



BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

FEBRUARY

Parade of Homes Preview Event

Doubletree Hotel

Biltmore Village

February 17

5:30 pm - 7:30 pm

Join us to learn about the Associate Member Discounts, get exciting new information about plans for our 30th Anniversary of the Parade of Homes, and save \$200 on your Parade Home Entry!

* sponsored by Westall Chandley



Upcoming Events

March 22

New Member Orientation

AHBA Office

3:30 pm

RSVP to the AHBA Office.

March 17

AHBA Networking Night

Hosted by 84 Lumber

5:30 pm - 7:30 pm

RSVP to the AHBA Office.

Wow, Welcome to Winter!

President's Message by C. Skip Brewer AMB, CGP

I hope everyone had a chance to enjoy the snow in a fun way! The Asheville Home Builders Association has an exciting and fun year planned for our Members as evidenced at our recent General Membership Meeting where the upcoming year's events were unveiled.

Our events are one of the catalysts that bring our Members together and cement our strength. Many of the events are also planned by the various committees of the AHBA, which are led and made up of you, our Members. I encourage everyone to consider participating in a Committee. The time spent can be rewarding personally and professionally. Perhaps you have an interest in serving on our Board in the future. AHBA looks for future leaders of our association from committee members who participate and get involved in building up our Association.

Last month's Message talked about change. By changing, we are able to offer more value for you. Builder Breakfasts are being scheduled that reach out to our Members to share information and provide a setting for interaction; just as we are evolving with this year's Networking Nights. Our Newsletter has gone online, speeding the flow of information. We are providing more FREE education this year in the form of Webinars. Additionally, to provide a forum for professional growth, the AHBA is piloting a Mentor Program for any of our Members. This is a great way for Members, either new to the industry or experienced, to learn from those who have experienced everything our industry has to offer from both the Builder and the Associate perspective. This is one way our Members are "giving back" to other Members who desire collaboration and introspection in a private forum.

I want to share with you forecasting information learned recently at an NAHB National Board Meeting. A change is forecast within the next decade, in regards to who is delivering housing to our fellow citizens. Ostensibly this may happen sooner, depending on locales and market. The Custom Home Builders Committee of NAHB recently discussed the current statistics that roughly 40% of annual housing units are delivered by national builders, large in company size and market penetration. The remaining 60% of units being delivered by smaller, regional building companies and local builders, have a limited employee base and produce various types of housing, and lower volumes still. The prediction is that these percentages are likely to nearly reverse themselves. While that may be sobering, this seemingly presents an opportunity for us as local Builders to examine what the product is we deliver and how we deliver it, so we can remain competitive and add value to our future Customers. Remember, the buying Customer in the next 10 years is evolving even today, for example, this evolving and younger Customer can be expected to buy or build a "custom home" (in their minds eye), when they can make selections of color, carpet, cabinetry, exterior finishes and even floor plan layouts with their iPad, on the go, not face to face. In this way, this future Customer feels they are building a "custom home" and their time spent on it was minimal. We all know a true Custom Home is much, much more than that; however, how we interact with our evolving future Customers will determine what share of those shifting percentages smaller local Builders will obtain. I am only 44 years old and as I watch how my 22 year old Daughter conducts her commerce, I am convinced the forecasts have some substance we can all learn from.

Lastly, I made a pledge to our Board in 2010 that I would reach out to one of the industry professionals who provide the basis for our homebuilding industry – The Architect. We work closely with the Design Professional during projects, and I believe we have a great opportunity to work with this vital group of professionals to create a bridge of dialogue and professional relationships that extend beyond "the project". We have much to share and learn, particularly when one considers the forecast noted above. To this end, I have been in contact with the local Architects AIA Chapter President to seek ways in which we can share and learn from each other. A successful Design Professional means an opportunity for our Builders and Associates to create those wonderful designs.



Calendar

Meetings

Professional Women in Building

Tuesday, February 1 @ 8:30 am
AHBA Office

Associates Committee

Wednesday, February 16 @ 1:00 pm
AHBA Office

Board of Directors Meeting

Thursday, February 10 @ 3:00 pm

Parade of Homes Committee

Thursday, February 24 @ 3:30 pm

Events

Parade of Homes Preview Event

February 17
5:30 pm - 7:30 pm
Doubletree Hotel, Biltmore Village
*Sponsored by Westall Chandley

INSULATE! Asheville Volunteer Days

February 5, February 12, & February 26
Contact: James Bound
828-273-0128

New Member Orientation

March 22
3:30 pm
AHBA Office

Deadline for Parade of Homes Associate Member Discount Program

February 15
12 noon
office@ashevillehba.com
See page 11 for paperwork.

Education

PWB Social Media Course 1

February 23
2:00 pm - 5:00 pm
AHBA Office

Interested in setting up a Facebook, Linked In, or Twitter Account? Join us for an introductory course on Social Media and we'll help you get started!
Cost: \$15 per course or \$40 for series of 3

If you are an AHBA member and have a topic you are interested in presenting for an educational seminar in 2011, please call the AHBA office at 828-299-7001 or email us at info@ashevillehba.com

FEBRUARY

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Office Hours

Monday - Friday, 9:00am - 5:00pm

Phone: 828-299-7001

Fax: 828-299-7008

Email: info@ashevillehba.com

www.AshevilleHBA.com

NCHBA Legislative Update

Welcome to the 2011 session of the General Assembly! The 2011 North Carolina legislative session began in Raleigh Wednesday with Republicans in control of both bodies in the General Assembly for the first time since 1870. On a historic day, the new GOP majority elected Representative Thom Tillis of Mecklenburg County as Speaker of the House and Senator Phil Berger of Rockingham County as President Pro Tem of the Senate. While the election of these two leaders is historic, both will quickly face a more somber milestone - the largest budget shortfall in North Carolina history at \$3.7 billion. The second issue that will take up the time and attention of the 2011 General Assembly is redistricting.

As part of their campaign agenda, the GOP promised a 100-day agenda that includes the following: exempt North Carolinians from the federal Patient Protection and Affordable Care Act ("Obama-Care"); keep Right-to-Work laws intact; regulatory reform; fund education in the classroom, not in the administration; eliminate the cap on charter schools; require a valid photo ID to vote; pass an Eminent Domain constitutional amendment; and end pay-to-play politics and restore honesty and integrity to state government. And, the Republicans have begun to deliver. In the first two days of session, bills were introduced in the House that remove the cap on charter schools, amend the state constitution to address eminent domain; and to put a moratorium on involuntary annexations.

NCHBA Government Affairs staff are already hard at work on our legislative agenda. In addition to that, we are working with a broad coalition of business interests on issues such as regulatory reform, tort reform and workers compensation reform. We will go into further detail regarding our agenda in the weeks to follow.

Date to Note

The NAHB Legislative Conference in Washington, DC will be held on Wednesday, March 16. Please mark this on your calendars and plan to attend.

2011 Parade of Homes Starts Now!

Message by Caroline Sutton, AHBA Executive Officer

The 2011 Parade of Homes is just around the corner! The AHBA is excited to celebrate the 30th Anniversary of this prestigious AHBA event made possible through builder and associate participation. The Parade of Homes provides an opportunity for builders to showcase their craftsmanship by entering a home that will be on tour and published in our Parade of Homes Magazine. This opportunity comes once a year and allows associates and builders to work together in promoting products/services that consumers are interested in learning about!

