

The News of the Home Builders Association of West Florida

# CORNERSTONE

February 2019

## Russ Parris 2018 Builder of the Year page 7



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## Cornerstone

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

# H.B.A.

HOME BUILDERS ASSOCIATION OF WEST FLORIDA

## (850) 476-0318

4400 Bayou Blvd., Suite 45, Pensacola, Florida 32503

[www.westfloridabuilders.com](http://www.westfloridabuilders.com)

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## Cornerstone



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## 2018 J.B. Hopkins Distinguished Service Award

# ROD HURSTON OF FISHER BROWN INSURANCE EXCELLED BY PUTTING HIS CUSTOMERS FIRST

Legendary major league baseball manager Leo Durocher once said, "Nice guys finish last." But he got it all wrong when it comes to Rod Hurston – the ultimate nice guy – who recently capped a 32-year career at Fisher Brown Insurance by winning the HBA of West Florida's prestigious J.B. Hopkins Distinguished Service Award for 2018.

"It is fitting that at the end of an incredible career marked by professional excellence, unmatched customer service, and devoted HBA involvement that Rod Hurston

would receive the highest recognition his peers could bestow," said HBA Executive Director David Peaden.

The award is named in honor of J.B. Hopkins, a prominent Pensacola attorney who served as the HBA's legal counsel for 47 years prior to his passing in 2002. A former state legislator, Hopkins co-authored the bill that created the University of West Florida and was a member or chairman of more than 65 community organizations.

Hurston grew up in the small Florida Panhandle community of Laurel



ROD HURSTON

Hill, attended what is now Northwest Florida State College, and earned a B.A. in Business Administration at the University of West Florida in 1976.

Prior to joining Fisher Brown in 1986, Hurston gleaned valuable experience from working in the industrial painting industry for nine years, first as an employee then as a company owner. "That gave me the background to understand the construction industry," recalls Hurston, "and because one of my responsibilities was buying our company's insurance, I was already somewhat familiar with that world, and with Fisher Brown specifically."

*continues on page 6*

## President's Message



ALTON LISTER

*"It is fitting that  
at the end of an  
incredible career  
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excellence,  
unmatched  
customer service,  
and devoted HBA  
involvement that  
Rod Hurston  
would receive  
the highest  
recognition his  
peers could  
bestow"*

David Peaden  
HBA Executive Director

2018 J.B. Hopkins Distinguished Service Award

**ROD HURSTON OF FISHER BROWN INSURANCE  
EXCELLED BY PUTTING HIS CUSTOMERS FIRST**

from page 5

Hurston was fortunate to have a mentor at Fisher Brown – Frank Darnell – who concentrated on construction accounts, and when Darnell left the company, Hurston stepped in to not only maintain the existing builder-related business, but take it to the next level through his insurance expertise and relationship-building skills.

“The most important thing I learned early on at Fisher Brown was that if you do right by your customers, everything else will take care of itself, said Hurston. “So I never walked in the door with thoughts of how much money I would make today for myself or the company – it was all about the customer.”

Hurston adopted the same approach with HBA involvement, putting the association and the members’ best inter-

ests above any personal agenda, and it paid off. “Whatever I may have contributed to the work of the HBA over the last 26 years, I can say that I received all that and much more in return,” said Hurston.

“For example, when I got involved on the Insurance Committee of the Florida Home Builders Association (FHBA), my goal was to promote state legislation that would lower insurance rates for our builders,” recalls Hurston. “But from that effort, I developed long-lasting relationships with other agents around the state – agents who I could rely on for advice. So HBA involvement is like so many things in life: you get back what you put into it.”

Peaden has watched Hurston working for builders, the association, and the community for more than two decades, and believes Hurston’s “secret” to success goes far beyond his insurance expertise. “I have always felt that people do business with people they like,” said Peaden. “You don’t have to be around Rod very long to realize he genuinely cares about people. He’s a man of great character, integrity and faith, and he’s been there for the HBA and his clients in good times and bad.”

