

The News of the Home Builders Association of West Florida

# CORNERSTONE

June 2018

HOME BUILDERS ASSOCIATION  
OF WEST FLORIDA

**H O M E**  
& P R O D U C T  
**EXPO**



## PARADE OF HOMES

HOME BUILDERS ASSOCIATION OF WEST FLORIDA

Full Parade of Homes Coverage  
begins on page 10

Details on Page 7

## Parade of Homes Winners



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## Cornerstone

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## Cornerstone



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# OUR COMMUNITY'S FUTURE HINGES ON TRAINING OUR YOUTH

**Addressing the future of finding qualified, skilled workers in the home building industry in Florida is often a daunting task.** In this business, I often hear that there are not enough capable workers to meet the needs of our local construction (and Florida's construction) industry.

I recently had the opportunity to tour the Home Builders Association's Construction Academy at Pine Forest High School with Auxiliary Council Chair Mary Weaver, of Gulf Coast Insurance Advantage, and HBA Executive Director David Peaden. My father taught at Pine Forest High for many years and it brought back a lot of memories just walking through the front door of the school.

The Construction Academy, with the work of the HBA and the Escambia County School District, started in 2009. This academy focuses on broad, transferable skills, stresses the understanding of all aspects of the building construction industry, and demonstrates such elements of the industry as planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety, and environmental issues. At the end of the program, students have earned a National Center for Construction Education and Research (NCCER) certification. This program offers a structured education program with hands on instruction. Pine Forest Assistant Principal Bryan Freeman is excited about the opportunity

the students will have in worthwhile careers. Pine Forest High Academy Instructor Brian Metcalf is providing remarkable leadership to give our young people a truly unique learning environment.

Historically, new construction hires have been mostly men from 18 to 24 years old. But the number of available workers in this age group is declining, according to U.S. Census figures. What can be done about this? Altering expectations of today's youth is the key. They need to be educated about the future job market. The Construction Academy serves students in 9 - 12 grades. The academy gives students hands on experience through applying academic and technical knowledge in a challenging and rewarding career field that involves local businesses in developing local talent. It is a win-win for everyone.

Additionally, as students finish their high school diploma, they receive an industry credential along with a high school diploma. After graduation,

*continues on page 6*

## President's Message



*From left, HBA President Taylor Longsworth, Instructor Brian Metcalf, Assistant Principal Bryan Freeman and Auxiliary Council Chair Mary Weaver visit the HBA's Construction Academy at Pine Forest High School.*

# OUR COMMUNITY'S FUTURE HINGES ON TRAINING OUR YOUTH

*from page 5*

students could enter directly into the workforce or continue their education at George Stone Technical Center (continue in a trade or apprenticeship program) or enter another post-secondary institution. No matter what students decides after graduation, students will have the technical skill set to succeed as well as the soft skills to work with others.

Mr. Freeman and Instructor Metcalf would like for HBA members to come talk to the students. If you are called upon or if you want to volunteer, please do your part. This program is a step in the right direction in training our Northwest Florida workforce, and we must embrace this program. Our community's future depends on it.



## GET INVOLVED IN HBA COUNCILS AND COMMITTEES!

### Auxiliary Council

*Meets Monthly  
2nd Tuesday of each month*

### Membership Committee

*Meets Monthly  
2nd Thursday of each month*

### Sales & Marketing Council

*Meets Monthly*

### Board of Directors

*Meets Monthly  
3rd Tuesday of each month*



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## NEXT CORNERSTONE ISSUE

# July 2018

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# HOUSE PASSES PRISON REFORM BILL THAT PROVIDES VOCATIONAL TRAINING

**On a 360-59 vote, the House has overwhelmingly approved NAHB-supported legislation that would provide vocational training for prisoners in an effort to reduce recidivism rates.**

In a letter of support for the FIRST STEP Act (H.R. 5682) that was sent to the House prior to the vote, NAHB cited the benefits of similar training programs administered through the Home Builders Institute (HBI), the association's educational arm.

For example, in Sheridan, Ill., HBI is training 150 individuals per day at a medium security facility in basic carpentry, masonry, electrical, plumbing, and construction technology skills. Upon completion of the 24-week, rolling admission program, the inmates earn several impor-

tant certificates to help them find work upon their release.

