



# BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

## JANUARY

### General Membership Meeting

Join us on  
**January 17<sup>th</sup>**

Blue Ridge Motion Pictures  
12 Old Charlotte Hwy  
Asheville, NC  
828-296-1499

### Schedule

Round Table Discussion  
5:30pm – 6:15pm  
Social Hour & Table Tops  
6:15pm – 7:00pm  
Dinner followed by  
Business Meeting  
7:30pm – Until

*All Builder, Associate & Affiliate members are encouraged to attend. The monthly meetings are 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.*

**TO RSVP** or for more info call 299-7001 or email [info@ashevillehba.com](mailto:info@ashevillehba.com)

## Asheville Home Builders Association 2008 Board of Directors

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# AHBA JANUARY Calendar

## MEETINGS

- AHBA Remodeler's Council**  
Wednesday, January 2<sup>nd</sup> @ 9:00am
- Membership Committee Meeting**  
Thursday, January 3<sup>rd</sup> @ 12pm
- Marketing Committee Meeting**  
Friday, January 4<sup>th</sup> @ 12pm
- Professional Women in Building (PWB)**  
Tuesday, January 8<sup>th</sup> @ 8:30am
- Board of Directors Meeting**  
Thursday, January 10<sup>th</sup> @ 2pm
- Parade of Homes Committee Meeting**  
Tuesday, January 15<sup>th</sup> @ 12pm
- General Membership Meeting**  
Thursday, January 17<sup>th</sup>  
Blue Ridge Motion Pictures  
5:30-6:15: Builder Round Table  
6:15-7:15: Social Networking Hour  
7:15: Dinner & Business Meeting

## EVENTS

- International Builders Show**  
Orlando, Florida  
February, 13-16, 2008  
[www.buildershow.com](http://www.buildershow.com)

## EDUCATION

- Green Building 101: Intro to Green Building**  
Tuesday, January 15<sup>th</sup> @ 1pm-5pm  
NC Arboretum
- Green Building 201: Moisture Management**  
January 29<sup>th</sup> @ 10am-12pm  
NC Arboretum
- Green Building 201: Indoor Air Quality; VOC's and Formaldehyde**  
Tuesday, January 29<sup>th</sup> @ 1pm-3pm  
NC Arboretum

To Register for the above classes and for more info contact Candice Black of WNCGBC at 828-254-1995

**For additional happenings, changes or events not established at the time of this newsletter printing, log onto [www.AshevilleHBA.com](http://www.AshevilleHBA.com)**

# the FOUNDATION CLUB

2008

				
				
	<b>THE CONTRACTOR YARD</b>	<b>TUCKER MATERIALS, INC.</b>	<b>SUNTRUST MORTGAGE, INC.</b>	
	Artisan Kitchen Studio Asheville Savings Bank Cason Builders Supply CK Supply Cooper House Fine Cabinetry Donna Minish – Century 21 All Seasons Dupont/Tyvek	Herbert C. Freeman, CPA, PC Home Sweet Home J Coleman Waterproofing Jennings Builders Supply & Hardware Living Stone Construction, Inc. Math Insurance Service more SPACE place	Nova Kitchen & Bath R-Pro Corp Shelving Plus, Inc. SpaceMakers The Construction Law Team at McGuire, Wood & Bissette West End Cabinets	

## • President's Message •



### **Greetings-**

I would first and foremost like to thank our 2007 AHBA President, Stuart Ray for his outstanding leadership during this past year. Together with the work of Caroline, Adrienne, the 2007 Board of Directors, the committees and all of our members who volunteered and actively participated at our meetings and events - this was truly a great year!

I am excited about the opportunity to lead this growing organization into another successful year! I would like to

make myself available to anyone in the membership who needs me.

A pastor of mine used to say "If you always do what you've always done, you will always get what you've always gotten." The AHBA is doing things a little different and it is paying off.

This next year—I challenge us to continue to raise the bar! I think it is important to create a positive public image for the association. So, we have adopted a new tagline for the AHBA that simply states—  
- The Asheville Home Builders Association – "*Bringing Professionalism to Our Industry.*"

This year, we are launching a modest first marketing campaign, which will ultimately enhance the value of your membership and sponsorship dollars as we strive to gain more recognition in our community.

We are building relationships with other organizations in our area. Last year we formed an alliance with the Asheville Board of Realtors. We came together as a united front in opposition to the anti-build legislation being passed by the County Commissioners and City Councilmen. The AHBA and the ABR formed a political non-profit called MCAD – the Mountain Council for Accountable Development. Currently, we are working on a certification course for building responsibly in the mountains.

Running a successful organization like the AHBA is a lot of work and cannot be done without a lot of volunteers. We believe that anyone who works hard deserves recognition, so we will strive to make 2008 a "Year of Acknowledgement." If you would like to get involved, but haven't yet, we would love to have your participation in 2008. Please see the attached committee sign-up form on page 16 of this newsletter

Our leadership for this next year represents many years of experience teamed up with some fresh faces which will bring us new vision and energy.