**GET INVOLVED IN HBA COUNCILS AND COMMITTEES!**

**Auxiliary Council**

*Meets Monthly*

*2nd Tuesday of each month*

**Sales & Marketing Council**

*Meets Monthly*



HOME BUILDERS ASSOCIATION OF WEST FLORIDA

**Membership Committee**

*Meets Monthly*

*2nd Thursday of each month*

**Board of Directors**

*Meets Monthly*

*3rd Tuesday of each month*

FOR FUTURE

UPCOMING EVENTS,

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**NEXT CORNERSTONE ISSUE**

**March 2019**

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# 2018 Builder of the Year

# Russ Parris

## of Parris Construction

## Brings Unbridled Enthusiasm

## to Life, Business

**Russ Parris has never been one to sit on the sidelines. Full of ideas and energy, he tackles life with an unbridled, contagious enthusiasm, and applies that same zest to his profession where his success as a builder and industry leader has earned him the esteemed HBA of West Florida Builder of the Year Award for 2018.**

“Awesome” is the way Parris describes the honor, quickly adding that his volunteer work for the HBA, including serving as association President in 2011, is a “labor of love.” HBA Executive Director David Peaden has witnessed Parris’s passion first-hand. “When he joined the HBA in 2000, he wasn’t content to be just a member,” recalls Peaden. “He immediately jumped in and made things happen. He was a leader from the start and inspired many other members to step up their involvement.”

Through education, experience, and training, Parris honed his leadership skills. He earned an engineering degree at Auburn; served a four-stint in the U.S. Navy, including action in the first Gulf War; worked in the automotive industry; then launched his construction career as a mechanical contractor.

Looking back on his time as a subcontractor, Parris believes it laid the foundation for his future success as a residential and commercial contractor. “That truly was valuable experience because I not only dealt with an important aspect of the construction process (heating, ventilation, and air conditioning), but also

worked directly with consumers and learned how vital that was to business success,” said Parris.

In making the transition to owning his own building business, Parris equated it to putting together a new puzzle. “As a builder, you have to develop an understanding of all aspects of construction, and I was committed to gaining that knowledge and being the best builder I could be,” said Parris.

Today, Parris Construction has a strong reputation for construction excellence in Escambia and Santa Rosa counties. The company specializes in light commercial construction, including metal buildings, and works for commercial Realtors who engage him to build-out office spaces. On the residential side, he builds three to four spec homes a year, usually in the 1,600 to 2,800 square foot range.

Without question, he believes his background as a subcontractor helped him relate better to the wide range of professionals that builders rely on to produce a quality homes and commercial buildings. “I have been in their shoes,” says Parris. “There has to be mutual respect in a good contractor-subcontractor relationship.”

Parris’s subcontractor-turned-builder evolution also shaped his HBA involve-

ment. “As a sub, you naturally look at the issues that impact your specific trade,” says Parris. “As a builder, you look at the big picture, at things that impact all builders and all the trades. It makes you appreciate the fact that our local, state and national builders associations are working on all the things that are important to the success of every member of this industry.”

Looking at the year ahead, Parris is optimistic. “I think we’ll continue to see a strong local economy,” says Parris. “We are fortunate to have the availability of good land to build homes, and in a healthy economy, commercial opportunities should continue to present themselves.”

While Parris Construction is poised for another solid year in 2019, don’t expect Russ Parris to rest on his laurels. Complacency is not in his DNA. “We have to prove ourselves every day,” he says, “and I welcome that challenge.”



RUSS PARRIS



**Parade of Homes Kick-Off Party**  
**Thursday, June 6, 2019 – 5:30 p.m.**  
**Sanders Beach – Corinne Jones**  
(913 South 'I' Street, Pensacola, FL 32502)

## ***Sponsorship Opportunities***

---

The **Parade of Homes Kick-Off Event** is the largest Home Builders Association Membership Meeting of the year. It's an exciting time for the home building industry as **Parade of Homes Outstanding Home Award Winners** will be announced. Plus, you don't want to miss the seafood feast complete with seasoned boiled shrimp, corn and new potatoes and more. Over 300 people attended last year.

