

# BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

DECEMBER

## AHBA Christmas Party

The Venue,

Downtown Asheville

December 10  
7:00 pm

The last AHBA event of the year!

Members are free, guests are \$65.

Join us for an evening of socializing  
during the Holiday Season!

### Upcoming Events

January 20  
Annual Meeting

Location TBD

5:30 pm - 7:30 pm

RSVP to the AHBA Office.

Merry Christmas  
& Happy New Year  
from the AHBA Staff and  
Board of Directors!

We look forward to  
serving you again in  
2011!



## Housing Recovery Expected to Gain Strength in 2011

In the face of far weaker post-recession economic growth than normal and a discouragingly anemic job market, housing will have to wait until next year and the year after for the gains it needs to dig out of its worst downturn since World War II, according to panelists participating in NAHB's Construction Forecast Webinar on Oct. 27.

While economists generally have been scaling back their earlier forecasts for housing activity this year, the good news is that the job market should improve sufficiently in 2011 to begin thawing the big freeze in household formations of the past few years and to put consumers in a brighter mood, both of which are prerequisites for boosting housing demand, they said.

Some parts of the country will recover sooner than others, the economists on the panel said, and foreclosures will linger as a problem in many of the largest housing markets. However, supply and demand may be in a healthier balance than suggested by today's high vacancy rates and even conservative demographic projections suggest that housing production will have a lot of catching up to do in the decade ahead.

"In this recovery, housing just isn't doing its part," said NAHB Chief Economist David Crowe. "The Gross Domestic Product isn't either."

While typical post-war recessions have been followed by a "robust rebound" in both economic output and housing — achieving "a teeter-totter balance" in the business cycle — "unfortunately, it's not going to happen this time," Crowe said.

Following one decent quarter in which the economy grew more than 5%, quarterly growth has slowed to below 2% "and we are not expecting significant growth outward," he said. GDP growth may rise to 3% to 3.5% by the latter part of next year and into 2012, but it will be "nowhere near the compensating growth you would expect to see after the severity of the recession we suffered," in large part because of a lack of support from housing.

In a normal economic recovery, about twice as much GDP growth as what is occurring now would be expected, and growth in housing would be two to three times as strong as in the overall economy.

### Job Growth the Key

"The key to recovery is job growth," said Crowe, "and that has been relatively slow." Average monthly employment growth following recessions in the 1980s and 1990s was in the range of at least 200,000 new jobs. By comparison, the first six months of this year averaged 139,000, including many temporary Census jobs, which barely made a dent in the 8.5 million jobs lost in the recession. "We need to add about 100,000 to 125,000 jobs just to keep up with growth of the labor force," he said.

Crowe said that the lull in the marketplace this summer following the expiration of the home buyer tax credit "lasted longer and was deeper" than anticipated. About 68% of home builders polled by NAHB in early September reported that their business was being hurt by customer reluctance, and 60% cited competition from foreclosed properties and short sales as a cause for caution.

[ continued on page 7 ]

### Long Road Back to Normal



By the end of 2011, the top 20% will be above 80% of normal production.  
The bottom 20% will still be below 54% of normal production.

## —2010 AHBA Board of Directors —

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## Calendar

### — Meetings —

#### **Professional Women in Building**

Tuesday, December 7 @ 12 pm  
*Neo Cantina*

Tuesday, January 4 @ 8:30 am  
*AHBA Office*

#### **Board of Directors Meeting**

December 9 @ 3:00 pm

#### **Parade of Homes Committee**

Thursday, December 16 @ 3:30 pm

### — Events —

#### **AHBA Christmas Party**

Friday, December 10  
Members Free, Guests: \$65  
*The Venue, Downtown Asheville*  
SPIKE pre-party\* begins at 6:00 pm  
*\*by special invitation only*

General Membership cocktail reception begins at 7:00 pm.

Live Entertainment provided by A" Social Function" at 8:30 pm

Cocktail Attire

RSVP's required- contact the office at 299-7001, or email office@ashevillehba.com

### — Education —

#### **NCHBA Fourth Quarter Meeting Seminar**

During the upcoming NCHBA Fourth Quarter meetings in Charlotte, the Associate Members Committee is hosting a seminar that is free and open to everyone: **Do you have Recession Depression or are you ready to Thrive?** Van Carpenter, the Biz Doctor, is quite entertaining and offers good information to take home to your businesses. Register for fourth quarter meetings and the associates meeting at the following link: [http://www.nchba.org/images/stories/event\\_and\\_meeting/4thq2010regform5.pdf](http://www.nchba.org/images/stories/event_and_meeting/4thq2010regform5.pdf)

You will also see a full schedule of events.

We could all use some humor and practical input!

December 7 @ 1 pm

*Westin Hotel*

## Q & A With the WNC Green Building Council

### **What makes a green building green? SITE PLANNING**

When making plans for a new home, perhaps the first step you should take to make your building green whether you are a builder, designer/ architect, or consumer involves siting. Proper site placement and development is critical when building in an environmentally friendly manner because it incorporates the structure into a larger eco-system and community 'system.' If you plan your building without taking into consideration the health of the larger environment and community in which it is built you fail to incorporate your building into those systems, and ultimately fail to create a sustainable building. Some simple guidelines you can use to plan your building site in a sustainable and green way include the following:

**Soil:** Plan for Erosion control, surface stabilization; stormwater control; and composting

**Vegetation:** Eliminate invasive plants, use non-toxic pest control, incorporate natural features, plan for tree planting and preservation,

**Community and Transportation:** Careful site selection (Example: do not build in 100 year floodplain), distance to businesses and schools, availability and accessibility to transportation choices

*This information is provided by The Western North Carolina Green Building Council, a partner of the AHBA.*





## Final Message from 2010 President

### *President's Message by Richard Soderquist*

This is my final letter to you, the membership, as my event-filled year as your president of the AHBA comes to a close. I want to express my gratitude for the opportunity to serve this incredible organization. I am particularly grateful for the outstanding leadership of our Board and their willingness to participate and engage in discussion and make good decisions. The diversity of the Board is unique in that it represents the membership at large coming from the many business backgrounds our organization encompasses.

Going into 2011 we are again in sound financial shape. The management of our association's finances is largely staff's responsibility and I commend them for a stellar job. Our membership is growing while many HBA's around the country are downsizing. We are a proactive organization offering so many services for our members.

We are exploring opportunities for next year to enhance our online media to outline our association benefits and much more for the entire membership directly from our website. Be sure to look at the website for a presentation of your membership benefits in 2011.

My prediction stands that the spring of 2011 will see a substantial increase in the local economy. The pulse of the city is electric and people are coming here with the financial resources to build and buy homes. Our challenge as builders and suppliers is to tap in to that ever changing demand. The music, the art, the festivals, the beer, the active retirement, the small business opportunities, the tourism are all things the buying public are coming for. It's your job to pay attention. The AHBA is a resource for exploring these changing trends and will keep you informed.

