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The News of the Home Builders Association of West Florida

PARADE OF HOMES

HOME BUILDERS ASSOCIATION OF WEST FLORIDA

June 2017

Celebrating the 2017 Parade of Homes



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Cornerstone

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GOVERNOR RICK SCOTT HEADLINES A GREAT START TO THE 2017 PARADE OF HOMES

I am so proud of my fellow Home Builders Association members who welcomed Florida's 45th Governor Rick Scott to our Parade of Homes Kick Off Event.

HBA Executive Director David Peaden welcomed Governor Scott by recalling how bad Florida's economy was during the great recession. Peaden praised the Governor's record of creating over 1.3 million jobs since December of 2010. He also noted how Governor Scott dismantled the Department of Community Affairs in his first year in office that enabled local governments to control their own destiny. Governor Scott talked about the economy and how Enterprise Florida and Visit Florida play key roles in recruiting businesses and tourists to Florida.

Every year, our attendance at the Parade of Homes Kick Off Event keeps getting larger. The setting is absolutely beautiful at the Corrine Jones-Sanders Beach Community Center on Pensacola Bay. The venue is spectacular and the event came alive with the rockin' sounds of Real Eyes with our own David Teague of Timberland Contractors playing bass guitar. Real Eyes now call themselves the official band of Governor Scott! All in all, this venue was the perfect setting to celebrate our industry's Parade of Homes. It was also an exciting time for our members to enjoy the friendships that make our industry so very special.

I would like to thank Thomas and Jennifer Westerheim, for their leadership in building the all-important the American Dream Home. The house is beautiful, spacious and very functional too. So much work and coordination goes into building the Dream Home, and I am truly thankful for their efforts. The time they put into this home cannot be understated and they did it for the greater good of our association. Without the profits from the sale of the Dream Home, our association would suffer greatly. They have certainly given back to the industry that has given to them.

The HBA couldn't make a profit if it weren't for the Dream Home Donors. They can't be thanked enough. We listed the Donors in the last issue of Cornerstone, but I think it is important to list them again. Take a look at the impressive list of people who came together for our members and HBA. Every year they step up to the plate and give of their time and talents. For that, the Board of Directors and the members should all be extremely appreciative of what they do on our behalf.

Pensacola Energy's Jill Grove and her marketing team showed a lot of enthusiasm in showcasing the Natural Gas features in the Dream Home. They were onsite throughout the Parade of Homes and I still can't enough of their sausage and cookies that offered to attendees. I appreciate their efforts in helping our association.

Did someone say Crawfish and Shrimp? Gary, Cindy, and Kyle Sluder of Gene's Floor Covering, cooked up a feast that over 400 people in attendance thoroughly enjoyed. They made the Kick Off Event a memorable event that many are still talking about. Every year they help with this event, and not only are they one of the most genuine families that you'll ever meet, but they truly love our industry, and it shows. Also, thanks to Bruce Carpenter, of Home Mortgage of America, for lending a helping hand to the Sluder family. Gary says you're a good apprentice!

In closing, thank you to our sponsors: 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.

President's Message



Dream Home Builders Thomas and Jen Westerheim at the 2017 Dream Home



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July 2017



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CORNERSTONE
February 2017

HBA Donates
\$15,000
to Help Insure
BP Oil Spill
Settlement
Funds Stay in
Northwest
Florida
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**Design
Trends
for 2017
and Beyond**
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OSHA Suspends Rule Requiring Electronic Reporting of Injuries

Earlier this year, the Occupational Safety and Health Administration (OSHA) implemented its rule regarding the electronic submission of workplace injury and illness records that many employers are required to keep. But that rule appears to be in limbo.

The original mandate would have given builders, contractors and other companies until July 1 to electronically submit their lists of 2016 workplace injuries. However, OSHA recently proposed the July 1 deadline be suspended until further notice.

OSHA's website explains it is "not accepting electronic submissions of injury and illness logs at this time," but does not yet provide information about when it intends to revisit the subject.

In a recent email to industry stakeholders, OSHA stated that it "intends to extend the initial date by which certain employers are required to electronically submit their injury and illness

logs" and that the "proposal will extend this to a later date. Currently, [OSHA does] not have any additional information about the timeline for this. [OSHA] will let [stakeholders] know as additional information, including a proposed extension date, is available."

