

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

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## Dallas BA's Industry Investors for 2014



# 2014: A Year of Excellence for the Dallas Builders Association

By Phil Crone, CGP, GSP, JP  
Executive Officer

My casual observation of the crowd (larger than in recent memory) at our Christmas party last month was that it served, I believe, as a microcosm of the year gone by. The 2013 party, had a smaller crowd, but we ended up with more empty beer bottles in the garbage. I don't think it is because you all were any less festive or any more temperate. No, my theory is that in 2013, most of you had your first good year in a long time and were very eager to celebrate it. 2014 saw continued success, but at times felt as if we were drinking out of a fire hose. Our hard work was rewarded with a year of excellence and now we are poised for sustained success.

As I've always said, homes are where the jobs sleep at night. Job growth is a direct contributor to housing demand. In 2014, you delivered about 36,000 units (23,000 single-family and 13,000 multifamily). That's an improvement over 2013, but when you consider the fact that 100,000 jobs have been created in our region; it's obvious that we have a lot more work to do. Much of that work will involve pushing against the

headwinds of our continued labor shortage and our ongoing fight against unnecessary regulation and fees. With inventories at record lows and demand at a record high, we must overcome these challenges if we are going to maintain the housing affordability that is driving jobs to our market and away from others.

That's a perfect segue for me to talk about the success we have had in the advocacy arena. Preserving housing affordability and your ability to do business without unnecessary regulation and fees is our utmost priority. To that end, Director of Government Affairs David Lehde is on the front lines fighting. He has put in quite a few late nights and early mornings on your behalf and has run the wheels off of his car for you, literally.

The City of Dallas always presents challenges to our industry, and this year was no exception. We spent the entire year working on much-needed revisions to the city's Conservation District Ordinance in hopes of preserving property rights against the will of selfishly focused special interest groups. Painstakingly, after many hours of meetings and discussions spanning the entire

year, the ordinance revisions made their way through the Zoning Ordinance Committee and the City Plan Commission to the City Council, where we hope it will be passed soon after the New Year. We also battled an ill-advised stop work ordinance conceived by labor union interests. Yes, they do exist in Texas. This ordinance would have brought work to a halt on job sites, causing delays and safety concerns.

We had plenty of challenges outside of Dallas as well. We worked with several cities on the implementation of the 2012 ICC codes ensuring that they were implemented in a manner that included the cost-saving

Council of Governments amendments that we advocated for as well as the Association's Green Built Texas program. Other achievements included defeating an increase to DeSoto's masonry requirements, working with the City of Heath on subdivision and fence regulations, and fee changes in Denton and McKinney. You name the city, and I can probably name an issue we have dealt with there in the last year.

We have 92 cities in our seven-county area (I bet you didn't know that). As I often tell David, it is what I don't know that scares me the most. That is why it is so important

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## BRIEFLY

The Building a Better House continuing education series returns in 2015, beginning with "Foundation/Concrete/Soil" on Feb. 11. Members save 10% by signing up for all seven classes in the series in advance. If purchased individually, each class is \$40. This nationally award-winning series is presented in partnership with StrucSure Home Warranty. Lunch will be provided by BMC and DOW Building Solutions. View a complete schedule at DallasBuilders.com.

Builders Digital Experience (BDX) has partnered with the Dallas BA to help builders list their homes for free online. And now this member benefit has gotten even better and includes more exposure. Now when you list your properties on DallasBuilders.com, your communities and homes will also display on the two leading new home websites for FREE. Sign up for the free listing program by visiting [www.theBDX.com/Free](http://www.theBDX.com/Free).

If you aren't connected with the Dallas BA through Facebook, Linked In, Twitter or Houzz, you're missing lots of news, updates and photos that you won't see anywhere else. Start following today!

## Eight members to serve as 2015 Industry Investors

As your Association begins its 71st year of working to represent the interests of the men and women who make their livelihood in the home building industry, we want to introduce you to eight very committed members.