You will receive the following for your **Parade of Homes Kick-Off Event Sponsorship**  
(Check appropriate Box):

☐ **\$500**

- Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
- Showcase your products at the event with a tabletop display.
- You will have an opportunity to hang your company banner and distribute merchandise.
- Recognition on the HBA's website as a Kick-Off Event Sponsor.
- Recognition in the HBA's magazine, *Cornerstone*, as a Kick-Off Event sponsor.
- Verbal recognition throughout the evening.

☐ **\$350**

- Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
- You will have an opportunity to hang a company banner.
- Recognition in the HBA's website.
- Recognition in the HBA's magazine, *Cornerstone*, as a Kick-Off Event sponsor.

☐ **\$250**

- Recognition as a sponsor on the Kick-Off Event notices that will be distributed to the HBA membership.
- Recognition in the HBA's *Cornerstone* magazine, as a Kick-Off Event sponsor.
- Recognition in the HBA's website.

---

Select sponsorship level above and fax to 494-9764 or e-mail: Vicki Pelletier at [vicki@hbawf.com](mailto:vicki@hbawf.com). For more information, contact 476-0318. HBA of West Florida, 4400 Bayou Blvd., Suite 45, Pensacola, FL 32503

Company Name: \_\_\_\_\_ Need receipt? \_\_\_\_\_ emailed \_\_\_\_\_ mailed \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail or Telephone: \_\_\_\_\_

Charge my (Visa, MasterCard or AmEx) \$ \_\_\_\_\_ for selected sponsorship package.

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Signature: \_\_\_\_\_ please provide me with an invoice to pay



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**All 14 Hours for \$50.00**  
**Meals drinks & snacks included**  
**Sponsored by: CENTRICITY**

**WHAT:** 14 Hours of Continuing Education  
**WHEN:** **February 26 & 27, 2019**  
**WHERE:** HBA office, Cordova Square, 4400 Bayou Blvd., Suite 45, Pensacola, FL 32503  
**PARKING:** Parking in the rear of the Cordova Square office building in large lot.  
**TIME:** 8:00 a.m. Registration/Breakfast  
 8:30 a.m. – 4:30 p.m. Classes  
**REGISTRATION:** Complete this form and return to [Vicki@hbawf.com](mailto:Vicki@hbawf.com)

**Registration Deadline: February 15, 2019:**

RETURN THIS COMPLETED FORM AND RETURN TO VICKI PELLETIER [vicki@hbawf.com](mailto:vicki@hbawf.com) or Fax to: 850-494-9764

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Contractors License # \_\_\_\_\_



# FALL GOLF CLASSIC

March 28, 2019 • Scenic Hills Country Club

Sponsorship Form | Deadline: March 5, 2019

## Platinum Sponsor - \$1000

**Company Logo on Golf Giveaway • Golf Package** including Lunch, Cart & Green Fees • **Banner** provided by your company displayed on course • **Inclusion** of logo on all tournament related materials • **Special** sponsor recognition at the Tee off • **Representative** can assist at tournament registration • **Opportunity** to include company related items in "Goodie Bag" • **Company recognition** in Cornerstone

## Gold Sponsor - \$600

**Golf Package** including Lunch, Cart & Green Fees • **Set up and Staff** at Hole of Your Choice • **Company Name and Logo** on event banner | **Sign Placed** at Hole • **Items in "Goodie Bag"** • **Company recognition** in Cornerstone

## Silver Sponsor - \$300

**Golf Package** including Lunch, Cart, Green fees for **2 golfers** • **Company Name and Logo** on event banner • **Items in "Goodie Bag"** • **Company recognition** in Cornerstone

## Bronze Sponsor - \$200

**Golf Package** including Lunch, Cart, Green fees for **1 golfer** • **Items in "Goodie Bag"** • **Company recognition** in Cornerstone

**No Sponsor Level**  
Will be Secured Without Payment



## Beverage Cart Sponsor - \$500 (Limited to 4)

**Company Name and Logo** on event banner • **Sign Placed** at Registration • **Items in "Goodie Bag"** • **Company recognition** in Cornerstone • **Beverages** provided by HBA.

