

The News of the Home Builders Association of West Florida

CORNERSTONE

May 2018

The Showcase Home Offers Design, Innovation, Luxury and Technology

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Cornerstone

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Cornerstone



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THE 60TH ANNUAL PARADE OF HOMES OFFERS THE BEST IN NEW HOME CONSTRUCTION AND AMENITIES

On behalf of the Board of Directors of the Home Builders Association (HBA), it's my pleasure to welcome you to the 60th Annual Parade of Homes. Every spring, Northwest Florida builders are working hard and putting the finishing touches on each Parade house. 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. According to Northwest Florida's premier economist Dr. Rick Harper, the estimated annual economic impact of production of 1,048 new homes per year at the current median price per new home, is \$201 million in net new local income, along with \$23.8 million in taxes and other revenues to local governments. This creates 3,722 net new jobs in the local economy. The shelter industry is tremendous economic driver for our area and I am proud to be a part of it.

As you may be aware, the HBA's American Dream Home, that is usually a focal point of the Parade of Homes, will be showcased in October 6-14, 2018 for the Fall Showcase of Homes. We are looking forward to the completion of this home that is being built by Alton Lister, of Lister Builders, in the gated Highlands at the Moors. In its place, you will be excited to see the Parade's Showcase Home, constructed by Flynn Built, that is also located in the Highlands at the Moors just off Avalon Blvd. in Santa Rosa County.

I encourage you to visit the 47 homes scattered throughout Escambia and Santa Rosa counties. Special thanks the home builders who have entered homes into the Parade including Aberfeldy Home Construction, Acorn Fine Homes, Adams Homes of Northwest Florida, Avant-Price Builders Group, Classic Homes of Pensacola, Craftsman Homes, D.R. Horton, Flynn Built, Henry Company Homes, Holiday Builders, K.W. Homes, Paragon Custom Builders Group, Timberland Contractors, WCI Communities and Whitworth Builders.



"President's Message" continues on page 6

President's Message

THE 60TH ANNUAL PARADE OF HOMES OFFERS THE BEST IN NEW HOME CONSTRUCTION AND AMENITIES

from page 5

The Parade of Homes is brought to you by the HBA, Flynn Built, Pensacola News Journal, Pensacola H&G Magazine, WEAR TV 3, WFGX My TV 35, NASH 102.7 and Soft Rock 94.1

This year's Parade is set for May 5 – May 13, with weekend hours from 12:00 p.m. – 6:00 p.m., and weekdays 3:00 p.m. – 6:00 p.m.

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.



*“Whether you
are a potential
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home builder,
the Parade of
Homes has
something for
everyone.”*

Thank You to our 2018 Parade of Homes Sponsors!



THE SHOWCASE HOME OFFERS DESIGN, INNOVATION, LUXURY AND TECHNOLOGY

The 60th 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 5 - May 13, boasts 47 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 Taylor Longworth of East Hill Building & Design. “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 2018 Showcase Home for the Parade of Homes is built by Flynn Built and is located in The Highlands at The Moors, an upscale private, gated community – with many perks. This highly desirable subdivision is in close proximity to Interstate I-10 in Milton off Avalon Blvd. Residents have the luxury of a peaceful and quiet country life. The Highlands community offers residents

“Showcase Home” continues on page 8



“Our housing market is very strong and it is certainly one of the top economic engines that boosts the Northwest Florida economy.”

THE SHOWCASE HOME OFFERS DESIGN, INNOVATION, LUXURY AND TECHNOLOGY

from page 5

full access to The Moors' pool, clubhouse, tennis courts, children's playground and fitness center. In addition to the perks of the community, you will especially love the diverse homes that line the streets. The established homeowner's association ensures that the upkeep and presentation of the neighborhood will always remain immaculate.

This home is the first of its kind, The Edinburgh, which is now an optional floorplan offered by Flynn Built. The home is "Earth Cents" certified, a Flynn Built standard.