The fastest exchange of information is the AHBA website. It is constantly being updated and holds a wealth of information. Next year you will read this newsletter from a link on our website as we are moving toward a faster exchange of information.

In closing, I appreciate the opportunity to serve our association this year. I want to encourage those of you who may not have considered becoming a more active participant in the association to do so. I promise you will not be disappointed because there are so many good business people, strong community leaders and fine folks within this great organization and you are one of them.

Respectfully, sincerely and with the up most gratitude,  
Richard Soderquist, Soderquist Construction Co.

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**Education Sponsor**

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[ builders tips ]

## Builders' Tip: Simple, Hinged Cabinet Jacks Come in Handy When Installing Upper Cabinets

I am a cabinet installer and have been using a pair of cabinet jacks, as shown in the accompanying drawing, for years.

They work better than an extra set of hands when it's time to hold the upper cabinets in place before I screw them to the walls — and they are easy to make.

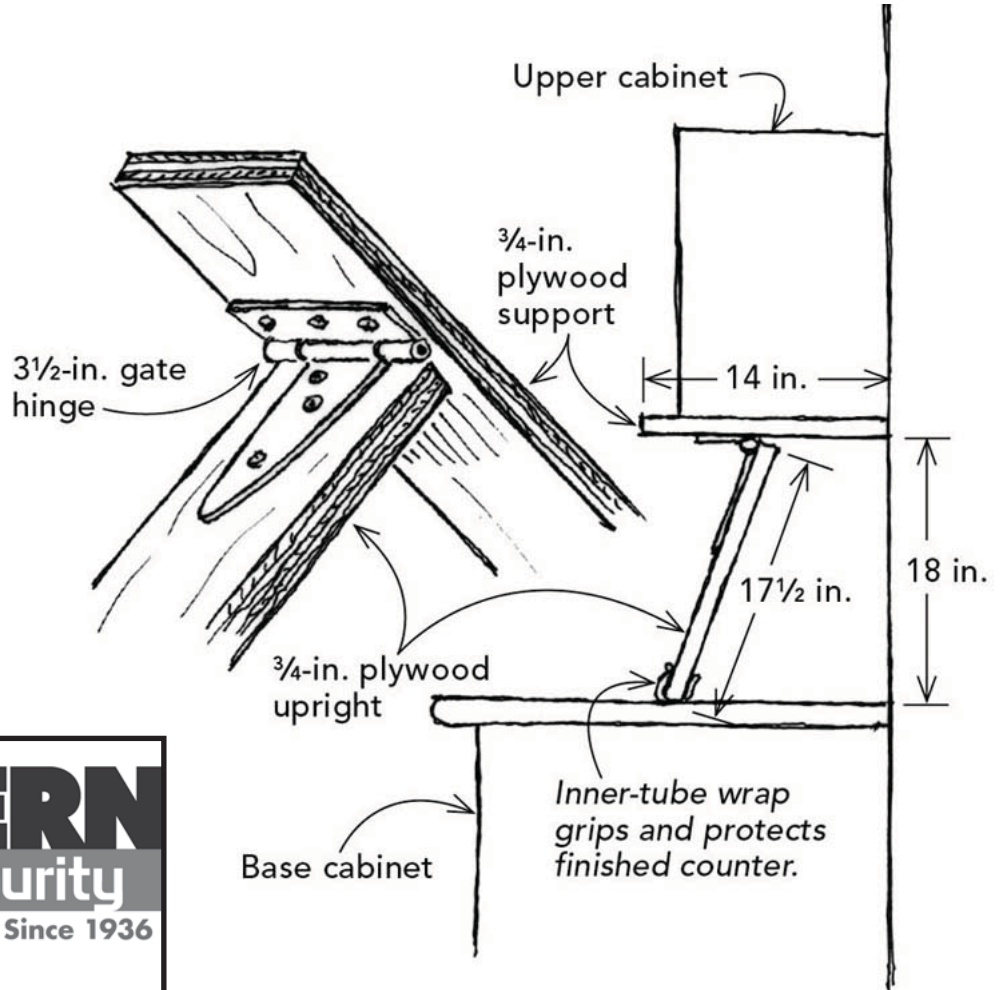
All that's required to build a hinge are two pieces of 3/4-inch plywood — one 14 inches long and the other 17-1/2 inches long — a 3-1/2-inch gate hinge and some old bicycle inner tubing to protect the finished countertop.

The key is the hinge, of course, which allows me to make minute adjustments up or down by simply changing the angle of the upright.

Also, if I need to install upper cabinets before the base cabinets are in place, I simply screw a couple of extension legs to each jack.

— Kenny Eident, Fort Mill, S.C.

Tips & Techniques provided by  
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## NAHB Member Advantage Updates

As an NAHB benefit, members have access to discounts and savings opportunities offered by many top companies. All programs, rates, and prices are subject to change without notice. When making contact, the companies request that callers identify themselves as members of the National Association of Home Builders.

### FTD Offers Members 20% Discount Till the End of the Year and Just in Time for Thanksgiving

FTD is offering a special 20% discount on all flowers and gifts for NAHB members till the end of the year.

Just in time for Holiday parties, hosts can use the discount for their table's centerpiece or guests can use it when they don't want to arrive empty-handed.

To give the holidays an extra splash of color and to take advantage of the discount, visit [www.ftd.com/nahb20](http://www.ftd.com/nahb20).

### FedEx Advantage Program & YRC Transportation

- Up to 29% on select FedEx Express® U.S. services
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For the most up-to-date details on the Member Advantage discount program and all of the participating companies, go to [www.nahb.org/MA](http://www.nahb.org/MA).



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# MEMBER NEWS

*Share your accomplishments, awards, and announcements with fellow members. Send your news to [kc@ashevillehba.com](mailto:kc@ashevillehba.com) and we will be glad to include it in the newsletter!*

## ACM Design Offers New Blog

Each week ACM Design will keep readers up-to-date with the latest in custom home building and remodeling by way of their blog. Anything from current projects on the boards and industry trends to local interests, events and even a "Tip of the Week" will be highlighted in the weekly blog. At ACM Design the focus is on offering clients a personal yet professional experience and the same is true with our blog. We welcome reader's questions & comments as our blog advances. See the new blog here: <http://www.acmdesignarchitects.com/blog/>

## Conference Accepting Seminar Proposals

Share your knowledge of the home building industry with builders and other industry professionals at the 2011 21st Century Building Expo & Conference. Seminar proposals for one-hour or two-hour sessions will be accepted until November 29, 2010. Help us present a high-quality educational conference to building professionals throughout the Southeast September 14-16, 2011 in Charlotte, N.C. Contact Brittany Carter or Deborah Alford at (919) 676-9090.

## AHBA Member is Chamber Member of the Month

Each month, the Asheville Area Chamber of Commerce celebrates one dynamic company as Asheville's Small Business of the Month. For November, they recognized AHBA Member The Hands of Sean Perry Co., located at 250 Haywood Road in Asheville. The Hands of Sean Perry Co. is a design/build company, focused on fixed-price projects relating to renovations and additions in the Asheville area. Several prestigious awards have been bestowed upon the company since opening in 1995, including the "Guild Quality Big 50 Award with Distinction" for delivering excellent service to clients and Remodeling Magazine's "Big 50 Award for Market Wise," for community understanding and connection. The Hands of Sean Perry Co. supports River Link in the creation of the Wilma Dykeman Riverway and other area projects.