## Hole Sponsor - \$300

**Set up and Staff** at Hole of Your Choice • **Company Name and Logo** on event banner • **Sign Placed** at Hole • **Items in "Goodie Bag"** • **Company recognition** in Cornerstone

## Goodie Bag Sponsor - \$150

**Distribute** Goodie bags to all players at registration • **You** supply bags with your company logo • **Company recognition** in Cornerstone

## Mulligan Sponsor - \$150

**Your Company's Name** on the Mulligan Cards • **HBA Staff** will sell the cards at registration • **Company recognition** in Cornerstone

Sponsorship Level \_\_\_\_\_

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Signature: \_\_\_\_\_

**Mail Checks to: HBA of West Florida 4400 Bayou Blvd., Ste 45, Pensacola, FL 32503**

For more information contact the HBA at (850) 476-0318 or vicki@hbawf.com



# FALL GOLF CLASSIC

March 28, 2019 • Scenic Hills Country Club  
Golfers Registration Form

**Registration: 8:00 a.m.**

**Shotgun: 9:00 p.m.**

**Limited to 128 Players**

**4 - Person Scramble**

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Please print the name of each player and their handicap in the spaces provided below. Registration will be by player name. If changes occur please notify HBA prior to event.

### Submit form with payment information prior to March 22, 2019

If you need an invoice for payment purposes, please contact Vicki Pelletier at Vicki@hbawf.com or 850-476-0318.

### Players Names, Handicap and Email

Name: \_\_\_\_\_

Handicap (Required/ Max 30) \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Handicap (Required/ Max 30) \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Handicap (Required/ Max 30) \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Handicap (Required/ Max 30) \_\_\_\_\_

Email: \_\_\_\_\_

Company Name \_\_\_\_\_ Need receipt? \_\_\_\_\_ emailed \_\_\_\_\_ mailed

Contact Name \_\_\_\_\_ Email or Telephone \_\_\_\_\_

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Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature: \_\_\_\_\_

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# PARADE OF HOMES

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**PARADE OF HOMES**

HOME BUILDERS ASSOCIATION OF WEST FLORIDA

**This year's Membership Committee consist of 17 members of our association who are willing to roll up their collective sleeves and dive into another successful year.**

With the leadership of Membership Chair Marty Rich, of University Lending Group, the 2018 team was able to wrap up the year with a New Member accumulation of 98. That equates to a 26.1% increase in Membership. Also, one on the committee's action items is retention. In 2017 we closed out the year with a retention rate of 82.6%, and with their efforts in 2018 our retention rate is at an all-time high of 90.1%. As you can see, this committee works! With a 2019 Membership Plan already in place, Marty is confident the committee will knock 2019 out of the park!

**If you are looking to get involved with the HBA, this committee is a great place to start.**



*From left, HBA's Vicki Pelletier, Tonya Underwood of Emerald Coast Granite, Tile & Glass, Suzanne Pollard Spann, of Gulf Coast Insurance, Robert Belford of AVS Systems, Chair Marty Rich of University Lending Group, Nicci Lollar of Fortified Building Products, and Bill Batting of REW Materials.*

## 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. As industry partners, they are a valuable resource for business and management tips.
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. By doing so, you increase the value proposition for all membership in our HBA.
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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# March 2019



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# GREEN BUILDING BECOMING THE STANDARD FOR NEW HOMES

**Homes are increasingly being designed, constructed and operated toward the greener end of the construction continuum.** And many of the design features associated with green building carry direct consumer benefits, such as greater comfort, lower utility bills, reduced maintenance and increased value.

New research only continues to reinforce the benefits of green building. For example:

- A recent study by the American Council for an Energy-Efficient Economy found that every dollar invested in energy efficiency yields \$1.24 to \$4 in benefits.
- An EPA analysis of upgrading homes to ENERGY STAR insulation and air sealing requirements showed that owners saved an average of 11% on annual utility bills.
- A sales price analysis in the latest North Carolina Building Performance Association study showed that high-performance homes, on average, have a 9.5% higher sale price.