"My vision for this floorplan was to create a spacious family home, that really emphasizes on entertaining as well, and I think we have done just that" says Blaine Flynn, owner of Flynn Built.

The home boasts 3,435 square-feet of spacious living area with four bedrooms and three bathrooms and it doesn't end there. The Edinburgh also features an oversized "bonus room" above the three-car garage – think game room, home office, crafting space, you name – your possibilities are endless.

You will be wowed from the moment you walk through the beautiful 8-foot doors. You are warmly welcomed into a formal dining area, complete with tray ceilings and a butler's pantry/coffee bar for preparing and serving – which makes for a handy space when you are entertaining. The house offers plenty of beautiful, natural light provided by the many large windows surrounding the common areas.

The open floorplan offers a generous living area with a custom coffered ceiling, crown molding, and window casings. The gourmet kitchen is exquisite, boasting double ovens, a walk-in pantry, an in-island apron sink, tile back splash, 42" upper cabinets, granite countertops, pot filler, and under cabinet lighting. This well-designed kitchen is complete with an adjoining breakfast nook.

One of the many showcases of this home is the luxurious master wing. "The master suite in this home is really any home owners dream" says Flynn. Easily closed off from the rest of the living quarters, the master suite has so much to offer. Upon entering the wing, you will be met with a full dressing area complete with a bench and hooks for storage adjacent from the spacious walk-in closet, which includes a granite countertop island, that you could use as an in-closet dresser. The picturesque master bath features a free standing, soaker tub sitting in the center of the room alongside the oversized walk-in shower featuring rain shower heads, built in tile shelving, and frameless glass doors. The bathroom also features granite countertops and built in tile shelving. Entering the master bedroom, you will notice tray ceilings and crown molding, adding character to the room. There is also a door to access the back porch off the master bedroom.

Another outstanding feature of this home is the Mother-In-Law Suite. This room can also be closed off from the rest of the living quarters with its own private bathroom and even a private entry to the garage. This area would be perfect for a mother-in-law, guests, or even a college student as it gives the opportunity to come and go without going through the rest of the home. Upon entering this suite from the garage, is the bathroom – which is also great to quickly access while working outside without walking throughout the home.

The spacious laundry room is everyone's dream! It features granite countertops with loads of cabinet storage and a sink. The three-car garage is complete with finished flooring, painted walls,



and trim; as well as attic access with pull down stairs, an insulated garage door and even a storage closet. This home has a roomy covered back porch perfect for entertaining.

Seeing the home, you cannot help but notice the stunning furniture/interior décor selection. Flynn Built was honored to partner with the one and only Alyssa Schepper, owner at Alyssa's Etc., to collaborate on this project. We gave her a vision for the home, and she brought it to life – going over-the-top to hand select each piece to accentuate the homes stunning features. “Partnering with Flynn Built to highlight the beautiful features in the Edinburgh has been our pleasure. Decorating and staging homes has been a growing passion of mine since opening in 2003. With the addition of our ETC store in 2015 and The Refinery last year, the options are now truly endless. With over 50,000 square feet of furnishings in our three stores, we are sure to have just what you need” says Schepper.

Flynn Built is honored to have been selected for this distinction. We are a semi-custom home builder serving Escambia, Santa Rosa and Baldwin Counties. We have a large selection of floor plans that we can modify to make your dream home a reality.

Once you tour “The Edinburgh”, you will see why this home was selected as the Showcase Home of 2018's Parade of Homes. Join us to “Experience the Flynn Built Difference” for yourself.

See the Showcase Home, which is an EarthCents/Gulf Power home, built by Blaine Flynn of Flynn Built, at the gated community of The Highlands at the Moors.

WHAT: 2018 Parade of Homes

WHEN: May 5 – May 13

WHERE: Homes throughout Escambia and Santa Rosa Counties

MORE INFO: www.ParadeofHomesPensacola.com



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MARTY RICH
HBA MEMBERSHIP CHAIR

A Message from Marty Rich, HBA Membership Chair

Do Your Part! Participate in the HBA's Membership Drive May 15 – June 1, 2018

I have been involved in the Home Builders Association for over 20 years. It has been a part of my professional career and the friendships I have made have lasted a lifetime.