We will continue to strengthen our education department as we have finally brought NC Building Institute classes to this side of the state. The NCHBA has lobbied the licensing board so that builders who complete these courses to certification level will have designations linked to their license. This is a major achievement!

We are planning to do another community involvement project this year. The Top-of-the-Stop was a big success last year. This year we would like to have a friendly competition and see who can build a Habitat Home the quickest. This is known as a Builder Blitz!

Last year we raised the bar on Build Pac. You may or may not know some of the things that Build Pac does for us, but I can tell you, they are protecting us from anti-build groups and unfair tax burdens each and every day. This next year, we will attempt to raise the bar even higher so that our building community is spoken for, and the AHBA is recognized. At January's GMM, we will hear more about this as Alastair Macaulay joins us from the NCHBA.

And finally, with the faithful support of our **Foundation Club** we are able to operate and facilitate *all of these things*. Our sponsors and members are getting more exposure now more than ever. With a membership approaching 800, "Members doing business with members" has more value now than ever!

A little over a year ago, we added a new membership category called "Affiliates." This was done out of response from you who wanted multiple people from your organization to be represented at the AHBA. The Affiliate program is the best way to multiply your representation and strengthen our Association.

As a Builder or Associate member of the AHBA, you can provide your co-workers and employees with a discounted membership. Thanks to the Affiliate program you can add on members for roughly half the price of a full membership while providing them with nearly all the same benefits as a Builder or Associate members!

And lastly, we are having more fun at our meetings! Be assured—with this competitive market and economy, your membership has more value now than ever! Being a part of the AHBA is the best way to separate yourself from the competition.

I challenge you to help us to raise the bar. Get involved, volunteer and help us make a difference in 2008! As we "Bring Professionalism to Our Industry!"

Thank You

**Sean Sullivan**  
2008 AHBA President

## *In Memory of...*

Ricky Gerald Jenkins, 58, owner and operator of Builders Express passed away on December 12, 2007. Many Asheville Home Builder members respected and worked with Jenkins. Surviving in addition to his mother are his wife, Susie Willis Jenkins; sons, Daniel Jenkins and wife, Brandy, and Josh Jenkins and wife, Amanda, all of Mars Hill.

Lucia Eller Ruckman, 84, wife of Mr. Howard Ruckman passed away on December 19, 2007. Howard Ruckman, is a charter member of the Asheville Home Builders Association and served as President during 1972. Lucia is survived by her husband of 50 years, Howard Ruckman, daughters, Linda Stevens of Chicago, Tami Ruckman of Swannanoa, and Kris Ruckman of Charlotte.

Please keep these families in your thoughts and prayers this holiday season as they cope with the loss of a treasured and loved family member.

# Assess Your Home's Efficiency with an Energy Audit

As 2008 begins and winter sets in, you may be wondering how to save money on your energy bills this year. Conducting a do-it-yourself home energy audit is a fast, relatively simple way to assess how much energy your home consumes and determine what you can do to make your home more energy efficient.

A home energy audit will show you where your home is losing energy, how efficient your heating and cooling systems are, and ways to conserve electricity. All it takes is a thorough inspection of the areas listed here and keeping a checklist of the problems you found.

**Air leaks.** Stopping or minimizing drafts can save 5 to 30 percent of your annual energy costs. Some places to inspect where air commonly seeps from homes include gaps around: baseboards, wall and ceiling junctures, electrical outlets, switch plates, window frames, weather stripping, fireplace dampers, attic doors, window-mounted air conditioners and foundation seals.

On your home's exterior, look at the areas where two different building materials meet, such as corners and areas where siding or brick come together with chimneys or the foundation. If you can rattle windows or see daylight around door or window frames, you likely are losing air.

Once you've identified the leaks, seal them with caulk, weather stripping or the same material as the original seal. Replacing windows with new, high-performance ones will improve your home's energy efficiency and get you a break on your taxes. An inexpensive alternative is to attach plastic sheets around your windows.

**Insulation.** In older homes especially, the amount of insulation in the ceiling and walls may be insufficient for current standards. See if your attic door is insulated and closes tightly. Openings around pipes, ductwork and chimneys should be sealed. Look for a vapor barrier—tarpaper or a plastic sheet—under the attic



insulation. To check your walls, make a small hole in a closet or other out-of-the-way place and probe into the wall with a long stick or screwdriver. The area should be completely filled with an insulating material.

Fill the gaps in any openings with expanding foam. Flexible caulk should be used to seal any electrical boxes in the ceiling. If your home lacks a vapor barrier, consider painting interior ceilings with vapor barrier paint. This reduces the amount of water vapor that can pass through the ceiling and reduce your insulation's effectiveness.

**Heating and Cooling Equipment.** Inspect your heating and cooling equipment. See if ducts and pipes that are located in unheated spaces and your water heater and hot water pipes are insulated. Dirt streaks around your ductwork, especially near the seams, are evidence of leaks.

Have your equipment checked and cleaned by a professional annually. If you have a forced-air furnace, replace your filters as soon as they are dirty. Even if they aren't, replace them every 30 to 60 days. Consider replacing units that are more than 15 years old with a new energy-efficient one.