In January, NAHB, along with the U.S. Chamber of Commerce, the Oklahoma State Home Builders Association, the State Chamber of Oklahoma and three poultry associations filed a lawsuit challenging the legal authority of OSHA to issue the electronic reporting rule.

In addition to the lawsuit, on May 5, NAHB and other construction industry associations asked the Department of Labor to put the implementation and enforcement of the rule on hold and to reopen the rulemaking record to reexamine the legal authority for the rule and its impact on workplace safety and health.

For more information about the rule and other jobsite safety concerns, contact NAHB's Rob Matuga at 800-368-5242 x8507.



NAHB Targets the Good, the Bad and the Ugly Regulations

NAHB highlighted 10 expensive and overreaching regulatory programs in comments submitted to the Environmental Protection Agency (EPA) this week in response to a presidential directive to "alleviate unnecessary regulatory burdens."

"Residential construction is one of the most heavily regulated industries in the country. In these economic times, the decrease in production, loss of jobs within the industry, and other factors point to the

need to reduce the regulatory burden on this vital industry," NAHB said in its comment letter.

NAHB also urged continued funding for three programs facing proposed budget cuts or elimination: Energy Star, WaterSense and the Sustainable Communities programs.

"NAHB understands that energy efficiency is in the best interest of the nation's economy, environment, security and energy independence in the long term, and that the nation must look beyond short-term fluctuations in the cost and availability of energy in establishing energy policies and programs," the comments said.

The NAHB Senior Officers already brought to EPA Administrator Scott Pruitt's attention three of the programs that NAHB members would like to see improved, curtailed or eliminated.

- The Lead, Renovation and Repair Rule needs to be reexamined because an accurate, EPA-approved lead paint testing kit is not yet available. If home owners without small children or anyone who is pregnant in the household could allow their contractors to forego the require-

ments for lead-safe work practices, they'd save money, and the "target population" for whom the rule was designed would not be affected.

- The new rules that define what constitutes a water of the United States – for which enforcement has already been stayed by the courts – need to be jettisoned all together, NAHB wrote. "NAHB looks forward to working with the Trump Administration, EPA and the Corps to develop a clear, commonsense rule to protect our nation's waterways while taking into account the interests of local businesses and communities nationwide," the comments said.

- Stormwater management regulations continue to cause confusion – ironically in the wake of new "streamlining" measures designed to fix the problem. "Paperwork violations related to record keeping for Stormwater Pollution Prevention Plan or SWPPP implementation, for example, often do not result in real water quality improvements, and only serve to increase administrative costs for cities, states, and EPA," the letter said.

For additional information, contact Michael Mittelholzer at 800-368-5242 x8660.

Highlights from the Parade of Homes Kick Off Event at Corrine Jones-Sanders Beach Community Center on Pensacola Bay.



HBA Executive Director David Peaden Welcomes Florida's 45th Governor, Rick Scott, to the HBA Parade of Homes Kick Off Event.



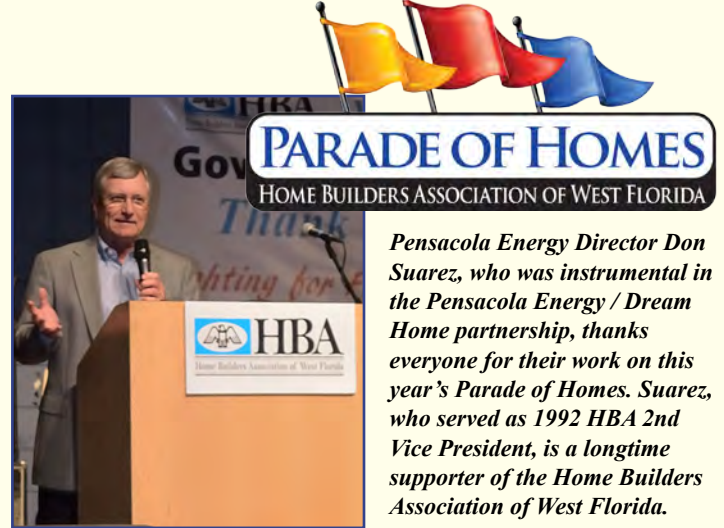
Governor Rick Scott addresses HBA members about the importance of job creation in Florida.



HBA Builder Members show off their Parade of Homes Outstanding Home Awards.



The Donors of the Dream Home, not all pictured, were recognized at the Parade of Homes Event.