Other state and local HBAs have similarly pursued their own successful partnerships with area prisons to train incarcerated individuals for a career in construction when they return to their communities.

NAHB believes that the FIRST STEP Act will help address construction's labor shortages while providing a second chance for a bright future and a meaningful career.

For more information, contact Alexis Moch at 800-368-5242 x8407.



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# 60th Annual Parade of Homes Ends with Great Attendance & Memories



The 60th Annual Parade of Homes Kick Off Event was an evening of excitement, fun, food and live music at Sanders Beach – Corrine Jones Resource Center. Over 350 HBA members enjoyed an evening on Pensacola Bay as the HBA celebrated the best in the home building industry. Congratulations to all of the Outstanding Home Award Winners.

The Home Builders Association of West Florida would like to thank the home builders, Realtors and attendees who made the event a memorable experience. Over the 10-day period, thousands of people attended 47 homes scattered throughout

the 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.

As we close to the door on this Parade of Homes, we are excited about the Fall Parade of Homes set for October 6 – 14, 2018. Alton Lister of Lister Builders is building the American Dream Home that is located at The Highlands at the Moors in Santa Rosa County. We look forward to seeing you at the Fall Parade of Homes.

Thank You to our 2018 Parade of Homes Sponsors!



Our 2018 Parade of Homes Winners!



*National Association of Home Builders President Randy Noel, of New Orleans, Home Builders Association of West Florida President Taylor Longworth and Florida Home Builders Association President Greg Matovina, of Jacksonville, enjoy the Parade of Homes Kick Off Event to ring in the 60th Annual Parade of Homes.*



**More Parade of Homes Coverage Next Page!**

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**PARADE OF HOMES**  
HOME BUILDERS ASSOCIATION OF WEST FLORIDA

# 2018 PARADE OF HOMES 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.

**Category 1 • Under \$205,000**

Adams Homes  
4423 Winona Lane  
Ashley Place



*HBA President Taylor Longworth presents Adams Homes Sales Manager Dan Dubose with an Outstanding Home Award.*

**Category 4 • \$254,000 – \$271,000**

Flynn Built  
1838 Wheeler Road  
Evergreen Shores



*HBA President Taylor Longworth presents an Outstanding Home Award to HBA Secretary and Board member Blaine Flynn.*

**Category 2 • \$215,000 – \$231,000**

Timberland Contractors  
8851 Longmont Way  
Plantation Woods



*Lisa Burns and David Teague accept an Outstanding Home Award from HBA President Taylor Longworth.*



**Category 3 • \$231,500 – \$250,000**

Flynn Built  
8474 Sevilla Street  
East Navarre



*Jake Flynn (right) receives an Outstanding Home Award from HBA President Taylor Longworth.*



**Category 5 • \$275,000 – \$300,000**  
 Craftsman Homes  
 7979 Majestic Cypress Dr.  
 The Preserve



*HBA President Taylor Longworth congratulates Lowell C. Larson, Jr. on Craftsman Homes winning entry in the Preserve.*

**Category 9 • \$399,000 – \$450,000**  
 Flynn Built  
 2307 Hemlock Dr.  
 Holley by the Sea



*Elizabeth Schrey and Renee Ownby received the Outstanding Home Award from HBA President Taylor Longworth.*

**Category 6 • \$305,000 – \$331,000**  
 Whitworth Builders Inc.  
 4994 Red Oak Dr.  
 The Preserve



*Mark Frate of Whitworth Builders accepts an Outstanding Home Award from HBA President Taylor Longworth.*

**Category 7 • \$323,000 – \$333,000**  
 WCI Communities, LLC  
 14472 Salt Meadow Dr.  
 Lost Key Gulf and Beach Club



*HBA President Taylor Longworth congratulates Joseph Everson with an Outstanding Home Award.*

**Category 8 • \$265,000 - \$290,000**  
 Holiday Builders  
 3589 Pelican Bay Circle  
 Pelican Bay



**Category 10 • \$452,000 – \$500,000**  
 Classic Homes of Pensacola, LLC  
 6017 Huntington Creek Blvd.  
 Huntington Creek



*Rick Faciane and Danny Speranzo win an Outstanding Home Award for the Parade of Homes, presented by HBA President Taylor Longworth.*