This year as we celebrate the 30th Anniversary we will continue to publish a full color glossy magazine that showcases each of the homes with hand drawn color renderings, special features and more! We are also creating a mobile site to allow Parade attendees to plan their tour right from their cell phones! To enhance the integrity of the Parade we will be implementing a new Level of Completeness program that will help inform the public of the status of homes before they venture out for the Parade tour. Many consumers from our area and surrounding states participate in the Parade each October with the goal in mind of finding a builder or remodeler and pin pointing great ideas or projects that they can take back to their current homes! Deadlines to enter begin in June and the Parade of Homes takes place October 8-9 & 15-16, 2011.

A unique piece to the Parade of Homes is our Associate Member Discount Program, crafted years ago with the AHBA motto of "Do Business with a Member" in mind. The program invites Associate Members to offer a discount on products or services to help a builder showcase these items in their home during the Parade. Discounts in the past have ranged from free installation to percentages off products! This is a great program that brings associates and builders together. Builders are able to reap the discount benefits on the homes they are building for the Parade and associates are able to gain excellent exposure for their products. Any Associate Member is eligible to participate in the program but you must sign up before February 15th. We hold a Parade of Homes Preview Event, sponsored by Westall Chandley Building Supplies, where all Associates formally offering a discount for the Parade can have a small table top display for builders interested in partaking in the program. Builders are encouraged to attend the event and for doing so they can receive a \$200 discount on the 2011 Parade Entry! This event is held at the Biltmore Doubletree on February 17th.

This year the AHBA will host a 30 minute seminar for Builders at 5pm on the night of the Parade of Homes Preview Event. During the seminar we will offer important information for builders regarding the Parade Entry Packet and deadlines. Additionally, we will share information on the benefits of the Parade and how to market your home and company! Last but not least we will have a small panel of past Parade Builders who can answer questions firsthand about the benefits of being a part in the Parade. We invite all builders to attend this event from 5:00pm until 5:30 at the Biltmore Doubletree and then head into the Parade of Homes Preview Event beginning at 5:30pm – all on February 17, 2011!

We look forward to working with you in the 2011 Parade of Homes!

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[builders tips]

Builders' Tip: A Modified Guide Block for Making Straight, Square Reciprocating-Saw Cuts

When cutting with a reciprocating saw, it's standard practice to use a wood block as a guide

But if the block is secured on only one side of the blade — either above or below it — the blade can still wander beyond the cutline.

I wanted a more effective way to guide both sides of the blade when cutting the tops off some old studs before installing a header, and when I couldn't find a guide block that did the job, I fabricated one so I could make a more accurate cut.

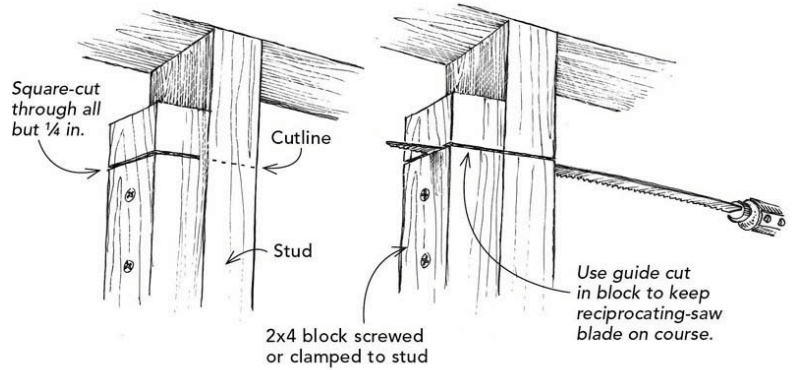
As shown in the accompanying drawing, I simply took scrap 2x4 and made a square cut almost all the way through it — leaving only about a quarter-inch uncut.

Then I clamped the guide to the old stud — aligning the square cut with my cutline mark on the stud.

The cut guided the blade straight and square.

— Don Mathis, Macomb, Ill..

Tips & Techniques provided by
Fine Homebuilding.
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**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
only industry specific
homebuilding tradeshow at
www.ashevillehba.com.

Sponsorships and booths are now
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NAHB Member Advantage Updates

NAHB Members Can Save Up to 25% With Avis

NAHB members can take advantage of exclusive savings from Avis. When making reservations, mention AWD #G572900 and save up to 25%.

Visit avis.com/nahb, or call 800-331-1212 to make reservations.

NAHB members can save up to 29% on select FedEx Express shipping services and up to 70% on FedEx Freight.

There are no costs and no minimum shipping requirements to take advantage of this member benefit.

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Visit www.FTD.com to order online.

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When making reservations, mention BCD #Z536900 to save up to 20% on Budget car rentals.

Visit budget.com/nahb, or call 800-527-0700 to make reservations.

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.

Structure of the Home Building Sector

NAHB Director of Economic Services Steve Melman has published a paper that details the structure of the residential construction sector. Using 2007 Economic Census and other data, Melman's analysis reveals a dynamic sector dominated by small firms. His findings include:

65% of all home building establishments had annual receipts under \$1 million in 2007. Another 31% had receipts between \$1 million and \$10 million. Only 4% of the establishments had receipts over \$10 million. At an average new home price of \$250,000, \$10 million year would represent 40 home sales.

A significant portion of home building is done by other small businesses deployed as subcontractors. Three-quarters of the construction specialty trades companies had receipts under \$1 million and 2.5% had receipts over \$10 million.


The share of the market due to the top ten home building firms peaked at 28% in 2006 and fell to 24% by 2009.

The net change in the number of home builders conceals much larger gross changes through births of new firms and deaths of old firms.

Between 2006 and 2007, the total number of businesses grew by 2.3%, but that was because new firms added 13.4% to the total and 11.1% of the existing firms went out of business.

With respect to remodeling, 84% of residential remodelers did less than \$1 million in annual business.


This data was reprinted with permission from NAHB. For more information or similar information, please visit www.nahb.org.



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MEMBER NEWS

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

Economists Forecast Better Year for 2011

NAHB Chief Economist David Crowe and other economists speaking at the 2011 IBS predicted that housing will see gradual improvements in activity this year as the nation's economy and job market continue to move to higher ground, establishing momentum that will produce more considerable gains in 2012. "This year's spring selling season will be better than last year's," said David, with job growth providing a stronger stimulus in the housing market than last year's tax credits for home buyers. He is projecting 575,000 single-family home starts in 2011, which would be a 21% increase from an estimated 475,000 units started in 2010. Meanwhile, the multifamily segment should see starts rise 16% this year to 133,000 units before chalking up a further 53% increase to 203,000 units in 2012, thanks to a large number of Gen Y members moving into the housing market. That said, as David noted, builders' access to credit for new home production remains the most fragile component of NAHB's forecast

City of Asheville Survey

The City of Asheville is in the process of acquiring new software for the development process. To help with the selection of the best product, the city is asking for help from the building community. It will only take a couple of minutes of your time to complete. The deadline is February 4th. The city expects to see demonstrations beginning the week of February 14th with the new software in service around October 1, 2011. Thank you for your time!

http://www.surveymonkey.com/s/COA_Dev_Services_Survey

New Member Orientation Attendees

These members attended New Member Orientation in January. Next time you see one of these members at a meeting, congratulate them on their new AHBA membership!