Pensacola Energy Director Don Suarez, who was instrumental in the Pensacola Energy / Dream Home partnership, thanks everyone for their work on this year's Parade of Homes. Suarez, who served as 1992 HBA 2nd Vice President, is a longtime supporter of the Home Builders Association of West Florida.



HBA Executive Director David Peaden surprises HBA Director of Marketing and Communication Vicki Pelletier with a Parade of Homes Award. Pelletier is known for her warm personality and doing whatever it takes to make all HBA events successful.



From left, American Dream Home Builder Thomas Westerheim, Jill Grove of Pensacola Energy, Huntington Creek Developer Fred Hemmer with HBA President Jon Pruitt. This team contributed to the overall success of the Dream Home.



Longtime Santa Rosa County Commissioner Don Salter was honored with a "Champion of Housing" Award for his probusiness support of the housing industry. Master of Ceremonies Marty Stanovich congratulates Salter as David Peaden looks on.



2017 PARADE OF HOME AWARD WINNERS

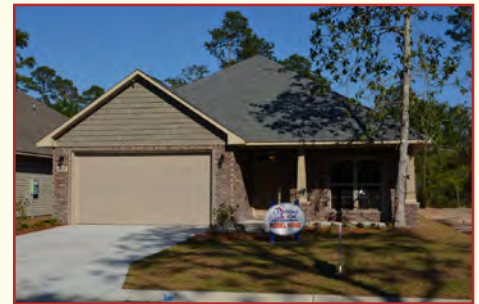
The Parade of Homes was a tremendous success and the HBA would like to thank all the members who made it possible. Congratulations to the Outstanding Home Award Winners.



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Uplands Woods



Category 8 - \$286,000 – \$300,000
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Category 9 - \$301,000 – \$350,000
Flynn Built
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North Shore, 1st Addition



Category 10 - \$351,000 – \$399,000
Adams Homes
 1860 Sunrise Drive
 Holley By The Sea



Category 11 - \$400,000 – \$425,000
Avant-Price Builders Group
 3249 Edinburgh Castle Dr.
 The Highlands



HBA President Jon Pruitt with Billy Eggart of Avant-Price Builders Group



Category 12 - \$475,000 – \$525,000
Classic Homes Pensacola, LLC
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Category 13 - \$595,000 – \$698,000
Acorn Fine Homes
 6136 East Bay Blvd.
 Navarre



HBA President Jon Pruitt with Blain Flynn of Flynn Built



HBA President Jon Pruitt with Ben Martin of Flynn Built



HBA President Jon Pruitt with Emily Adams of Holiday Builders



HBA President Jon Pruitt with Terri Fenoff and Ronnie Rainwater of Adams Homes



HBA President Jon Pruitt with Cathy Edwards and John Quina of Thomas Home Corporation



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HBA President Jon Pruitt with Tom Eubank, Jeff Hatten, Millie Carpenter and Sue Rogers of Adams Homes



HBA President Jon Pruitt with Danny Speranzo and Rick Faciane of Classic Homes



From Dream Home to Your Home: Five Reasons Staging Your Home Makes Sense



Nate Spitzbergen enjoys the CORT furniture at the Dream Home during the Parade of Homes.

By: NATHAN SPITZBERGEN | PHOTOS: © 2017 JASON PARKER, EMERALD COAST REAL ESTATE PHOTOGRAPHY, LLC

Professionals from across the home staging industry turn to furniture rental companies like CORT for their furniture needs. Most recently, CORT provided furnishings to stage the 2017 Home Builders Association of West Florida American Dream Home, working with builder Thomas Westerheim, and decorator Faux Real Design, to bring together a transitional-upscale “Farmhouse-Chic” style.

Some of the furnishings used to stage the home included:

- Armand with Ottoman Living Room
- Toby Queen with Bianca Bedroom
- Bianca with Eve Rectangular Dining Room (8 Chairs)
- Delano with Kinsley Living Room
- Helix California King Bedroom

Last year, the American Dream Home sold within two weeks of CORT providing home staging services, a true testament to the difference staging a home can make. “We are honored to be a part of this project and provide furnishings for the Home Builders Association of West Florida for the second year,” said Nathan Spitzbergen, district general manager, CORT.

“Thanks for your help with this! The furniture truly made a difference,” said David Peaden, executive director, HBA West Florida.