**Lighting.** Look at the bulbs in your home and determine if a lower-watt bulb would work just as well for your needs. If you have an area where lights are on for extended periods of time, a compact fluorescent lamp (CFL) can save up to 75 percent of the lighting energy of an incandescent bulb.

A home audit is a great way to find out your home's energy deficiencies and make simple improvements that will save you time and money in the long run.

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# Make and Keep the Promise of Your Brand:

## 10 Ways You Don't Need Madison Avenue to do an Image Makeover

By Natalie C. Holmes

What is your promise? Why are you different? What concerns do you take care of for your customer? These are among the questions to ask in building your brand, says David Haifleigh, president, [HaifleighBrandWorks](#).

Haifleigh offers Ten Surefire Ways to Build Your Brand & Beat Your Competitors:

**1. Think and act brand.** "Brand is a more powerful way of thinking about your business," Haifleigh says. It enhances the value of your enterprise and attracts people to you because it differentiates you from other companies in your class. In developing your brand, think of telling "your story," he urges. Develop and practice your "elevator speech"—no more than a sentence or two—about who you are and what you do.

**2. Develop your brand.** Have a purpose. Look at your organization and define what you stand for and what you want to do. Secondly, identify your target customer: Who are they and why do they want you? Study your competitors (you probably have three or fewer) to see what differentiates you. Finally, develop/identify your products and services.

**3. Tell your story.** "Your story connects why you matter to what matters to your customers, subcontractors, employees," says Haifleigh. Here's where you help each other fill in the blanks. With your team—including customers, employees, friends, Realtors, subcontractors, complete the following sentences:

- We are the kind of custom builder that \_\_\_\_\_.
- We are *not* the kind of custom builder that \_\_\_\_\_.
- We want to be the kind of custom builder that \_\_\_\_\_.

**4. Operationalize your brand.** This is what takes your brand beyond a marketing campaign. Move the language of your brand into your proposals, warranty books, and other communications. Hold regular internal meetings to reinforce your brand and uphold your brand with performance standards.

**5. Create the brand "experience."** That's how Starbucks is able to charge a premium for its coffee. Look for opportunities small and large to reinforce your special brand. From personalized "Not for Sale" signs at your construction sites to design center experiences to themed homes, you can create a unique identity for your company.

**6. Do a brand makeover.** Consider your logo, of course—simpler is better and stay away from associating it with a single color to avoid becoming dated. Then audit all of your presentation materials for consistency. Finally, spread the word—through your Web site, referral and realtor programs, direct mail, signage, brochures, press releases, special occasion cards, newsletters.

**7. Think and act digitally.** Speaking of Web sites, make yours a "gathering place" for your brand's assets, says Haifleigh. Beyond that, create and maintain a database to help you maintain meaningful ties with your clients and spread the word about your brand. Some information to collect: target move-in dates, the customers' college, hometown, pets, type of car they drive. Like a good cocktail-party conversation starter, your database should provide "excuses" for talking to your customers.

**8. Develop and enhance your brand assets.** Showcase your best work by investing in quality photography. Haifleigh illustrated how an excellent photographer helped create a Madison-avenue image for a \$5 million-a-year custom home builder. Associate with other builders that reflect your brand. NAHB's [Builder 20](#) clubs are a great opportunity to learn from like-minded builders from outside of your competitive market. But also look beyond your particular building niche and beyond the home building industry for examples of branding.

**9. Commit to your brand.** Focus your limited time, energy, and resources to your particular brand; continually align every facet of your business with your unique brand; keep your promises to your customers, sales force, and trades to live out your brand ideal.

**10. Be consistent.** Make your brand and branding a part of your weekly meetings to keep your brand story alive with your staff, subcontractors, and customers.

### Distinguish yourself

§ What's a hipper way to define your particular brand of the ubiquitous and bureaucratic-sounding "transit-oriented-development"? For one developer, it was "go-burbia." An on-the-move ad campaign played up the fusion of suburban and urban living.

*Promise of Your Brand continued on page 7*



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# MEMBER NEWS

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

## The North Carolina Home Builders Association Announces 2008 Officers, Executive Committee and Executive Officers Council

**RALEIGH** – The North Carolina Home Builders Association is proud to announce the installation of its 2008 president, officers and executive committee, which took place during the 4<sup>th</sup> quarter meeting at the Pinehurst Resort and Golf Club in Pinehurst, NC, on December 12, 2007. **NCHBA culminated the two-day event with the passing of the gavel from Paul Mullican of Relco Construction Co., in Winston-Salem to Ray Rhodes of M & R Associates in Sanford.**

NCHBA 2008 Officers include: President Ray Rhodes, **M & R Associates in Sanford**; President-Elect Frank Wiesner, Olde South Homes in Raleigh and Durham; First Vice President Lyle Gardner, Spectrum Homes in Raleigh; Secretary/Treasurer Rick Shields, Countrywide Home Loans in Charlotte; Executive Vice President Mike Carpenter, North Carolina Home Builders Association in Raleigh; and Immediate **Past President Paul Mullican, Relco Construction Co., in Winston-Salem.**

