

October 08

BLUEPRINTS

A monthly publication of the Asheville Home Builders Association

OCTOBER

Parade of Homes Banquet

The Crest Center and Pavilion

October 16

Cocktail Hour - 5:45 pm
Dinner and Ceremonies begin at 7:00 pm

Call the office today to RSVP for this Black Tie Optional Event. Tickets are \$65 per person. Reserved tables are available for parties of 8 guests.

Upcoming Events

October 2nd

Builder After Hours
Thermtech
5:30 pm - 7:00 pm

October 7th

Parade of Homes
Builder Open House
3 pm - 6 pm

October 11/12 and 18/19

Parade of Homes
Open 1 pm - 5 pm

November 6th

Table Top Expo
Blue Ridge Motion Pictures
3:30 pm - 8:30 pm

Contact the office today to sign up for a booth space!

November 20

Battle of the Builders:
Sumo Wrestling

2008 Parade of Homes Just Around the Corner

We are pleased to showcase 63 homes in this year's Parade, all constructed by our AHBA members. The 2008 homes range from \$170,000 to \$2.95 million. We have homes from all over WNC, including Asheville, Black Mountain, Buncombe County, Henderson County, and Madison County. Most of the homes in this year's Parade will be judged and a select few of the homes will be furnished.

Each year the Parade of Homes allows us the opportunity to reach out to the community while showcasing our Builder Members craftsmanship as well as our Associate Members products and services. The Asheville Parade of Homes generates participation from area residents as well as area visitors from places such as Florida, Tennessee and Virginia. The Parade of Homes provides an excellent opportunity for the AHBA to emphasize the importance of doing business with members as well as the benefits of using an AHBA Member!

Homes in the 2008 Parade of Homes highlight a variety of designations such as Energy Star Certifications, Healthy Built Homes Ratings and Leed Certifications. This year's Parade will allow viewers to get up close and personal with some of the newest green products in flooring, rain water retention systems, solar energy and more. Homes in this year's Parade highlight gourmet kitchens, custom cabinetry, outdoor living spaces, reclaimed materials and many more special features. In addition, the AHBA is showcasing the Habitat Home that we built in June, the Hand Made Home (featuring local artists), and the 2008 Homes 4NC Dream Home.

At the 2008 Parade of Homes, we are thrilled to feature one of our AHBA Builder Members, Pike Real Estate Development, as our Front Cover Auction Winner. Be sure to pick up a copy of the Parade Magazine to view a two page feature of this particular builder member. We sincerely appreciate the support of Pike Real Estate Development throughout the 2008 Parade of Homes.

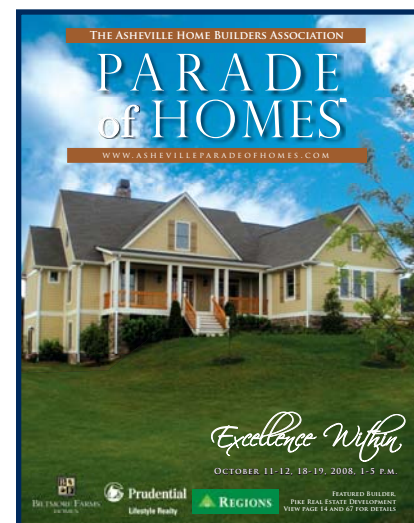
Our Builders, Sub-Contractors, and Suppliers are proud of the products and services that they offer. Recognizing that each home represents a significant investment with the potential for substantial capital appreciation, they aim to provide the public with a home that will be a delight to their families for years to come. By building quality homes, they provide what families need and want – a place where family pride, comfort, convenience and security can all be found.

We hope that you participate and enjoy this year's Parade of Homes as much as everyone who had a part in creating it. Come and see the quality of work that is being created in Western North Carolina and why we are proud to call this area home!

Be sure to visit the homes on tour during the weekends of October 11, 12 & 18,19 during the hours of 1 pm until 5 pm and then visit the Official Parade of Homes Website to vote online for your favorite entry at www.ashevilleparadeofhomes.com.

Last but not least, remember to mark your calendars for the Annual Parade of Homes Awards Gala. This annual event will be held on October 16, 2008 at the Crest Center and Pavilion. Join us for this exciting black tie event where AHBA Builder Members will be presented Gold and Silver awards in each price category, the Best In Show Award, the Realtors Choice Award, the People's Choice Award and, new to this year's Parade, the Trend, Innovation and Healthy Built Homes Awards.

Visit www.ashevillehba.com for details about the event and information on how to register.



Meetings

Professional Women in Building
 Tuesday, October 7th @ 12 noon
 *Hosted by: Showcase Exteriors, Inc. at
 618 Rose Hill Rd.

AHBA Remodeler's Council
 Wednesday, October 1st @ 9:00 a.m.
 *Hosted by: Showcase Exteriors, Inc. at
 618 Rose Hill Rd.

Board of Directors Meeting
 Thursday, October 9th @ 3:00 p.m.

Events

Builders-After-Hours
 Tuesday, November 11th @ 5:30 p.m.
 SpaceMakers Interiors of Asheville
 15 Design Center Avenue; Suite 203
 Fletcher, NC 28732

Parade of Homes Dates
 Parade Weekends - October 11th & 12th and 18th & 19th @ 1 pm - 5 pm
 Builder Open House - Tuesday, October 7th @ 3 pm - 6 pm, *AHBA Office, POH Builders Only
 Parade of Homes Judging Day - Friday, October 10th
 Realtor Preview Day - Friday, October 10th
 Parade of Homes Awards Gala - Thursday, October 16th @ 5:45 pm *Crest Center Pavilion

Table Top Expo
 Thursday, November 6th
 @ 3:30 pm – 8:30 pm
 Blue Ridge Motion Pictures Studio

Education

Be on the lookout for the November *Blueprints* to see more opportunities for Education Classes offered through area HBA's and MCAD!