Altitude Construction, Jason Waldrup

Blue Skies Construction and Renovations Inc., J.Shannon Williams

Build It Naturally, Shana Combs

Clean Streak, Horace Adell

Henson Building Materials, Tamara Stilwell

The Mike Taylor Co. LLC, Mike Taylor

Willard Concepts LLC, Paul Willard

AHBA Member Gives Back Globally

In times of economic hardship for the building industry, one member is choosing to give his time and talents to global good use. AHBA Builder, Rob Robinson recently used his construction background to help the North Koreans, who continue to die of starvation and the ravages of tuberculosis. He was able to serve the North Koreans through Christian Friends of Korea (CFK), which is a group of people who seek to serve Christ by ministering in His name among the people of North Korea. "I have been to North Korea nine times throughout the past six years," he said. "All of us volunteer our time and talents because of the love of Christ. It is not for ourselves. It is also an opportunity to go where very few people have gone. It is very rewarding to be able to see the results of our labor." Rob Robinson has worked for several years on different projects aiding the people of North Korea, especially in construction and clean water.

Engineering and Codes, Building Code Council

2009 NC/ICC 2006 - APPROVED

2009 NC Rehab Code

The 2009 NC Rehab Code includes the 2009 NC Building Code with the 2003 ANSI A117.1.

The Base Documents for the 2009 NC Codes are the 2006 I-Codes. The attached 2009 NC Amendments are replacements to the Sections printed in the Base Documents.

The following amendments were approved by the NC Building Code Council on March 11, 2008. The effective date is: January 1, 2009

Building Code – 2009 NC Amendments

Energy Conservation Code – 2009 NC Amendments

Fire Code – 2009 NC Amendments

Fuel Gas Code – 2009 NC Amendments

Mechanical Code – 2009 NC Amendments

Plumbing Code – 2009 NC Amendments

Residential Code – 2009 NC Amendments

2009-2011 Cumulative Amendments

The 2006 NC Codes remain in effect for permits issued until June 30, 2009 (6-month overlap).



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FDIC Hotline for NAHB Members

Message from Bob Nielsen, 2011 NAHB Chairman of the Board

There is a unique opportunity now available through the Federal Deposit Insurance Corp. (FDIC) that may help address your difficulties in obtaining financing for your business.

The acquisition, development and construction (AD&C) credit crisis continues to jeopardize the livelihoods of countless home builders and threatens to derail the fragile housing recovery now under way. Alleviating a crippling drought of AD&C lending remains our top priority.

After hosting a recent symposium to examine the credit problems that small businesses are facing, the FDIC has moved to create a hotline and website that allows small business owners to make inquiries with FDIC officials or to register their specific issues or problems they may have concerning credit availability.

The bulk of our membership is comprised of small businesses. This is your chance to weigh in directly with the FDIC to discuss any business constraints you are facing due to the scarcity of credit for housing. Any home builder, developer or associate who is unable to obtain financing, is having a hard time with an outstanding AD&C loan or feels that they have been treated unfairly by their lending institution should alert the FDIC either through the hotline or their website.

Calling 866-924-NAHB (866-924-6242) will patch you through to the FDIC's hotline, where you can discuss your specific situation if you choose not to fill out a business assistance form on the FDIC website. Be aware that you will be talking to a live FDIC representative, so have your information at hand. The hotline is operational Monday through Friday, 8 a.m. to 8 p.m., Eastern Standard Time.

To provide more details, the FDIC has created a dedicated website for small businesses at www.fdic.gov/smallbusiness. Go to the website and then click on the Business Assistance Form at the bottom of the page. This will allow you to fill in information and provide details about lending or credit problems you are having with a specific bank or financial institution. It is our hope that the FDIC will follow through and respond to any inquiries it receives.

NAHB is launching new initiatives to combat the AD&C credit crisis and a strong member response to the FDIC hotline will help raise greater awareness of the AD&C credit problems builders are facing and support our efforts to find constructive solutions that will restore the flow of credit to our industry. So once again, I urge you to contact the FDIC today! It is absolutely essential if we are to keep our fellow builders on the job and help our industry rebound from the worst downturn in decades.

2nd Annual Home & Garden Expo

We are so proud to bring back the Home & Garden Expo in 2011 with even more exciting features for our members and the community! The 2 day show will again be held at the WNC Ag Center, on April 16 and 17. The VIP Builder Preview Event will be held on Friday, April 15 and will be open to our members, area builders and other select guests. The WNC Ag Center will have fully working air conditioning! And, of course, free parking for all. We have opened a new gardening section for our landscaping gurus and are working to bring back exciting educational seminars as well. Over 125 booths will be filled with products specifically related to our industry- this being a true benefit for our members, as they have needed this type of show and asked for it for years.

We are excited to have a nationally known celebrity guest attend the Expo this year- Jason Cameron from DIY Network's *Man Caves* and *Desperate Landscaping*. Cameron is a celebrity expert in both the Home and the Garden aspect of our Expo - a perfect fit! Be sure to attend the VIP Builder Preview Event where Cameron will mingle with our members and sign autographs. During the Expo, Cameron will offer demonstrations from the stage and sign autographs from his booth.

We are pleased to have a special line-up of sponsors for the Expo this year- First Restoration Services is again our Title Sponsor, Progress Energy has come back to Partner with us in 2011, and we have several new sponsors including: Clear Channel Asheville, ProBuild, Build it Naturally, Allied Insulating Co., Carpet One Floor & Home, Ferguson Enterprises, Inc., Inform Data Document Systems, K-Wall Poured Walls, LLC, and Flooring America. Exhibitors should be sure to check out Sunday's Hospitality Suite that is sponsored by Build it Naturally!

Traditional advertising is available in the Resource Guide, with bottom line pricing and special deals for those exhibiting in the Expo. For those who want increased, unique exposure- the AHBA is offering Wall Banners to hang in the entryway of the Expo- best part is that the company will be able to keep the full color, vinyl banner for their own marketing purposes after the Expo! Booths are 60% full, but sponsorships and booths are still available, please contact the office to reserve your spot in our one-of-a-kind show!



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Eliminating Mortgage Interest Deduction Would Raise Taxes for the Middle Class

Eliminating the deductions for mortgage interest and real estate taxes would raise taxes disproportionately for middle-class households and make the tax system less progressive, according to new research from NAHB's Economics and Housing Policy Group.

The study also concludes that the benefits of these deductions are collected primarily by middle-class taxpayers, with incomes between \$50,000 and \$200,000, and that greater benefits are earned by larger households and families, such as those with children.

"Contrary to the claims of some economists, the benefits of the mortgage interest and real estate tax deductions are collected primarily by the middle class," according to study authors Robert Dietz and Natalia Siniavskaia. "Of the total, 68% of the benefits of the mortgage interest deduction, and 77% of the real estate tax benefits are claimed by those earning less than \$200,000. These same taxpayers pay only 43% of all income taxes."

The research estimates the tax benefit (or tax expenditure) collected by home owners from these deductions, while accounting for factors that would "claw back" the net benefits, such as the Alternative Minimum Tax and the standard deduction.