Building new property can come with a multitude of challenges, from the intangibles like obtaining the necessary licenses to move a project forward, to the more tangible items like correctly estimating labor and cost of materials. With all of these moving parts, it is easy to become removed from the main objective of the project, making a profit. Many times, builders don’t concentrate on the smaller details that will help sell the home – and why should they. Choose a professional to help design and stage your new space, and help you move closer to your goals.

Here are five reasons you should consider staging your next property:

1. Increases your profit

Staging the home creates a higher perceived value, and therefore buyers are willing to be more flexible with their spend. On average, sellers make roughly \$23,600 more on a \$500,000 home that has been professionally staged when compared to profits made on properties that are not staged. When reviewing list price, staged homes average anywhere from 6.32

percent to 17 percent higher, compared to just 1.6 percent above list price on non-staged homes.

2. Sells your home faster

Selling your property faster means more money in your pocket for the next investment. According to the United States Department of Housing and Urban Development (HUD), a staged home sells in about half the time.

3. Attracts more potential buyers

In today’s digital age, more and more buyers are choosing to browse the selection online before ever making an appointment to see the home in person. Providing a strong visual with images in print listings and online is more important than ever before and proves valuable in attracting prospects.

4. Makes a great first impression

When potential buyers walk in the door, a staged home provides that feeling they are looking for in their new space. Professionals in the industry work to design each room to tell an unwritten story. Save the headache of your property being listed for several months without interest and hire a home stager before the listing goes public. Once you have prospects in to tour an empty house, you have left them with a neutral first impression of your property.

5. Enables buyers to visualize the layout

Staging your property encourages an emotional connection with buyers by neutralizing the décor of a pre-owned home and/or adding appeal to vacant properties. Strategically placed furnishings and accessories allows buyers to visualize their life in your space. When upgrading to a larger space, staged furniture can provide inspiration for layouts in large rooms.

CORT gives home stagers convenient, affordable solutions and eliminates the hassle and expenses involved with moving, storing and repairing furniture, saving clients money and giving builders more time to focus on the job at hand. With quality service every step of the way, you can expect to stage faster, sell quicker, make clients happy and ultimately grow your business by making CORT your go-to furniture resource.

Nathan Spitzbergen is district general manager at CORT in Pensacola, Florida. To learn more about CORT’s home staging services, visit <https://www.cort.com/solutions/home-staging>.



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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.

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"Dream Home Donors"
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from page 15

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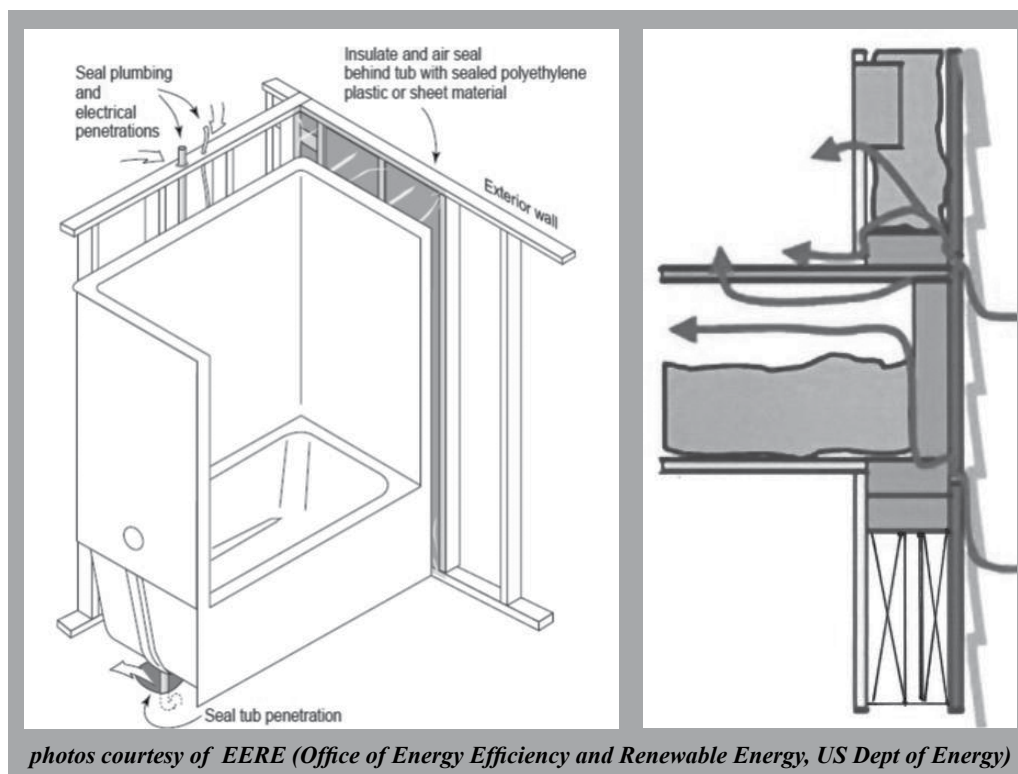
Residential Homes “Blower Door” to be tested starting July 1, 2017

