

The only thing shaky is the bunk from special interest groups. Let’s keep Florida safe and allow our state to be the master of its own, superior building codes.





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# How Not to Lose the Trades You Have

**Finding skilled tradesmen has become increasingly difficult. So the last thing a builder wants to do is anything that might damage relations with the trades they currently do business with.**

“Consistent, detailed communication is key,” says Scott Paige, vice president of operations for Mattamy Homes’ U.S. Group. “Our trades manage their workflow based on the communication we have with them, and at the end of the day if we aren’t communicating with them on the [same] level of how we communicate with our internal employees, we’re doing [those trades] a huge disservice.”

To find areas where it could improve, Mattamy Homes recently created a trades council within each of its seven divisions across the U.S. Each of the councils has as many as seven members representing the various trades whom Mattamy works with on a regular basis.

The councils hold monthly meetings to discuss their various projects — what’s going well and what, if anything, Mattamy should improve. Council presidents then share that feedback with their Mattamy representative each quarter.

“We know there’s always room for improvement, and there’s no better way to find out how than to ask our trades directly,” Paige says. “Sure, we already know about many of the things they tell us, but it shows the trades that we’re listening and want to continually improve. We’ll follow up with them later on to tell them about the changes we’re making, and we think that goes a long way.”

Strong two-way communication is just one of the key areas to focus on. Paige also notes a few others to help strengthen ties with trades:

- Pay them on time, every time. That one should be obvious. If, for example, you are continually delayed in adjusting purchase orders when changes occur, the time it takes to re-issue a corrected purchase order is costing both parties money. Over time, those little things can add up to real dollars.
- Understand your trades’ work capacity. They need to know as



early as possible which jobs and how many will be coming up. And you need to know realistically what can be accomplished within a specified time frame. Together, you are creating a mini business plan because each of you depends upon the other to succeed.

- Above all, focus on job readiness. Consistently having the jobsite prepped and the materials ready in advance will give your trades the confidence to send their best crews. Having the site ready allows them to do their job more efficiently, and helps to ensure the project — and the others that are currently or soon to be underway — stay on schedule.

*Courtesy of NAHBnow.com*



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# Keeping up with Technology

## Low Voltage Cabling

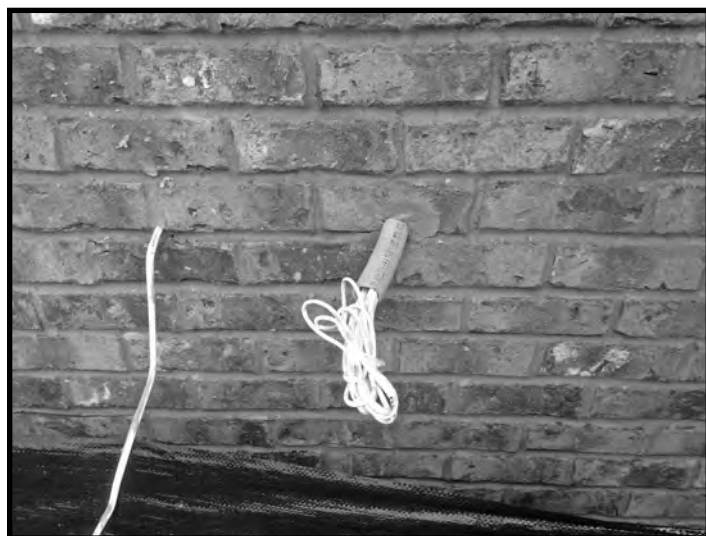
By BRUCE LINDSAY

**When it comes to low-voltage wiring in modern homes, is there a right or wrong way to install it? Of course, the answer is yes.** Should the builder care? Again, the answer is yes. What is at stake is the same thing that is at stake for everything put into the home: customer satisfaction.

Let's discuss three methodologies used to wire new homes for low-voltage cabling—setting aside the questions regarding code. There are plenty of ideas in the low-voltage community about installing various types of wire and cable. Alarm cabling is not included in this discussion since it is normally for power or signal edge detection. But when it comes to networking or video cabling, the signal quality is of supreme importance.

Method number one: Get the cable off the ceiling joists. Electricians pull Romex® across the ceiling joist because the cable is more rugged and its properties less affected by people walking on it. Not so with coaxial cable or category (Cat) cable. Coaxial cable performance is altered when compressed or sharply bent. Category cable relies heavily on the number of twists per inch for performance and has a small wire size, so it is not very rugged. Both cable types should be placed in D-rings or conduit above the ceiling joist level to avoid being stepped on.

Method number two: All low-voltage cable, whether coaxial or category, should be pulled to a central location inside the home unless it is for a specific use. Pulling Cat and video cables to the outside demarcation point has a huge downside. After the home is built, and the cable finally used, is the wrong time to find out it is defective. If all network and video cables come to an enclosure in the home, replacing a bad cable is far easier. Another method is to pull one-inch conduit from the attic to the demarcation point to facilitate replacement or future growth of the service entrance cables. Typically, pulling two coax and two Cat cables from the enclosure to the demarcation point is sufficient. This gives the service provider plenty of options when connecting service.