They are The Bath and Kitchen Showplace, Dow Building Solutions, Fox Energy Specialists, Hotchkiss Insurance Agency, LLC, Starlight AV, StrucSure Home Warranty, Texas Door & Trim, and The Thompson Group Classic Chevrolet.

These members have stepped up to invest in the Dallas Builders Association at an extraordinary level as Industry Investor members. There is only room for a few in any year and this year the maximum number of companies allowed—eight—stepped forward. They invest significant funds and have committed to supporting the well being of YOUR industry advocate—the Dallas BA.

To be an Industry Investor is an important way for members who believe that the ongoing viability of the Dallas BA is important to their business, and they have proven their dedication with this year's commitment.

"The Dallas Builders Association has worked very hard to enhance the value of the Industry Investor program in recognition of the significant investment made by these members," said Dallas BA Executive Officer Phil Crone. "The return of seven 2014 Investors along with the addition of a new company will further the Association's efforts to educate and empower our members."

Turn to page 3 of this issue for a brief description of the products and services offered by our 2015 Industry Investors. When you see anyone from these loyal member companies, please offer your appreciation of their support.

## Carol Longacre honored as TAB Remodeler of Year

The Texas Association of Builders hosted its Hall of Honor Ceremony and bestowed its 2014 "Of the Year" Awards at the prestigious Excellence in Leadership Dinner inside the Driskill Hotel in Austin Nov. 14.

Dallas BA Past President Carol Longacre of Longacre Construction was named Remodeler of the Year.

Tommy Ford of Tommy Ford Construction and Greg Harwell of Slates Harwell LLP were also recognized with Presidential Distinguished Service Awards.

During Longacre's presentation she was recognized for giving hundreds of hours and traveling thousands of miles each year to serve our local, state and national associations. "She is passionate about our industry and association, and that enthusiasm as chairman has benefitted the 2014 Texas Association of Builders Membership Committee," stated TAB Executive Director Scott Norman. "This committee is vital to the association and she is always thinking outside of the box. As she puts it, 'throwing ideas up against the wall until something sticks.' Carol always follows through, and has been a leader in communicating with TAB staff, her committee members and the local executive officers during her tenure as chairman. She is committed to the improvement of our industry, community and family."



## McSAM Awards Makes 2015 Call for Entries

Plans are well underway for the 2015 McSAM Awards that will be held on Thursday, May 7, at the Hotel InterContinental Crystal Ballroom. The official call for entries is now available at [DallasBuilders.com/special-events/mcsam-awards/](http://DallasBuilders.com/special-events/mcsam-awards/)

This year's McSAM Awards has many new and exciting aspects. A team of builder leadership was invited to serve on the program's advisory committee and review all categories, requirements, partnerships and the overall event. The group shared ideas and suggestions that became the guidelines for this year's McSAM Awards 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. For example, if a multitude of entries are submitted in the



Best Architecture of an Attached Plan, the judges have the ability to split the category based upon product type; patio homes, townhomes, condominiums. Thus 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.

The McSAM Awards were cre-

ated 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 2014.

Entry applications and materials will be due March 27.

This year's awards show will include more than 50 categories including to Builder of the Year and Community of Year awards.

A variety of partnership opportunities is now available, ranging from the \$8,000 exclusive Title Partnership (Presented By:) to the \$250 Friends of McSAM level. Please contact Dallas BA Director of Member Services Misty Varsa-

lone, 214-615-5005, if you are interested in partnering.

2015 McSAM Categories are:

### INDIVIDUAL ACHIEVEMENT

- 1) Rookie Sales Professional of the Year
- 2) Sales Professional of the Year – sales price under \$325,000
- 3) Sales Professional of the Year – sales price between \$325,001 & \$375,000
- 4) Sales Professional of the Year – sales price between \$375,001 & \$425,000
- 5) Sales Professional of the Year – sales price between \$425,001 & \$500,000
- 6) Sales Professional of the Year – sales price between \$500,001 & \$600,000
- 7) Sales Professional of the Year – sales price between \$600,001 & \$800,000
- 8) Sales Professional of the Year – sales price over \$800,000

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