By ARLENE ZAVOCKI STEWART
ENERGY CODE CIRCUIT RIDER FOR FLORIDA

Mandatory air infiltration testing for residential homes begins for permits pulled on or after July 1, 2017. After two delays, many builders were expecting permanent deletion, but the legislature did not consider its removal this session.

So what's a builder to do? First, make sure ALL your subcontractors meet Table

knows consumers want a sealed building envelope – no one wants bugs to come and go as they please. The challenge with this test is recognizing unexpected gaps. For example, we don't realize there is a air flow path behind the tub or at floor joists (see figures). Blocking either of these points isn't the job of the HVAC or gypsum contractor. Also your office manager may not know to order air tight recessed cans. These simple points are overlooked be-



photos courtesy of EERE (Office of Energy Efficiency and Renewable Energy, US Dept of Energy)

R402.4.1.1 provisions in the Florida Energy Code (around since 2005), even those who don't have a mandatory license. Many people think air sealing belongs to the mechanical guy. For the duct system, it's certainly true. But it's equal opportunity for any sub to screw up whole house air sealing. Plumber to cable guy, gypsum installer to electrician, a potential failure point is any place two materials meet or a pipe/wire crosses the building envelope.

The good news is the building industry

cause they're small, but they add up.

Thankfully, there are free resources that can help you and your team focus. The Southeast Energy Efficiency Alliance has created tech tips and inspections sheets at <http://seealliance.org/initiatives/built-environment/energy-codes/energy-codes-success-manuals/>. Also check out the Building America Resource Center at <https://basc.pnnl.gov/>. Here you can find best practice details, developed by scientists who worked with builders to find solutions for the construction industry.

Next, test a house now, before you really have to pass. Your current construction practice may do just fine. A Florida Building Commission study found most houses test around 6 air changes per hour (ACH), comfortably below the 7 ACH required by law. So why spend the money testing? Because not all houses pass the minimum and even the most conscientious builders make mistakes. Testing ensures all houses meet code. If you do miss, the results will give you an idea of just how much leakage you're looking to seal up.

Is that even possible? For a skilled tester, yes! All those numbers may look like rocket science to you, but they tell the tester important information, like if there is one big hole or multiple small holes and the amount of leakage in square inches. This information could be pivotal in spring and fall in Florida, when an infrared camera may not function.

So who can test? For many years, only Home Energy Rating System (HERS) raters from the Florida Solar Energy Center could test (www.energyguage.com). Unfortunately, there are only a handful of these raters in the Panhandle, so the criteria for testers was expanded by the legislature a couple of times. Check the directory at RESNET.us for raters in border states that are now qualified.

The legislature also recognized mechanical and HVAC (A & B) contractors. Because their license requires duct testing only, you may want to ask if they or their crews have had additional training, like what the Florida Refrigeration and Air Conditioning Contractors Association is offering (www.Fracca.org).

Training doesn't stop there. FSEC is training monthly (see training at www.fsec.ucf.edu) in Cocoa for HVAC contractors and HERS raters.

Contractors Institute trains in Hudson and at locations around the state (<https://www.contractorsinstitute.com/>).

As Circuit Ride, Arlene Zavocki Stewart is tasked with answering industry's questions about energy code issues, ongoing challenges and enforcement. She can be reached at ArleneOnEnergy@gmail.com or through your local HBA. She was awarded FHBA's 2012 Associate of the Year and is a life director.

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2. They volunteer time, talent and treasure to help the association accomplish its goals.