As we move forward in 2018, I want to encourage you to participate in the HBA's Membership Drive, set for May 15 – June 1. We currently have over 300 Builder and Associate members investing in the future of Northwest Florida, but there are many potential members who have not been offered the opportunity to join in our efforts.

This is your opportunity to do your part to stimulate the growth of your HBA. You will be receiving additional information and I ask you to participate... to do your part. I look forward to working with you.

How to get involved: Contact HBA Director of Marketing and Communication Vicki Pelletier at 850-476-0318 or email: vicki@hbawf.com



From left, Marty Rich of University Lending, Suzanne Spann of Gulf Coast Advantage Insurance, Meghan Harrison of McDonald Fleming Moorhead, and Tonya Underwood of Emerald Coast Granite, Tile and Glass

The HBA would like to thank Tanya and Robert Underwood of Emerald Coast Granite, Glass and Tile for donating a beautiful piece of granite and sink that totally transformed the Home Builders Association board room kitchen. Tanya and Robert have been great partners of the HBA for many years. Tanya continues her many years of service on the Membership Committee and we truly appreciate their support of the HBA.



The HBA Golf Tournament was a success thanks to the leadership of HBA Director of Marketing and Communications Vicki Pelletier. Vicki's "can do" spirit kept everyone organized and her efforts created a fun and memorable day. In addition, special thanks to key volunteers who worked hard to make the HBA's Golf Spring Golf Classic a tremendous success: Bruce Carpenter of Home Mortgage of America; Meghan Harrison of McDonald Fleming Moorhead; Vicki Kitchens of Kenmore Direct; Suzanne Spann and Mary Weaver of Gulf Coast Advantage Insurance, Catherine Foley of Pensacola News Journal. Thank you for your tireless efforts. The HBA could not have done it without you.

The HBA Appreciates It's Sponsors

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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 & 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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Being a Member:

I have been involved with the HBA of West Florida eight years before being transferred away. I know this organization to be community and service minded, to lead the effort with governmental issues and the members are some of the greatest folks I have met!

Personal Interest:

I really enjoy playing golf, tennis and hiking. My yellow lab tells me that he is my main personal interest. A good book at the beach is hard to beat too.

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June 2018

The Showcase Home Offers Design, Innovation, Luxury and Technology

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Cost and Codes Meeting

HBA Cost and Codes Committee, led by Chair Doug Whitfield, of Doug Whitfield Residential Designer, led a Lunch and Learn Meeting with Escambia County Building Official Tim Tolbert and Santa Rosa County Building Official Rhonda Royals. Mr. Tolbert and Ms. Royals gave updates on their respective departments in terms of inspections, technology and other building department news.

“I think today’s meeting was by far the best Q/A session I have attended with the HBA and Escambia County,” said Rhonda Royals, Santa Rosa County Building Official. “I thought we had a lot of great dialogue and I truly believe Tim (Tolbert) and I will work hard towards providing consistent information/inspections/plan review between the two counties for the construction industry community.”

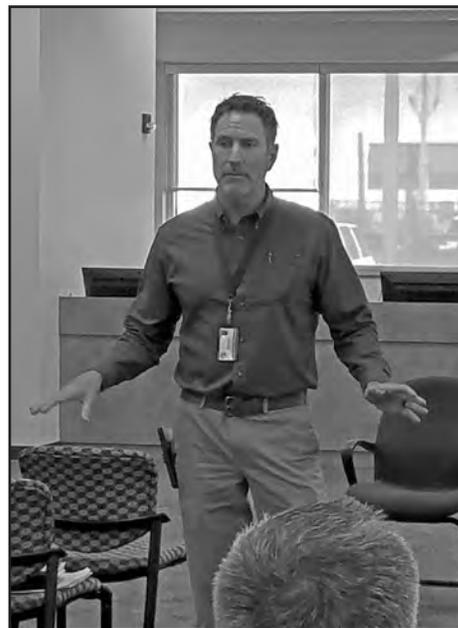
The HBA would like to thank Don Suarez and Jill Grove of Pensacola Energy for sponsoring the lunch.