**NCHBA 2008 Regional Vice Presidents include:** Joe Tarascio, Creative Carpentry/ Woodworking in Atlantic Beach, Region I; Glenn Morrison, Morrison Homes in Washington, Region II; Warren Smith, L & L of Raleigh, Inc., Region III; Ralph Doggett, Doggett Realty in Burlington, Region IV; Jim Graves, Jim Graves & Associates Inc. in Fayetteville, Region V; Brian Robinett, LKN Properties, LLC in Denver, Region VI; Erik Anderson, Anderson-Moore Builders Inc. in Winston-Salem, Region VII; Darrel Hamilton, Darrel Hamilton Builder in Jefferson, Region VIII; Marty

Jo Wilson, Magic Homes in Deep Gap, Region IX; and Zac Koenig, Koenig Homebuilders in Highlands, Region X.

Other 2008 NCHBA Executive Committee members include: Kathy Craven-Snodgrass, Piedmont Natural Gas in Winston-Salem, Presidential Appointee; Mike Gerber, Builders Mutual Insurance Co. in Raleigh, Presidential Appointee; Rick Miller, The Contractor Yard in Raleigh, Presidential Appointee; Pamla Pekrun, Dominion NC Power in Kitty Hawk, Chair of the Associate Members Committee; Tim Minton, Raleigh/Wake County HBA, President of the Executive Officer/Executive Secretary Council; Dava Brown, Citizens South Bank in Salisbury, President of the Women's Council; and Rick Judson, Evergreen Homebuilders in Charlotte, National Association of Home Builders Executive Committee.

In addition, the 2008 Executive Officers Council was inducted during this event. Tim Minton, Raleigh Wake HBA, Executive Officer, President of the EOC Council; Bunny Boyd, Iredell County HBA, Executive Officer, Vice-President of the EOC Council; Caroline Sutton, Asheville HBA, Executive Officer, Secretary/Treasurer of the EOC Council.

*The North Carolina Home Builders Association is a state trade association representing 69 local associations and more than 18,000 member firms involved in the residential construction industry. A not-for-profit organization, the NCHBA provides its members with networking and educational opportunities and represents them in matters of government relations and advocacy.*



**Sign Up today to host a Builder After Hours in 2008. Hosting a Builder After Hours is a great opportunity to open up your company facility for an "Open House" to the AHBA membership. Call the AHBA Office for more details and to reserve your spot today!**

## Materials Exchange

Visit the AHBA Website and click on Materials Exchange to make a post or take a look for available materials, job openings & material requests! The AHBA Website averages over 10,000 page views per month – what better place to look for info or post information!

# Mountain Council for Accountable Development

Christy Fryar with MCAD

The Mountain Council for Accountable Development (MCAD) has had a very successful first year, thanks to the support of The Asheville Home Builders Association and the Asheville Board of REALTORS®. We have had the opportunity to meet with many of the local elected officials and several other organizations over the past year and we are going into 2008 with high hopes of reaching the goals that we have set as a result of those meetings.

In 2007, we hired two staff persons for MCAD. Mike Butrum serves as the part-time Governmental Affairs Director and Christy Fryar serves as the full-time Public Relations and Governmental Affairs Coordinator. With the addition of these two, we were able to make great strides to affect local legislation in our very first year. We were very active and successful in the partisan election referendum, gaining an 80% vote for Asheville elections to remain nonpartisan. We were also very involved in steep slope talks and were able to affect the language of the ordinances, both in the county and the city. Most importantly, MCAD made a name for itself throughout the political community and people have taken notice.

In 2008, MCAD plans to launch a mountain building certification program targeting developers and builders from out of the area, though it will also be available for those who are local. During the program, we plan to have experts speak on several topics and we hope to also use those same experts on an ad hoc basis to serve on an MCAD Advisory Committee to represent REALTORS and Developers with regard to ordinances and legislation on a local level. We are also planning to complete our legislative agendas for the county and city, which we will then present to the county commissioners and city council members and staff members. We will also continue to look for creative ways to develop affordable housing in Asheville and Buncombe County.

2008 is a big election year, and we will be very involved in the race for the county commissioners. We are very excited about the successes of the last year, but even more excited to begin plugging away at our goals for the coming year. We will have our website up soon, so we will continue to keep you updated on our progress and challenges throughout 2008.

*Promise of Your Brand continued from page 5*

- **How do you take the government-project ring out of "workforce housing"?** How about defining your brand as "quality homes for everyday people," as one builder has done.
- **Want to take your brand over the top?** Add not only home design, but complementary furnishings to your company's repertoire of services, as a high-end custom builder of homes in the Mediterranean style has done.
- **Does your company's style tend toward the avant-garde?** Take a look at Daniel Libeskind's Museum Residences for "gallery-inspired" living.

## Get your name out there

As any politician will tell you, name recognition is everything, so get yours out there—in a positive way, of course. Pay attention to your signage and make sure yours, not your finance company's, is the most attractive and prominent on your construction sites. Here are some other common-sense tips:

- **Stack words**, rather than placing them horizontally, if necessary, to make them large enough to be readable.