**More Parade of Homes Coverage Next Page!**



Category 11 • \$500,500 – \$680,000  
 Avant-Price Builders Group, LLC  
 5180 Sandy Shores  
 Soundside



*HBA President Taylor Longworth presents an Outstanding Home Award to Kevin Adams of Avant-Price Builders Group.*

Category 12 • Over \$870,000  
 Acorn Fine Homes  
 8140 Gulf Blvd.  
 Navarre



*Taylor Longworth presents Les White, owner of Acorn Fine Homes, with an Outstanding Home Award for the Parade of Homes.*



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# BATHROOMS OVERTAKE KITCHENS AS MOST POPULAR REMODELING PROJECT

**The kitchen is king among the spaces with the most impact on a home's identity. But having a beautiful bathroom is just as, if not, more important for many home owners.**

In fact, bathrooms overtook kitchens as the most popular remodeling project, according to a new NAHB survey. NAHB has released the results highlighting the most common remodeling projects to kick off National Home Remodeling Month in May.

"Small-scale renovations are slowly becoming just as popular as large-scale projects, as seen with bathroom remodeling becoming more common than kitchens," said 2018 NAHB Remodelers Chair Joanne Theunissen, CPG, CGR, a remodeler from Mt. Pleasant, Mich.

"Home owners are finding cost-effective and shorter-timeframe upgrades can also add comfort and value to their homes."

In the survey, remodelers reported the most common projects in 2017:

- 81% did bathroom remodeling
- 78% did kitchen remodeling
- 49% did whole house remodeling
- 37% did room additions
- 30% did window/door replacements

While remodeling is commonly associated with kitchens and baths, demand for green upgrades continues to swell as home owners seek to save on utility costs, improve air quality and increase the value of their homes.



An additional survey by NAHB Remodelers showed that high-performing, low-emissivity (Low-E) windows are the most common green-building product installed by residential remodelers. Programmable thermostats and high-efficiency HVAC systems also ranked highly among the most common green products used.

National Home Remodeling Month is sponsored by Amerifirst, BuildDirect and Paslode.

For more information about remodeling, visit [nahb.org/remodel](http://nahb.org/remodel). For a copy of the full survey, please contact Kristin LeMunyon.





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# Supreme Court Backs Employers to Uphold Class-Action Waivers

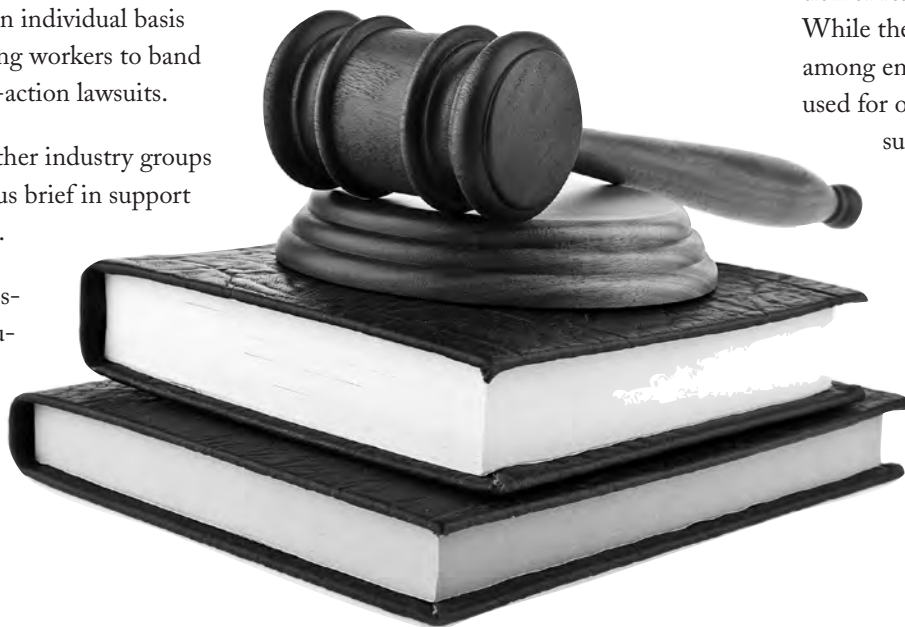
**The U.S. Supreme Court on May 21 issued a 5-4 ruling that upheld class-action waivers in arbitration agreements.**

The decision essentially provides employers the right to insist that labor disputes get resolved on an individual basis instead of allowing workers to band together in class-action lawsuits.