HBA EO David Peaden with Escambia County Administrator Jack Brown at the Lunch and Learn with Building Officials.



Cost and Codes Committee Chair Doug Whitfield ask as question at the Lunch and Learn with Building Officials.



Escambia County Building Official Tim Tolbert addresses HBA members regarding building code issues.



Sales & Marketing Chair Lindy Hurd welcomes attendees at the SMC meeting on Social Media by Sara Luff, of First International Title. The SMC continues to provide quality educational programs for the betterment of the HBA.

Auxiliary Council Needs YOU!



The Council is committed to making a difference in our community by contributing to various organizations.

Help us continue to make things happen.

HOW TO MAKE SENSE OF THE TAX LAW CHANGES

In a series of posts featured on the Eye on Housing blog, NAHB economists are helping builders and remodelers make sense of the changes in tax law that resulted from legislation passed in December.

The initial two posts of this Tax Reform Toolkit discussed the basics of the pass-through deduction, or 199A, and how those rules apply to high-income taxpayers. Those articles explained how the deduction impacts those with incomes of:

1. Less than \$315,000 (married filer) or \$157,500 (single) of taxable income, or
2. More than \$415,000 (married) or \$207,500 (single) of taxable income.

In the first case, the pass-through deduction is generally about 20% of the taxpayer's qualified business income (QBI). W-2

wages paid and depreciable assets limit the upper-income pass-through deduction, but the basics are relatively straightforward.

The latest post about the "phase-in" range applies to those who have taxable incomes between \$315,000 and \$415,000 (or half of those amounts for single filers). Taxpayers in this range can be separated into two groups:

1. Taxpayers who would not qualify for the deduction if they had made more than \$415,000/\$207,500, and
2. Everyone else

The first group includes taxpayers whose businesses do not pay any W-2 wages or have any depreciable assets as well

as those in the business of a "specified service" (e.g. attorneys and accountants).

Both groups of business owners can use the formulas explained in this Eye on Housing post on the basics of the pass-through deduction, but both groups should also look at this detailed explanation of how to calculate when you're in this phase-in range.

The next Tax Reform Toolkit post will examine changes to the business interest deduction and how it interacts with the new depreciation rules.

Courtesy of NAHBnow.



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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: Flood Provisions = \$10,000, Irrigation = \$1,000, and Water Saving Fixtures = \$250.

*Approximate cost savings per house/lot impacted.



DRONE USE AMONG BUILDERS CONTINUES ITS ASCENT

A recent NAHB survey discovered that the popularity of drones within the housing industry is not only growing — it's skyrocketing.

Two years ago, a similar survey revealed 22% of single-family builders had used a drone for business purposes. That portion has since soared to 46% of builders.

The growth comes as no surprise to people like Jim Schaefer, owner of RealReach Marketing and Productions in Tampa, Fla. His company started flying drones about four years ago as an additional marketing tactic to offer his builder/de-

veloper clients. But that "premium" service, which was once a standalone product, has since become a standard feature of his company's photography package.

"When we started, we were just about the only business in Tampa that was [operating drones], mostly because they were so expensive at that time," Schaefer said. "Now, the prices have come down considerably and there are tons of people out there who are either doing it as a business or amateurs doing it on their own."

But even if everyone is doing it, not everyone is doing it well. Schaefer says many people underestimate how difficult it is to fly a drone, especially when the ultimate goal is to gather professional-quality aerial video footage. Even though he's been operating drones for the better part of a decade, Schaefer admits it can sometimes be a struggle to get the right shot. And yes, there's the occasional crash, too.