- **Place signage outside fences**, rather than inside, to make them more visible.
- **Maintain your signs.** Keep the landscaping around your signs neat and clean. Make sure overgrown weeds are not obscuring your good name.
- Finally, think about how to **get more mileage** out of your signs. One builder literally did so by partnering with a local radio station to sponsor a contest. Periodically, the company would have its trucks driven around the perimeter of the city on its interstate. The first person to spot a truck and call the station would win a prize.

*David Haifleigh is president of HaifleighBrandWorks in Denver. He is recognized by the National Sales and Marketing Council as a leading residential real estate marketing communicator.*

For more information about this item, please contact Natalie Holmes at 800-368-5242 x8201 or via e-mail at [nholmes@nahb.com](mailto:nholmes@nahb.com).

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# Defeat of Transfer Tax Saves \$51 Million

Last month we informed you of 16 counties that had the real estate transfer tax on their ballot during the November, 2007 election – this month we have more details on the actual number of votes against and for the tax. Also included in the numbers below are the actual annual tax savings. Tuesday, November 6, 2007, was a victory for property owners across the state. On that date voters from 16 counties had the option of raising the real estate transfer tax by 4/10 of 1%. If this new

home tax would have passed home owners (and property owners) who sold their land in one of the 16 counties would have paid a total of \$51,019,885 in new taxes. (Data source: N.C. Association of County Commissioners). In an era of uncertainty in the housing and real estate market the last thing our economy needs is a new tax on housing. This tax would have made it harder for first time home buyers to qualify for a mortgage. Paying a tax for the privilege of selling your home is a bad idea, and 79% of residents that went to the polls on November 6th agreed.

## COUNTIES HOLDING LAND-TRANSFER TAX REFERENDA

6 November 2007

County	Votes Against	Votes For	Percent	Annual Tax Savings*
Brunswick	15,234	3,905	80-20	\$14,041,348
Chatham	7,492	3,167	70-30	2,671,990
Davie	5,006	1,417	78 - 22	1,016,194
Graham	1,490	45	97 - 3	253,202
Harnett	6,458	507	93 - 7	1,877,684
Henderson	6,969	2,807	71 - 29	4,214,018
Hoke	2,021	359	85 - 15	828,736
Johnston	10,671	1,938	85 - 15	4,496,488
Macon	5,178	1,681	75 - 25	2,269,592
Moore	12,467	3,688	77 - 23	3,244,290
Pender	6,774	2,062	77 - 23	2,895,160
Rutherford	7,688	680	92 - 8	1,857,998
Swain	1,458	392	79 - 21	674,546
Union	16,725	3,432	83 - 17	9,621,680
Washington	1,629	651	71 - 29	928,395**
<b>TOTAL:</b>	<b>101,517</b>	<b>27,216</b>	<b>79 - 21</b>	<b>\$51,019,885</b>

\*Data source: N.C. Association of County Commissioners

\*\* Reflects 1% Transfer Tax on the ballot



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Asheville, NC 28803  
phstock@beverly-hanks.com  
828-654-6405  
828-712-0970 cell



**PATTI HABERSTOCK**  
Broker Associate



### Don't Forget the AHBA Has Extra Meeting Space

Don't forget the Asheville Home Builders' Association 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.**

# Home Builders Support Call for Comprehensive Fire-Safety Education Program

December 12, 2007, the North Carolina Building Code Council rejected a proposal to require sprinklers in single-family homes. The Council instead called for a broad, comprehensive fire-safety education program. "On behalf of our more than 18,000 member firms, the North Carolina Home Builders Association (NCHBA) applauds the Council's action and supports the development of an effective public fire-safety education program," said NCHBA President Paul Mullican.

The Council's refusal to mandate residential sprinklers is consistent with a similar action taken earlier this year by the International Code Council (ICC) whose voting members, comprising building inspectors from around the country, rejected placing a requirement for residential sprinklers in the International Residential Code. Both the Council and the ICC found a significant number of unanswered substantive and technical questions regarding mandating residential sprinklers.

## Arguments Against Residential Sprinklers

The arguments against requiring sprinklers in one- and two-family residences are many and persuasive:

- Smoke alarms and education, not mandates for home fire sprinklers, are the most practical, effective, and proven approach to reducing home fire incidents, injuries, and fatalities.

- Building requirements for new homes adequately provide for fire safety for the life of the home, and new homes do not become more hazardous as they age.
- Sprinkler installation costs are far greater than what advocates state, and there are no data to support that mandatory requirements are a cost effective approach to reducing fire incident, injuries, and fatalities.
- Annual sprinkler costs (exclusive of maintenance costs) that new homebuyers will be forced to pay will greatly exceed property loss nationwide or in any jurisdiction where they are required.
- Significant technical problems still exist regarding residential sprinklers.
- Homebuyers should not be forced to pay for systems they do not want and that will not significantly improve their safety.
- The action in 2007 by the government voting members of the ICC to defeat mandatory sprinkler requirements for one- and two-family dwellings should be honored.