*Is green here to stay? All indications are yes.*

Single-family green residential construction market share has continued to grow, rising from 2% in 2005 to 33% in 2017. Approximately one-third of the builders surveyed in the 2017 SmartMarket Brief: Green Multifamily and Single Family Homes said that green building is a significant portion of their overall activity (more than 60% of their portfolio). And 88% of builders reported they are incorporating features to make their homes greener than they did two years ago.

Ongoing research by NAHB and its partners also shows that many home buyers are interested in green.

NAHB's report, *Housing Preferences of the Boomer Generation: How They Compare to Other Home Buyers*, asked home buyers across four generations — millennials, Gen Xers, baby boomers, and seniors — what features they consider essential/desirable in a new home. Energy-efficient strategies, includ-



ing ENERGY STAR appliances and windows and above-code insulation, made the most-wanted list and would positively influence the purchase decision of 80% or more of all home buyers.

The 2017 Green Practices Survey was conducted to gather information on sustainable and high-performance building practices being used in single-family home building in 2016. Responses were aligned with practices found in the National Green Building Standard (NGBS) to determine how green the typical single-family home is regardless of whether they obtain certification under the standard.

The survey results showed that resource efficiency, site and lot design currently are the most challenging aspects of residential green building. On average, typical homes did not meet the thresholds for “bronze” in these categories. As homes must meet the minimum requirements across all sections of the NGBS for certification, these gaps prevented more homes in the survey from being eligible for certification.

The NAHB National Green Building Program was unveiled in February 2008; the subsequent National Green Building Standard (NGBS) is now in its third iteration, with another update anticipated in early 2020.

*This article was adapted from an article in the Fall 2018 issue of Best in American Living. Read the full article here. Michelle Dusseau Diller, P.E., is Program Manager for Sustainability and Green Building at the National Association of Home Builders.*

## TOP 10 BEST PRACTICES IN GREEN CONSTRUCTION

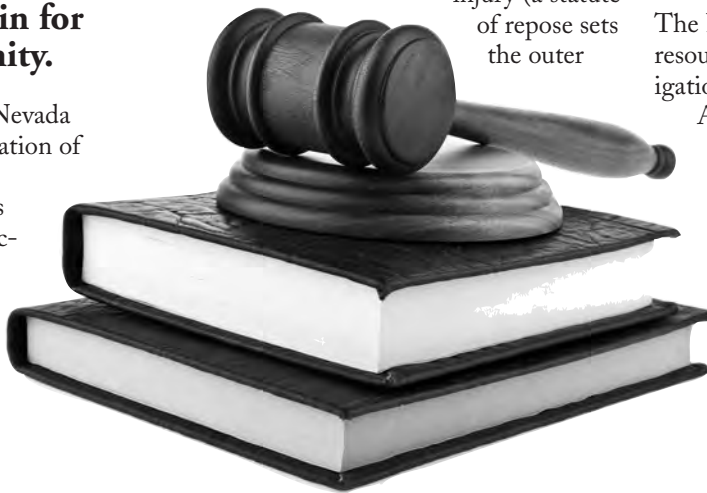
10. Low/no-VOC paints, adhesives and sealants
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6. MERV 8 or better filters
5. Irrigation controllers
4. High-performance windows and doors
3. Blower door testing
2. ENERGY STAR® Version 3.0 or 3.1 certification or meet HERS Target Index
1. Grade I insulation installation

# NAHB Legal Fund Helps Subcontractor Win in Construction Defect Case

**NAHB's Legal Action Fund scored another victory at the end of 2018, when a case it supported in Nevada, *Donnelly v. Anthony & Sylvan Pools*, resulted in a win for the building community.**

The Nevada HBA, Southern Nevada HBA, and the Builders Association of Northern Nevada received a \$10,000 grant to file an amicus brief in support of a subcontractor who was sued by a non-home owner for injuries he sustained after diving into an in-ground backyard swimming pool. The case

represents the first substantive challenge to Nevada's construction defect reform law, which establishes a six-year period of repose for construction defect claims, including those claims that result in personal injury (a statute of repose sets the outer



limit on when a lawsuit may be filed).

The lower court sided with the subcontractor, and the plaintiff appealed to the Nevada Supreme Court. On Dec. 21, the Nevada Supreme Court affirmed the district court's opinion and held that the statute of repose applied in this personal injury case against the subcontractor for its alleged defective design or construction of the pool.