He knows several people who own a drone but who admit they're too afraid to fly them. Those apprehensions are somewhat justified: Just last week, one of Schaefer's more expensive drones got into a scuffle with a nearby tree and had to be taken in for some costly repairs.

"There's a lot of risk involved, and it goes well beyond just the potential damage to the drone," Schaefer said. "It's not uncommon for drones to fall onto cars or damage other property, which is why we have a large insurance policy. You never know when something like that might happen."

Even if no accidents or injuries occur, a word of caution: The FAA regulates the commercial use of drones, and those who aren't properly licensed to operate one could face heavy fines.

Courtesy of NAHBnow.

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HBA works with Partners to Address Brick Mason Need

Partners came together to address the need for skilled brick masons on April 16th at the Home Builders Association of West Florida. A program is being developed to equip students with the skills necessary to find employment in the brick mason industry. Determining the best models, curriculum, financial aid, funding and implementation were discussed. Partners included: Home Builders Association of West Florida (David Peaden), Escambia County School District Workforce Education (Michelle Taylor), CareerSource Escarosa (Michelle Gadsen), Escambia County (Jack Brown), Pensacola State College (Dan Busse, Ruth McKinon), Escambia County School District George Stone Technical Center (TJ Rollins, Stephen Brooks), ReEntry Alliance of Pensacola - REAP (Vinny



Whibbs), Masonry Association of North Florida (Al Herndon, Donna Hanson), Northwest Florida Brick Layers Association (Drew Lenn), Florida Department of Education-Apprenticeship Division (Patrick Wright), Acme Brick (Pat Kozma).

3 Trends to Watch in Smart Lighting

An excellent bellwether for advances coming to residential lighting solutions is the biennial Light + Building show in Frankfurt, Germany.

The show — which boasts a staggering attendance of 220,000 global visitors — exhibits trends in lighting design, electrical systems and building automation.

While the bulk of the exhibitors are pitching their wares to commercial designers, builders, and architects, much of the cutting-edge lighting technology on display is also turning up in residential builds.

Some takeaways from the March 2018 show:

LED is here to stay. LED lighting has become dominant, overtaking and

surpassing fluorescent lighting solutions in adaptability and aesthetics.

Lutron customer education leader Sam Woodward says, “The world of lighting very much used to be lamps of known fixed sizes, and there are dozens of standards of shape of lamp. Now those lamps would be sitting in fixtures, rudely referred to as lamp holders, and the two were very closely married. But now, with LED, the relationship has changed.”

While on the show floor, Woodward encountered “kinds of Möbius-strip-shaped LED fixtures — things that were very much using three dimensions,” he said. The integration of bulb and fixture is leading to very creative results, he said.

Lighting is now a source of data. Bulbs are now capable of collecting information about the rooms they light, and using that information efficiently. “Light fixtures with sensors built in are not all that new, but now we have the idea that lighting and control systems can extract that data and do useful things with it,” Woodward said. “Whether that’s showing the occupancy of buildings over time, tracking assets or movements of people, measuring CO₂, or temperature, it’s another data collector in a given space.”

That data can be used to change lighting color or brightness, toggle off or dim lights

automatically and or send information to other systems in the home.

Long live the light switch! While control is becoming more automated, the doesn’t mean that the humble light switch will disappear tomorrow.

“We have some very, very expensive samples that we take along whenever we’ve got a meeting with an architect,” said Peter Aylett, an integrator with the firm Archimedia.

“We don’t sell it as a light switch, we sell it as just a beautiful thing that sits on the wall, and we can match, say, a stone finish with the light switch. This allows us to engage with designers, and talk their language,” he said.

“On the residential side, when we’re talking to folks about lighting control, by far the largest part of the conversation is about the look and feel,” said Woodward. “It’s got to be a conversation that has a very comfortable outcome with the clients.”

This NAHBNow guest post is from Ed Wenck, content marketing manager for CEDIA, the industry association representing those professionals who manufacture, design and integrate goods and services for the connected home.