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# Quality Management Key to Prospering in a Slow Market

**B**uilders struggling to find areas in which they can change their business operations in order to thrive in today's housing slowdown should learn at least five effective lessons, all of which can be demonstrated by adopting a quality management system, according to Quality Matters, the official newsletter of the NAHB Research Center's National Housing Quality (NHQ) Program:

- **Stand out from the crowd.** Builders need to differentiate themselves from the competition. In the current market, methods that focus on price, quality and value stand out most to buyers, according to Quality Matters. "If you have a quality management system (QMS) in place for your company, especially one that is supported by an independent third-party certification like the National Housing Quality (NHQ) Program, then you have a marketable benefit that can be used to influence customers and demonstrate your commitment to quality."
- **Keep it simple.** To be effective, any program to manage quality must be simple to understand and implement. "The home building environment is already overflowing with complex components and requirements — an additional roadblock to success is not needed. Whether you implement a program like NHQ, or simply modify your existing quality management plan, process improvements are as simple as: plan, do, check, act — the basic components of any effective QMS."
- **Learn from the past.** The focus should be on prevention rather than the cure. "It's frustrating to see the same mistakes being made time and again on job sites. How is it that we rarely have the time to do it right the first time, but we always have the time to do it over. There is wisdom in the statement, 'it's always cheaper to do it right the first time!'"

"Develop a process for identifying your top 10 'problem areas' — the ones that are creating the highest service costs to you; or causing the greatest amount of customer dissatisfaction. NHQ refers to these as 'hot spots.' Take each, one at a time; drill down to the root cause of the problem and develop a new process to

eliminate the cause. Work on identifying and resolving one hot spot per month. Think of



it — over the course of a year you will have driven 10 of your most frustrating problems out of your operations, increasing productivity and your margins as well."

- **Stay on track.** Builders should first decide what is really important to their business, and then track it. "It has often been said, 'what gets measured, improves; and what gets measured and reported, improves dramatically.' So establish the metrics that make your business successful and develop a method for capturing, analyzing and reporting that information. Establish the benchmark for each metric that indicates success so you will have a clear understanding of when it has been missed. When needed, be prepared to take swift and immediate corrective action."
- **Plan to succeed.** Finally, builders should always have a plan to improve their business. "According to J.D. Power and Associates, if you are doing what you did yesterday — you are going backwards. Because of the power of the Internet among other things, the home construction business has changed forever. Customers are arriving at job sites armed with more information about how homes are constructed — or should be constructed — than ever before, and often know more than the builder. That must change, and to prevent it, builders must stay one step ahead of the customer — always. A builder should be viewed as an expert and a trusted source of information on the construction of a buyer's new home."

"Survey your customers and survey your trade partners to gain an accurate understanding of what their expectations are. Go back to some of the basics you used earlier in your business to improve quality and build relationships with customers. By doing this consistently, you will gain the knowledge necessary to take next steps in the right direction."



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# 2008 International Builder Show Registration Now Open

Registration is now open NAHB's 2008 International Builders' Show (IBS), the housing industry's largest annual trade show and exhibition.

The show is expected to draw more than 100,000 housing professionals — including home and apartment builders, architects, products manufacturers and those involved in every aspect of residential and light commercial construction — to the Orange County Convention Center in Orlando, Feb. 13-16.

The convention will feature more than 1,900 exhibitors spread across more than 1.5 million net square feet of space. They will showcase cutting-edge designs, technologies, products and services in more than 300 categories in home building and light commercial construction.

NAHB will offer nearly 300 education sessions at IBS on multiple topics including green building, tips for succeeding in a slower market, the 50+ housing market, construction codes and the top consumer home trends for 2008.

New to the 2008 show is "Executive Edge," a day-long program for executives that will feature advice from speakers on leadership in challenging times.

"Now more than ever, housing professionals need to arm themselves with the latest information and resources that will help them weather this slower housing market," said NAHB



President Brian Catalde. "With its unmatched product showcase, impressive speakers and education sessions and unbeatable networking opportunities, this is a show that everyone in the housing industry will want to attend."

## To Register

Discounted online registration for IBS is available until Jan. 4. Attendees will be able to register onsite at the show beginning Feb. 10.

To see a virtual showcase of exhibitors and their products, visit [www.BuildersShow.com/VTS](http://www.BuildersShow.com/VTS).

Mark Your  
Calendar

**March 14, 15 & 16, 2008**



## Reserve Exhibit Space Now!

If your business offers products or services with a special appeal to today's home-oriented consumers, you should plan to be there too! The show environment creates a selling atmosphere where all the ingredients of a sale are present, you, your product or service and the customer.

If you have any further questions please do not hesitate to: call for more information at (828) 628-9626 or email us at [wcpro@bellsouth.net](mailto:wcpro@bellsouth.net).