The only government source of who benefits from the housing deductions is the annual tax expenditure report from the nonpartisan Joint Committee on Taxation (JCT). However, the JCT uses a broader measure of income than gross income or adjusted gross income (AGI) — what it calls "economic income" — which includes tax-exempt interest (largely from bond income), employer-paid Social Security taxes, employer payments for health and life insurance and more. As a result, most taxpayers would find that the JCT places them in an income grouping higher than the AGI on their IRS 1040 return would suggest, perhaps by \$10,000 or more.

To compensate for this, the authors of the study used IRS Statistics of Income data and estimated the distributions of the benefits of the tax deductions by AGI, as well as reporting the JCT information.

The NAHB economists found that the JCT tables indeed overstated the benefit of the deductions to those in the top income group. "In 2004, JCT found that 75% of the mortgage interest deduction benefit was collected by those earning less than \$200,000 in economic income, while we estimate with the IRS data that 79% was collected by those with less than \$200,000 in AGI."

Using the JCT data, NAHB's Dietz and Siniavskaia showed the tax liability and mortgage interest deduction and real estate tax deduction benefits for five income groups — under \$50,000, \$50,000 to under \$75,000, \$75,000 to under \$100,000, \$100,000 to under \$200,000 and \$200,000 and higher. The authors report that the shares of the total benefits of the two housing deductions exceeded the shares of taxes paid for every income class except the last one, those earning \$200,000 or more.

These data "demonstrate that the mortgage interest and real estate tax deductions make the U.S. tax system more progressive, not less, as is often claimed."

Another way of looking at the data, the report suggests: "Taxpayers with less than \$200,000 in economic income paid \$396 billion in taxes according to the JCT figures and earned tax savings of \$58 billion from the mortgage interest deduction and \$19.3 billion from the real estate tax deduction (19.5% tax savings as a share of final tax liability). For taxpayers with incomes of less than \$100,000 in income, \$142.1 billion in taxes was paid and tax savings of \$27.1 billion due to mortgage interest and \$7.3 billion due to real estate tax were earned (24% tax savings as a share of final tax liability — a larger benefit for this lower income grouping).

The report adds that "for taxpayers with less than \$200,000 in AGI, the average tax benefit of the mortgage interest deduction is equal to 1.76% of AGI. For taxpayers with more than \$200,000 in AGI, it is equal to 1.5%. This is clearly indicative of a progressive tax benefit."

Larger Families in Larger Homes

The study also examines the relationship between housing tax benefits and household size and addresses the criticism that the mortgage interest deduction provides people with an incentive to purchase a larger, more expensive home.

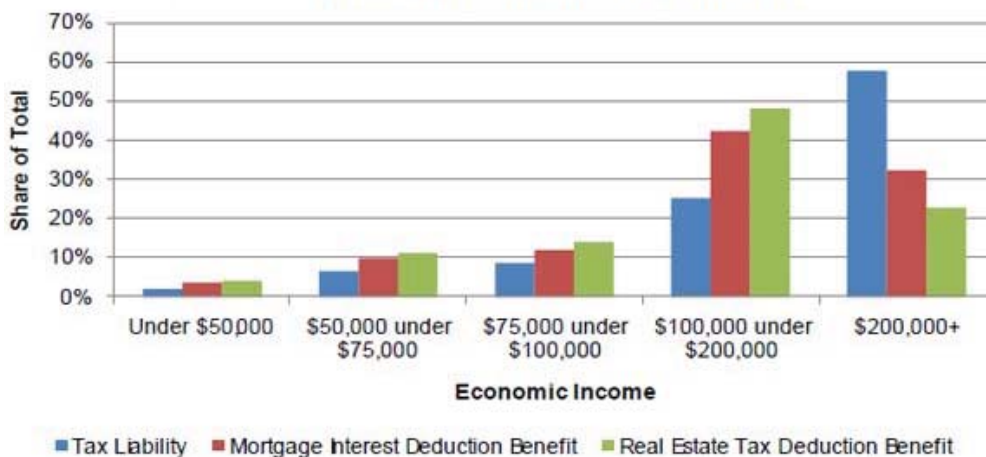
"While the conflation of size and cost is not exact — particularly if you consider that a more expensive home may mean a more energy-efficient home that is ultimately more economically efficient and valuable — it may also be the case that the causality is in fact reversed for this claim. It is more likely the case that larger families demand larger homes, and the tax incentives help these families more to finance these homes with debt, particularly for first-time home buyers who may have less equity in housing," the study says.

Using the IRS SOI data from 2004 and looking at the number of exemptions taken by taxpayers, the research found that the average amount of the mortgage interest and real estate tax deductions generally increased with the total number of exemptions claimed. For example, the average benefit of the mortgage interest deduction rose from \$1,304 for a single tax filer to \$1,735 for a three-person household to \$2,008 for a household with five or more.

"These results are consistent with intuition," the study says. "Larger households and families require larger homes. And larger homes require additional mortgage debt to finance, particularly for younger home buyers, who are or may be in the process of having children. These greater home finance costs imply larger deductions for mortgage interest and real estate taxes, and similarly greater tax expenditure totals for the same."

This report was reprinted with permission by NAHB. To read the entire report — "Who Benefits From the Housing Tax Deductions?" — visit: <http://www.nahb.org/generic.aspx?sectionID=734&genericContentID=150471&channelID=311>.

Income Distribution of Tax Variables



Source: Joint Committee on Taxation, JCS -1-10

In the Know...

2010 Committees and Councils

Associates Committee

Renee Maxwell

BIG NEWS: we are thrilled to announce that Jason Cameron from the DIY Network's Man Caves and Desperate Landscapes will be the celebrity guest at the AHBA's second annual Home & Garden Expo! Jason will give several feature presentations from the show's center stage and be available for autographs and advice throughout the show on Saturday. 60% of the booths are already taken for this exciting industry specific show that runs April 16-17 at the WNC Ag Center. We're pleased to welcome back First Restoration Services again this year as the show's Title Sponsor. Progress Energy returns to us as a Partner Sponsor. Increased show advertising and promotions are sure to take the Home & Garden Expo to a new level--complete with Clear Channel as our Media Sponsor, bringing exciting remotes with The Eddie Foxx show on KISS Country and Matt Mitten from Take A Stand. Contact the AHBA office to discuss the perfect booth location for your business!

Activities Committee

Nathan Lawrence

The activities committee will be having it's first meeting of the new year during the first week of February. We are excited to have some new volunteers on our team to help put together some great events for our membership. We will be working on the Annual Picnic at Camp Rockmont in August and the Golf Tournament which will also be held in August this year. Our last event for 2011 is the Holiday Social in December. Stay tuned for more details and the official dates for our functions.

Parade of Homes Committee

Jason Weil

The Parade of Homes Committee had a great turnout for our January meeting. We are making final preparations for the Parade of Homes Preview Event on February 17th at the Biltmore Doubletree. If you are an Associate Member don't forget to sign up to offer discounts to builders who enter their home in the Parade, as well as getting your products in front of a great number of builders. You have until Feb. 15th to submit your discounts. This year we will also be offering a session before the event where builders can learn how to enter a home in the parade, the benefits from entering a home in the parade, and how to follow up your leads that you get during the parade of homes. This session should be informative for the first time Parade entrant as well as the seasoned veteran. Contact the office for more details.