BUILD-PAC Check Given to Help Campaign

Members and Staff of the AHBA met at the home of Mike Butrum, Governmental Affairs Director of MCAD, on September 16 for a fundraiser for John Carroll. During the fundraiser, Greg Spicer, chair of the AHBA Legislative Committee presented Carroll with a BUILD-PAC check.

The Political Action Committee of the North Carolina Home Builders Association (NC BUILD-PAC) is a non-partisan committee organized for the specific purpose of raising funds to support pro-housing candidates of all parties at the state and local levels of government. Contributions to BUILD-PAC are an investment in the future of your business and the home building industry as a whole. It is essential that we are able to support the candidates that will fight for our issues when they are in office. Candidates who receive support from BUILD-PAC understand the depth of that support because it comes from thousands of builders and associates across the state. NC BUILD-PAC contributions are the key to our being able to promote a pro-housing agenda in the legislature and local governments statewide. For information regarding NC BUILD-PAC, contact Jessica Boyce Hayes at (800) 662-7129 or jhayes@nchba.org.

The National Association of Home Builders sponsors a political action committee that represents the interests of home builders at the federal level. The NC BUILD-PAC and NAHB BUILD-PAC are not affiliated; however the combined scope ensures that candidates who share the interests and concerns of the home building industry are elected at every level of government. For information regarding the NAHB BUILD-PAC, please visit www.nahb.org/buildpac.



AHBA Members, AHBA Staff and MCAD representatives met with John Carroll for a campaign fundraiser.



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Thomas McClain, 1st Vice President
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Duane Liming, Pioneer Construction

Jill Jones, Westall Chandley

Donna Minish, Century 21 All Seasons

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Email: info@ashevillhba.com

www.AshevilleHBA.com



"What time is it?"

President's Message by Sean Sullivan

"We shape our dwellings, and afterwards, our dwellings shape our lives." – Churchill

This is my favorite time of the year – Fall has arrived! There is a cool-ness in the air, leaves start changing their colors, the smell of wood burning in the masonry fireplace, and house hunters come out of the woodwork (pun intended). Yes, the Parade of Homes has arrived and Builders, Subcontractors, and Suppliers everywhere are in a frenzy to complete the house that they have entered. For these Builders, the last year has been spent investing time, energy and money into their "creation". I call the Speculative home we build each year as "My Baby". The entire crew at LSC gets excited

because the public is about to see the creation that we have just finished (or maybe it's because I can't obsess over the project any more).

The ability to meet the public, tourists, homeowners looking for renovation ideas, or potential buyers is always exciting! Relationships are built each year and this event has a way of pulling everyone together.

The opportunities within the Parade of Homes are countless. The AHBA offers the participants numerous award opportunities which winners can tout for years to come.

This year we have added four new opportunities to attract recognition for our members:

- The "Motto" award will be given to the Builder who has used the most members on the construction of their home.
- The "Trend" award will be given to the Builder who has incorporated the most unique trend into the construction of the home.
- The "Innovation" award will be given to the Builder who has incorporated the most unique innovation into the construction of the home.
- The "Healthy Built Home" award will be given to the Builder who has built the "greenest" house by obtaining the most points on the HBH checklist.

In an effort to "Bring professionalism to our industry", we have planned a black-tie awards program for our participants and members. This will be held at the Crest Center on Thursday, October 16th. I hope that you RSVP'd to this exclusive event!

For those of you who have never been involved in this event before, be prepared for some fun! If you didn't get the chance to join this year, it's not too early to prepare for next year. As Builders, we begin now with lot selection and plan creation. For Suppliers, you can plan your discounts and advertising opportunities for next year and try to lock in some sales early.

Finally, take some time and visit as many homes on the tour as possible. Enjoy the beautiful print publication that features all of these magnificent projects and see what your AHBA has been doing over the last year, after all – it is Parade of Homes time!

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SpaceMakers
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McGuire, Wood & Bisette
West End Cabinets

[builders tips]

Builders' Tip: Using a Form to Create Built-Up Crown Molding

Recently, I was asked to install crown molding using standard 1-3/4-inch bed molding and 1/4-inch by 1-1/2-inch flat lattice on the top and bottom.

Normally, I would build the crown molding by installing each of its elements individually, but my client didn't decide that he wanted the molding until after he had moved all his expensive furniture into the house.

So, to minimize the assembly time in each room — and any possibility of damaging his furniture — I decided to assemble the molding beforehand so I could install the assembly as one piece rather than build it up the way I normally do.

To do this, I built a right-angle form out of 1x pine and ripped a piece of the lattice to serve as a spacer, as shown in the accompanying drawing.

The thickness and width of the spacer control the size of the reveals along the edges of the bed molding.

I then placed the two pieces of lattice into the form, put the bed molding on top of them and nailed the assembly together with the brad gun. The gun-tip placement and angle were critical to avoid nailing the assembly to the form, but after a while, I got into a groove.

I was pleased with the results, and the overall time I saved creating and installing the crown molding made building the form worthwhile.

I did have one other hurdle to overcome when installing the crown molding this way, however.

The room configurations required that the crown molding be installed using quite a few returns and short sections. The prospect of fitting and handling these tiny, brad-nailed pieces was not that appealing.

Luckily, my partner suggested that I glue the bed molding and lattice pieces together to create a solid assembly before cutting it to create the returns and short pieces.