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in cooperation with the  
Asheville Home Builders Association

# 2007 AHBA Christmas Gala

Hope that all who joined us on Friday, December 7<sup>th</sup> at the Blue Ridge Motion Pictures Studio for the Christmas Gala enjoyed their dinner catered by the Colorful Palate. We then put on our boogie shoes & were entertained by A Social Function. This event would not have been made possible if it were not for the volunteer man hours donated by our Activities Committee... Greg Spicer, Nathan Lawrence, Shelia Cope, Josh McGee, Anissa Leavell, Dawn McGinnis, Brenda Dunlap, Gary & Gracie Brown. They were able to capture the Holiday Spirit with their decorations!



We honored our out-going President, Stuart Ray of J.S. Ray & Associates, where he highlighted his 2007 successes. We are going to miss Stuart as acting President, but welcome with open arms, Sean Sullivan of Living Stone Construction, Inc. to act as President for the 2008 upcoming year. Sean announced his goals for 2008 and by what means he plans to "Bring Professionalism to Our Industry". We also were thrilled to announce the award winners for the Builder, Associate & Affiliate members of the year for 2007...



**Builder of the Year**

Stuart Ray, J.S. Ray & Associates

**Associate of the Year**

Josh Abrams, more SPACE place

**Affiliate of the Year**

Nathan Lawrence, Pioneer Construction

Also, Bob & Cathy Spears shared with you their passion for helping children & you were a generous crowd as you raised \$1300 for the following two charities, Caring for Children and Children's First.





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*Thank you again for all who  
attended & helped make the  
2007 Christmas Gala an  
extraordinary party to end on.*

## • New Members •

**Designer Maid, Inc.**  
Michael Wells  
3076 Sweeten Creek Road  
Asheville, NC 28803  
828-684-1113  
Residential Cleaning

**Toby Davis Enterprises, Inc.**  
Jennifer Davis  
35 Kingsmill Court  
Candler, NC 28715  
828-670-1500  
Real Estate Developer

**High Country Overhead Door**  
Thomas Freeland  
P.O. Box 6225  
Greenville, SC 29605  
864-304-0368  
Building Materials

**Artisan Kitchen Studio**  
James Worley  
106 Lutle Road  
Fletcher, NC 28732  
828-628-1475  
Retail Cabinetry

**Eden Rock Enterprises, LLC**  
Brandon Quinn  
617 Gabriels Creek Road  
Mars Hill, NC 28754  
828-680-9457  
Builder

**Vesta Design & Build, LLC**  
Camille Victour  
93 Church Street  
Asheville, NC 28801  
828-252-1408  
Builder

**Paul's Custom Woodworking**  
Paul Schmitz  
190 Eastside Drive  
Black Mountain, NC 28711  
828-712-6234  
Woodworking

**Gibraltar Concrete Construction, Inc.**  
Shanda Boettcher  
P.O. Box 542  
Black Mountain, NC 28711  
828-357-8448  
Concrete Poured Walls

**Garrell Associates Incorporated**  
Mark Garrell  
P.O. Box 774  
Columbus, NC 28722  
770-876-3759  
Residential House Plans

**Champion Service Experts**  
Mark Sprouse  
578 Upward Road; Unit 7  
Flat Rock, NC 28731  
828-698-5881  
HVAC

**Tree Craft Log Homes, Inc.**  
Don Fosson  
P.O. Box 34  
Mars Hill, NC 28754  
828-689-2240  
Builder

**Blue Ridge Walk-In Tubs**  
Brian Bock  
P.O. Box 18534  
Asheville, NC 28814  
828-645-0233  
Walk-In Bath Tubs

## • Renewing Members •

**Able Rent-A-Jon**  
Richard G. Sieburg  
619 Jupiter Road  
Weaverville, NC 28787  
828-658-0982

**And Then Some, Inc.**  
Christopher Lance  
232 Alliance Page Road  
Arden, NC 28704  
828-684-7982

**BB&T Home Mortgage**  
Jamie Powell  
1653 Hendersonville Road  
Asheville, NC 28803  
828-225-2189

**BB&T Mortgage**  
Greg Wilkie  
P.O. Box 450  
Asheville, NC 28802  
828-225-2060

**Daniel Kilby Builders**  
Daniel Kilby  
PO Box 74  
Swannanoa, NC 28778  
828-298-6938

**Duckett, Powell & Thomson Real Estate Development Co.**  
Mitch Duckett  
P.O. 9278  
Asheville, NC 28815  
828-254-9900