The Parade Committee is working hard to keep the Parade of Homes a popular event for the public. Towards this goal, we are developing new "level of completeness" guidelines so that the parade visitor has a better, safer experience at the Parade of Homes, and the builders can generate more leads for future work. See your entry packet for details. We hope to see you all at the Preview event on the 17th

Membership Minute

Christi Stokes

New for 2011....Each month there will be a drawing for one lucky winner to receive their company logo and profile on their online directory listing, FREE for 6 months! If your membership is up for renewal and your payment is received by the AHBA office prior to your expiration date, you will automatically be entered in the monthly drawing. The winner of the January drawing is Scott Gardner with the Gardner Building Group LLC. Congratulations Scott!

Are the companies and people you do business with members already? Could they benefit from an AHBA membership? We encourage you to recruit new members to the AHBA. Member-to-member recruitment and retention is highly valued and a great way to be involved. Your efforts will be recognized and your contribution lends to the continued strength and development of our membership and industry. Also, a first time recruiter recognized as a new member's Spike Sponsor on their membership application is eligible to receive a \$35 gift card on behalf of Bonded Builders Warranty Group!

A special thank you goes to Judy Dinelle, Angela Ramsey and Steve Wallin for helping welcome our new members at the Annual Meeting on January 20 through the Ambassador Program!

Professional Women in Building Council

Kate Duinkerken

The PWB would like to welcome January's new members: Katherine Morris with Stone Gallery Granite & Marble, Sara Sheppard with Brock Insurance Agency, Shana Combs with Build it Naturally, and Sunny Carr with Town Mountain Carpentry.

The PWB will be holding social media classes focusing on Facebook, Twitter & LinkedIn. This first class is on February 23rd from 2-5 and will be an introduction to social media, where will help you set up the accounts and pages. Please bring a lap top computer, a digital photo of yourself (for your profile picture) and a digital file of your business logo. The second class is March 9th from 2-5 and will teach you about the basic functions of each and how to use social media for your business. The third class is March 23rd from 2-5 and will be covering more advanced topics. The classes are \$15 each or \$40 for all 3. Please RSVP and pay in advance for the first class (or all 3) by Feb. 18th to the AHBA.

The PWB meets the first Tuesday of every month! Our next meeting will be on February 1st at the AHBA office starting at 8:30. We hope to see you there.



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5 Myths About Realtors® That Stop Builders From Tapping a Profitable Resource

The housing downturn has affected more than builders' bottom lines. It's caused many of the industry's business fundamentals to shift beneath our feet.

On the brokerage side, fewer agents are finalizing more transactions than ever before. And while agents have less time to just visit communities and preview properties, they are selling a higher percentage of new homes than in the past. On the home building side, cheap credit is no longer available and traditional marketing channels — newspapers, for instance — that were effective in the past are no longer working.

Builders are beginning to look to real estate agents for help, but many still are held back by the myths that surfaced in markets past. Yes, those who embrace working with agents in today's market can thrive. But to do so, they first must dispel those myths. The following should help:

Myth #1: Bonuses Attract More Agents

Many builders may be shocked that this would be considered a myth rather than the truth. After all, builder sales normally increase when an agent is offered a bonus. But keep in mind that every time a builder offers a bonus, it's often accompanied by increased marketing to the agent community. So, is the corresponding increase in sales due to the bonus or the increased marketing?

Realtors want to build long-term relationships with their clients — and to build a steady stream of referrals — so meeting their clients' needs with accurate and valuable information is more important than a bonus from a builder. Of course, this doesn't mean agents won't ask builders for bonuses — or refuse them if they're offered. But more consistent, informative and accurate marketing to agents, with possibly a smaller incentive offer, would be more cost-effective for builders.

Myth #2: All Realtors® Are the Same.

This is little more than saying that agents that shook builders down for their commission three weeks after the contract was signed represent the entire industry. Or that agents who only visit models for free lunches are typical of the industry. Yes, those unprofessional agents are out there. The 80/20 rule that 20% of the agents produce 80% of the business is alive and well in today's market — and high-performing agents are selling more new construction than ever before.

With that in mind, the most cost-effective strategy for builders today is to target and market to that productive 20% of agents — and trim their mass marketing to the remaining 80% by abandoning flyer drops, magazine ads and other channels.

With more of their marketing budget directed at high performers, builders should identify key agents in their area and then personalize their marketing to them by sending them notes, candy, invitations to a special lunches and events. Builders will get noticed with this type of personalized and appreciative marketing — and enjoy greater success having those agents selling their homes.

Myth #3: Realtors® Don't Add Value to the Transaction

But they can if the builder will let them because Realtors® can bring value to builders' bottom lines. In most states, real estate agents earn their commission when they deliver a buyer to the builder, who later closes the sale. Essentially, they are being paid for generating a lead.

But, if builders focus on attracting high-performing Realtors®, they will get even more for their money. First, they'll get an agent who can be a trusted third party and who can help set expectations and explain the ongoing building process to the buyer. For instance, they can explain that the bricks and mortar in the front yard will be removed as construction proceeds and that the rubble will, indeed, be replaced by a green lawn.

As a third party with no vested interest, the agent can intercede and explain to the buyer why the color of the carpet cannot be changed on the

day it's scheduled to be installed without affecting the production schedule and adding to the cost of the home. The agent can step in and explain the procedures and — more importantly — calm the client down before the situation escalates into an argument with the builder. This way, a happy home buyer costs less to maintain than an upset one.

Myth #4: The Key in Marketing Is to Get Agents to Visit My Model.

Models win over buyers, not agents. Customers buy on emotion. An agent give their clients opinion and advice based on information — the more accurate the information, the better.

What's more, agents today generally don't have time to visit a model home park to get the information they need. But once they have the information, they will visit a model when they have a potential buyer in tow. So what's the best way to get them that information?

If a community or builder website is inaccurate, agents simply won't bring prospective buyers to that community.

Accurate websites and next generation web services, such as buildersupdate.com, will help agents get the details they need to advise their client.

Myth #5: I Don't Want to List With an Agent Because Other Agents Won't Look at a Property Marketed by a Competitor

Using as many marketing channels as possible is fundamental to selling effectively, and listing an inventory home with an agent will generate leads that builders cannot generate by themselves. Besides, builders don't pay agents until closing, so exploiting their lead generation capabilities is simply wise and cost-effective marketing.

Because of the inherent fear in the current market, buyers are increasingly seeking agents to help them navigate the new-home market and provide them a certain level of peace of mind. With this in mind, builders should approach agents with fresh eyes and effective marketing tactics. They must rid themselves of old assumptions and commit to a well thought-out agent strategy. Good results will follow.



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Be a 'Smart' Builder: Mobile Marketing to Sell Your Homes to Networked Buyers

Smartphones are everywhere. They're used by every age group and every walk of life. And they're becoming more even affordable, accessible — and ubiquitous.

With smartphones becoming increasingly popular — your customers are living, working and breathing their smartphones — the "smart" builders will be the ones who utilize mobiles to broaden their marketing reach.

And don't think that smartphones are a passing fancy. They've become valuable communications and information-gathering tools.

Just how valuable? Consider this:

By the end of 2010, 80% of Americans had mobile devices.

Thirty-five percent of adults use their mobile devices to wirelessly access the Internet. Only 45% of iPhone usage time is used for making phone calls. Smartphone browser and application usage has increased more than 110% in the past year. Video usage accounts for 69% of total mobile data traffic.

In 2012, the number of smartphones shipped is expected to exceed the number of PCs shipped. Applications for smartphones continue to emerge as the device's popularity soars.