NAHB joined other industry groups in filing an amicus brief in support of the employers.

Specifically, the issue before the Supreme Court was whether mandatory arbitration agreements with individual

employees are enforceable under the Federal Arbitration Act where the agreements contain class – or collective-action —waivers, notwithstanding certain provisions of the National Labor Relations Act.



A class-action lawsuit is one in which a group of people with the same or similar injuries caused by the same product or action sue the defendant as a group. A class-action waiver is a contract (or a provision in a contract) that attempts to restrict a person's right to file a class-action lawsuit.

The court has traditionally favored arbitration and has held that the Federal Arbitration Act provides broad authority to enter into and enforce arbitration agreements.

NAHB policy supports the use of binding arbitration in residential construction contracts and efforts to limit judicial invalidation of reasonable arbitration agreements. While the class-action waiver is common among employment contracts, it can be used for other types of contracts as well, such as construction contracts.

Thus, NAHB had a broader interest in seeing the Supreme Court precedent under the Federal Arbitration Act approving class action waivers reaffirmed.

For more information, contact David Jaffe at 800-368-5242 x8317.

## 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?



# The Housing Trends Report



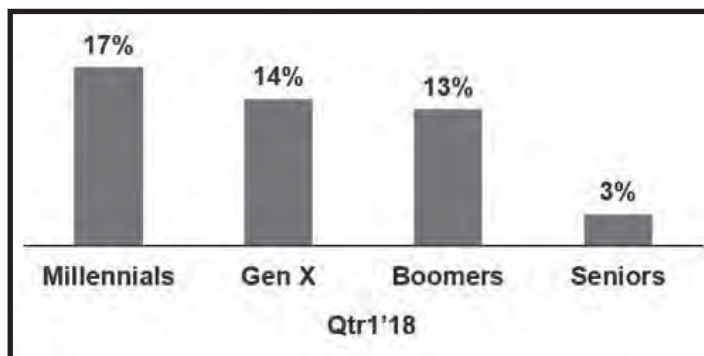
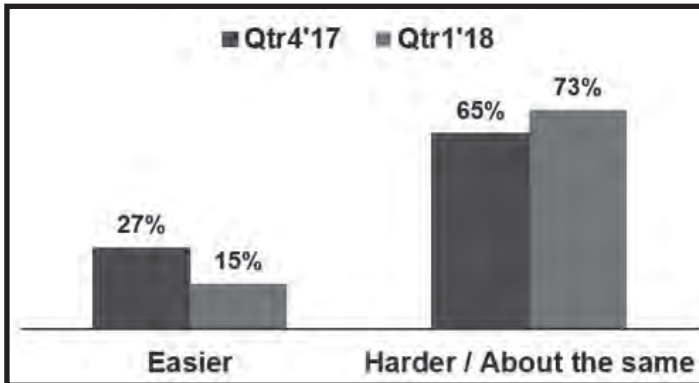
The Housing Trends Report (HTR) is a new research product created by NAHB’s Economics team to track prospective home buyers’ perceptions about the availability and affordability of homes for-sale in their markets. Results are based on national polls conducted by Morning Consult. This is the second in a series of posts highlighting results for the first quarter of 2018. See previous post on plans to buy.

When prospective home buyers (adults planning to buy a home within 12 months) were asked in the first quarter of 2018 if they thought finding the right home would get easier, harder, or stay about the same in the months ahead, only 15% said it’d get easier, down from the 27% who thought so in the fourth quarter of 2017. On the other hand, 73% said they expect the house search to get harder or stay about the same, up from 65% in the last quarter of 2017.

The share of prospective home buyers who expect that finding the right home will become easier later in 2018 is below 20% across all generations, but Seniors are the least optimistic – only 3% think so.

