

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



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Dallas BA's Industry Investors for 2014



Dallas BA members will meet with Texas Legislators March 4 for Rally Day 2015

On Wednesday, March 4, housing industry professionals from all across the state will come together at the Capitol in Austin. Dallas Builders Association members will travel en masse on two charter buses that will leave early in the morning that day and return that evening.

Buses will leave from Dallas BA offices in Plano at 6 a.m. March 4 and from the Waxahachie Civic Center at 7 a.m. There is no fee to ride the bus, but a valid credit card is needed to make reservations. Members who participate in Rally Day 2015 are required to complete a registration form, whether they intend to travel by bus or their own vehicle. A \$25 fee will be assessed in the event of

a no-show.

Rally Day is the best way for members to familiarize themselves with the issues that face the residential construction industry and, more importantly, deliver our legislative agenda straight to the doorstep of our legislators. This is also a great way to build relationships with legislators and network with other members within the Association.

As in years past, we will have an address from an elected official and a legislative update on the South Steps of the Capitol. Lunch for members of the Dallas BA will be served at 11 a.m. at Serrano's, a short walk from the Capitol. A group photo of the Dallas BA contingent will be taken shortly after lunch on

the Capitol steps. Legislative meetings begin at 1 p.m. and buses return to Dallas at 4:45 p.m.

To make Legislative Rally Day a complete success, member support is needed. Partnerships range from a \$2,000 exclusive Capitol Partner to a \$100 Grass Roots Supporter. Partners to date are Affiliated Bank, LP SmartSide, Neighborhood Management, Inc., Highland Classic Homes and Tim Jackson Custom Homes.

Visit DallasBuilders.com to download the registration form for Rally Day 2015, even if you are not traveling on a bus. Information is available from Misty Varsalone at 214-615-5012 or misty.varsalone@dallasbuilders.com.



BRIEFLY

Builders Digital Experience (BDX) has partnered with the Dallas BA to help builders list their homes for free online. This member benefit includes even greater exposure—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.

The Sales and Marketing Council will host a panel of relocation experts at a special breakfast meeting March 3 at the Royal Oaks Country Club. Watch *Punch List* for details or visit the Calendar at DallasBuilders.com to make reservations.

Join the North Dallas/Collin County Division at their Feb. 25 luncheon at the Hilton Garden Inn, when they feature a marketing expert from Constant Contact.

Joe Chandler with IEC Texas will discuss "National Electrical Code Changes" at the Feb. 19 Metro East Division luncheon. The group's new location is the Holiday Inn Express on Bass Pro Drive in Garland.

Periodicals Postage Paid at Plano, TX, and Additional Offices

Award-winning series return in February

They're back! Two of the Association's award-winning continuing education programs have returned for 2015 and will kick off this month. Both the Technology Series and the Building a Better House Series were recognized by the National Association of Home Builders as "Best Education Program" in 2013 and again in 2014. They are presented in partnership with StrucSure Home Warranty.

"We are proud for these two series to return with an even more informative schedule of classes for 2015," said Education Co-Chair Barry Hensley.

Technology is a four-part series designed to teach members how to be technical whizzes and masters of their software.

The series kicked off Feb 4 with "The Connected Workplace" that taught

tips and tricks on mobile computing, how and why to share information with customers, vendors and office staff.

On March 19 you will learn how to manage your technology in "The Managed Workplace." Gain full knowledge on how to schedule projects, reminders and events. Put your software to work for you while keeping your clients in the know and seamlessly handling change orders and purchasing.

Stop joking around on April 1 and take time to learn how to correctly use PDF mark up tools, word processors, spreadsheets and estimating tools at "The Productive Workplace" class.

On May 6 we round out the series with "The Smart Home." Understand what is available today, what customers are looking for in the future and how to

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2015 McSAM Awards makes call to enter

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/

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 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 2014.

Entry applications and materials will be due March 27.

This year's awards show will include more than 50 categories including 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 Varsalone at 214-615-5005 or misty.varsalone@dallasbuilders.com if you are interested in partnering.

Texas housing won't slide on oil

By Phil Crone, JD, GSP, CGP
Executive Officer
Dallas Builders Association



"Oil Bust will Hurt Housing in Texas," "Plunging Oil Will Chip Away at Texas Housing Market," "Clouds Appear in Crystal Ball for Dallas Real Estate," "Texas Job Growth Will Slow Even More This Year." These are just some of the headlines I've seen in major local and national publications in the last couple of weeks. While the media publishing stories foreshadowing doom and gloom for our industry is hardly a new phenomenon, I'm sure you're reading them and asking yourself if there is any truth in there.

The fact of the matter is that you need to remember one thing: Homes are where the jobs sleep at night. There is a direct link between employment and housing. In fact, about three new jobs are created with every home built according to NAHB.

So what does it mean when the headline says, "Texas Job Market Slows"? Since the recession began in December 2007, Texas has created 1.2 million net jobs. The other 49 states combined have created 700,000! Put another way, that's 11.5 percent growth for Texas compared to 0.6 percent for the rest of the nation during that time frame.

The resulting impact on the housing industry is record low inventories as builders struggle to keep up with the incredible demand. According to Metrostudy, our region added more than 111,000 jobs in 2014, while housing starts will come in just shy of 25,000. That's quite a bit short of the three-to-one ratio mentioned above. These numbers should put the idea of a "slowdown" in perspective. Even if the region adds "only" 75,000 jobs

this year, we will remain one of the nation's strongest job markets.

Don't get me wrong, oil and gas is still a major contributor to our economy, employing more than 400,000 Texans, but our market is no longer the one-trick pony that it was 30 years ago. While nearly the same number of Texans work in oil and gas today,



the state has added 5.3 million other jobs since the early 1980s. Several Fortune 500 companies reside here, and others, such as Toyota, continue to relocate to our area.

Certainly a reduction in production will lead to layoffs in the oil and gas sector (and more negative headlines). It may also yield a cure for the labor shortage that has hampered housing for the last couple of years. Many of those workers, especially younger ones, left construction for higher wages in the oil patch. Their welcome return to our industry should accelerate construction schedules.

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