Method number three: No one is asking for a hard telephone line. Truth is, pulling a Cat cable in and hopscotching from outlet to outlet for telephone service is a waste of money. Pulling category cable to each room and home running them to an enclosure, ensures that each cable can be used for a phone line, network, or both. Which makes more sense, a cable that can only be used for a phone line or a cable that can accommodate a phone line or a network connection? The telecom world is rapidly retreating from the traditional copper pair for phone lines. It would be smart economics to step into the twenty-first century and cable homes for what the people want and need the most: technology. And technology needs low-voltage wiring.

As our industry rapidly advances to smart-home technology, meeting the needs of the homeowner by providing the foundation for technology in new homes are essential. Furthermore, the need to be mindful of changing technology trends is critical to providing what the home owner wants. The smart money is on the diverse uses of low-voltage cabling like category and coax cable, but proper methods must be observed to realize its potential. Opening a discussion with the low-voltage team to determine what is being done right or wrong is the best way to stay on top of the residential housing market.

*HBA Member Bruce Lindsay is President of homeNETservices, LLC and can be reached at 850-725-9860 / [www.homenetservice.com](http://www.homenetservice.com)*





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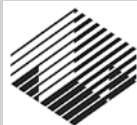
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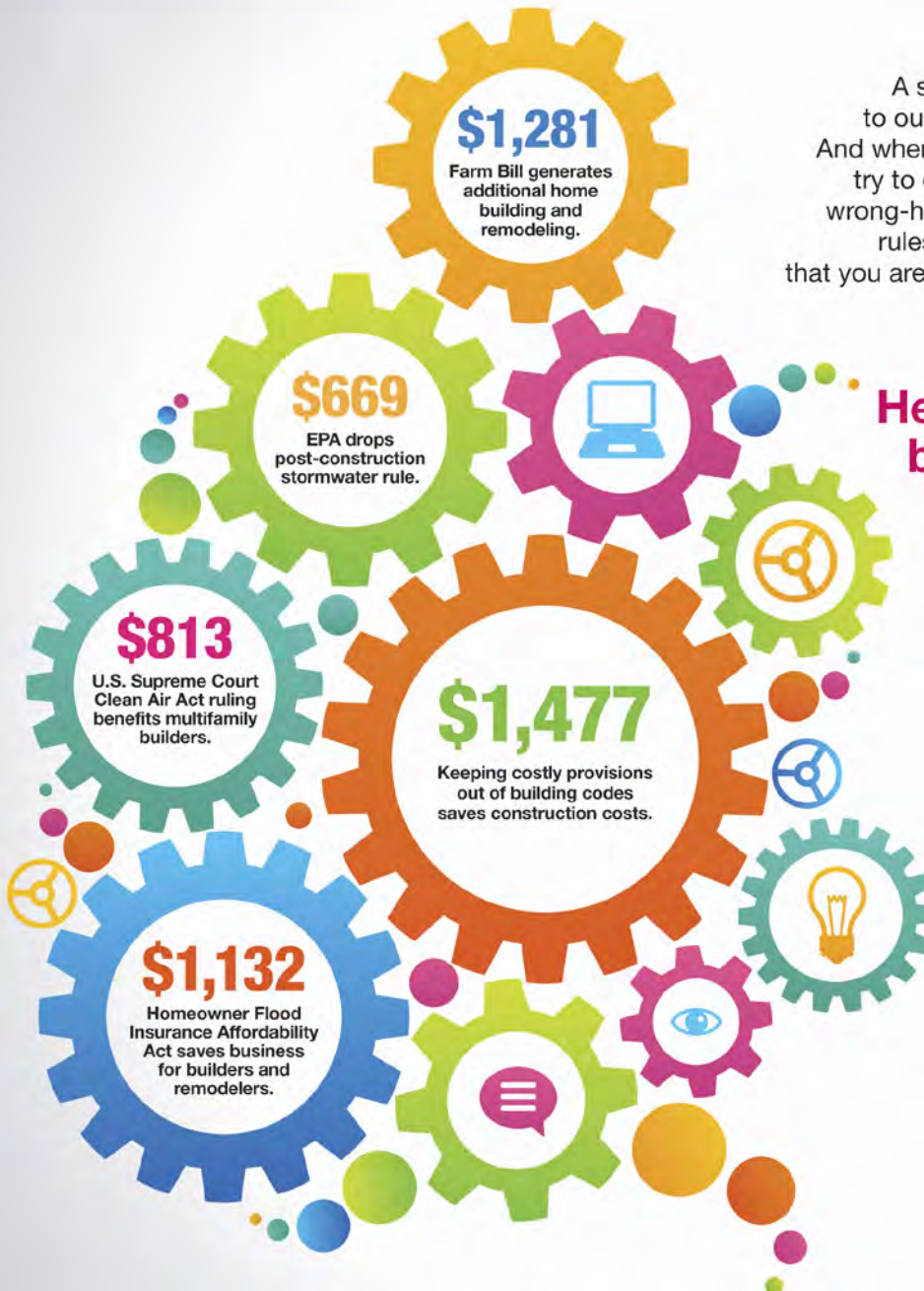
# NAHB Keeps the Wheels Turning

A strong housing industry is key to our nation's economic recovery. And when lawmakers and bureaucrats try to chip away at your profits with wrong-headed or just plain expensive rules, NAHB is here to make sure that you aren't regulated out of business.