## Bonded Builders Offers Members Awards

Bonded Builders Warranty Group would like to put a little jingle in your pockets for the holidays! From December 10 through January 10: Any member who brings in a new member will receive the Spirit of Membership Award AND a \$35 Walmart gift card. (Award applies to first new member only.) Don't delay, start your recruiting efforts today!

## AHBA Member Featured in Upcoming Book

Leslie McCormick, AIA, CNU founder of Atelier359, the studio for architecture, announces that the Hardin Residence in Watercolor Florida has been included in the forth coming book, "30A Style" by Lynn Nesmith and published by Rizzoli.

The Hardin Residence, a multi-generational vacation home for a family from Little Rock, Arkansas, is sited overlooking one of the world renowned dune lakes in Walton County Florida. The home's location along 30A, the beach highway, is in the New Urbanist community of Watercolor. The project received Energy Star rating.

Atelier359, founded in 2001, is a boutique architectural firm based in Asheville, North Carolina. The firm's interest is in residential architecture, sustainable building design, community and place making along with farm and equine facilities. Since its founding, the studio has concentrated its design efforts in New Urbanist communities or on urban infill projects, specifically in New Orleans. Atelier 359 has won design awards from the National Home Builders Association and the American Institute of Architects. In addition the firm has been published in Coastal Living, Outdoor Living and other national and regional publications.

For more information, call 850 502 4775 or email [studio@atelierarch.com](mailto:studio@atelierarch.com)


## NCHBA Regional VP Chosen from AHBA

The 2011 Region X VP was chosen from the Asheville HBA. Sean Sullivan of Living Stone Construction, Inc. will be the next Region X VP, replacing Zac Koenig of Koenig Homebuilders from Jackson County. Sean will be traveling to state functions and representing our region in its entirety. Regional Vice Presidents are the official representatives of the North Carolina Home Builders Association within their respective regions and also represent their region's local associations on NCHBA's Executive Board. As Region X Vice President, Sean will facilitate the flow of information, ideas, and concerns between Region X local associations and NCHBA. Out of the last 15 years, the Region X Vice President has been an AHBA member 9 times! This is a great honor to our Association and we are sure that Sean will continue to represent us well.

## AHBA PWB Member on National Council

Judy Dinelle, 84 Lumber, has been chosen to serve as the Legislative Chair on the National PWB Council. This is a significant accomplishment for the former AHBA PWB Chair and NCHBA PWB Board Member. Judy will travel to national meetings representing both Asheville and the state of North Carolina throughout 2011.


The Professional Women in Building Council is a select group of inspiring women who share strategies and solutions to promote, enhance and support professional women in today's home building industry. They provide networking, education and legislative assistance to home-building professionals and promote the AHBA motto of "Doing Business with Members."



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## Housing Recovery Expected to Gain Strength in 2011

[ continued from page 1 ]

When asked why buyers were remaining on the sidelines, almost 85% of the builders surveyed by NAHB said it was because they could not sell their existing home and 78% said it was due to uncertainties over employment and the economy.

In the period ahead, Crowe said he was looking for better job creation to spur household formations, which over the course of the recession were 0.5 million to 1.5 million lower than they should have been as people doubled up with friends and relatives. "We've got a lot of people right on the edge who will soon form households," he said. "They are ready to move out and begin to absorb the housing stock that's out there."

The current 200,000-unit level of unsold new homes is the lowest since 1968, he said. "Builders have been careful about adding any additional inventory until they are certain they have a sale."

The supply of unsold existing homes is significantly higher because it includes foreclosures, half of which in this year's second quarter were concentrated in just five states — Florida, California, Illinois, New York and New Jersey. Fifteen states were responsible for 77% of the 2 million foreclosures in that period.

### A Multifamily Surprise

With signs looking favorable that new-home sales will be gradually improving, Crowe forecasted a 37% increase in single-family starts in 2011 to 655,000 units and a further 48% climb to 970,000 units in 2012. Starts this year are expected to rise to 470,000 units, a "marginally better" 8% gain from 2009 but lower than had been originally anticipated.

Multifamily construction, on the other hand, "made a surprisingly decent rebound midyear," he said. "It had been expected not to do as well in 2010 as in 2009, but that is now reversed. The latest NAHB forecast shows multifamily housing starts bottoming out at 112,000 units in 2009 and then rising 12% this year to 125,000 units, 19% in 2011 to 149,000 units and 41% in 2012 to 210,000 units.

With increasingly more households entering the rental housing market, Crowe voiced concern over eventual shortages in available rental properties.

Owner-occupied remodeling, which declined along with the downturn in housing starts but not as steeply, will continue to post gains, he said, supported by those who decide to make improvements on their homes instead of moving.

The states whose housing markets are almost back to normal are concentrated in the middle part of the country, and with the exception of Texas, are relatively small housing producers. Very powerful housing states like Florida and California are coming back more slowly, he said. "That's another reason why housing isn't increasing economic growth as it usually does."

### Better Private Payroll Growth

Maury Harris, chief U.S. economist for UBS, said that 2.7% real growth in 2010 and 2011, while substandard, will generate "some decent results" for business and the stock market. "In terms of jobs, they will pick up next year," he said. "The longer we can sustain even moderate growth, the more employers have confidence in going ahead in hiring." They will remain cautious until they see demand staying at least at its current level.

Harris predicted that private payrolls will grow by about 150,000 jobs a month next year, compared to around 95,000 now, leaving the unemployment rate at 9% at the end of 2011.

Once the Federal Reserve begins seeing better job growth, he said, "it will be talking about tightening, not easing."

For the immediate period ahead, however, the Fed will provide more easing, he said, because it is uncomfortable with today's low inflation rate. "You have had a slowing in the core consumer price index (CPI) over the past months," Harris said. "If they don't have pricing power, employers are more reluctant to hire."

At least through the first half of 2011, Harris said he expected the Fed to embark on a "lite" version of its first "shock and awe" program in 2008, when it bought about \$1.7 trillion in government securities, largely mortgage-backed, in a year-long commitment. This time it will commit to purchasing \$200 billion to \$250 billion in government notes one quarter at a time. "We are out of recession; it has been a disappointing recovery, but we don't need to add as much liquidity to the system," he said.

Harris said he wasn't as worried about deflation as the Fed because prices appear to have stabilized after a considerable decline and will start to pick up because rents on new leases are on the rise. "If you are looking for an apartment, rents are starting to go up," he said, "and that's an important enough element of the core CPI that there will be less concern about inflation" slowing further.

### Banks Easing Lending Standards

Harris was confident that better employment gains will be achieved next year because banks — confronted by weak demand for loans and the need to compete for a bigger market share — began easing their lending standards this summer. That historically has been associated with improved private employment growth, he said, especially among firms with less than 50 employees, who have been contending with severe credit constraints.