The court's opinion strengthens the state construction defect reform law, which Nevada builders fought hard to enact.

The NAHB Legal Action Fund is a resource for members and HBAs with litigation that impacts the housing industry.

Applications are now being taken for consideration at the 2019 International Builders' Show. The final date for consideration is Monday, Jan. 14.

For more information about the Legal Action Fund, please send an email to Lavon Roxbury or call 800-368-5242 x8359.

## At NAHB's Urging, IRS to Waive 2018 Withholding Penalties for Most Filers

**The Internal Revenue Service (IRS) has announced that it is waiving the tax penalty for many home builders and other small businesses that pay estimated quarterly taxes but whose 2018 federal income tax withholding and/or estimated tax payments fell short of their total tax liability for the year.**

In a letter sent June 7 to Treasury Secretary Steve Mnuchin, NAHB called on the IRS to take this action because of confusion over how the landmark Tax Cuts and Jobs Act tax reform law enacted in December 2017 would be implemented.

"Issuing guidance now for

a safe harbor on underpayment for the millions of taxpayers who are required to submit estimated quarterly tax payments, particularly in light of the complexities of the Section 199A pass-through deduction, would be a welcome relief to small businesses," the letter said.

The IRS said in a press statement that it is "generally waiving the penalty for any taxpayer who paid at least 85% of their total tax liability during the year through federal income withholding, quarterly estimated tax payments or a combination of the two. The usual percentage threshold is 90% to avoid a penalty."

This means that a taxpayer will not owe a penalty if they paid at least 85% of their total 2018 tax liability. If the taxpayer paid less than 85%, then they are not eligible for the waiver and the penalty will be calculated as it normally would be.

NAHB cannot provide specific tax advice for small businesses filing



quarterly returns: They should contact a tax professional. However, NAHB is working to bring certainty to its members so they are able to gain the greatest benefit from these recent, sweeping changes to the nation's tax code and continue to help the economy expand.

*For additional information, contact David Logan at 202-266-8448.*

# 2018 A Very Good Year

*NAHB Chairman Randy Noel recently shared the following message with members:*

As we say goodbye to 2018, let's celebrate NAHB's many achievements in the past year.

We can't list them all, but these are some of the most important.

**H**BA and member efforts to grow NAHB paid off with the addition of 2,000 new members nationwide, the best net improvement in more than a decade. What a great achievement! Thanks to all for the hard work and good will.

**A**s if home building wasn't already challenging, builders have been struggling with a labor shortage for several years. A much-appreciated \$50 million grant from the Home Depot Foundation to HBI will enable it to train 20,000 new skilled workers over the next 10 years, truly something to celebrate.

**P**art of building a home is making sure it meets all applicable building codes. NAHB works hard to ensure those codes are reasonable and fair. In 2018, we asked members to explain the builder perspective to their local codes officials in a new campaign called "One and Done." Those efforts had a big impact.

**P**ortal goes online. Nope, not a gateway to another galaxy. NAHB's new housing portal is a website that delivers a wide range of housing and polling data specific to congressional districts and major metropolitan areas. Produced in cooperation with Morning Consult, this tool enables builders demonstrate the importance of the housing industry to policy makers.

**Y**es, we worked closely with the Trump administration to push for much-needed regulatory reforms. We saw tangible progress on many issues, including labor rules, environmental regulations, housing finance requirements and other federal policies that affect home building.

**N**egotiate Now! was just one of the messages we sent to the administration regarding lumber prices. Even though there have been no negotiations with Canada to date, our multidimensional efforts have been effective. Lumber prices are down more than 40% from the peak in June. Bravo.

**E**ffective (actually superb) advocacy is one of NAHB's many strengths. Washington's influential insider magazine, The Hill, acknowledged that prowess by naming CEO Jerry Howard to its annual list of DC's top lobbyists.

**W**OTUS: Permanently replacing the Obama administration's overreaching definition of Waters of the U.S. (WOTUS) is well on its way to becoming a reality thanks to NAHB's relentless regulatory reform effort. This is a big win for builders.