Consumers use their smartphones to make restaurant reservations and bank deposits, pay bills, download coupons in stores while they shop and, yes, they even use their smartphones to search for their new home.

Move Forward With Mobile Marketing

From a business marketing perspective, you need to ensure that you make it extremely easy for prospective buyers to access your information — especially when they're gathering information about your homes and community while sitting in their car in front of your model.

To go mobile with your marketing, first recognize that mobile media embraces voice, data and video — ideal mediums for the real estate and construction industries to promote their products.

The following pointers can help you integrate mobile media into your marketing: Make sure your website can be viewed on mobile devices. Work with a web design firm that can convert the pertinent information about your product so it can be available quickly on a mobile device.

You don't need every page of your site converted, just the important information a buyer needs access to while on the go — like home details, pricing, community and area details, maps and contact information.

With so many new browsers for mobile devices available and being developed, make sure your site's scripting remains current so your visibility isn't restricted to users of older smartphones.

Think text marketing — to provide instant gratification.

Secure a short message service (SMS) phone number for texting and include it in all your advertising so potential home buyers can text you for more information. That way, a customer driving by your property can immediately receive the info they need and access details through a return

text and link to your mobile site.

In addition, this is a great way to collect users' mobile numbers for your courtesy follow-up calls.

Get Social on Mobile Devices

Don't overlook marketing through social networking on smartphones, either. Social networking apps are the fastest growing applications on smartphones today.

Within our industry, prospective home buyers are taking photos of properties, posting them on their social networking sites and asking for opinions. You absolutely should be a part of this conversation.

Of the 500 million users on Facebook, 100 million access the network through their mobile phones. These Facebook users are generally more affluent and active, as evidenced by their need for a device that can keep pace with them. These users also generally constitute a strong match with your demographic.

Facebook also has a new Places application that can be a boon for builders. It enables users to connect in order to meet face-to-face with people who happen to be near the same place at the same time — perhaps in your model home.

But remember, even with all the possibilities this technology affords, your marketing still needs to educate and remind your customers throughout the sales process to connect with your company — whether by checking in, posting pictures or signing up on your "Like" page.

Be Smart, Lose Your 'Dumb' Phone

With a pocket-sized smartphone, you can conduct business almost anywhere by keeping on top of your e-mails, staying connected with your clients, getting instant updates on your social networking activity, taking photos and videos and more.

With a smartphone you can:

Record a video blog at the site of a new development or touring through a community. Video and upload customer testimonials they are most satisfied with your help. Research rates and information for your seller, wherever you happen to be. Use your smartphone's built-in GPS to get where you need to go. Synchronise your contacts so you always have the e-mail addresses and phone numbers you need.

Keep your calendar updated and handy

Use a smartphone to put your waiting time to good use. Connect with five or six buyers in a matter of minutes, even when you're away from your office and computer. How much is a quick response worth to you?

More importantly, how much is it worth to them?

This article was reprinted with permission by NAHB. Author Mike Lyon is a sought-after consultant on Internet marketing, sales and technology for home builders. For more information, visit www.doyouconvert.com, or follow @mikelyon on Twitter.



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Asheville, NC 28806-9103
(828) 242-1045

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Fletcher, NC 28732-8227
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Bass and Royster Builders, Inc.

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383 Merrimon Ave
Asheville, NC 28801
(828) 252-6664

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Glenn Gardon, LEED-AP
PO Box 68
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(828) 712-1200

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76 Biltmore Ave
Asheville, NC 28801-3624
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Carolina Cornerstone Construction, Inc.

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PO Box 6779
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(828) 515-0223

Carolina Equipment

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Fairview, NC 28730
(828) 628-3004

Carolina First Bank

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Asheville, NC 28801
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Burnsville, NC 28714
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20 Lollie Lane
Weaverville, NC 28787
(828) 645-1594

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Asheville, NC 28806
(828) 398-1086

D&H Construction

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1100 Ridgefield Blvd Ste B
Asheville, NC 28806
(828) 665-0800

Ferguson Enterprise, Inc.

Tim Shipman
35 London Road
Asheville, NC 28803
(828) 665-0800

Ferguson Enterprise, Inc.

Adam Stanford
35 London Road
Asheville, NC 28803
(828) 274-0001

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Asheville, NC 28803
(828) 298-8982

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Hendersonville, NC 28793-2582
(828) 697-2471

GDS Asheville

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1070 Riverside Drive
Asheville, NC 28804
(828) 253-3929

HAJOCA Corporation

Helen Franklin
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Asheville, NC 28813-5577
(828) 254-6111

Home Environments

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1070 Tunnel Rd
Asheville, NC 28805-2014
(828) 299-3300

JDC Roofing

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44 Buck Shoals Rd. Suite G3
Arden, NC 28704
(828) 687-9899

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Kevin McRae
PO Box 698
Enka, NC 28728
(828) 633-0536

Ken Wilson Ford, Inc.

Todd Currie
PO Box 869
Canton, NC 28716
(828) 648-2313

K-Wall Poured Walls, LLC

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PO Box 487
Swannanoa, NC 28778
(828) 628-9255

Lewis & Fish Construction Inc

David Lewis
PO Box 563
Mars Hill, NC 28754-0563
(828) 206-1260

Longmeadow Homes, LLC

Michael Tinsley
1550 Hendersonville Rd Ste 210
Asheville, NC 28803-3245
(828) 277-7737

McCarson's Building, Inc.

Chris McCarson
5 McCarson Dr
Leicester, NC 28748-6433
(828) 273-0077

McGuire, Wood & Bissette Construction Law Team

Doug Wilson
48 Patton Avenue
Asheville, NC 28801
(828) 254-8800

Preish Construction Inc

Jim Preish
PO Box 1330
Enka, NC 28728
(828) 667-1152

PSNC Energy

Tami Maybin
15 Overland Industrial Blvd.
Asheville, NC 28806
(828) 670-3504

Roger Ezell Plumbing

Roger Ezell
79 S School Road
Marshall, NC 28753-9704
(828) 649-2519

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227 Gibbs Road
Leicester, NC 28748
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(828) 665-0240

- 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
84 Lumber**

Rich Green/Affiliate Member
75 Montgomery Drive
Asheville, NC 28806
828-450-9720
Building Materials: Wholesale
Lumber Companies
SPIKE: Judy Dinelle

**Altitude Construction, Inc.
Jason Waldrup**

192 Cherokee Rd.
Asheville, NC 28804
828-273-8192
Builder
Residential Remodeling - Builder
SPIKE: Jill Jones

***Pending New Member Orientation
Carolina Closet**

Marina Johnston/Affiliate Member
15 Design Avenue, Sute 203
Fletcher, NC 28732
828-684-9282
Closet Design
SPIKE: Mike Nottingham

***Pending New Member Orientation
Carolina Home & Garden**

Susan Pryce
105 S. Main St.
Hendersonville, NC 28792
828-242-5008
Advertising, Marketing & Public Relations
Media
SPIKE: Amy Connor-Murphy

***Pending New Member Orientation
Custom Landscaping & Design Inc.**

Thomas Goding
PO Box 889
Mauldin, SC 27662
864-313-6198
Landscape Contractors
Stone Masonry
SPIKE: Skip Brewer

