

THE HOME BUILDER

DallasBuilders
ASSOCIATION

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February 2014

Dallas BA's Industry Investors for 2014



BRIEFLY

The Dallas BA will partner with E&M Consulting this spring for the New Home & Remodeling Show at the Plano Centre. This consumer show will be held March 22 & 23.

The Show features the latest in new home construction trends as well as the finest in remodeling techniques for any upcoming home improvement project. Show attendees can take advantage of this "one stop shopping opportunity" to meet industry experts one-on-one and compare exhibitors to find the expert who will best suit their needs.

Once again, there will be a show stage with professional demonstrations and consumer classes. The show will feature a Green Zone, Market Bazaar, the Home Depot Kids Workshop, the Habitat for Humanity Re-Store and more.

More than 200,000 tickets will be distributed to local businesses in Plano and surrounding communities. In addition, the show will be promoted in a special 8-page tabloid in area newspapers.

Dallas BA members receive a discount to exhibit: \$995 for an 8x10 booth or \$495 for a 6-foot draped table.

Visit PlanoHomeShow.com for information.

Periodicals Postage Paid at Plano, TX, and Additional Offices

McSAM People's Choice deadline is Feb. 14; deadline for all other categories is Feb. 28

This year's McSAM Awards competition and event has many new and exciting aspects. Under the direction of Sales and Marketing Council Chair Kelly Hoodwin and McSAM Chair Rich Gardner, McSAM is growing and expanding. The 2014 McSAM Awards that will be held on Thursday, April 10, at the Hotel InterContinental. The official call for entries is available at McSamAwards.com.

The McSAM Awards were created in 1979 by the Sales and Marketing Council of the Dallas Builders Association in recognition of Sales and Marketing excellence. The prestigious McSAM Award is given to builders, developers and associates who have made a significant and creative contribution in residential marketing through specific achievements during 2013.

Deadline to enter the People's Choice categories is Feb. 14. Entries in all other categories will be due on Feb. 28, with judging occurring in early March.

This year's awards show will include more than 40 categories in addition to Builder of the Year and Community of

Year awards. A team of builder leadership invited was assembled to serve on the program's advisory committee. Their task was to review all categories, requirements, partnerships and overall event. The group shared ideas and suggestions that became the guidelines for this year's program.

Thoughtful consideration was given to categories to recognize the current product within the marketplace, while allowing for expansion of categories by the judges should entries suggest. All entries will be considered and placed within a category where it can find the best opportunity for recognition.

Also new this year is a streamlined entry process. The goal is to make submitting your entry simple and easy. If you missed the entry prep workshop held last month, you can view it on video at McSAMAwards.com.

Partnership opportunities are now available, ranging from the \$8,000 exclusive Title Partnership (Presented By:) to the \$500 level. Please direct questions to Dallas BA Director of Member Services Misty Varsalone, 214-615-5005.



Designation, continuing education classes begin

By Paul Evans, CGA, CGP
BMC

Sales and Marketing Class, Feb. 19, Presented by StrucSure Home Warranty

This first Designation class for 2014 should really be called Marketing and Sales. We will discuss in detail how to get your company noticed in the field of hundreds of builders and associates out there in your community. Making yourself different than the rest. We will discuss how to get the most out of you marketing dollars and how to even get your company name out in the world for free. This is not just a Marketing 101 class that you would get in college, this class is tailored for the building industry and taught by an instructor that has been in sales and marketing for over 30 years.

Build it and they will buy, product-driven builders tell themselves. However, customers may have their own ideas. If you follow the steps to find the

right niche for your company, you'll be well rewarded. Covering four essential topics, this course will help you turn your business into a profitable, market-driven enterprise. As a graduate of this course, you will be able to:

- Gather and organize market data;
- Use market information to determine the most profitable locations, types and pricing for new home construction;
- Describe methods for generating and attracting buyers for your product; and
- Identify an effective process for selling your product to customers.

At the end of this course we will then discuss how the best way to qualify the customer to see how he/she will fit your niche and make more profit in less time for your staff. You will be using this sales method in all aspects of your business, not only selling homes but

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50+ Builders Attend Contract Class Jan. 23

From left are instructor and co-author of the contracts, James Rudnicki, Bush Rudnicki Shelton; lunch partner Jessica Goehring, Builder Agent Network; education title partner Tiffany Acree, StrucSure Home Warranty; and Dallas BA Executive Officer Phil Crone. Attendees received updates on the newly revised TAB Contract Package. They came away with information on the numerous improvements to the contract, including a new construction services agreement between the builder and prospective clients; performance standard updates and numerous other changes that reflect best practices and up-to-date construction transactions; integration of warranty and performance standards, including foundation performance to reflect current engineering practices. Eighteen contracts were sold on-site that day, but you can still get yours by going to www.texasbuilders.org.