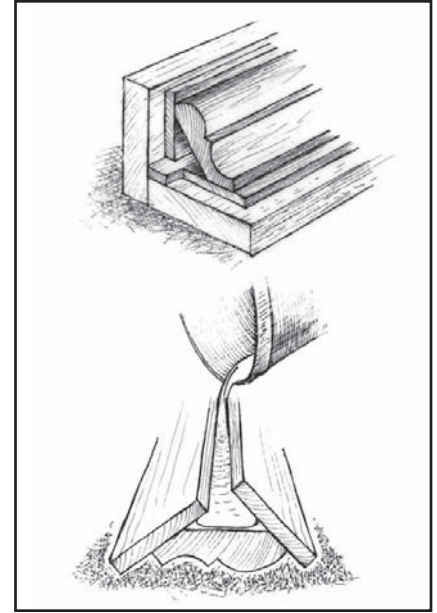
This made complete sense, so I took several scrap pieces home and marked clear sections between nails. Then I poured epoxy thickened with filler into the gap between the lattice pieces (see image).

After cutting the finished molding to length, I safely carved, rasped and sanded each piece for a good fit.

— John Michael Davis, New Orleans

Tips & Techniques provided by Fine Homebuilding.

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Use a form to create crown molding to save time and reduce damage risk.

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The Sun Shines on the AHBA Annual Fall Golf Tournament

The Black Mountain Golf & Country Club hosted 31 teams for the AHBA Fall Golf Tournament on Thursday, September 18th. Teams enjoyed the various vendors that were scattered throughout the course, where they were able to take advantage of food, beverage, games & give aways. Eagle Sponsors were creative with their vendor hole themes which included: Fiestas that served up chips & salsa, down-home BBQ, hot-off-the grill chicken wings, Flower Power with Tequila Sunrises, a totally "Green" hole with frozen green custard, and even a Heavy Metal hole featuring Jack & Cokes for the golf rocker! Assorted games found on the course consisted of longest drive, closest to the pin, "Grab a Tee with the AHBA" where players competed for an extra mulligan, AHBA t-shirt or had the opportunity to hit from the red tees. There was also a hole where one had to chip through a garage door window pane for a gift certificate to Nevada Bob's! Thanks to hole vendors like these, our members look forward to the AHBA golf tournaments as the most unique tournament in the area! Special thanks to Carolina Skies Gift Baskets for donating a hot-pink "builder" themed gift basket, which was raffled off by the PWB in conjunction with their efforts to raise money, canned food and awareness for Manna Food Bank. The weather cooperated to provided ideal golf course conditions, where players and vendors could enjoy spending the day outside, networking with each other. Thank you to all of the players, Birdie and Eagle Sponsors that made the 2008 Fall Golf Tournament a victory.

Tournament Winners:

1st Place - *Thermtech* - 53

Alan Culbertson

David Myers

James McConnaughy

Tim Swann

Prize: \$400.00 cash

2nd Place - *DM Custom Installations, Inc.* - 56

Glen Neese

Bob Scheiderich

Doug Stachura

John Stokes

Prize: \$300.00 cash

3rd Place - *Mountain Window & Door Gallery* - 58

Alan Haney

Wes Ledford

Keith Free

Clayton Riddle

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Birdie Sponsors:

MATH Insurance Company

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Tucker Materials

White Insurance

Action Concrete Contractors

Congratulations to West End Cabinets! Their Hole - #11 with a 70's Tie-Dye Theme and Tequila Sunrises - was voted by the players as the favorite hole on the course! Great Job West End Cabinets!



AHBA members and guests enjoy a beautiful day at the Annual Fall Golf Tournament in Black Mountain.

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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.

Omaha Steaks is Now Part of the Member Advantage and Revenue Sharing Program

Save 10% every time you shop online. As soon as items are placed in your shopping cart, the 10% discount is applied. As an added bonus, your 10% member discount can be combined with any special found on the website, offering an even greater savings. Feel free to browse their shopping categories. Omaha Steaks also offers salmon, tuna, and seafood specials, along with great side dishes and desserts.

Builder/Architect Golf Tournament

The 7th Annual WNC Home Builders Golf Championship tournament is October 30th at Cummings Cove Golf & Country Club in Hendersonville. The Tournament is sponsored by Andersen Windows and its WNC Dealers and Builder/Architect Magazine. Registration & lunch @ 11 AM. Shotgun start at 1PM. Please call Bob Kays @ 828-627-3737 for more information.

Interested in Being Published in the AHBA Newsletter?

AHBA Members – Do you have an article that you would like to see published in the AHBA Newsletter? As our membership continues to grow we are looking for more ways to give exposure to our members – we invite you to submit articles to kc@ashevillehba.com for inclusion in the AHBA Newsletter. To receive a copy of the newsletter article guidelines call the AHBA today at 299-7001.

Register for the 2009 Builders' Show in Las Vegas

Registration for the 2009 International Builders' Show (IBS) in Las Vegas on Jan. 20-23, is now open. This year, IBS will feature: More than 1,700 exhibitors showcasing their latest products and services and more than 250 education sessions or programs designed to help members stay current on industry trends and issues. Full registration provides attendees with access to four days of exhibits on one million net square feet of exhibit space, all the educational sessions and new, daily-featured speakers. Full registration is \$295 for members through Nov. 7 and \$425 thereafter. Exhibits-only registration is \$50 for members through Nov. 7 and \$100 after and \$50 for their spouses To register visit <http://www.buildersshow.com/Home/Page.aspx?pageID=105>.