**Henson Building Materials
Tamara Stilwell/Affiliate Member**

139 Broadway Street
Black Mountain, NC 28711
828-669-9602
Lumber Companies
Kitchen & Bath
SPIKE: Jeff Manning

***Pending New Member Orientation
Home Trust Bank**

Christine Dozier
10 Woodfin St.
Asheville, NC 28801
828-350-3065
Banking Services
Mortgages
SPIKE: Donna Reeves

***Pending New Member Orientation
Home Trust Bank**

John Myers
10 Woodfin St.
Asheville, NC 28801
828-350-3064
Banking Services
Mortgages
SPIKE: Donna Reeves

***Pending New Member Orientation
ProBuild**

David Avila/Affiliate Member
2324 Asheville Hwy.
Hendersonville, NC 28791
828-275-7794
Lumber Companies
Drywall Suppliers
SPIKE: Jim Robertson

***Pending New Member Orientation
Salon Blue Ridge**

Melissa Delong/Affiliate Member
518 S. Allen Rd.
Flat Rock, NC 28731
828-696-1934
Appliance Suppliers
Marble, Stone, Granite & Tile
SPIKE: Audrey Loder

***Pending New Member Orientation
ServiceMaster of Buncombe
County**

Kim Bowman
1150 Sand Hill Rd.
Candler, NC 28715
828-252-5330
Cleaning - Fire, Flood, Construction
& Smoke Damage
Cleaning - Water, Mold & Sewage
Damage
SPIKE: David Queen

***Pending New Member Orientation
Verizon Cellular Sales**

Jason McElreath
40 D. Queen Rd.
Candler, NC 28704
828-772-4981
Cellular Phones
Telephone & Communications
SPIKE: Thomas McClain

Willard Concepts LLC

Paul Willard
100 Kimberly Knoll Rd.
Asheville, NC 28804
828-768-4732
General Contractor
Residential Remodeling - Builder
SPIKE: Greg Spicer

- Pending Members -

Allied Insulating Co.

Ben Uzzell/Affiliate Member
339 Old Lyman St.
Asheville, NC 28801
828-333-1004
Insulation Contractors
SPIKE: Jeremiah Hughes

Allied Insulating Co.

Adam Ellwood/Affiliate Member
339 Old Lyman St.
Asheville, NC 28801
828-778-0292
Insulation Contractors
SPIKE: Jeremiah Hughes

Build It Naturally, Inc.

Jennifer Woodruff/Affiliate Member
76 Biltmore Ave.
Asheville, NC 28801
828-254-2668
Countertops (Laminate or Solid)
Building Materials: Home Centers
SPIKE: Shana Combs

Build It Naturally, Inc.

Mike Benito/Affiliate Member
76 Biltmore Ave.
Asheville, NC 28801
828-254-2668
Carpet & Floor Coverings
Wood Flooring Material Suppliers
SPIKE: Shana Combs

First Restoration Services of Asheville

Chris Silliman/Affiliate Member
PO Box 2049
Fletcher, NC 28732
828-684-1582
Cleaning - Water, Mold & Sewage Damage
SPIKE: Shawn Silliman

Integrity Homes of WNC Inc.

DBA RetroFoam of the Carolinas
Rob Blake
PO Box 2030
Bryson City, NC 28713
828-788-7215
Insulation Contractors
SPIKE: Charlene Cook

McElrath Roofing Co Inc.

Steve McElrath
PO Box 1813
Candler, NC 28715
828-667-1270
Roofing Contractors
SPIKE: Greg Spicer

Mountain Town Carpentry, Inc.

Sunny Carr/Affiliate Member
66 Davenport Road
Asheville, NC 28806
828-230-4131
Framing
Interior Trim
SPIKE: James Carr

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Greg Kilgore
4611 Hardscrabble Rd., Suite 307
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828-258-6874
Advertising & Specialties
Advertising, Marketing & Public Relations
SPIKE: Anita Adams

**Sun Dog Development Company,
LLC**

Joel Sowers Jr.
6925 Highway 107
Cullowhee, NC 28723
828-293-1000
Builder
SPIKE: Christopher Fox

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. **All information given to the AHBA is held strictly confidential.**

National Professional Women in Building Are Preparing for Housing Recovery

As the home building industry continues to struggle to right itself, NAHB Professional Women in Building are beginning to shape what their companies will look like in the post-recession economy.

One thing that's sure to change, members say, is their hiring practices. "We're looking to hire another full-time person, but I'm being very cautious in making sure I have the billable hours before I bring another person on board," said Carol Flammer, managing partner at mRelevance, an Internet and social media marketing firm in Atlanta and Chicago.

Carole Jones of Robert R. Jones Homes in Bloomfield Hills, Mich., is similarly cautious. "We're being extremely flexible in this economy," allowing employees to work varied schedules and take more time off.

Flammer's company has supplemented full-time staff members with part-time employees and interns during the downturn. Much like the builders she advises, she still debates which projects warrant hiring full-timers instead of outsourcing.

"With writing and creative positions, you lose some of that hands-on, direct supervision" when you fire freelancers, Flammer said. "Builders struggle with that, and so do the marketing firms."

The Atlanta home building market is already showing signs of a rebound — but the industry looks markedly different, she said.

About 8,000 permits were pulled in the first 10 months of 2010, and the biggest 25 builders pulled more than half of them. That figure was less than 20% before the downturn, she said. And out of about 1,400 home builders in the greater Atlanta region, 1,290 are building three homes a year or less.

Even as the market shows overall signs of life, "we're going to be under a caution flag for hiring in Atlanta for a long time, even if we have incremental increases in the next few years," Flammer said.

Lee Terry, CPC, principal for Lee Terry & Associates in San Mateo,

Calif., a search firm specializing in the construction industry, is advising builders to put together employee wish lists as they think about gearing back up.

It will take a while, and vary from market to market, but the pent-up demand for new homes — still stymied by the weak economy and restrictive financial environment — will win out in the end, she said.

"Hire your core people in 2011 — the best you can get," said Terry. "As the market gets better, they won't be able to find them so easily."

It makes sense for many companies to continue to keep other positions contracted on an as-needed basis — like land development and acquisition specialists. "They're being done now on a contract basis, and there is no reason why that can't continue," she said.

Terry said she recently advertised on behalf of one of her clients for an assistant superintendent in New Orleans and received more than 150 applications.

These potential employees don't expect to command the salaries they did during the boom years, but as the market slowly returns, builders shouldn't "make the mistake of thinking they can lowball salaries," she said. They can defer incentives and bonuses until the market is back on an even keel, but "they need to be fair," she advised.

"I've been a recruiter in this industry for 30 years. I have been through about five of these recessions, and this is by far the worst," Terry said. "But builders are resilient. We're been through this before, and we'll come back."

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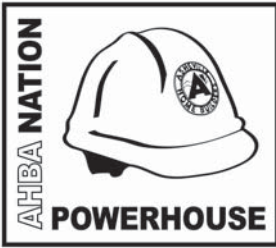
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Regional Building Permit Trend Report

Thank you to the Market Edge for providing this report to the AHBA. To download these trend reports visit www.themarketedge.com.

1) The regional building permit trend report is a map of the counties where we compile building permit data plus the corresponding residential building permit totals for each of those counties. This report is produced each calendar quarter. The permit totals on this report are as of 12/31/10.