Bonded Builders Warranty, Lee Lighting will again reward membership recruiters with trip

This year, membership recruiters who bring in just eight new members will once again be rewarded with a trip, thanks to trip partners Lee Lighting and Bonded Builders Warranty Group, who have underwritten the trip for several years.

One partnership is still available for \$7,500.

Any member recruiting eight full memberships (does not include Additional or Affiliate Memberships) between Nov. 1, 2013, and Oct. 31, 2014, will be awarded a 4-day trip to a wonderful destination with fellow Dallas BA members. Recruit 16 and be awarded a trip for two. Or participate in the "buy-on" by reducing the cost of the second trip.

Next year's trip will be in February 2015; the location will be announced

soon.

2013 membership recruiters and their guests recently returned from 4 nights/5 days at the Live Aqua Resort in Cancun. They were:

- John & Barbara Bynum, KWA Construction;
- Geanie Vaughan, Lee Lighting;
- Misty Varsalone, Dallas BA staff;
- Bill & Juanita Deal, Bonded Builders Warranty;
- Chip Chamberlain & Gayle Thatcher, Caprock Construction;
- T.W. & Linda Bailey, Bailey Family Builders;
- Robert & Yvonne Cresswell, Cresswell Enterprises;
- Joe & Kay Chamberlain, Caprock Construction;
- Jeff & Ricki Dworkin, JLD Custom Homes;

Tom & Laureen London, Thomas Signature Homes;
Frank & Gail Murphy, Wynne/Jackson Inc.

Rich & Kimberly Messenger, Texas Door & Trim.

For information contact Misty Varsalone at 214-615-5012.



Dallas Builders Association membership recruiters and their guests enjoyed a stay at the Live Aqua Resort in Cancun in January.



Newest Graduate Master Builders

Three builders earned their Graduate Master Builder professional designations after successful completion of the Dallas BA's recent "Diversification" class. From left are Miguel Ramirez, CAPS, CGB, CGP, GMB, Marlf Designs International LLC; Shelley Malone, CGP, GMB, Shelley Malone Custom Builder, Inc.; Chad Volkerding, GMB, ParkView Homes, LLC, Overland Park, KS; and Ed Harrison, CGB, GMB, Harrison Homes, Instructor.



Business Management Class

Clent Kingsbery, CGP, Holiday Builders Texas; and Tracy Mitchell, CGB, Tracy Mitchell Custom Homes; earned designations in December. Paul Evans, CGA, CGP, BMC, was the instructor.

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BARCIE VILCHES, Editor

February brings great education opportunities

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with your trade and vendor partners.

A continental breakfast and lunch will be served, compliments of Hotchkiss Insurance Agency and DOW Building Solutions.

We hope to see you there!

Continuing Education, Presented by StrucSure Home Warranty

The month of February also marks the start of the Building a Better House series of classes, presented by title partner StrucSure Home Warranty. This is a series of seven classes that starts with the foundation and builds from there in each of the seven months these classes are offered.

The first class on Feb. 12 is on "Foundations, Concrete and Soil." Our featured speaker is Brian Eubanks with Paragon Structural Engineering, LTD. Come and learn about soils and when to use different foundation technologies - injections, traditionally suspended, post tension, piered foundations, pier and beam, crawl space or Slab Tek system.

The next six classes will cover Building Envelope and Insulation, HVAC, Advanced Framing, Roofing/Windows/Siding, Interior Design and Lighting, and Building Science. Each class will feature speakers who are specialists on each topic.

All classes start at 10 a.m., are three hours long and include lunch, compliments of BMC, Prosperity Bank and DOW Building Solutions, all for \$40 for members and \$50 for nonmembers.

Get Started on A Designation!

Coming March 5, don't miss the opportunity to start working on a designation by taking the Builder Assessment Review (BAR) for the Certified Graduate Builder (CGB) designation or the Professional Remodeler Experience Profile (PREP) for the Certified Graduate Remodeler (CGR) designation. These are both 3-hour timed tests to assess the areas where your knowledge is strongest, where it is weakest, and will determine the courses required for you to obtain your CGB or CGR.

Hurry and register for one of these tests as registration closes on Feb. 24! Visit the Calendar at DallasBuilders.com or contact Director of Education Stephanie Bosslet at 214-615-3881 for details.



Thanks to the collaborative efforts of Dallas Builders Association staff, members and our community partners, housing related advocacy in the North Texas region is on a strong and productive pace for 2014.

In the City of Dallas, the Association is working on behalf of its members on multiple fronts. In what has been a multi-month process, Dallas BA staff and members have been visiting with city staff and officials in an effort to get revisions in the city's Conservation District (CD) ordinance. As currently written, the vagueness of the ordinance has resulted in costly and prohibitive design restrictions for builders. And for the City of Dallas, multiple challenges arise as citizens in various neighborhoods often have differing stances on how, or even if, their home, and their property rights, should be impacted by the application of the conservation district.