Courtesy of NAHBNow.

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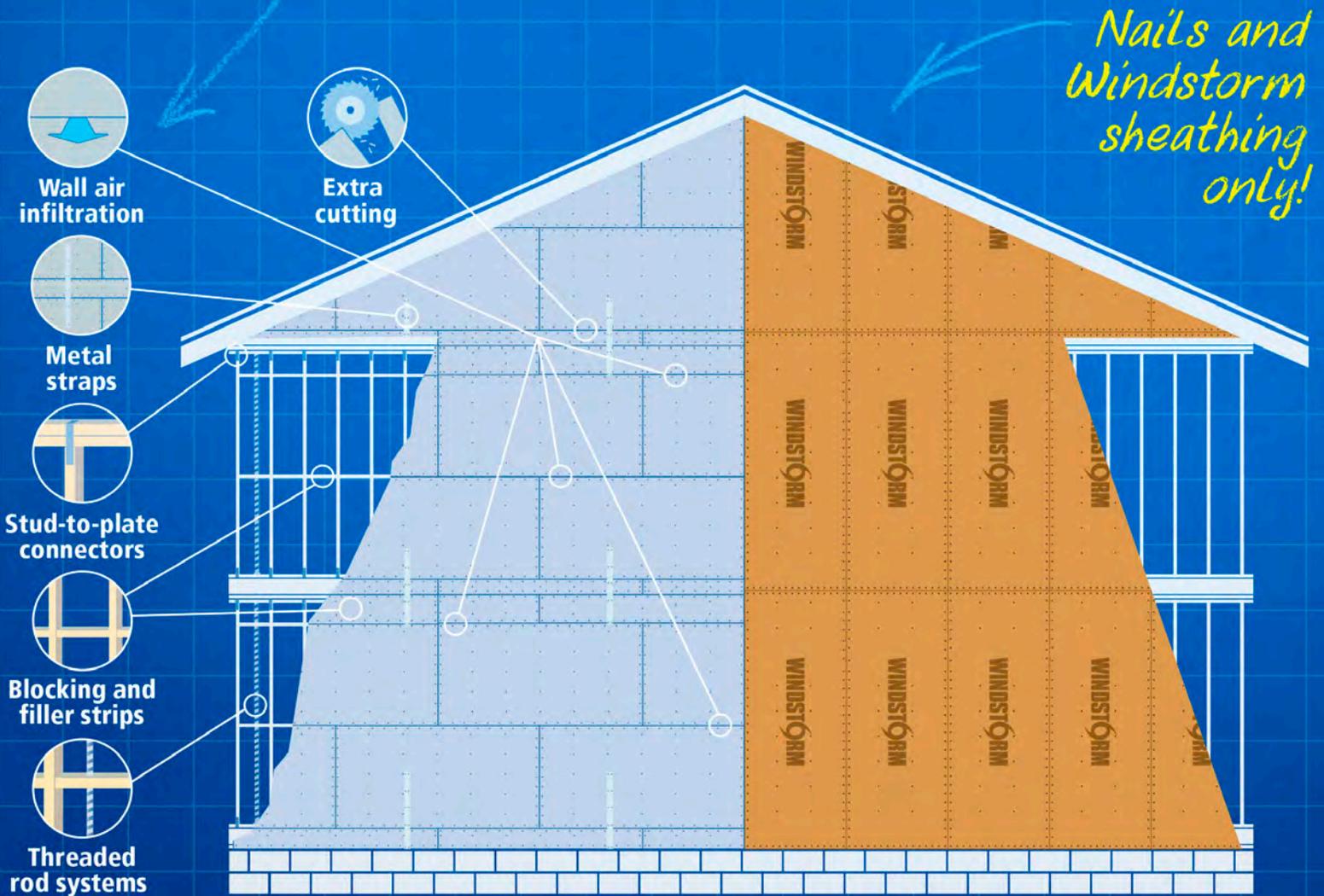
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