AHBA Member Ribbon Cuttings

Join AHBA Members SpaceMakers Interiors of Asheville and Sun Mountain Doors for their ribbon cutting ceremony on October 8th from 4:30 pm - 5:00 pm. Great time for networking!

Attend the NAHB Construction Forecast Conference on Oct. 22

Don't miss NAHB's 2008 Fall Construction Forecast Conference and Webcast for the latest economic news about the housing industry.

Join NAHB on Oct. 22 in Washington, D.C., where the country's leading economists and finance experts will provide insight into the uncertainties of the housing market.

To register for the conference or Webcast, and to see the full conference agenda, visit www.nahb.org/cfc.

Bonded Builders Warranty Group announces Spirit of Membership Award for North Carolina Home Builder Associations

Bonded Builders Warranty Group will award a \$35 gas gift card to members of North Carolina home builder associations who bring in their first ever new member that is approved by your association. Along with the \$35 gas card we will provide a framed certificate of recognition printed on fine parchment paper.

This promotion is simply designed to support local home builder associations and does not require builder participation in our programs. Any member of our association is eligible to receive this award when they bring in their first ever new member to your Association.

Call the AHBA for more details and to determine if you have any SPIKE credits, 828-299-7001!

BUILDER'S AfterHours

Be sure to come out on November 11th for the Builder After Hours to be held at SpaceMakers Closet Interiors of Asheville located at 15 Design Center Avenue, Suite 203, in the Airport Design Center in Fletcher. Come out to see what SpaceMakers has to offer! This will be a great time for networking and socializing with your fellow AHBA members!

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21st Century Building Expo and Conference

Asheville HBA members gathered with HBA members from across the state during the second week of September to participate in education classes and display their products and services at booths during the Expo. The Expo and Conference was held at the Charlotte Convention Center in Charlotte, N.C. More than eight homes and 400 exhibitor booths were on display, where members were able to talk face-to-face with company representatives showcasing the latest cutting edge products and services in the building industry. The booths were open Thursday and Friday of the Conference, while classes were held until Sunday. Conference attendees were able to obtain continuing education credit from the North Carolina Builder Institute and National Association of Home Builders in the following designations: NCBI's Accredited Builder (AB), Accredited Master Builder (AMB) and the new Accredited Associate (AA); the NAHB's Certified Graduate Builder (CGB), Graduate Master Builder (GMB), Certified Graduate Remodeler (CGR) and Residential Construction Superintendent (RCS) designations. The 21st Century Building Expo & Conference (21CBEC) was created so members of our local HBA, NCHBA and the home building industry in general could attend and participate in an Expo and educational conference of the same quality as the NAHB International Builders' Show (IBS), but not have to travel to a remote location. Over the last five years, the 21CBEC has become the fastest growing trade show in the Southeast. Due to its overwhelming success, the 21CBEC floor plan has been expanded to two show floors to accommodate additional exhibitors including systems built home sites. The AHBA was proud to have several members displaying booths at the Expo and several other members who came to support those displaying at the Expo.



AHBA Members display their products and services at the 21st Century Building Expo and Conference.

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AHBA Considered the Best of the Building Industry at the Sixth Annual STARS Awards Gala

Nearly 400 building industry professionals from North Carolina and surrounding states gathered at the Westin Hotel in Charlotte, NC, on September 10, 2008 for the Sixth Annual STARS Awards Gala.

Winners received recognition across 41 categories that covered marketing, advertising, web design, sales centers, landscape design, interior merchandising, architecture/floor plans and special projects. Awards were also given to local home builders associations, communities of the year, a distinguished associate member and a distinguished builder member.

The STARS Awards Gala is held in conjunction with the 21st Century Building Expo & Conference sponsored by the North Carolina Home Builders Association. Each year the competition pays tribute to members who make major contributions to the residential home building industry. In 2008, the program boasted a record number of entries, and a total of 63 STARS awards were presented at the awards gala along with the recognition of 20 Outstanding Achievements. The STARS Awards ultimately symbolize tremendous achievement, honor, and distinction among building industry professionals.

The Asheville Home Builders Association is proud to be the recipient of two STARS Awards including the Best HBA Website for a Large Group and Best HBA Member Communication, which was presented for our Newsletter. These awards will stay on display at the AHBA office. We plan to enter even more categories at next year's STARS Awards and encourage all of our members to do the same.



Congratulations also go to AHBA member company PSNC Energy for winning several awards including Best Newsletter for a Builder, Associate, Developer, or Realty Company, Best Color Ad – Full Page or Less for an Associate, and Best Radio Commercial. Our AHBA President, Sean Sullivan of Living Stone Construction, Inc. won a STARS Award for Outstanding Achievement for Best Single Family Detached Home with a sales price over \$1 Million-under 5,000 sq. ft. for his green home in The Settings.

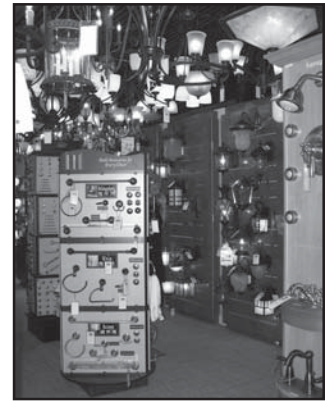
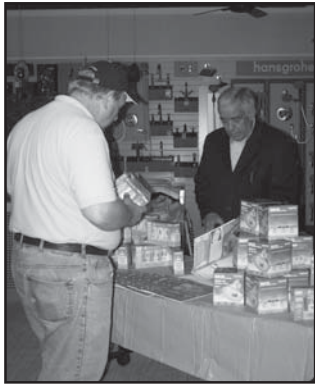


Congratulations to all who won STARS Awards! Special thanks to those members who submitted for the awards and those who attended the STARS Gala in Charlotte to support their fellow members and the AHBA Staff. Contact the Staff at the AHBA office at 299-7001 to find out more about the STARS Awards, the categories for submissions, and how you can enter your company in the 2009 competition. The AHBA would love to see more of our members take home these special awards that denote the Best of the Best in the building industry!

