



NEWSLETTER

Connecting the Building Industry for more than 40 years.

Meet the New Asheville HBA Executive Officer!



After an extensive search of very qualified applicants, the board of directors is pleased to introduce to the general membership our new Executive Officer, **Caroline Purcell**. Caroline graduated with honors from NC State University with a business management degree, and a concentration in marketing. Elected as

the first female student president of the College of Management, she implemented an ambassadors' program that unified students, faculty and alumni through the coordination of career fairs, organization fairs, lectures by respected members of the business field and orientations. She also served as a peer mentor to six freshman students each year.

Since 2003, Caroline has also worked with Bank of America, and brings with her banking experience. In addition, she is licensed with the NC Board of Realtors.

A native of western North Carolina, she is pleased to be coming home to this region and is eager to utilize her skills in response to the many challenges the HBA position offers. Caroline says she is looking forward to meeting all the current members and invites any suggestions you may have. You may reach her at the office, 299-7001, or via email: Caroline@AshevilleHBA.com.

Welcome Caroline!

JUNE MEMBERSHIP MEETING

Join us on Thursday, June 15TH



AT THE HOLIDAY INN AIRPORT
550 AIRPORT ROAD • FLETCHER

All Members and Associate Members are encouraged to come. This monthly meeting is an excellent time to network with others in the building industry. Find new ideas, products and services that can assist you in the growth and promotion of your company.

SCHEDULE

Round Table Discussion • 5:30 - 6:15

Social Hour & Table-Tops • 6:15 - 7:15

Dinner followed by Business Meeting • 7:15 - 8:00

BUILDER'S ROUND TABLE DISCUSSION

Presented by Rick Wooten & Rebecca Latham of the North Carolina Geological Survey will be discussing landslide hazards/slope development issues.

**TO RSVP OR FOR MORE INFO CALL 299-7001 OR
E-MAIL INFO@ASHEVILLEHBA.COM**

Directions The Holiday Inn Airport is located off of I-26/Exit #40 towards Arden/Asheville Regional Airport. Airport Road is on the left. 550 Airport Road • (828) 684-1213

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► PRESIDENT'S UPDATE

By now most of you have heard about the pending sale of the Asheville HBA office building and property. I'd like to bring you up to date on the circumstances and issues that brought this about.

One of the issues is a right-of-way problem that started with the construction of our current office building and involves the railroad. The issue was created when a land planner determined that the best location for our new office building was on an old right-of-way that ran across our property. This was the legal access to our neighbors' property, so a new right-of-way was needed. The attorney prepared the documents to have the old right-of-way abandoned and the new one granted. The documents were presented to the neighbors and they signed off. Since new right-of-way ran across the existing railroad right-of-way, the railroad was never contacted to sign off. As a part of this process, a survey was commissioned and obtained. The survey indicated that the old right-of-way had been removed and a new one had been recorded. When the HBA received the survey, it had been recorded and sealed. Our office building was then built on the old right-of-way. Last year, when a neighbor tried to sell their property, the title search revealed that the railroad did not give permission for a right-of-way across their right-of-way even though it is the associations' property. No one involved in this process, including the professionals that were hired, realized that they needed to give permission.

When the property was originally purchased, it was financed and title insurance was obtained. The building was built later on with proceeds from the sale of our old office building and the donations of members. If a bank had been involved, they would have required our title insurance policy to be updated and the issue would have been discovered prior to construction.

We recently issued a new right-of-way that will run behind the office building and reconnect to the old right of way. Because this new right of way takes up a significant part of the property and because of the probability that we would need to install a de-acceleration lane for more traffic, we will not be able to use and develop the property the way that was originally planned. Knowing about the concern, one of the neighbors had made an unsolicited offer to purchase the property, attempt to resolve the problem and lease the office back to us while we consider a new location. Since then, we have received a second offer to purchase from an HBA member. The initial offers were rejected because a market analysis indicated that they were too low, however, at the time of this writing, we are considering a

new offer. We believe it to be in the best interest of the association and it's members to pursue the sale.

This ordeal has been a strain on all of the board members as we worked to resolve the problems. Someone has asked why we didn't keep you better informed. At every step of the way we wrestled with how much of this to burden the membership with. We were consulting other professionals, including three attorneys, three surveyors and several members, and we believed that with each passing month the issues would be resolved, so we decided to wait until we could bring you good news.

If the property does sell, we hope to find a suitable location that is more centrally located. We have agreed that any offer we accept must allow us to lease back our current office space until we find another one. Future office considerations may include finding one with enough space to hold our

monthly general membership meetings. We will also consider if leasing has merit over purchasing.