Republican control of the U.S. House of Representatives will also be heartening to the small business community, easing its concerns over taxation and regulatory policies emanating from Washington and producing a pick-up late in the year in business confidence indexes, he said.

The savings rate as a percent of disposable income, which has jumped from 2% to 6% in recent years in response to economic conditions, is unlikely to rise higher and undercut a recovery in consumer spending, Harris said. The very low interest rates available on savings alone will help discourage savings from rising much higher.

Household debt burdens relative to income "are tumbling," he added, a good omen for stronger consumer spending. "Debt is holding back the consumer less and less."

Foreclosures will remain high as long as unemployment is high, Harris said, but those who lose their homes "have to live someplace," and that will lead to increased demand for rentals. "When rents go up, that helps the demand for housing," he said.

### A Severe Market Correction

"Most economists now are predicting job growth next year that would be sufficient to begin to eat into the unemployment rate," said Eric Belsky, managing director of Harvard University's Joint Center for Housing Studies. "Jobs are very critical to a recovery in housing, because it goes straight to consumer confidence and business confidence. The longer housing remains stressed, the lower the confidence of most decision makers in the economy."

He added that, "Due to substantial headwinds, the housing recovery will likely be slow unless job growth stages a more convincing rebound."

Taking a broader and longer view of the housing cycle, Belsky said that the market has now corrected for the housing boom with a se-

## Effects of the November Election on the National Homebuilding Industry

As the 111th Congress reconvened on Nov. 15 in a post-election lame-duck session to complete unfinished business on an omnibus appropriations package funding the government in fiscal year 2011 and to work on extending the expiring Bush tax cuts, lawmakers were already looking ahead to a vastly changed political landscape.

Just four years after the Democrats swept into power in both chambers of Congress, Republicans handily recaptured control of the House and made major gains in the Senate on election night.

With Democrats still in control of the White House and no party anywhere near a 60-vote filibuster-proof majority in the Senate, it remains to be seen if the 112th Congress will be marked by total gridlock or whether the two sides can find room to compromise on the issues of the day.

In any case, NAHB will be reaching out to every member of Congress to educate them about the association's legislative priorities and build bipartisan support wherever possible.

Needing to capture a minimum of 218 House seats to gain control of the chamber, Republicans on Nov. 2 won at least 240 seats, a net gain of 61, with five races remaining undecided as this issue of Nation's Building News went to press. Democrats dropped from 255 House seats prior to the election down to 190 seats.

By a narrow margin of 53 to 47, Senate Democrats remain in power despite losing six seats to Republicans — Rep. John Boozman (Ark.) and Ron Johnson (Wis.) ousted incumbents, while Dan Coats (Ind.), North Dakota Governor John Hoeven, Rep. Mark Kirk (Ill.) and Pat Toomey (Pa.) won open seats.

The GOP's bid to wrest control of the chamber fell short when Senate Majority Leader Harry Reid (D-Nev.) held off a stiff challenge from Republican Sharron Angle and Democrats Chris Coons and Joe Manchin won open seats in Delaware and West Virginia, respectively.

The official tally is 51 Democrats and 47 Republicans, with Independents Joe Lieberman (Conn.) and Bernie Sanders (Vt.) aligning themselves with the Democratic caucus.

(At time of print) One Senate race is still too close to call. In Alaska, Republican incumbent Lisa Murkowski lost her primary bid to challenger Joe Miller and ran for office in a write-in campaign. Murkowski is currently leading Miller and Democrat Scott McAdams is running a distant third, guaranteeing that whoever prevails will caucus with the Republicans.

Republicans also posted huge gains in the 37 gubernatorial elections, picking up six statehouse seats for a 29-to-19 majority, with one Independent. The outcome in Minnesota has still not been decided. This year's governor's races played an especially important role given the executive control of the states in the 2010 federal redistricting process.

BUILD-PAC, NAHB's political action committee, contributed to 27 Senate races, winning 23 of them for an 85% success rate. In the House of Representatives, BUILD-PAC-supported candidates won 286 of 328 races for a winning percentage of 87%. BUILD-PAC is also involved in a few races that are still too close to call. Overall, BUILD-PAC won 309 of 355 decisive races, for an 87% success rate.

The post-election session of Congress is tentatively scheduled to run this week and during the week of Nov. 29.

### An Uncertain Lame Duck Agenda

While funding the federal government and expiring tax cuts are the top priorities, scores of other items may potentially be on the agenda. However, it is often turns out that little gets accomplished in lame duck sessions, particularly when one party wins control of one or both chambers of Congress, as occurred during this election. With political tempers frayed and many Democrats having just lost their jobs, it is uncertain how productive this post-election session will be.

Nevertheless, lawmakers face a mountain of unfinished business. They must choose whether to tackle several contentious issues such as whether to provide a temporary "patch" for the Alternative Minimum Tax, extend a host of popular tax breaks that expired last December but are usually renewed annually, give seniors a special \$250 Social Security payment, ex-

tend unemployment benefits and reimburse physician Medicare payments. Action on these and many other outstanding issues may be deferred to the incoming Congress.

Meanwhile, NAHB's top priority is restoring credit for housing production and that will be the association's main focus as the lame duck session of Congress resumes. Shortly before adjourning to campaign for the midterm elections, lawmakers passed legislation that will provide \$30 billion in capital to community banks to expand small business lending. Unfortunately, the fund established under the law does not allow for construction loans to be made to small builders.

Through intensive lobbying and grassroots efforts among the NAHB federation, the House moved rapidly to rectify the situation. It approved H.R. 6191, legislation that allows small home building firms equal access to the new lending fund. H.R. 6191 was also introduced in the Senate, but the chamber adjourned on Sept. 29 before the bill could come to a vote.

During the lame duck session, NAHB will do all in its power to urge the Senate to approve H.R. 6191 to help the industry rebound, create jobs and move the economy forward.

Looking ahead to the 112th Congress, NAHB will be reaching out to both sides of the political aisle to seek additional solutions to the current lending crisis and urge Congress to call on federal banking regulators to reduce regulatory restrictions on acquisition, development and construction credit and rein in overzealous bank examiners.

*This article was reprinted with permission from NAHB, [www.nahb.org](http://www.nahb.org).*

**Saturday April 16  
& Sunday April 17**

WNC Ag Center

**VIP Builder Preview Event**

Friday, April 15

5:30pm - 7:30 pm

Find out more about the area's  
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available, but are going **fast!**

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expo

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## In the Know... 2010 Committees and Councils

### Associates Committee

*Renee Maxwell & Richard Soderquist- Co-Chairs*

Plans for the 2011 Home & Garden Expo are well underway! We recently completed a successful phone campaign to renew booth space for previous show participants. To date, over 25 percent of the booths have already been reserved for the expo scheduled for April 16-17 at the WNC Ag Center. New expo features include: 3,000 square feet of outdoor Landscape and Garden Section; well-known speakers featured throughout the event; a 30 percent increase in the expo marketing budget; and working, cold AC! And, don't forget the Builder Preview Event on April 15. Contact the AHBA office today to reserve your booth space.