**GCA Contracting, Inc**  
Todd Henson  
126 Caldonia Drive  
Candler, NC 28715  
828-231-2863

**Gustafson Construction Corp**  
John Gustafson  
386 Deaverview Rd  
Asheville, NC 28806  
828-253-9935

**Carolina Group Partners**  
David G. Lee  
1600 Camden Road  
Charlotte, NC 28203  
704-377-6224

**Master Concrete Foundations**  
Jim Combest  
111 Guaranteed Way  
Fletcher, NC 28732  
828-650-9464

**Mountain Steel Company, LLC**  
Phil Sorrells  
P.O. Box 9191  
Asheville, NC 28815  
828-225-8601

**Nilsson Construction Co Inc**  
Jonathan N. Nilsson  
P.O. Box 1557  
Flat Rock, NC 28731  
828-698-1888

**Nine South, LLC**  
Jon Haney  
P.O. Box 989  
Black Mountain, NC 28711  
828-669-1451

**Norandex**  
Ronnie Israel  
9-A National Ave.  
Fletcher, NC 28732  
828-329-8283

**PSNC Energy**  
Tami Maybin  
15 Overland Industrial Blvd.  
Asheville, NC 28806  
828-670-3504

**Quality Still Counts**  
Randy Cody  
2952 Smith Creek Rd.  
Mars Hill, NC 28754  
828-689-9137

**RE/MAX Advantage Realty -Terry Walton**  
Terry Walton  
521 College Street  
Asheville, NC 28801  
828-232-2311

**Renaissance Ventures**  
Brandon Johnson  
7265 Highway 25/70  
Marshall, NC 28753  
828-658-4200

**Ezell Plumbing**  
Roger Ezell  
79 S School Road  
Marshall, NC 28753  
828-649-2519

**Solid Rock Construction LLC**  
Donald Bishop  
7 Avondale Circle  
Arden, Nc 28704  
828-684-8688

## •Prospective Members•

**CGR Asheville, LLC**  
Gina Razete  
160 Carefree Cove Road  
Zionville, NC 28698  
336-385-1136  
Community Developer

**Universal Forest Products, Inc.**  
Tom Lowlie  
121 Eason Road  
Dallas, NC 28034  
704-622-0893  
Building Materials/Lumber

**Beverly-Hanks & Associates**  
Dennis White / Affiliate  
300 Executive Park  
Asheville, NC 28801  
828-450-6884  
Real Estate

**Tucker Materials, Inc.**  
Ken Sutton / Affiliate  
P.O. Box 398  
Fletcher, NC 28732  
828-684-5400  
Drywall / Acoustical Ceiling Tiles

**The Contractor Yard**  
Brian Ballard / Affiliate  
2324 Asheville Highway  
Hendersonville, NC 28791  
828-694-0665  
Building Materials



# AHBA Committee Opportunities

*Interested in joining a committee for 2008? Now is the time to "Get In Where You Fit In!" Look over the committees listed below and decide which would be best suited for your talents. Complete the information section and check which committee(s) you are interested in joining and send the form back to the AHBA via fax or email 299-7008 or Adrienne@AshevilleHBA.com. We will send you a confirmation email to let you know which of the committees you selected are open for new members.*

**Terminix**  
Russell Barnes  
PO Box 5281  
Asheville, NC 28813  
828-253-7416

**W H Osborne Construction**  
Jeff Osborne  
PO Box 18569  
Asheville, NC 28814  
828-689-8898

**Walker Contracting Group**  
Andy Walker  
1300 Tunnel Road  
Asheville, NC 28805  
828-299-1004

**Westall Chandley, Inc.**  
Frank Taylor  
P.O. Box 5755  
Asheville, NC 28813  
828-210-6510

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Work Phone \_\_\_\_\_  
Cell Phone \_\_\_\_\_  
Email (preferred for meeting notices): \_\_\_\_\_

## COMMITTEES

- \_\_\_\_\_ **Activities-** Plans and Execute Annual Events such as Golf Tournament, Picnic, and Christmas Party. Meets several times prior to each scheduled event
- \_\_\_\_\_ **Associates-** Works on projects and develops programs to help serve the interest of the Associate Members. Meets Monthly
- \_\_\_\_\_ **Bylaws-** Responsible for updating Association Bylaws and reporting to General Membership. Meetings vary according to issues
- \_\_\_\_\_ **Community Involvement-** Responsible for Public Relations and facilitating group activities. Meets as needed
- \_\_\_\_\_ **Education-** Responsible for planning and implementing member education classes. Meets Monthly
- \_\_\_\_\_ **Legislative/Government-** Monitors issues involving the industry, and elections on the local, state, and national level. Also works to raise funds for Build-Pac. Meets Monthly
- \_\_\_\_\_ **Membership/Retention-** Approves new members, contacts members who are delinquent, and plans membership drives/events. Meets on first Thursday of each month.
- \_\_\_\_\_ **Parade of Homes-** Plans and produces the annual scattered-site Parade of Homes held in October. Meets year round/ bi-monthly beginning in June.
- \_\_\_\_\_ **Sponsorship-** Helps determine the Sponsorship Dollars needed and the best means for fundraising.

- Meeting dates and times may vary with each committee
- All meetings are held at the AHBA Office unless otherwise announced
- Please volunteer if you are able to make a commitment to attend the majority of all meetings.
- We need committee members who are willing to commit to each team and make a difference in the AHBA!

## 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 Membership Committee, the Board of Directors and by the General Membership. Please look at the list of Prospective 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.

Email your comments to the AHBA at [info@ashevillehba.com](mailto:info@ashevillehba.com). All information given to the AHBA is held strictly confidential.

## *We Look Forward To Working With You!*



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Incentives, New Members,  
Renewing Members &  
Prospective Members*



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