We know that many of you have donated time, money and supplies for the construction of the building and we wanted to let you know that this decision was made with much consideration of that fact. Thanks mostly to those donations; the association is currently in an excellent equity position. Our cash flow is also better than it has been and although we are one of the few HBAs' that covers the cost of the meals at the general meetings, we believe we can continue to do so.

Although this right of way issue has been an unpleasant one to deal with, having the option to relocate should actually work out better for the association in the long run.

Thank you for your patience in this matter and we will keep you informed.

-Howard





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JUNE CALENDAR

Thursday, June 1	Membership Committee Meeting • 12pm
Thursday, June 8	Board of Directors • 3pm
Tuesday-Wednesday, June 13-14	NCHBA 2nd Quarter Board Meeting • Raleigh, NC
Thursday, June 15	Monthly Membership Meeting
Thursday, June 20	New Member Open House at AHBA • 12pm-3pm <i>(time is to be announced)</i>

For additional happenings, changes or events not established at the time of this newsletter printing, log onto www.AshevilleHBA.com

Introduction to the NC HealthyBuilt Homes (HBH) Program

**June 8th 1:00-5:00pm
at the NC Arboretum, Asheville**

All interested homebuilders and building professionals are invited to a half day introduction to the NC HealthyBuilt Homes (HBH) Program, a statewide greenbuilder program for residential building professionals administered by the WNC Green Building Council in partnership with the NC Solar Center.

You will learn the benefits, building guidelines and process for you to be a participant in the NC HBH Program. The NC HBH Program provides visibility and certification of homes for residential builders who practice sustainable, high performance building practices. The program also provides third party assistance in learning about and marketing Healthy Built Homes.

This event is required orientation to the NC HBH program for all builders who wish to build NC HealthyBuilt Homes.

For directions: <http://www.ncarboretum.org/PublicPrograms/visitor.htm#Directions>

Investment: \$49 per person • Preregistration is required
CEU CREDITS: AIA, Eco Agent credits

For more information or to register contact Matt Siegel at 828-232-5080 or email info@wncgbc.org



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June is National Homeownership Month!

Editorial reprinted from the National Association of Home Builders

Join NAHB, the U.S. Department of Housing and Urban Development (HUD) and other members of the housing industry by celebrating National Homeownership Month in June! In recognition of the essential role that homeownership plays in the national economy and in individual financial security,

Homeownership has long been regarded as the backbone of our diverse and growing American society. As we call attention to the numerous benefits of homeownership during National Homeownership Month in June, we can pause for a moment and appreciate how far we've come and reflect on how homeownership has become such a central and vital part of our nation's growth.



Nearly 70 percent of American families own their own home today, compared with 62 percent in 1960, and our population has grown by more than 119 million people in those 45+ years. New home prices increased from \$18,000 to \$240,000 or about 13 times, roughly during that same time as well.

Housing continues to fuel our nation's economy—the industry accounts for 14 percent of the GDP and employs 7.3 million people. The home has remained the center point of the family and is the largest single investment a family will make in its lifetime.

While early in 2006, new home sales and housing starts began to cool down; housing remains a solid, strong investment. And, despite a decade of unprecedented prosperity and recent low interest rates, many communities are seeing a growing gap between the supply of housing and the demand. As the gap grows, millions of people across the economic spectrum are finding it increasingly difficult to find a home they can afford in the communities where they work.

That's why National Association of Home Builders and its 800 state and local affiliates have made more affordable, workforce housing a high priority. Housing for the people who teach our children, keep our streets safe, and provide the services we depend on.

Many of these hardworking families are forced to commute long distances, live in housing that does not meet their needs, or pay far too great a share of their incomes for housing.



There is a tendency to equate "affordable housing" with "low-income housing." But the problem is much broader than that. It affects middle-income individuals such as teachers, police officers, firefighters and other public servants, as well as millions of Americans in the service and retail industries.

Recent Census figures indicate that new households are being formed at an annual rate of more than 1 million per year, and that rate is expected to continue for the next decade. To meet this demand, replace homes that are demolished or destroyed and meet demand for second homes, the nation's builders will need to construct about 1.8 million new homes and apartment units each year of this decade.

In many communities, the housing affordability problem is made worse by a shortage of buildable land. The land-supply shortage is often the product of policies established by local governments, including large-lot zoning and urban growth boundaries. Restrictions on multifamily housing development also contribute to the problem.