Many, many kudos to all involved in the first-ever AHBA Home & Garden Expo held back in May! This sold-out expo attracted over 2,500 attendees and hosted 300 people at the Builder Preview Event. A special thank you to the members of the Associates Committee: Richard Soderquist (Co-chair), Judy Dinelle, Jorg Ronke and Jim Jolly for their involvement and enthusiasm!

### Activities Committee

*Nathan Lawrence & Jennifer Duvall- Co-Chairs*

Mark your calendars for the Christmas Gala on Friday, December the 10th. We will be featuring a heavy hors d'oeuvre reception and the band A Social Function. Anyone who attended the Gala last year will tell you these folks know how to get the crowd dancing and having a good time. We will be Downtown this year at a new location for the membership, The Venue on Market Street. Members receive a complimentary ticket and can purchase a ticket for guests. You don't want to miss this party!

### Legislative Committee

*Thomas McClain- Chair*

I would like to thank all of the legislative committee members for all of their hard work this past year. Those who served on the committee were Skip Brewer, James Bound, Greg Spicer, Bob Duffy, Richard Soderquist, Sean Sullivan. It was a busy year being that it was an important election year for our industry. We made a difference helping shape the political landscape of those who represent us, our voice has been heard. There is still work to be done to make our voice louder and our influence stronger. I look forward to seeing the results from those we helped get into office as well as those we gained an audience with for the first time. We must continue the fight to make sure our industry has a voice and that the groundwork laid here at the Asheville HBA continues to grow. We have built a strong foundation but must continue to build upon it. Thank you for your support and the opportunity to serve you here at the AHBA.

### Parade of Homes Committee

*Steve Royster & Jason Weil- Co-Chairs*

In October the Parade of Homes committee met and recapped the success of the parade. We discussed changes we would like to see in the coming year as well. We also discussed our need to get more people on the committee, especially more builders. If you are interested in having some input into the Parade of Homes we would love to have you join the committee. Just call the office and ask them how you can get on board. It is a fun and rewarding opportunity that allows you to get more involved with your Home Builders Association.

Without the brilliant input and tireless effort of the Parade of Homes Committee members we never could have put together such a successful Parade of Homes. We would like to thank all the Parade of Homes Committee members for all that you have done this past year and look forward to working with you all again in 2011.

### Build PAC Update

*Sean Sullivan - NC Build PAC Chair*

Congratulations Build-Pac supporters! Your donations proved to be effective, please see the election results below!

#### NC Senate

NC BUILD-PAC supported 39 candidates in 38 districts (S-19 Meredith/Dickson both received support). Of those receiving NC BUILD-PAC support, 11 were uncontested races. Out of those 39 candidates, we had 33 wins, 5 losses and one still unknown (S-50 Snow/Davis) for a win percentage of 84.6%.

#### NC House

NC BUILD-PAC supported 74 candidates in 74 districts. Of those receiving NC BUILD-PAC support, 29 were uncontested races. Of those 74 candidates, we had 66 wins, 5 losses and 3 still unknown (H-44 Parfitt/Dawkins, H-77 Coates/Warren, H-93 Tarleton/Jordan) for a win percentage of 89.1%.

This is evidence that your contributions are important and influential! Please continue to give to the Pac and encourage ANYONE who has an interest in the industry to give. Remember that you can now donate online by going to [www.NCHBA.org](http://www.NCHBA.org) <<http://www.NCHBA.org>> and clicking on "Build Pac". Battles are taking place every day on Capitol Hill and we must be proactive!

### Professional Women in Building Council

*Amanda Ballew - Chair*

I am proud and thankful for all that our Council has achieved. Thank you to the AHBA Staff and to the individuals who participated during the year. We are a leading group within the Association and one of the strongest PWB Councils in North Carolina. I would like to invite you to join this exciting Council next year and participate along with us.

We held meetings at member locations of White Insurance and Core Installations to learn more about what they offer enhancing the theme "Do Business with a Member." Our Council held a PWB membership drive making calls to AHBA members to encourage PWB membership.

The PWB hosted multiple education classes including a panel discussion regarding Foreclosures and Quick Sales. We held a series on Social Media for Businesses earning over \$400.00 for our Scholarship and teaching over 20 new students. Follow us and connect on Facebook at [www.facebook.com/AshevillePWB](http://www.facebook.com/AshevillePWB) and Twitter @AshevillePWB. We recently hosted the Free Webinar: "Think Solid: Creating Home Sales in ANY Market" as a benefit to our builder members of the Association.

This year we awarded a scholarship in June; a \$500 award to Monica Williams, a student who is pursuing her education in Architecture. The fundraising committee worked hard on the Wine Tasting and Silent Auction for November to earn money for the 2011 Scholarship Fund.

Thank you to the 2010 PWB Board of Directors:

Chair - Amanda Ballew - More Space Place  
Vice-Chair and Fundraising - Maria Aponte - Salon Blue Ridge  
Secretary / Treasurer - Gina Kidder - Core Installations  
Director - Jenny Brunet - Cool Mountain Construction & Realty

Our next meeting:

December 7th at 12:00 Holiday Lunch at Neo Cantina, RSVP to the AHBA office by Dec 3rd - Members voting on Leadership positions

## Health Care Tax to Have Little Impact on Principal Home Sellers

More than six months after health care legislation was enacted (click here, for a story in the April 5 issue of NBN), builders and the residential construction industry continue to wrestle with false rumors circulating the Internet that the new 3.8% Medicare tax on so-called unearned income set to take effect in 2013 is a straight tax on the sale of a home.

### This is not the case.

The tax increase on capital income - such as capital gain and rents - will affect some real estate investments. However, it should have a negligible impact on sellers of principal residences.

The 3.8% Medicare tax will affect high-income taxpayers who report taxable income due to capital gains and other non-wage income. It will not affect income that is currently tax-exempt, including most capital gain due to the sale of a principal residence (due to the \$250,000/\$500,000 gain exclusion rules). Taxpayers with less than \$250,000 in income will not see any increase in tax.

Under prior law, Social Security and Medicare benefits are financed by payroll taxes on wages. The tax is equal to 12.4% of covered wages up to a maximum amount (\$106,800 in 2010), with half paid by the employer and half paid by the employee; and 2.9% of covered wages uncapped, again with half paid by the employer and half paid by the employee. Self-employed individuals - including independent contractors - generally pay both the employee and employer parts of the tax. Unearned income (e.g. rents, dividends, interest and capital gains) were not subject to these taxes.

As a result of the Patient Protection and Affordable Care Act of 2010, this system is changing. Under revised law, the Medicare tax will increase for taxpayers earning more than \$250,000 (if married) or \$200,000 (if single). In particular, the individual's Medicare portion of the tax - which was previously 1.45% or half of the 2.9% - increases to 3.8%, but only for certain income amounts. The rate of 3.8% applies to the smaller of: (1) the amount of income above \$250,000/\$200,000 of modified adjusted gross income; or (2) net investment income. The tax also applies to self-employed individuals.