Dallas' Zoning Ordinance Committee is now in the process of reviewing and seeking revisions to the ordinance. The Dallas BA has made our members' voice heard during multiple meetings and has seen headway in getting our ideas into the mix. With regards to the determinations of eligibility for a conservation district application, proposed revisions include better defining "architectural significance," requiring at least 75% of lots are developed with buildings that are at least 25 years old and a minimum of lots that would be required to apply. This would be a measure in a pre-application process that would also include public meetings to educate property owners of the purpose of the CD being sought, as well as the impact it would have on their property rights. Equally important could be a more responsible threshold for approving a CD. Along with the needed rule that boundaries of the proposed CD cannot be gerrymandered during the process, increasing the percentage of property owners' signatures for approval to 75 has also been proposed.

As a partner in the Dallas community, Dallas BA is working with others to identify city processes that could be addressed in an effort to promote growth in Southern Dallas. With the goal to help Dallas be proactive, avoid overregulation and increase efficiency, the conversation includes initiatives that would benefit all areas of the city. From removing uncertainties in zoning and streamlining the building inspection process, to encouraging development incentives and infrastructure, to addressing the costs of tree mitigation, the Association is looking for an outcome that not only grows South Dallas, but the overall economy as well.

In Garland, the Association is closely monitoring the city's process

David Lehde
 Director of
 Government
 Affairs



as it moves to draft an encompassing development code. Covering items such as zoning, building design, landscaping and tree preservation, subdivision regulations and requirements for lighting, the end result will have an impact on how developers and builders do business in Garland. Work sessions of the City Council and Plan Commission begin in mid-February, and Dallas BA staff will work with members to identify any areas of concern.

Our work is never focused on one sector or city, but rather a healthy housing environment for all of North Texas. To do that, we need relationships with the decision makers. And it is good for all involved when those decision makers are supportive of policies that not only free up home builders and developers from overregulation, but also understand economic and infrastructure development needs. With that in mind, the Association is keeping a close eye on the upcoming cycles. Texas begins early voting for primaries on Feb. 18, with primary election day on March 4. This will be followed by municipal elections in the May timeframe, giving only a short hiatus before Texas holds general elections in November.

During this time, voters statewide will not only decide who will hold seats for a U.S. Senator and the state's share of the House of Representatives, Governor, Lt. Governor, Attorney General, Comptroller, State Senators and Representatives and more. Texans will also vote for County Judges, Commissioners, City Mayors and Council Members, as well as a needed funding avenue to help get Texas roadways up to date. Basically, the governing footprint of the Lone Star State from toe of the boot to the rowel of the spur. When all is said and done, it will be important that those holding the reins are housing friendly.

The Dallas Builders Association will closely monitor all of this, taking opportunity to weigh in on key issues and officials. Advocacy, it's what your Association does for you.

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(Title Insurance)

Glass Doctor of North Texas
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Kidd Roofing
Jeff Marshall
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jmarshall@kiddroof.com
(Roofing Contractors)

Visit DallasBuilders.com for complete contact information on these new members.

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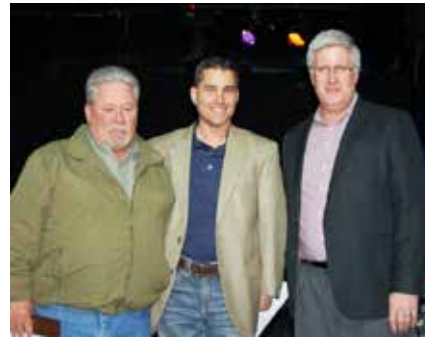
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Multifamily Builders Council



The Multifamily Superintendent of the Year award goes to Stan Wallace, ICI Construction, left. Making the presentation are Dave Tague, MFBC Chairman, and Rene Grossman, MFBC board member.



The Multifamily Builders Council presents \$5,000 to the Samaritan Inn. From left are Scott Oberle, MFBC board member; Lynne Sipiora, executive director of the Samaritan Inn; Balon Bradley, Samaritan Inn board member; and Dave Tague, MFBC chairman