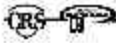
Communities that really want to promote affordable housing should consider policies that encourage builder investment, such as streamlined development approvals for multifamily developments and public investment in infrastructure for affordable housing.

Let's shine a light on the need for more affordable housing and fewer regulatory barriers during National Homeownership Month—a time when we can take stock in how our communities address the growing need for housing and collaboratively develop plans and solutions to improve the state of housing in our own backyards.



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Research Gives Builders a Competitive Advantage

STUDY REVEALS HOME SHOPPERS PREFER “WOW” KITCHENS TO CONVENTIONAL MODELS

In today’s market, it is important for builders to find unique ways to differentiate themselves from their competitors. Merillat’s second research study, Model Behavior II: How people act, think and shop in a model home, has discovered insights as to how builders can gain a competitive advantage.

Merillat’s model home design insights were uncovered during the first phase of research, Model Behavior: How people act, think and shop in a model home, and the second phase of research, Model Behavior II, put these insights to the test.

Research method

The first phase of research determined that new home shoppers consider the kitchen on of the two most important rooms in the home. It further determined that new home shoppers preferred model homes with “wow” kitchens. Based on this finding, Merillat categorized model home kitchens into two groups, super model kitchens — or “wow” kitchens — and conventional model kitchens.

The Model Behavior II research studied the new home shopping experience in homes with a conventional model kitchen versus the super model designed kitchen. The study included both observational and in-depth, one-on-one interviews with 200 home shoppers, aged 30-59, who already owned homes and were looking to buy up in the market. Participants visited model homes in Canton, OH; Akron, OH; Parker Co; Mooreville, NC; Hagerstown, MD; and Adamstown, MC. Each market featured four super model homes and four conventional models, priced in the \$200,000 to \$450,000 range.

It’s all in the presentation

“We discovered many interesting and helpful insights for builders, such as showing upgrades in a model home kitchen, is better than not showing upgrades, and the higher quality



material in a model home kitchen relates to a higher perception of the builders,” said Karen Strauss, president of Merillat.

“Shoppers saw the use of high-quality materials as a sign of quality construction. In fact 54 percent of the super model kitchen shoppers showed interest in buying a home from the builder compared to only 35 percent of the conventional model kitchen shoppers.”

Including features such as upgraded cabinetry, high-end appliances, upgraded countertops and ceramic or hardwood floors qualify a model home kitchen as a super model kitchen.

Length of visit a factor

Merillat found that new home shoppers spend considerably more time in a super model kitchen than in a conventional model kitchen. In addition, the company found that more time spent shopping typically equals a greater intent to purchase.

Builders Advantage cont. on page 6



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Looking into the Crystal Ball

THE LATEST RESEARCH FROM NAHB REVEALS HOW CHANGING DEMOGRAPHICS WILL IMPACT THE HOMES WE DESIGN AND BUILD IN THE YEARS TO COME.

Between now and 2010, the U.S. Hispanic population will increase 34.1 percent, the largest increase for any population segment, including whites, which will increase a mere 2.8 percent. Asian and Pacific Islander and Hispanic populations will have the greater share of occupants per household, an average of 3.5 persons.

What does this mean for housing design and the homes we build to serve this market? Cultural demographic shifts are beginning to emerge due to the age wave. Because both Asian and Hispanic cultures revere their elders, it is more likely that elderly parents and close older relatives will live with younger families of these cultures.

We can expect these cultural demographics will bring stronger interest and use of color in homes, as well as duplicate kitchens, master baths, albeit small and master bedrooms for multi-generational families.

Between 1973 and 2004, there had been a steady increase in four-bedroom homes that reflected this aging and cultural trend. In all homes built in 1973, only 23 percent included four

bedrooms. In 2004, that number jumped to 37 percent. This increase fills a need for the emerging trend of incorporating family elders, additional children or perhaps working at home with a flex space used as an office.

What fits best inside those walls?

With increasing family size and different age levels, what are the features in a home that work best for varying lifestyle stages and preferences?



There has been a marked increase in homes being built with two stories. In 1973, ranch homes dominated the mix, with 67 percent having a single story. With the emergence of a strong building surge in the late 1980s and most of the '90's, second-story homes edged out one level homes, and now account for 52 percent of all homes built, while single-story homes hold strong at 47 percent. Perhaps the aging demographic will sway this feature in the years ahead to accommodate more user-friendly home maneuverability on one level.

Quality and amenities important

With homes nationwide averaging 2,400 square-feet, high-ranking preferences will emerge as trade-offs begin.