[member news]

Ferguson Focuses on “Green” Living at September Builder After Hours

Ferguson held the September 9th Builder After Hours at their new showroom in Ridgefield behind the Kmart Plaza. Over 100 Asheville Home Builders Association members and guests attended the event to see their showroom and to see the “green” products Ferguson and their vendors have to offer. Members toured the facility and were treated to scrumptious Apollo Flame lasagna, toast and salad. Members networked and met business prospects while visiting with the various Ferguson vendors and staff. Door prizes included shower heads, camo hats and various gift certificates! Guests were also encouraged to take home “green” products including florescent lamp lights and flood lights! Special thanks to Ferguson for a fabulous Builder After Hours and to everyone who attended! Be sure to attend all our Builder After Hours since this is a great way to meet other AHBA members and to see what our Associate Members have to offer your company!



Ferguson's new showroom at Ridgefield brought new light to green trends for the September Builder After Hours!

Multifamily Builders Report They Are Going Green

More of the nation's apartments and condos are going green as multifamily builders and developers respond to growing consumer interest in sustainable building practices, according to a recent survey by NAHB.

“Apartments and condos are inherently green, because they offer more compact development to begin with,” says Steve Patterson, chairman of NAHB's Multifamily Leadership Board and an apartment and condo developer from Orlando. “With today's heightened consumer interest in green, multifamily builders are embracing more green and recyclable products, and are more willing to invest in energy efficiency.”

While a majority of the survey respondents — 74% — said that buyers and renters are willing to pay more for green amenities, the median additional amount they are willing to pay is only about 2%.

In the NAHB survey, which polled multifamily builders and developers nationwide on their green building practices, 89% of respondents reported that they are installing energy-efficient appliances and lighting in their multifamily communities.

The survey also found that:

79% are using windows with Low-E glass

64% are using recycled and recyclable products

50% are using significantly more insulation than required by the building code.

NAHB has submitted a voluntary Green Building Standard to the American National Standards Institute to enable builders and remodelers of single-family and multifamily residences to obtain independent, third-party certification of their green construction work.

Another program, the Certified Green Professional (CGP) designation, teaches builders, remodelers and other industry professionals techniques for incorporating green building principles into homes using cost-effective and affordable options. Earning the CGP demonstrates to clients and peers your commitment to the best and latest in green building practices and techniques. More than 500 people have earned the CGP designation to date.

For more information on the National Green Building Standard, which is soon to be a rating system in the NAHB National Green Building Program, call 800-368-5242 x8132.

Eye on the Economy: Home Sales Appear to Be Stabilizing

by NAHB Chief Economist David Seiders

The Commerce Department's preliminary estimate of growth in real gross domestic product (GDP) for the second quarter came to a heady 3.3% annual rate, up from the 1.9% "advance" estimate and the strongest pace since the third quarter of last year. The large upward revision primarily reflected much stronger net exports — exports were revised up and imports were revised down — and much less inventory liquidation in the nonfarm business sector.

The housing production component of GDP (residential fixed investment) was revised very little and still shows nearly 16% contraction (annual rate) in the second quarter. That was enough to knock off 0.62 percentage point from overall GDP growth, following much larger negatives in the previous three quarters.

The surprisingly strong GDP report for the second quarter may very well overstate the economy's true strength and most likely will be revised downward sometime in the future.

For one thing, there's a major discrepancy between GDP and gross domestic income (GDI), two concepts that are identical in principle, as GDI has shown a much weaker pattern during the past year.

Furthermore, other key data systems, including the monthly employment reports, strongly suggest that the economy was not doing all that well in the second quarter, despite sizable support to consumer spending from the income tax rebates that were enacted into law early this year.

The Economy Is Bound to Weaken in the Second Half

Major sectors of the economy are bound to lose strength in the second half of this year and possibly in the early part of 2009 as well, despite recent declines in global oil prices.

Consumer spending, which accounts for about 70% of GDP, actually started to weaken seriously in July and surely will continue to give way as the support from the income tax rebates first evaporates and then converts to a negative "payback" effect.

Net exports, which contributed an immense 3.1 percentage points to the second-quarter GDP growth rate, simply will not be able to repeat that performance in coming quarters.

The dollar has been regaining some ground, inevitably weighing on net exports, and the economies of some of our key export markets — including Japan, the Euro area and the United Kingdom — have been weakening lately. While our foreign trade deficit is likely to show some further improvement in coming quarters, the kick to GDP growth will be nothing like the extraordinary support provided in the second quarter of this year.

Everything considered, the overall economy is bound to weaken in the third quarter and could slip into a negative growth mode by the final quarter of the year, keeping alive the possibility of an official recession "call" by the Business Cycle Dating Committee at the National Bureau of Economic Research.

More Consumers Say It's a Good Time to Buy Homes

The University of Michigan's monthly survey of consumer sentiment asks households to rate buying conditions for homes.

The proportion giving a "good" rating started to give way in 2004, as house prices were climbing to unaffordable levels in many areas, and bottomed out in the summer of 2006 as house prices finally topped out at the national level. But the "good" proportion has been on the rise for about two years now, getting up to 71% in August — back to the mid-2005 level.