3. They recruit their colleagues & 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?





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4. Stucco = \$1,100
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7. Custom Doors = \$500
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2. Fire Separation = \$2,500
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options to fire rating soffits



5. Air Leakage = \$175
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multi-family as single and
modified 5 ACH to 7 ACH



8. Shower Liner = \$75
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liner on SOG (FBC-R & P)



3. Duct Penetration Garage = \$300
Retained provisions allowing use of
duct board



6. Mechanical Ventilation = \$75
Reduced from 5 ACH to less than
3 ACH



9. Door Swing = \$750
Revisions permitting doors to
outswing over egress, two risers,
and an exception for landings

FHBA also stopped issues from passing, which resulted in additional builder savings:
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*Approximate cost savings per house/lot impacted.

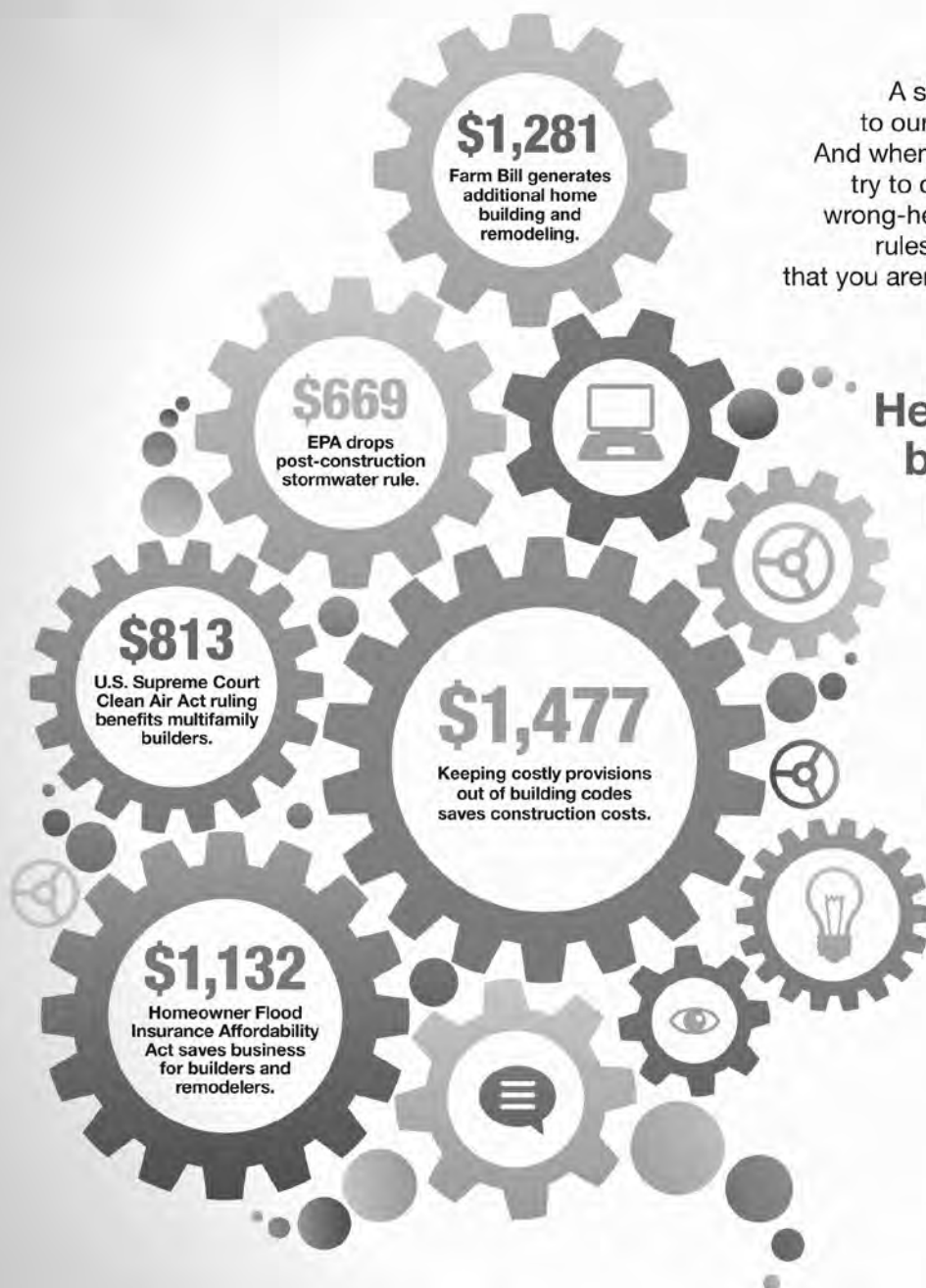
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Here's what we've been working on so far this year.