Although this moderate square footage is on a very human scale, expect less vaulted ceilings and cozier, intimate spaces for everyday living. More space in the master bedroom is preferred at the expense of a roomier master bath. One full master bedroom suite with three standard bedrooms has become the most requested layout. Shower stalls are also predicted to increase to 6-feet x 8-feet.

While a slight majority of new homes are two stories, a first-floor master bedroom is a favorite.

Builders Advantage cont. from page 5

Spell it out with tags and stickers

One factor in increasing the time spent shopping a super model kitchen is the use of merchandising tools such as tags and stickers. These tools call out the smart design features of a super model kitchen, increasing the shoppers' interaction and subsequently increasing the time spent in the kitchen.

Fabulous kitchens make the difference.

Ultimately, Model Behavior and Model Behavior II have proved that builders need to design their model homes with fabulous kitchens. It shoppers like a kitchen they have a more favorable impression of the home and the builder, and are more likely to purchase from that builder. Builders can differentiate their model homes from their competitors by incorporating design insights, using upgrades and integrating merchandising tools into their kitchens. Just a few basic changes can help builders sell more homes and increase homeowner satisfaction.

This article is reprinted with permission of the NAHB Women's Council. It first appeared in the Spring 2006 issue of Building Women magazine. For more information, go to: www.nahb.org/womens

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Smaller homes with higher quality products and amenities are preferred over larger ones with fewer amenities. A family room and living room of about equal size are still highly favored over a larger family room with no living room. Even when polled about preferences for having a larger than average kitchen with a smaller living space, most respondents favored a typical kitchen and living area space.

Glimpsing into the future

Homes of the future will boast doors that are 3-feet, 6-inches wide, which look more elegant, and allow larger items such as furniture, baby strollers and wheelchairs to pass through without resistance.

Stairs will be relocating to the home center or rear. Upscale homes will still have two staircases.

Living rooms will be eliminated in homes under 3,000 square feet, often replaced by a den, retreat, library or music room. In homes above 3,000 square feet, living rooms will remain a staple.

In the average home, dining rooms will be incorporated into great rooms, with upscale larger homes keeping separate dining spaces.

The kitchen will remain command central, but upscale kitchens will be the norm in all price ranges. Expect kitchen utility to expand with the addition of wine storage racks and built-in wine coolers in upscale homes.

Lighting quality will increase to aid aging eyes, with additional recessed lighting. The trend toward pendant lighting fixtures resembling art will continue, as mood lighting is strong.

Most new homes will have butler's pantries or the illusion of one.

Outdoor kitchens are an emerging natural phenomenon with increased indoor/outdoor living. Not a new concept, indoor/outdoor spaces, initially popularized by Frank Lloyd Wright, deliver a more spacious feel to even the smaller square footage home. And if a full outdoor living room is not in the cards, consider a small courtyard, or two, to attract the female buyer or the gardener in the crowd.

Design of outdoor spaces will rival home interiors to lure buyers from the competition. Expect indoor/outdoor fireplaces

and exterior wall materials to shift toward maintenance-free stucco and synthetic stone.

There will be additional use of bamboo flooring, and kitchen counters will see more high-definition, maintenance-free laminate.

Convenience and community

Mixed-use developments are on the rise due to diminishing, moderately priced land and available resources. Conveniences and location to services, walking/jogging trails and recreation areas will rise in importance.

Subdivisions themselves will trend toward more communal space with open areas, following the movement to new urbanism and neo-traditional communities.

Keep in mind that homebuyers buy the community before they ever lay eyes on your homes. Taking a vested interest in the overall quality of what surrounds your houses will be smart investment insight when choosing to build in a development.

Whether or not your area reflects these changes already, you can bet the extent of change in new housing will not go untouched by changing demographics sweeping the nation. Tea leaves and crystal balls aside, to be a leader in your market you must know your customers and know the best communities in which to build.

And because time waits for no one, the time of the home of the future is now.

REBECCA STAHR is president of LifeSpring Environs, Inc. a consulting firm specializing in guiding progressive companies in design and marketing strategies to capture the 50+ homebuyer niche. With universal design planning, Stahr assists developers, builders, and industry leaders in structuring master plans with lifestyle design choices to maximize their profits. Stahr, a Certified Aging in Place Specialist and Certified Sales Professional, is a frequent national speaker and trainer. Reach her at lifespring.env@mindspring.com, or call 678-762-3330. This article was based on research provided by GOPAL AHLUWALIA, assistant staff vice president—Research, Economics Group, NAHB, who presented "House of the Future," at the 2006 International Builders Show.