Consumers' ratings of home buying conditions have been driven largely by house price movements. In August, 65% of consumers cited "low prices" as the key reason for viewing home buying conditions as "good," compared with only 10% at the end of 2005.

Improving consumer views of home buying conditions obviously do not quickly translate into stronger home sales. But the systematic improvements in recent times are laying the groundwork for better sales volume a bit further down the line.

House Price Declines Are Moderating

The downswing in national average house prices started around mid-2006 and gathered downward momentum through the first quarter of this year. However, the rate of decline has slowed down recently, suggesting that the massive imbalance between demand and supply in the single-family housing market is being corrected to some degree.

The S&P/Case-Shiller U.S. National Home Price Index for the second quarter of this year was down by 18% from the peak reached two years earlier. The seasonally adjusted annual rate of decline in the second quarter (from the first quarter) came to 11.5%, certainly a large rate of decline but much slower than the record 23.3% contraction registered in the first quarter of this year.

Other price measures also show recent slowing in the rate of national house price decline, including the seasonally adjusted purchase-only version of the House Price Index produced by the Office of Federal Housing Enterprise Oversight (OFHEO).

This OFHEO measure, based on home sales financed by mortgages held or securitized by Fannie Mae and Freddie Mac, contracted at an annualized rate of 5.4% in the second quarter, compared with a record 6.7% in the first quarter of the year.

This pattern should continue to develop in coming quarters, and we expect to see outright stabilization of national price measures during 2009.

Home Sales Appear to Be Stabilizing

Sales of new and existing single-family homes have fallen dramatically since the peaks in 2005, but recent data suggest that the long downslide is nearing an end.

Improvements in affordability, due to price declines in many areas coupled with persistent growth of household income, appear to be the main supportive factor so far, and the new \$7,500 tax credit for first-time home buyers is sure to support sales over the balance of this year and the early part of 2009 (i.e., during the window of opportunity).

Existing-home sales rose by 3.1% in July and sales volume actually has been rattling around a fairly flat trend since late last year. A rising number of foreclosure sales certainly has been supporting overall sales volume in the existing-home market. Even so, recent sales data provide some reassuring signals on the demand side of the single-family housing market.

New-home sales moved up by 2.4% in July and the cyclical low may very well have been reached in June.

NAHB's current short-term forecast shows stabilization of new-home sales during the second half of the year, not far below recent levels, followed by a systematic recovery process in 2009 and 2010.

For more information about NAHB's *Eye on the Economy* and stabilizing house prices, please contact the AHBA office at 299-7001 or by email at info@ashevillehba.com.

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Mark Your Calendars!

Important Parade of Homes Dates

Builder Open House.....October 7

** Come see the newly renovated AHBA Office while picking up your Parade of Homes Packet and enjoying snacks & cold drinks!*

Parade of Homes Weekends.....October 11/12
October 18/19

Parade of Homes Banquet.....October 16

** Will be held at the Crest Center, Black Tie Optional, Invitation to Follow*

In the Know...

2008 Committee and Council Updates

Associates Committee

Richard Soderquist - Chair

Table Top is fast approaching on November 6. This is an annual event you won't want to miss! This year's table top will host 100 booth spaces, each 10 x 10, perfect for full displays and product demonstrations. The event will have extended hours this year, 3:30pm to 8:30pm. In conjunction with the booth displays we will also be offering education seminars! Call the office today for more details and to make sure you're registered for a spot! You can also visit the website at <http://www.ashevillehba.com/memberAnnouncements.php> for a sign-up form!

Education Committee

Judy Dinelle- Chair

The Education Committee is taking the summer off and will resume classes in November. Remember that we need to fill these classes with 16 people so be sure to contact the AHBA office if you are interested in education classes in November!

Legislative Committee

Greg Spicer-Chair

With the upcoming elections less than two months away, the Legislative Committee has been very busy. We have met with local and state officials over the past few weeks and are distributing some of our hard earned Build-PAC funds before the end of the month. This committee has worked very closely with MCAD all year in an extra effort to stay in front of all candidates. This effort has been very successful. MCAD was the presenting sponsor for the Chamber's "Elected Officials Reception" that was held on Aug. 21st with a great attendance. We will also be the main sponsor for the "Candidates Forum" scheduled for Sept. 18th.

The format will be 3:00-4:00 pm – County Commissioner Candidates, 4:15-4:45 pm – Nathan Ramsey and David Gantt, 5:00-6:00 pm – State House and Senate Candidates. This will be an important forum with all candidates offering their positions and taking questions.

If any of our members want to discuss our progress or details of any legislative meeting please email Greg Spicer at gspicer@mathinsurance.com.

Marketing Committee

Sean Sullivan - Chair

The PR Committee has finalized the new AHBA sign for Hwy 70. The frame was constructed by Silverman's and we installed it on Sept. 5th. Carolina Ready mix donated the concrete to set the sign in. Good news to report that the AHBA website won an association award at the NCHBA Stars program on Wednesday, September 10 2008 for Best Association Website!

Parade of Homes Committee

Josh Abrams & Patti Haberstock- Co-Chairs

It is hard to believe that 2008 Parade of Homes is almost here. This year's Parade Promises to be better than ever. Our Multi-media campaign will begin in early October with Cable TV, Newspaper, Radio and Billboard advertisement. The committee has decided to move this year's Awards Banquet to the Crest Center. With the change in location it is sure to be a sell out event so remember to purchase your tickets early. *Excellence Within... The Association, Home Building, and The Community.*

Remodelers Council

Tim Alexander - Chair

The Council has completed its new Brochure which is being distributed to Real Estate offices, chamber of commerce, lenders and other areas where the public might look for leads of builders and associates who can perform remodeling services. In addition, The Remodelers Council completed the Fergusons display and participated in the Insulate program helping students at Warren Wilson College complete a weatherization project in the community. For more information on joining the council contact the HBA office at 828-299-7001.