Overview for q4-2010: simply stated, the fourth quarter was terrible. Building permit totals bottomed out q1-2009 for most of our markets and have been climbing out of that dark hole ever since. By the end of q2-2010, markets

were on pace to have double digit increases that were hopefully a sign of things to come for the remainder of the year. But in July 2010, the markets hit a wall and building permit totals through q3-2010 ended up weak. Permit totals for October and November were weak as well then December 2010 totals got hammered by bad weather. In short, the total permits issued during the 4th quarter of 2010 were the lowest since the mid 1990's. On a positive note, the "e/p" ratio continues to improve in all counties where we produce an in-depth trend report. The employment / permit ratio is a general indication of housing demand. A ratio of 3/1 is considered a strong housing market. (3 new jobs for each building permit issued). Some counties reported an e/p ratio of 6 in the peak of the housing frenzy in 2006. Conversely, some counties have been as low as "-8" in recent quarters, which is terrible. The interesting news is the e/p ratio bottomed out in October of 2009 and has shown a dramatic improvement through q4-2010. Speaking in terms of the mathematical calculations, housing demand has been and continues to increase due to the improved labor market but factors such as lending restrictions, poor weather, etc, are keeping housing starts depressed for now. My hope is this "pent up demand" will lead to stronger than expected starts by mid 2011.

New Reports:

2) National building permit trend report - this summary is compiled using publicly available data published on the U.S. Census website.

Overview: these totals will skew greatly from the totals published by private permit services such as the market edge. This is caused by a variety of factors such as reissuing of permits due to age, change of contractor, change of scope of project, etc. Private permit services recognize the reissued permits as duplicates and revise the old permit data instead of reporting the reissued permits as new. Second, permits for rebuilding or remodeling are frequently included in the census totals and excluded from the "new permit" totals provided by private permit services. Third, some of the permit totals provided by the census bureau are estimates and/or may be adjusted. Last, some of census "regions" are configured based on msa and not the same "regions" as defined by the market edge. Bottom line, what you want to focus on are the trends. The hope is the totals reported by the census bureau are skewed in the same manner so the trends will be "consistent", regardless of whether the totals are accurate or not. The data on this report is through 11/30/10. Note: the last 2 pages of this report include a ranking of the top 50 markets based on the number of permits issued and a ranking of those top 50 markets in order of % change from ytd 2009 - ytd 2010.

3) Regional population trend report - this summary is compiled using publicly available data published on the U.S. Census website but only includes the areas covered by the market edge.

Overview: our goal in providing this data was to help our customers identify areas for expansion. Again, what you want to focus on are the trends. Again, the hope is the totals reported by the census bureau are "consistently" skewed in the same manner so the trends will be "consistent", regardless of whether the totals are accurate or not. This data on this report is through 2005. We will revise this report as soon as the 2010 census is released.

New Plans for the AHBA in 2011 Announced at Annual Meeting



The AHBA was proud to introduce the 2011 Foundation Club members (found on page 2) at our Annual Meeting in January. Without the support of these companies, our Association could not hold the caliber of events and meetings that continue to keep our industry strong. We also inducted the 2011 Board of Directors. We are pleased to announce two new board members in 2011- Chuck Cloniger of McGuire, Wood & Bissette Construction Law Team, and Chris Brock of

Brock Builders, The new Board held an orientation and retreat in January to prepare for the upcoming year. Over 150 members and guests attended the meeting, the last one of the year to be held at the Hilton. AHBA Networking Nights will be held at member locations to encourage peer-to-peer networking, cut down on information overload, and feature the showrooms of our membership. We were pleased to have four tabletops at this meeting- Carpet One Floor & Home, RSVP Publications, the Professional Women in Building Council and Progress Energy. *Thank you to Progress Energy for sponsoring our meeting through our Foundation Club and giving away free energy efficient lightbulbs to every attendee!* The Professional Women in Building held an extension of their Silent Auction to raise money for their scholarship fund, offering items that didn't sell at their event to members at reduced prices. We were excited to release the information on our celebrity guest for the Home & Garden Expo- Jason Cameron from the DIY Network's Man Caves and Desperate Landscapes television shows. Our next meeting will be on February 17th at the Doubletree in Biltmore Village,





**Asheville
Home Builders
Association**

2011 Associate Member Discount Program Sign Up Form

The Asheville Home Builders Association is pleased to announce the 2011 Associate Member Discount Program. This program is offered each year in conjunction with the Parade of Homes. For a nominal charge of \$75 Associate Member companies can participate in this program by offering products and services at a discounted rate to builders for their entries in the 2011 Parade of Homes. Discounts offered in the past include: free estimates, 10% off installation, 10-20% off packages, etc.

Unique to this program, Associate Member companies participating receive an eight month advertising package. The deadline to submit an Associate Discount is February 15, 2011. Discounts received after this date will not be accepted or advertised by the AHBA. Associate Discounts will be released to the membership on February 17, 2011. During the signup period participating companies will be recognized in the Weekly Briefings beginning Monday, January 24, 2011. Participating in the Associate Member Discount Program is easy to do and gives you and your company great exposure to Builders interested in the Parade of Homes.

Associate Member Discount Program includes:

Listing on AHBA Website under Associate Member Discount Page – Listing includes: company & contact info, discount description, color logo and link to member website. Listing will be released on February 17, 2011 and runs through October 31, 2011.

Inclusion in AHBA Newsletter *Blueprints* – Company name listed during the following months: March, April, October and November in Parade of Homes Feature Section.

Recognition at Fall Gala – Inclusion in presentation on October 12, 2011.

Inclusion in Parade of Homes Preview Event – The Parade of Homes Preview Event will feature any Associate Member companies offering an Associate Discount through the AHBA. Associates will be given a 3 foot area on **top** of a table to display brochures, handouts, discount information, product & service information, etc. All materials must fit on **top** of the table space provided. No additional area will be given for large display's, etc. Signage will be permitted if attached to the 3 foot table space in front of display, not to exceed table height. The event will be held on February 17, 2011 at the DoubleTree Biltmore. AHBA Builder Members will be encouraged to attend and any builder member who RSVP's to the event, attends and visits the designated booths will be given a \$200 discount on their 2010 Parade of Homes entry! The incentive for the builders to attend is an effort to get as many builders as possible in front of the Associates who commit to offer a discount. *Contact AHBA directly for questions concerning display regulations.*

Inclusion in Builder Letter - All AHBA Builder Members and Prospective Builder Members will receive a letter by mail, following the event, letting them know about the types of discounts, how to get involved, Parade deadlines, etc.

Any type of discount will be accepted and all negotiations for redeeming discounts are negotiable between the Associate Member Company and the builder, the AHBA does not get involved with the actual discount negotiations, etc. Associates participating in the program are only required to offer the discounts on the builders 2011 Parade Home(s) unless otherwise stated in discount offered.

Sign up today to participate in the 2011 Parade of Homes Associate Discount Program by completing the form below and faxing to the AHBA Office at 828-299-7008.

Member Company: _____

Contact Name: _____

Contact Number: _____

Description of Discount Offered (print clearly!): _____

Deadline to participate in the 2011 Associate Member Discount Program is February 15, 2011. Discounts received after this date **will not be accepted or advertised through the AHBA.** Payment of \$75 must accompany this form by the deadline date for inclusion. Please contact the AHBA with any questions at 828-299-7001