**Y**ou're right, said the U.S. Supreme Court (unanimously!) in response to a member challenge supported by NAHB. There's no need to set aside habitat for a frog that isn't there. What will the bureaucrats do next, look for the Yeti?

**E**ighty-five percent of the 245 House and Senate candidates NAHB endorsed in the midterm election won their races thanks to NAHB's efforts to ensure that housing's voice is heard in Congress. Endorsements were based on HBA input. In an unusual election year, this was a big win.

**A**dvantage is the name of the game with NAHB's Member Advantage affinity programs. We added several in 2018: Nissan/Infiniti, Amazon Business, Capital One card and Kabbage small business loans. Member savings – what a concept.

**R**eform of the nation's tax code in 2017 provided real benefits for members. NAHB worked with the IRS in 2018 to ensure that subsequent regulations support builders, consumers and small businesses. Case in point: At NAHB's request, the IRS looked at HELOCS and determined they are deductible for home improvements.



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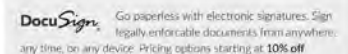
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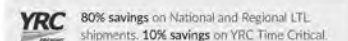
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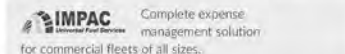
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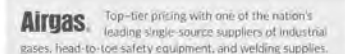
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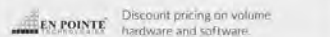
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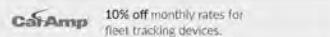
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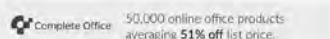
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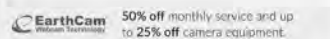
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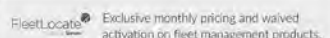
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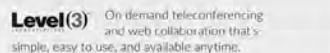
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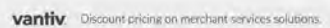
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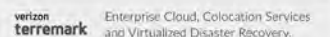
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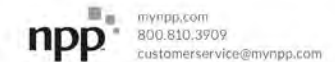
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# 3 Key Takeaways from Consumer Electronics Show

**The annual Consumer Electronics Show (CES) is considered one of the world's biggest showcases of innovative technology.**

Each year brings a new batch of breakthroughs into the limelight, and 2019 show was no exception.

The CEDIA Technology Council is a group of volunteers who stay abreast of tech trends to help those who are responsible for integrating that technology into the home know what's on the horizon. Here are some of the latest trends and inventive solutions the council noticed at CES earlier this month that could soon have an impact on the construction trades.

**Make room for even bigger TVs.** You've heard of 4K. Get ready for 8K. This higher-resolution format is coming, according to Gordon van Zuiden, owner of integration firm cyberManor in Los Gatos, Calif.

"The logic behind it is that the average size of televisions sold in the U.S. this year is around 47, 48 inches," van Zuiden said. "That's compared to about eight years ago when it was 36 inches, and very soon we expect the average size will be between 50 to 55 inches. When TVs get to be that size, 8K makes a lot of sense."



**Homes will have a greater number and variety of sensors.** More devices continue to be introduced into the home to monitor everything – not only what we say, but also our daily routines, body gestures and health.

Peter Aylett of Archimedia in Dubai noted that one of the firms on the show floor, Korea's UMAIN, was demonstrating sensors that utilized – of all things – radar: "If you're within about two meters, a radar can detect your heart rate and your respiration rate," Aylett said. "So in terms of monitoring kids in nurseries, monitoring the elderly, the vulnerable, the sick – this is a fantastic, non-invasive method. There are no cameras, no microphones – you can hold a conversation and this thing isn't picking it up. It's picking up respiration, heartbeats, physical activity, security monitoring – all through radar."

**Tools are getting a lot smarter.** From motion-based measuring tools, to drills that let you know what distance into material the bit has traveled (and the precise angle of the drill bit, too), clever construction tools were on full display at CES.

Rich Green, a Palo Alto integrator who owns Rich Green Designs, was impressed by a measurement product from a company called Moasure. "If you wanted to measure the total fabric requirements for an acoustical space,"

Green said, "you can take this little puck, move it around the room, and it'll tell you with incredible accuracy precisely how much fabric you need."