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<p>Sylva 631-9670</p>	<p>Franklin 369-1786</p>

- New Members -

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Gary Hyder
P.O. Box 758
Burnsville, NC 28714
828-682-6141
Automotive Dealer
SPIKE: Stuart Ray

Mumm Construction Company

Richard Mumm
P.O. Box 9456
Asheville, NC 28815
828-298-7310
Builder
SPIKE: Bob Spear

Retro + Fit + Design, LLC

Jason Weil
242 Charlotte Street; Suite 2
Asheville, NC 28801
828-254-9150
Architecture Design
SPIKE: Amanda Ballew

The Colorful Palate

Tara Letts
P.O. Box 1054
Asheville, NC 28802
828-242-3352
Catering
SPIKE: Josh Abrams

Crest Mountain Condominiums, LLC

Reese Lasher
6 Celebration Place
Asheville, NC 28806
828-252-7787
Developer
SPIKE: Mike Franklin

Quality Comfort Heating & Cooling, LLC

Mikheil Lebed
147 Gorman Bridge Road
Asheville, NC 28804
828-255-4659
Heating & Cooling
SPIKE: Bob Spear

Rivertop Contracting, Inc

Rob Atema
P.O. Box 1294
Black Mountain, NC 28711
828-686-7696
Commercial Landscaping
SPIKE: Kevin Abercrombie

Walnut Cove Builders, LLC

Skip Brewer
P.O. Box 638
Arden, NC 28704
828-777-1969
Builder
SPIKE: Jim Combest

Jim Phelps Signature Collection, LLC

Denise Landi
10620 Bailey Road; Suite I
Cornelius, NC 28031
704-237-5054
Residential Design
SPIKE: Sean Sullivan

Rebecca D'Angelo Photography

Rebecca D'Angelo
828-357-8327
Photographer
SPIKE: Thomas McClain

Stewart Title Company

Cindy Plemmons
P.O. Box 6499
Asheville, NC 28816
828-350-1780
Real Estate Title Insurance
SPIKE: Thomas McClain

WNC Energy, LLC

Jonah Goldwag
729 Haywood Road
Asheville, NC 28806
828-236-9236
Insulation Contractor
SPIKE: James Bound

A Message From the AHBA Executive Officer

Honest. Competent. Communicative. Motivated. These words describe effective and successful leaders. Whether the leader is coaching a tennis team, running a company, or governing an association, an effective leader has a vision for the future, is committed to achieving that vision and inspires others to work towards that vision.

Being a leader is an honor, an opportunity, a privilege and most importantly, a responsibility. Good leaders are progressive thinkers who have the ability to translate their ideas into action. Doing this requires time, energy, patience and enthusiasm.

The Asheville HBA is fortunate to have a wealth of leaders, some who serve on your Board of Directors, Committees and Councils. The Asheville HBA is governed by a 14 member Board of Directors made up of 8 Builder Members and 6 Associate Members. Members of the board work to ensure that members are treated with the upmost respect and that their requests and needs are met, all while working for the betterment of the AHBA!

Serving on the AHBA Board of Directors allows members to interact on a larger scale. Board members are responsible for setting direction, ensuring resources and providing oversight. Members elected to the AHBA Board of Directors will be required to take part in a new board member orientation which is aimed at bringing all board members up to speed on topics within the AHBA, the mission and strategic plan of the association, the logistics of the board and much more. Board meetings are held on the 2nd Thursday of each month at 3pm and attendance is monitored regularly. Board members are expected to attend AHBA events and serve as a resource for AHBA members. Board members contribute through fundraising efforts, decision making, future planning and community service. Serving on the AHBA Board of Directors is rewarding – the AHBA staff strives to work with the Board to make everyone feel welcome, give members opportunities, recognize our volunteers, support our members and make it simple to be involved and contribute!

We are excited to announce that nominations are now being accepted for 2009 AHBA Board of Directors. If you know someone who is interested and qualified to serve on the board, including yourself, please take a moment and fill out the form on page 15 of this month's newsletter. This is an opportunity, open to all members, to get involved with the AHBA through service. Please feel free to contact me directly, or any board member, regarding the level of commitment and the opportunities that accompany serving on the AHBA Board of Directors!

Thank you in advance for your service!

Caroline Sutton, Executive Officer
www.AshevilleHBA.com



- Renewing Members -

Action Concrete Services

Dustin Pelletier
P.O. Box 3569
Greenville SC 29608
828-210-2025

Asheville Hardwood Center

Clyde Maxwell
554 Riverside Dr.#B
Asheville NC 28801
828-253-0310

Ballew Lee Construction

Ronald Ballew
2334 Hendersonville Road;
POB 25068
Asheville, NC 28803
828-274-8600

BB&T Mortgage

Greg Wilkie
P.O. Box 450
Asheville NC 28802
828-225-2060

Beverly Hanks & Associates

Frank Warren
1 Town Square Blvd, Suite 140
Asheville NC 28803
828-687-7275

Building Environmental Solutions

Ron Shelton
825 C Merrimon Avenue; #361
Asheville NC 28804
828-350-1035

Butler Construction, Inc.

Matt Butler
P.O. Box 9264
Asheville NC 28815
828-298-1276

Carolina Colortones

Guy Campbell
2 Industrial Drive
Arden NC 28704
828-687-9510

Cason Builders Supply

Dee Dee Gould
PO Box 1520
Hendersonville NC 28793
828-692-5716

Duane Moor Builders, Inc.