Net investment income is the sum of income from interest, dividends, annuities, royalties, rents and capital gain - except income derived from active participation in a trade or business, including sole proprietorships, partnerships and S Corporations.

As noted earlier, tax-exempt unearned income (excluded gain from the sale of a principal residence or interest income allocable to a tax-exempt bond) is not subject to this new tax.

Here are two examples:

- Suppose a couple has wage income of \$260,000 and \$9,000 in capital gains. The extra 3.8% tax applies to the smaller of \$19,000 (the difference between \$269,000 and \$250,000) and \$9,000. \$9,000 is smaller, so the increased tax is equal to \$342 (\$9,000 times 3.8%).
- Suppose a couple has wage income of \$50,000 and gains income of \$210,000. The extra 3.8% tax applies to the smaller of \$10,000 (the difference between \$260,000 and \$250,000) and \$210,000. \$10,000 is smaller, so the increased tax is equal to \$380 (\$10,000 times 3.8%).

*This article was reprinted with permission from NAHB. For more information, call 800-368-5242 x8285.*

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## Biden Initiatives to Bring New Life to Home Weatherization and Energy Retrofits

A Nov. 9 announcement by Vice President Joe Biden designed to bring new life to the home weatherization and retrofit initiatives is now stalled in Congress. If successful, the programs would result in more jobs for the construction industry and a more energy-efficient housing stock. Among the components:

The Home Energy Score program would allow pre-selected, certified energy raters to score existing homes and help home owners decide what energy improvements to make.

PowerSaver, a financing program backed by the Federal Housing Administration, would be piloted in select markets to offer low-cost loans to help home owners pay for energy-efficient improvements such as insulation, new windows and high-efficiency heating equipment.

New guidelines have been proposed for training and certifying the construction industry members making the energy-efficient upgrades and protocols to safeguard the indoor environmental quality of a home when the upgrades are being made.

The initiatives are based on recommendations from "Recovery Through Retrofit," Biden's October 2009 report on how to combat rising unemployment while reducing dependence on fossil fuels.

Some of the Administration's new proposals reflect the findings of an NAHB task force that after studying the Biden recommendations issued a report last winter on financing options, training and education needs and potential problems such as the new lead paint requirements that have since been put into effect by the U.S. Environmental Protection Agency.

The initiatives give "American families the tools they need to invest in home energy upgrades," said Biden. "Together, these programs will grow the home retrofit industry and help middle-class families save money and energy."

### Home Energy Score

Energy raters certified by either the Building Performance Institute (BPI) or the Residential Energy Services Network (RESNET) will be eligible to perform Home Energy Score testing in a limited number of markets. After testing the home, the raters will assign a Home Energy Score between one and 10 to help home owners understand their home's current efficiency level and how it compares to other homes in the area. The raters will also give the home owner a list of recommended improvements, with estimated annual savings and an estimated payback period for each upgrade.

Home energy ratings were proposed but then stricken from a bill that Congress passed in June 2009 after intensive lobbying by real estate brokers, who feared that existing homes would not fare well in the market when compared to new, energy-efficient homes. The 1-10 rating scale only compares existing homes with other existing homes, avoiding that comparison.

### Power Saver

Administration officials are seeking lenders to participate in a new financing program backed with \$25 million in FHA guarantees. If successful, the program is expected to produce about 24,000 loans.

Home owners will be able to borrow money for terms as long as 20 years to make energy improvements of their choice, based on a list of proven, cost-effective measures developed by FHA and the Department of Energy.

PowerSaver financing will be similar to a home equity loan that must be paid off at the time of sale, or in some cases, when refinancing occurs. It will use the existing FHA Title 1 program, with additional incentives and requirements.

The combined loan-to-value ratio of the mortgage and energy refit loan cannot exceed 100% and will require a valuation method that has not yet been determined. Participating home owners must have a minimum 660

credit score and the total debt-to-income ratio cannot exceed 45%.

NAHB is seeking input from members as it prepares comments on the proposal, which is due Dec. 27. For information call 800-266-8366 x8597.

### Workforce Guidelines for Energy Efficiency

The guidelines, which now apply only to single-family homes, address a perceived shortage of skilled workers by developing standards for four specific occupations: energy auditor, retrofit installer/technician, crew chief and inspector/quality assurance professional.

Standard work specifications define the performance requirements for high-quality work and the minimum conditions necessary to achieve the desired outcome. Technical standards encompass current industry standards, regulations and codes developed by government, industry or third-party standards development organizations.

Job task analyses identify and catalog all of the activities a worker performs in a given job, along with the minimum amount of knowledge, skills and abilities a worker needs to perform high-quality energy efficiency retrofit work. Proposals are expected soon for manufactured housing and multifamily buildings.

While the workforce guidelines are designed to prompt training organizations to meet the minimum standards put forth in the document, training experts said they may not be necessary.

"In the current residential construction slowdown, we don't believe there is a worker shortage," said John Shortt, director of education, training and apprenticeship at the Home Builders Institute (HBI), the workforce development arm of NAHB.

"One aspect missing from the current draft is a job performance gap analysis, which would highlight which skilled trades, with additional training, could become weatherization installer/technicians and crew chiefs. This analysis would prove helpful to residential contractors and skilled workers thinking of changing fields within the industry," he said.

"HBI has already developed weatherization standards for entry-level and skilled-level installation technicians and uses these standards in our training programs," Shortt said. HBI will incorporate the remaining components of the Administration's guidelines once they are final.

### Healthy Indoor Environment Protocols

Established by the EPA, the draft protocols address worker safety concerns as well as the health and safety issues involved in retrofit work with such substances as lead paint, asbestos and radon.

The protocols are intended to inform private contractors and state and federal energy assistance programs and their clients about the potential environmental and public health risks of retrofit projects in older housing stock.

NAHB remodelers have advised Congress, the White House and the EPA that such protocols can backfire. For example, many home owners are balking at the costs of renovation under the Renovation, Repair, and Painting (RRP) Rule, the EPA's lead-based paint regulation that applies to all pre-1978 homes.

The protocols do not establish any new federal regulatory standards, obligations or guidance, nor do they replace any existing federal training and certification requirements.

Additional information on the Administration's initiatives is available at the White House website. NAHB plans to submit detailed comments on all the components of the program.