## Do You Expect House Search to Get Easier/Harder in Months Ahead?

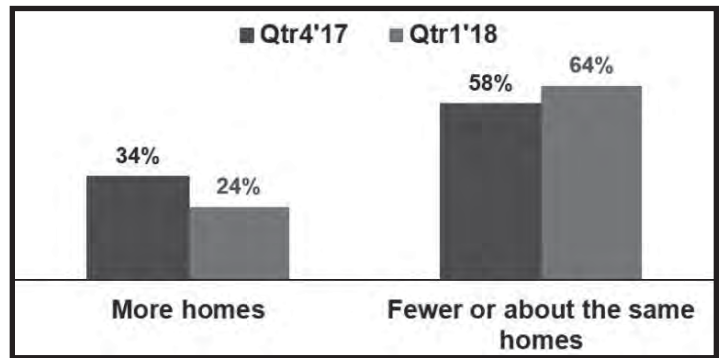
(Percent of Prospective Home Buyers)



Another way of understanding buyers’ perceptions about the inventory of housing available in their markets is to find out how they see the number of homes they would want to buy – with desired features and price point – changing from three months earlier. In the first quarter of 2018, 24% of prospective buyers said they could see more such homes on the market, down from the 34% who had that opinion in the last quarter of 2017. In contrast, 64% said they saw fewer/about the same number of homes, up from 58% one quarter earlier.

## Share Expecting House Search to Get Easier By Generation

(Percent of Prospective Home Buyers)

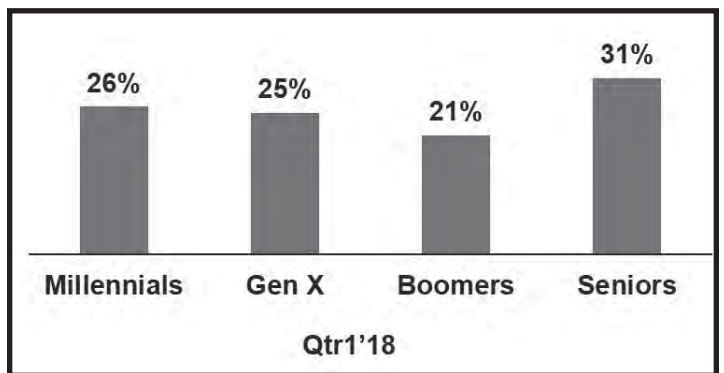


\* Homes that fit your preferences and price range.

Less than one-third of buyers in each generation reported seeing an increase in the number of for-sale homes (with right features and price point) in the first quarter of 2018.

## Share Reporting Increase in the Number of Homes For-Sale By Generation

(Percent of Prospective Home Buyers)



# 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 2016. Some members will experience more of these benefits than others, depending on location and market segment.

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

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Farm Bill generates additional home building and remodeling.

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EPA drops post-construction stormwater rule.

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U.S. Supreme Court Clean Air Act ruling benefits multifamily builders.

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Keeping costly provisions out of building codes saves construction costs.

**\$1,132**

Homeowner Flood Insurance Affordability Act saves business for builders and remodelers.

# Banking Regulatory Relief Bill Clears Congress, Will Help Ease Tight Credit Conditions



**The House today approved bipartisan legislation passed by the Senate in March that will roll back some of the Dodd-Frank rules on banks that are hampering the momentum of the housing industry.**

S. 2155, the Economic Growth, Regulatory Relief and Consumer Protection Act, will eliminate some of the barriers to credit availability and support a stronger, more robust recovery of the housing and mortgage markets.

It should be noted that in the current era of hyperpartisanship on Capitol Hill,

both the House and Senate bills were approved with bipartisan support. President Trump is expected to sign the measure into law shortly.

Prior to the House vote, NAHB sent a letter to the full House designating support of S. 2155 as a “key vote” for the housing industry.

“NAHB is pleased that the Economic Growth, Regulatory Relief and Consumer Protection Act contains critical reform elements that would help to alleviate the tight credit conditions that are keeping more buyers on the sidelines even as the housing market strengthens,” the letter stated.

The message to lawmakers specifically

commended the provisions in S. 2155 that pertain to regulatory relief for community financial institutions.

“Community banks are the most common source of lending for home construction and are key providers of home mortgage loans, including mortgages for first-time home buyers and consumers in rural communities and other underserved market segments,” the letter said. “With regulatory pressures on community banks still impacting the cost and availability of construction and mortgage credit, there cannot be a sustainable housing recovery without bipartisan congressional action on these critical issues.”