These dollar values represent the **savings per housing start** a typical builder will see as a result of select NAHB advocacy victories in 2016. Some members will experience more of these benefits than others, depending on location and market segment.

Learn more at valueofnabh.org





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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.

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Green Spike	50-99
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76
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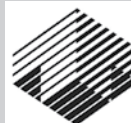
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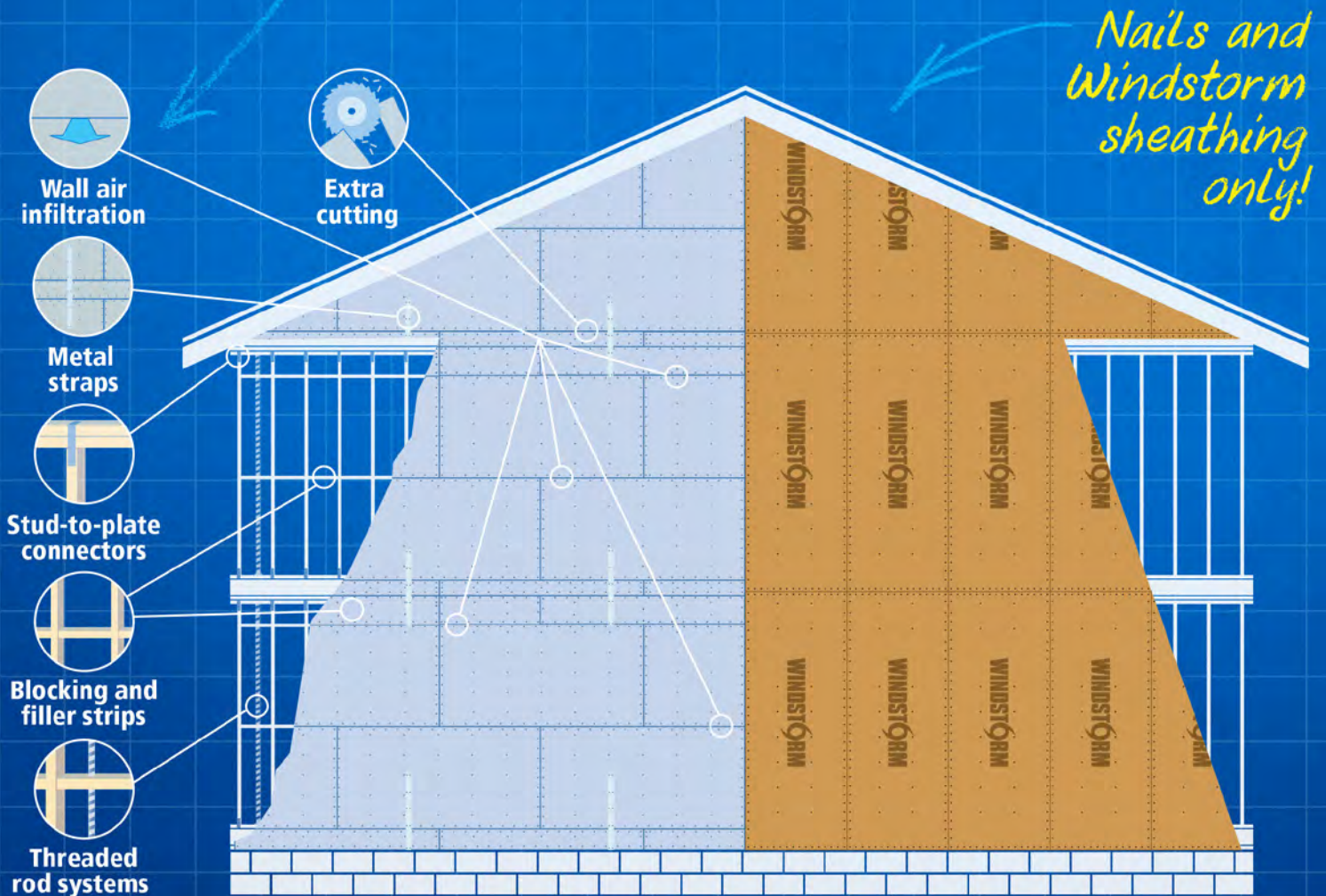


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