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DATES TO REMEMBER

Parade Weekends
October 14 & 15 and 21 & 22

Banquet
October 19

BUILDER'S ENTRY INFORMATION

- Earlybird Special** Entries received by **Friday July 14** will be \$950
- Second Deadline** Entries received between **July 15-July 28** will be \$1175
- Final Deadline** Entries received between **July 29-August 11** will be \$1375

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SPECIAL SECTION ADVERTISING

Parade of Homes

Publishes Friday, Oct. 6, 2006 • Deadline is Friday, Sept. 8, 2006

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The Asheville Citizen-Times' **PARADE OF HOMES AND HOMEBUILDER'S MEMBERSHIP DIRECTORY** is presented by the Homebuilders Association of Greater Asheville. This tabloid section will feature Parade of Homes Open House Events on October 7, 8 and 14, 15 and will be retained all year as a builder directory and idea book.



PARADE OF HOMES RATES

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MEMBER NEWS

Announcements, New Services, Awards, etc...

Send us your "Member News" and we will be glad to include it in the newsletter.

Send your news to • info@ashevillehba.com



From L-R: Terry Powell & Mitch Duckett of Duckett, Powell & Thomson Real Estate Company.

"Congratulations to AHBA members Terry Powell & Mitch Duckett of Duckett, Powell & Thomson Real Estate Company for making the cover of the May/June Builder/Architect magazine, WNC Edition."

Need Meeting Space?



We would like to announce that the Asheville Home Builders' board room is now open to members if they would like to use the facility for certain meetings. Our conference table will seat 16, with additional seating around sides of room. Room is equipped with a TV/VCR and a dry erase board. There is a full service kitchen in the building.

There is no charge associated if the room is left in the condition it was found; however, donations are welcomed. You can either reserve the room in the morning or the afternoon; full day events are not permitted. We cannot book the conference room for Tuesday afternoons. If you are interested, please call the office at 299-7001.



Mark Your Calendar

JOIN US THIS AUGUST FOR THE AHBA ANNUAL PICNIC AND OUR 40TH BIRTHDAY CELEBRATION.

Watch the newsletter for details on this upcoming event.

May Monthly Meeting at Monte Vista

The Monthly Membership Meeting is a great time to network with other members and associate members. Make sure you to come and see what your Association is doing for its members.



Table Top Sponsor Page Campbell, (Carolina Colortones) talks with HBA President Howard Ferree, (Feree Construction).



Networking is just one of the many benefits of membership in the AHBA.



Board of Directors, Patti Haberstock, Stuart Ray (First Vice-President), Butch Bassett and Derek Weekley enjoy a light moment!



Judy Dinelle talks with a potential customer about the offerings of 84 Lumber.



Member Charlie Soderquist talks with Robyn Elliott of PEARL Protected, regarding Permanent Escape and Rescue Ladders.

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Golf Tournament Reaps Success

On Tuesday, May 9, the AHBA held their annual spring golf tournament at the Black Mountain Golf Club. Although the weather wasn't cooperative (cold & windy), we had the highest attendance ever with over 34 4-person teams competing! The format was Captains Choice, and there were cash penalties for those pesky Mulligans. Participants enjoyed the networking with Vendor Hole Sponsors who provided complimentary beverages and merchandise.



Aaron Meinch, Meinch Construction 1st place winner of tournament!

Congratulations to our first, second and third place winners! First Place with a \$200 cash prize was the Meinch Construction team of Aaron Meinch, Eric Morris, Jess Meinch and Mason Elliot.

Winning Second Place for the \$120 cash prize was the Appalachian Rub-R-Wall Team with Keith Harpe, Brian Dotson, Stacy Harris and Brian Henderson. Rounding out Third Place for an \$80 cash prize was the 84 Lumber team of Judy Dinelle and Associates.

Asheville Home Builders Association collected over \$6,000 in funds during the tournament day making this one of the most successful tournaments ever. Hope to see you at the next one!



*Derek Weekley, HomeSource Realty
Butch Bassit, Delkote Machine Finishing "Sharing a special moment."*

AHBA wishes to thank our Golf Tournament Sponsors

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Tim Petree, Keyhole Construction; Derek Weekley, Homesource Realty and Howard Ferree, Ferree Construction



AHBA members enjoying the networking and golf!"



Kyle Dunlap, Mike Dunlap, Sears Contract Division and Cindy Hipps, Homesource Realty



Brenda Dunlap, Sears Contract Division, Kate Fox, Carolina Mountain Doors and her father



Greg Spicer, Math Insurance, tallying the winning scores

Thanks to everyone who made this event a success!



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