**Here's what we've been working on so far this year.**

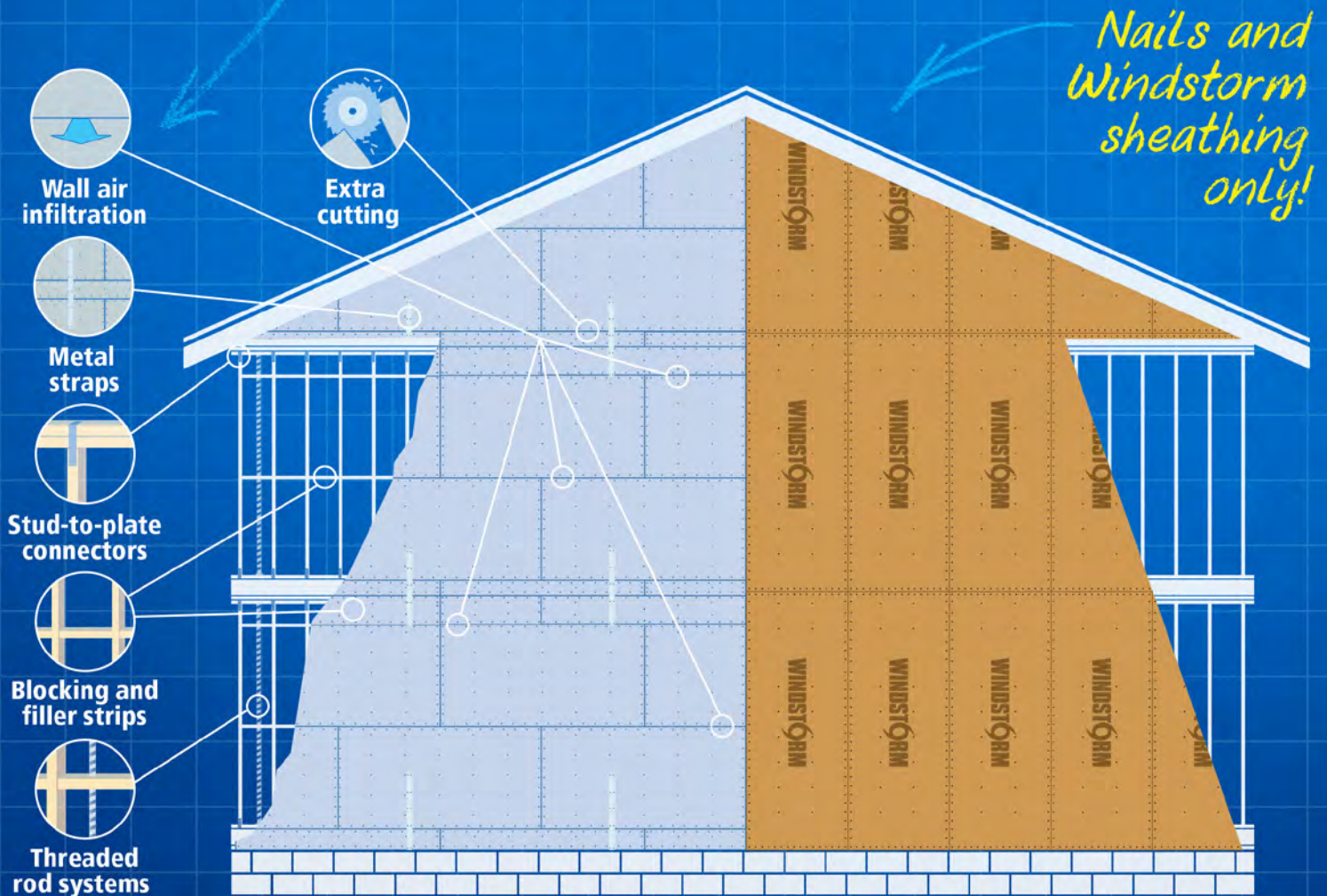
These dollar values represent the **savings per housing start** a typical builder will see as a result of select NAHB advocacy victories in 2014. Some members will experience more of these benefits than others, depending on location and market segment.

Learn more at [valueofnabh.org](http://valueofnabh.org)





# MORE WORK **vs** LESS WORK



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