*This article was reprinted with permission from NAHB, [www.nahb.org](http://www.nahb.org).*

## - Renewing Members -

### **Bald Mountain Homes**

John Senechal  
PO Box 1665  
Asheville, NC 28802  
(828) 252-9357

### **Benbow & Associates**

Sam Benbow  
38 Glendale Ave  
Asheville, NC 28803-1442  
(828) 281-2700

### **Builders Mutual Insurance Company**

John Mertz  
1301 Kensington Pl Apt D  
Asheville, NC 28803-2393  
(828) 687-9797

### **CWB Technologies Inc.**

Randy Fry  
3 Design Ave Suite 109  
Fletcher, NC 28732  
(828) 687-7024

### **Fowler & Assoc Home Builders**

Benton Fowler  
18 Spring Hill Dr  
Arden, NC 28704-9411  
(828) 687-0107

### **FTB Contractors Inc**

Thomas Wood  
71 Blenheim Ct.  
Arden, NC 28704-8608  
(828) 654-8277

### **Griffin Realty & Construction Enterprises Inc.**

Ward Griffin  
PO Box 1948  
Asheville, NC 28802-1948  
(828) 254-8897

### **Griffin Waste Services LLC**

Chad Griffin  
402 Old Leicester Highway  
Asheville, NC 28806  
(828) 281-4549

### **Hutton Vincent Williamson McLean**

Insurance Group  
Edward Newsome  
PO Box 20  
Asheville, NC 28802-0020  
(828) 253-2371

### **J P McClure Inc**

James McClure  
23 Wild Cherry Rd  
Asheville, NC 28804-1726  
(828) 254-2802

### **Kirk Johnson Construction**

Kirk Johnson  
15 Big Level Dr  
Asheville, NC 28804-2900  
(828) 251-9373

### **Moore Drywall Co. Inc**

Donette Moore  
PO Box 515  
Black Mountain, NC 28711  
(828) 669-8847

### **Pella Carolina Inc.**

Jorg Ronke  
3 Design Ave Unit 103  
Fletcher, NC 28732-7824  
(828) 684-3389

### **Pioneer Construction**

Nathan Lawrence  
133 Thompson St Unit F  
Asheville, NC 28803-1458  
(828) 254-1536

### **Progress Energy**

Renee Maxwell  
51 Fox Ridge Drive  
Fletcher, NC 28732  
(828) 450-3082

### **Red Tree Builders Inc.**

Brandon Bryant  
PO Box 8044  
Asheville, NC 28814  
(828) 712-1518

### **Rymers Ground Control Inc**

Paige Morris  
68 Sluder Branch Rd  
Candler, NC 28715-9227  
(828) 665-1348

### **Southern Alarm & Security**

Steve Johnson  
PO Box 428  
Hendersonville, NC 28793  
(828) 693-7136

### **Terminix Service Inc.**

Russell Barnes  
P.O. Box 5256  
Asheville, NC 28813  
(828) 253-3816

### **Wayside Landscape Services**

Andrew White  
49 Old Farm School Rd  
Asheville, NC 28805  
(828) 298-4599

### **Westall Chandley Building Supplies**

Jill Jones  
PO Box 5755  
Asheville, NC 28813-5755  
(828) 253-5331

### **Wright Family Custom Homes**

Timothy Wright  
PO Box 25067  
Asheville, NC 28813-1067  
(828) 665-1697

## - Pending Members -

### **AWD Services, Inc.**

Larry Wells  
PO Box 125  
Leicester, NC 28748  
828-683-9223  
Wells & Well Drilling  
Water Purification  
& Filtration Equipment  
SPIKE: Joey Bullman

### **Blinds and Us**

Dan McCutchan  
15 Design Ave. #209  
Fletcher, NC 28732  
828-687-7882  
Window Products  
Window Tinting  
SPIKE: Josh McGee

### **Clean Streak, Inc.**

Horace L. Adell, Jr.  
PO Box 1262  
Fletcher, NC 28732  
828-891-8800  
Cleaning New Homes  
Cleaning - Water, Mold & Sewage Damage  
SPIKE: Richard Soderquist

### **DeBord Enterprises LLC**

Donald DeBord  
PO Box 6205  
Asheville, NC 28816  
828-974-1700  
Additions & Remodeling  
Property Management  
SPIKE: Michael Whiteside

### **Dillard-Jones Builders LLC**

Thomas Dillard  
101-B Regency Commons Dr. #2  
Greer, SC 29650  
864-380-8887  
Builder  
Land Developer  
SPIKE: Skip Brewer

### **Dillard-Jones Builders LLC**

Jennifer Jeffries  
\*Affiliate Member  
101-B Regency Commons Dr. #2  
Greer, SC 29650  
864-380-8887  
Builder  
Land Developer  
SPIKE: Skip Brewer

### **The Dow Chemical Company,**

Dow Building Solutions  
Jeff Moffatt  
3601 Selwyn Farms Lane  
Charlotte, NC 28209  
980-406-9537  
Building Materials: Wholesale  
SPIKE: Richard Soderquist

### **PLEASE READ**

In compliance with our Bylaws and the policies which have been put in place by our Board of Directors and the Membership Committee, Association procedure is to have new member applications approved by the Board of Directors and by the General Membership. Please look at the lists of all Members. If you know of any compelling reason that any applicant should not be considered for membership, please contact any AHBA staff member at 828-299-7001 or email your comments to the AHBA at [info@ashevillehba.com](mailto:info@ashevillehba.com). **All information given to the AHBA is held strictly confidential.**

- New Members -

To educate and engage new members within the association, AHBA Members are required to attend the one hour New Member Orientation as the final step in the application process.

**\*Pending New Member Orientation**  
**Dotson Plumbing & Heating Co**  
 Jeff Babcock  
 101 Thompson St.  
 Asheville, NC 28803  
 Plumbing Contractors  
 Plumbing Repair Work  
 SPIKE: Adam Payne

**\*Pending New Member Orientation**  
**Mayhew Construction Corp.**  
 Bob Mayhew  
 PO Box 889  
 Arden, NC 28704  
 General Contractors  
 Multi-Family Builder  
 SPIKE: David Queen

**Rugby Construction, LLC**  
 Jack Collina  
 PO Box 1933  
 Hendersonville, NC 28793  
 Builder  
 Residential Remodeling - Builder  
 SPIKE: Skip Brewer

**\*Pending New Member Orientation**  
**Stone Connection Granite Interiors Inc.**  
 John Motes  
 417 Kingdom Place  
 Zirconia, NC 28790  
 Countertops (Laminate or Solid)  
 Marble, Stone, Granite & Tile  
 SPIKE: Sean Sullivan

**\*Pending New Member Orientation**  
**James M. Ball**  
 James M. Ball  
 38 Kens Way  
 Candler, NC 28715  
 Roofing Contractors  
 SPIKE: Greg Spicer

**\*Pending New Member Orientation**  
**Ricardo Leon-Macias dba Stucco Specialties**  
 Ricardo Leon-Macias  
 PO Box 418  
 Skyland, NC 28776  
 Stucco  
 SPIKE: Greg Spicer

**\*Pending New Member Orientation**  
**Stone by Lynch, LLC**  
 LC Lynch  
 134 Plantation Drive  
 Mooresville, NC 28117  
 Brick, Stone, Masonry,  
 Sand Suppliers  
 Stone Masonry  
 SPIKE: Chris Brock

**\*Pending New Member Orientation**  
**WRIGHTS CARPET, Inc.**  
 Randy Quinn  
 1800 US 70 Highway  
 Swannanoa, NC 28778  
 Carpet & Floor Coverings  
 Flooring & Floor Coverings  
 SPIKE: Matthew Ouimette

- New Member Orientation Attendees -



Dan McCutchen, Blinds and Us  
 Sara Sheppard, Brock Insurance Agency  
 Jennifer Jeffries, Dillard-Jones Builders, LLC  
 Thomas Hayes, Thomas E. Hayes Construction, LLC  
 Jack Collina, Rugby Construction  
 Katherine Morris, Stone Gallery Granite & Marble  
 Jeff Moffatt, The Dow Chemical Company, Dow Building Solutions  
 Chris Carson, AVL Associates, LLC

- Sorry to See You Go -

The AHBA is sorry to see the companies below drop their AHBA memberships. If you know these past members or do business with them give them a call and help us get them back to the AHBA. And remember, always strive to do business with members!