Duane Moore
2580 Pine Cove Road
Old Fort NC 28762
828-777-2225

Economy Services, Inc.

Doug Jones
P.O. Box 6525
Asheville NC 28816
828-254-0691

Fish Builders & Realty, LLC

Owen W. Fish
308 Goughes Branch Rd
Leicester NC 28748
828-683-4761

Freeman Gas Company

George Entwistle
4848 Asheville Highway
Hendersonville NC 28791
828-696-9920

G&B Energy

Gary Hollifield
5046 Boylston Hwy, Ste #1
Horseshoe NC 28742
828-891-7371

Hamilton Door Company

Jeff Benninghoffen
35 Clement Drive
Asheville NC 28805
828-545-9765

Hawks Landscaping

Michael Hawks
6 Devonshire Place
Asheville NC 28803
828-254-1287

J&N Homes, LLC

Jeremy McCowan
333 Stratford Road
Asheville NC 28804
828-545-6633

Keswick Homes

John Chewning
212 South Plains Dr
Asheville NC 28803
828-687-3511

King Associates Real Estate

Terri King
202 Flat Creek Village Drive
Weaverville NC 28787
828-658-8100

Kitchens Unlimited

Jim Ramsey
120 New Leicester Hwy.
Asheville NC 28806
828-254-8966

LB Jackson

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Arden NC 28704
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Labor Finders of Asheville

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251 Biltmore Avenue
Asheville NC 28801
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Material Sales Company

Doc Hensley
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Asheville NC 28813
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Mitch Contracting

Emory Mitchell, Jr.
P.O. Box 2080
Fairview NC 28730
828-252-0694

more SPACE place

Josh Abrams
1025 Brevard Rd., Ste. 7
Asheville NC 28806
828-665-9665

Mountainbrook Homes, Inc.

J.D. Wallace
31 College Place, B-121
Asheville NC 28801
828-250-0004

Patrica Tipton

Patricia Tipton
117 Bradford Farm Road
Arden NC 28704
828- 777-7242

Quality Plus Homes

Zora Reece Hays
PO Box 18145
Asheville NC 28814
828-658-2294

Scenic Mountain, LLC

Howard Ferree
P.O. Box 684
Weaverville NC 28787
828-645-1031

Showcase Exteriors

Chip Phillips / Affiliate
618 Rose Hill Road
Asheville NC 28803
828-298-1700

Stock Building Supply

Bill Bugbee
P.O. Box 1379
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828-645-8275
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6 Bridgestone Road
Swannanoa, NC 28778
828-712-1518
Builder
SPIKE: Susan Newton

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Marsha Rice
36 Old Charlotte Highway
Asheville, NC 28803
828-258-2131
Steel & Yard Drainage
SPIKE: Sam Arrowood

Labor Ready

Grant Blackford
198 Patton Avenue
Asheville, NC 28801
828-236-9675
Temporary Labor

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 or email your comments to the AHBA at info@ashevillehba.com. **All information given to the AHBA is held strictly confidential.**



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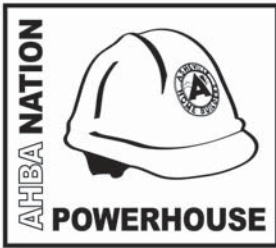
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BE A WINNER... GET CONNECTED!



The Asheville Home Builders Association is now accepting nominations for the 2009 Board of Directors. We are looking for individuals who are willing to devote the time and energy needed to make our association the best organization it can be. If you know of someone who would be interested, or you would like to be on our 2009 Board of Directors, please let us know.



I would like to nominate:

for the 2009 AHBA Board of Directors.

Please submit your nomination by October 17, 2008 by emailing the office at info@ashevillehba.com or by faxing this form to 828-299-7008.

AHBA NATION



AHBA Nation Member Spotlight

Name/Title: **Lorraine Plaxico**

Business Name: **Plaxico Architectural Illustrations and Pastel Landscapes**



How did your company get started?

After working as in-house illustrator for an architecture firm in Columbia, SC, I operated my own rendering firm for 7 years. I was a member of the Columbia HBA and did the illustrations for their Parade of Homes book each year. When I moved to Asheville in 1996, I joined the Asheville HBA. I was on the building committee for the new HBA office and then served on the Board as secretary. I do some of the illustrations of the houses for the Parade of Homes here.

What makes your company unique?

I still do my drawings by hand. Not many rendering firms still do. The hand drawn look gives the houses a homey and appealing look that sets them apart from computer drawings.

What has been your greatest business success?

Being self employed as an artist for over 20 years, buying a house I adore and adding a studio to it. Recently I have gone back to my first love, drawing pastel landscapes. I plan to market them to builders and real estate companies for the people who are moving to this area because of the mountains and beauty I love to draw. Framed originals or pints make good closing gifts.

What do you like about doing business in Asheville?

I really appreciate the friendliness of our HBA members and the more relaxed way of doing business in this area. The houses are so much more creative and interesting to work on, since they adapt to lovely sites with views and use native materials.

What kind of customer does your business attract?

Builders, architects, developers, construction companies, real estate agents, marketing firms, and home owners.

How does your business positively contribute to the Asheville Community?

Marketing is especially important in slower economic times. I hope my drawings help home sales by showing what a house will look like well in advance of its completion. They can be used on construction site signs and info tubes, fliers, ads, and on web sites. A picture is worth a thousand words!

Location: Weaverville, NC Website: www.architectureartist.com AHBA Member for 7 Years!



Asheville Home Builders Association
PO Box 9722
Asheville, NC 28815

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