For more information, contact Scott Meyer at 800-368-5242 x8144.



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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.

### 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
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All-Time Big Spike	1500+

*Spike Club Members and their credits as of 03/31/2018.*

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Harold Logan 516

#### Super Spike 250 Credits

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

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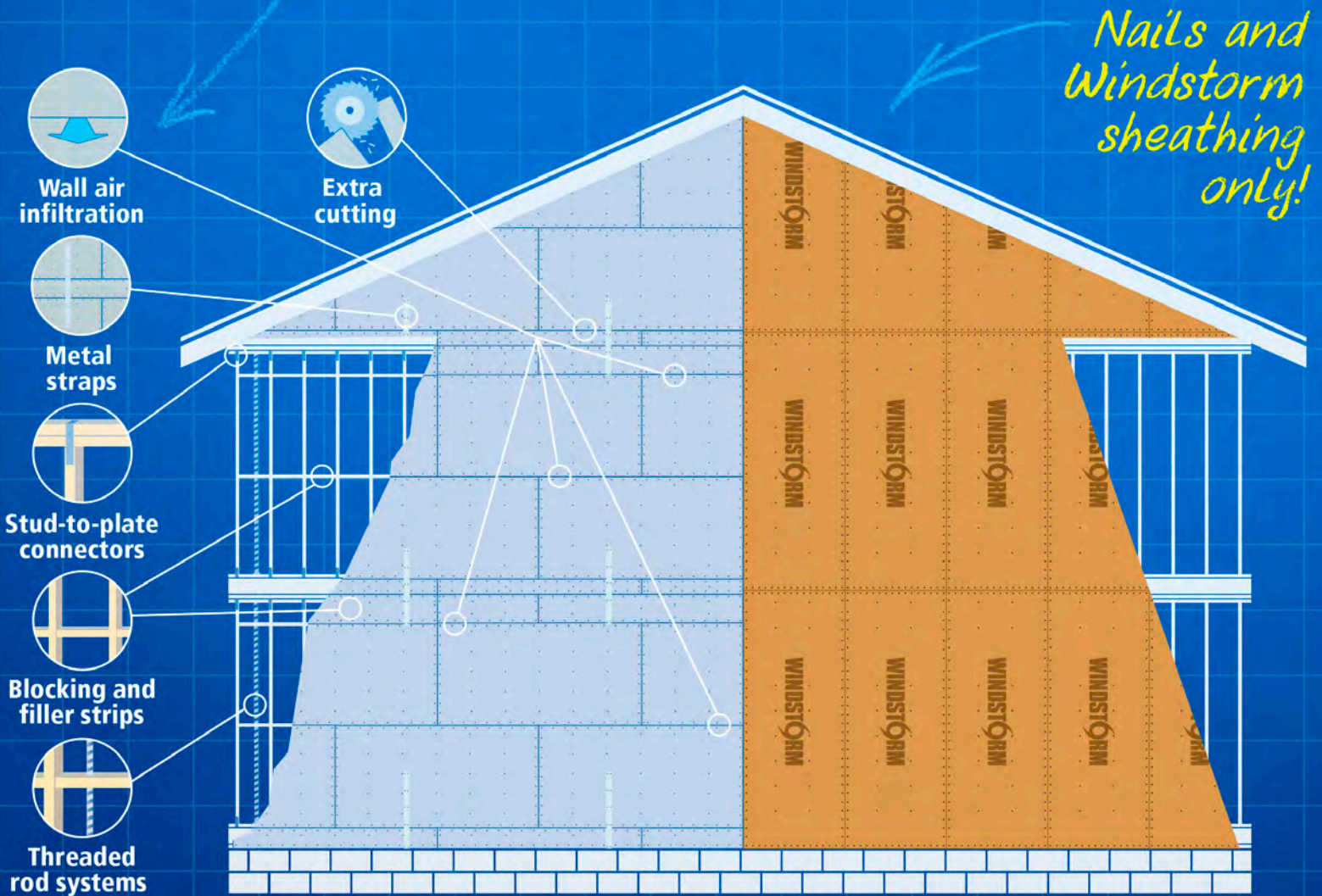
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