**Bunnell-Lammons Engineering**  
 Associate

**DC Construct, Inc.**  
 Builder

**Noblitt Contracting, LLC**  
 Associate

**Cookes Construction**  
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**Insightful Design Solutions**  
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**Shenaut**  
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Quarter Page	3.5w x 4.25h	\$75	\$600
Banner Ad	7.75w x 1.75h	\$75	\$600

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**Ad Specifications:** Ads can be run on a per month basis, quarterly or for the full calendar year. Ads must be submitted digitally at the size specified, camera ready, at least 300 dpi and in a tiff or pdf format. All ads can be full-color, for best quality, please submit as RGB. The AHBA reserves the right to refuse any ad that does not meet the standards set by the AHBA.

**Deadlines:** All ads must be submitted to the AHBA by the 20<sup>th</sup> of the month prior to when the ad is scheduled to run. (Example: If the ad is set to run in June, the artwork is due by the 20<sup>th</sup> of May.)

**Billing terms:** Ad rates listed above are for camera ready ads. Payment is expected in full at the time of reservation. Full year advertisers will be recognized on the AHBA website as a *Blueprints* Sponsor.

**Cancellations:** *Payments received will not be refunded.*

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Total Amount Charged: \$ _____	Signature: _____		

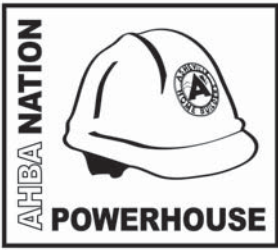
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## AHBA Advertising Opportunities for 2011

Are you looking to gain extra exposure for your company through the AHBA in 2011? We have several advertising avenues that you can use to stand out above your competition! By advertising on our website, you can reach thousands of viewers every month who are looking for your products and services! Our Homes for Sale Gallery is listed number 2 on Google's search for homes for sale in Asheville and our Member Directory gets over 2500 searches per month! Our banners and buttons never rotate, so every viewer sees your ad, every time! Advertising with us has never been easier, simply send us a banner (which you can change as often as you like throughout the year) and we'll place it on our website for the entire year. Prices range from \$400 to \$900 and cover the entire year contract!

Another great avenue for advertising is this newsletter, *Blueprints*. New for 2011, this newsletter will be going solely online in an effort to be more cost effective and environmentally responsible. This nationally award-winning publication is sent to every AHBA member, our local elected officials and an additional list of folks who specifically request it. There are twelve issues created, and they will be emailed to every AHBA member through our Weekly Briefings, posted and archived online, and run through social media outlets such as LinkedIn, Scribd, Twitter and Facebook. Advertising in 2011 will be limited in this publication to only two sizes- 1/4 page and a banner. They will be full color and have static placement. You can advertise for a limited time, such as for an announcement or event, for only \$75 per issue OR contract for the entire year for a mere \$600. This is a savings of \$300! Full year contracts are also listed online as a *Blueprints* sponsor. Don't delay, advertising in this newsletter will fill quickly. Don't miss your chance to reach hundreds of potential clients in a targeted market.

The 2011 Foundation Club is coming to a close. This is the ONLY time of year that you can join this exclusive club. This is the best way to gain recognition for your company throughout the year. Our Club members are recognized at every AHBA event and meeting! These members have exclusive opportunities to purchase Golf Teams, sponsorships, Home & Garden Expo Booths, tickets to events, and Affiliate memberships at great discounts. They also have the chance to sponsor meetings, an opportunity not available to AHBA members *not* in the Foundation Club. There are exclusive networking events only for Club members to mingle with builders and Board members, and they receive extra benefits throughout the year as new events are created. With prices ranging from \$1000 to \$6500 for the ENTIRE year, there is something available for every budget. Contact KC at the AHBA Office (299-7001 or kc@ashevillehba.com) to learn more about how to make these flexible packages work for your company. There is a short window of time to get involved in this Club, don't miss your chance!

*For advertising information or sponsorship opportunities, please contact KC Hart at the AHBA office. Let our staff help you with your marketing needs in 2011!*

## Harmony Interiors Hosts the Final Builder After Hours of 2010

AHBA Members and guests were treated to an excellent Builder After Hours event hosted by Scott & Sam Varn at Harmony Interiors, Inc. on the evening of November 4. Over 75 attendees toured their showroom next door to Nine Mile restaurant on Montford, which held several hidden surprises. The knowledgeable staff were happy to point out the exciting ways homeowners and builders can hide advanced technology- through cabinetry, artistic screen printed speakers, and even lamps! They have hidden projection screens and projectors, televisions, speakers and much more. With a showroom set up with examples of a living room and a separate and extensive media room, the cozy environment shows clients exactly how their own homes can be transformed. They consider room limitations, budget, acoustics and aesthetics when designing a project for their clients. Scott says, "Harmony Interiors integrates today's complicated technologies in a seamless, easy to control and nearly invisible way. Whether it is a home network, house-wide audio or a custom home theater, we care both how good it looks and how good it sounds." If you missed the Builder After Hours, be sure to stop by their showroom and chat with Scott and Sam about how you can use their innovative solutions to customize hidden technology for your next homebuilding project.





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**Blueprints is an award-winning publication!**

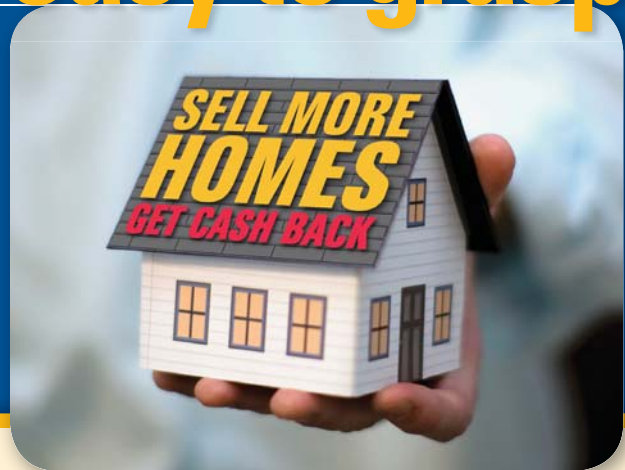
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