*This guest post is from Ed Wenck, content director for CEDIA, the industry association representing those professionals who manufacture, design and integrate goods and services for the connected home. Additional insights of The CEDIA Technology Council's observations from CES will soon be shared on NAHBNow.*





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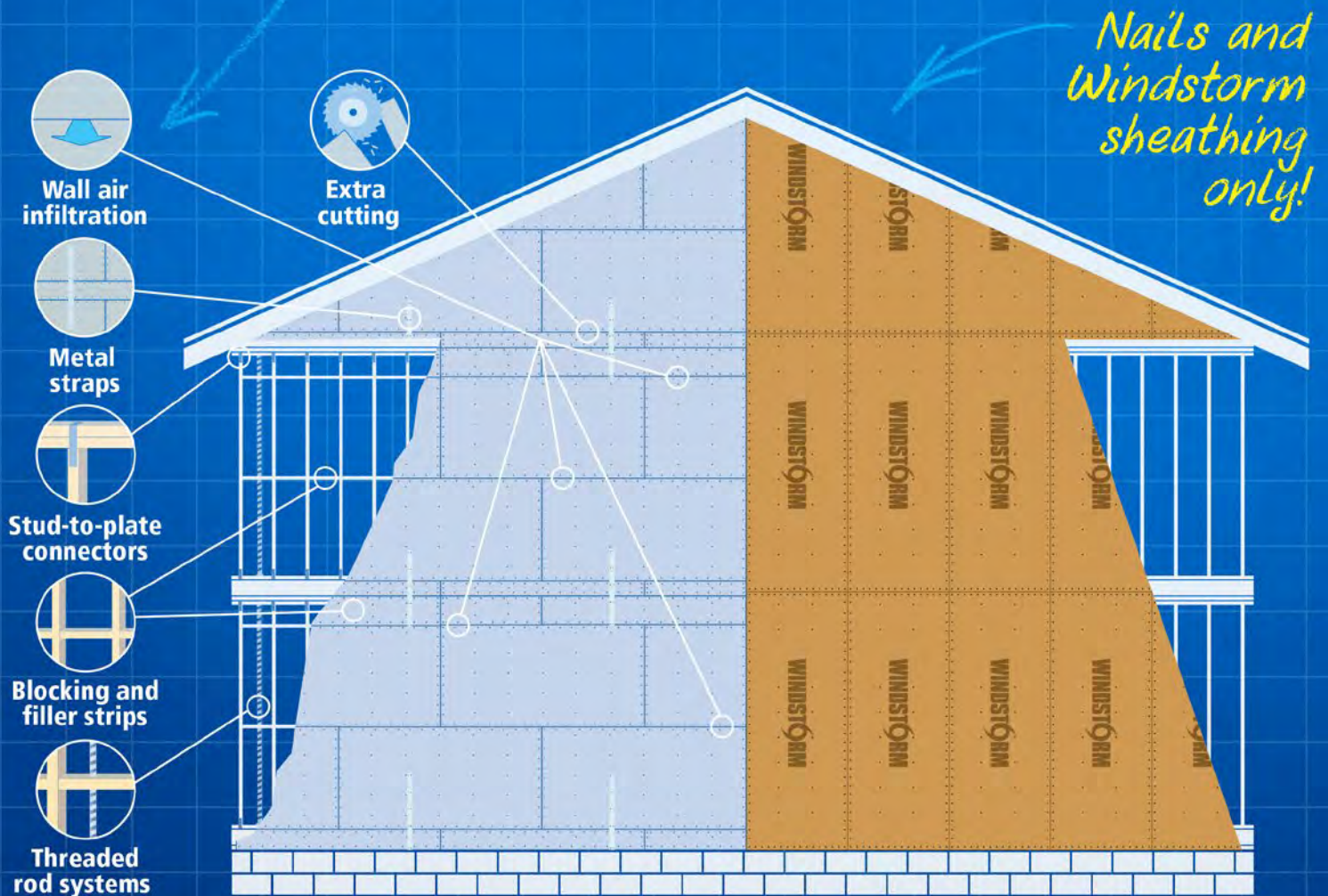


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