North Dallas/Collin County Division Bowling Tourney



Title partner Texas Door & Trim



1st place



3rd place



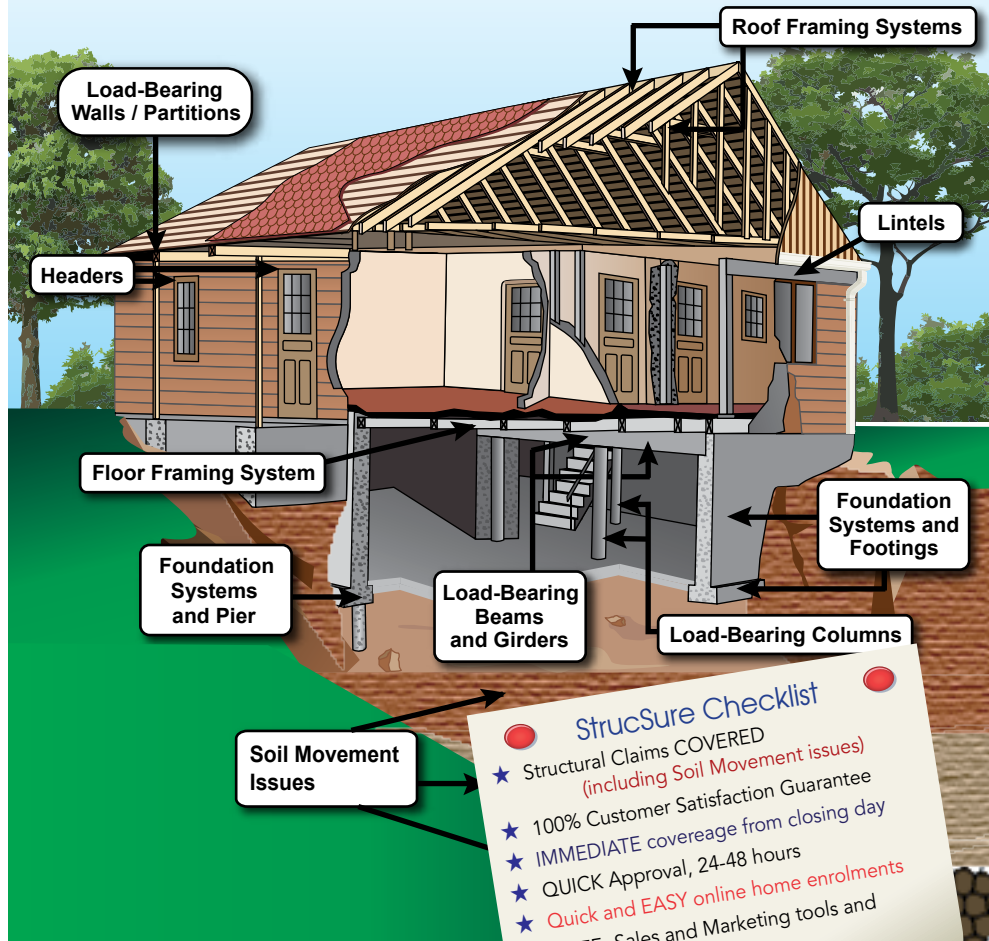
2nd place

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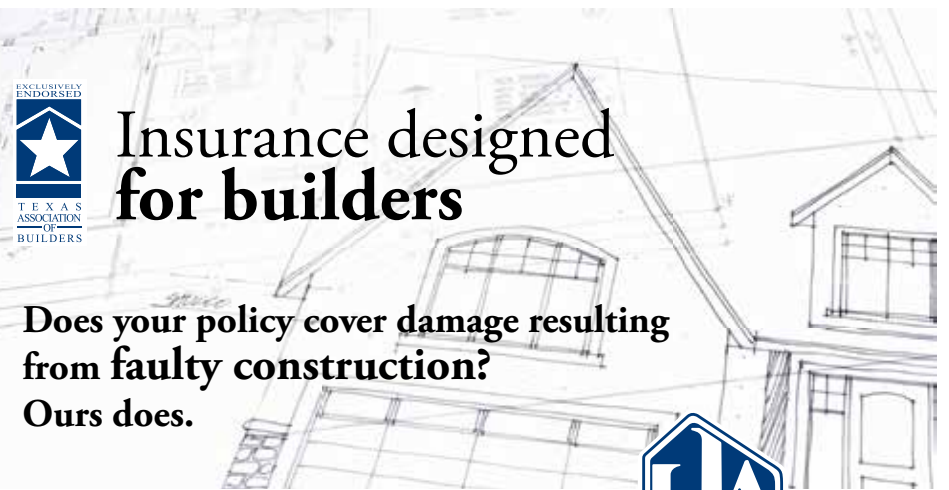
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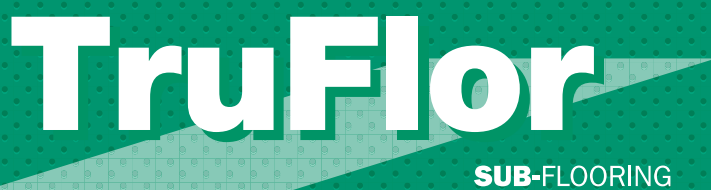
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