

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



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No. 4

April 2015

Dallas BA's Industry Investors for 2014



BRIEFLY

The next installment of the Technology Series, presented by StrucSure Home Warranty, will be "The Smart Home" on May 6 from 10 a.m. to 1 p.m. The class will cover platforms for systems management, monitoring and integration in the home. Participants will learn what is available today, what to look for in the future and how to prepare for it, and what consumers are expecting and how to address their needs. Register at DallasBuilders.com.

Mike Morath, a director of the Dallas ISD, will be the featured speaker May 7 at the Dallas Division luncheon. It begins at 11:30 a.m. at Maggiano's at NorthPark Center. Register at DallasBuilders.com.

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.

Periodicals Postage Paid at Plano, TX, and Additional Offices

Third Operation Finally Home project underway

Representatives of approximately 55 member companies turned out March 20 for the Dallas BA's Operation Finally Home Town Hall meeting. The meeting officially launched the Association's third project to build a custom mortgage-free home for a combat wounded veteran.

"Thank you to those who made the project #3 Town Hall event such a success!" said staff Director of Education and Executive Administrator Sheena Beaver. "It is very heartening to see so many of our members convene in hopes of bettering the life of a deserving veteran."

Town Hall participants learned the details of the upcoming project and what is still needed to build the home.

Michael Turner of Classic Urban Homes is spearheading the project with support from the Dallas Division. Collectively they have selected a lot, drafted plans, developed a budget and begun accepting donations of product, labor and cash.

Project #3 is located in Oak Point and features a contemporary design of 3,303 square feet split over two levels. This home will meet all ADA requirements along with additional VA specifications.

Operation Finally Home repre-

sentative Ronnie Lyle announced that a recipient has been selected and will be notified at an upcoming reveal event. Date and time of the reveal event will be announced through DallasBuilders.com and *Punch List*. According to Lyle, the recipient is a U.S. Army sergeant who sustained severe injuries during multiple tours in Iraq and Afghanistan.

"The generosity of our members makes this entire project possible," added Beaver. "This young veteran has given our country freedom, and now our members have stepped up in a way to forever thank him and his family. This mortgage-free home can never be taken from him, which is especially fitting, as he has already given so much."

A list of needed items for this project, as well as details of the 4th project, which is scheduled to get underway soon, can be located on DallasBuilders.com under the "Giving Back" tab.

Also, be sure to register for the April 11 Thrill of the Grill 5k race presented by Central Market that will specifically benefit the Dallas BA's Operation Finally Home project #3. Details are at ThrillOfTheGrill5k.com.

If you are interested in making a donation to this project, please contact Sheena Beaver at sheena.beaver@dallasbuilders.com or at 214-615-3881.



The Dallas BA officially kicked off its third Operation Finally Home project March 20 with a Town Hall meeting for members who want to do their part to build a custom mortgage-free home for a wounded veteran.

Speed Networking set for Thursday, April 30

The first Speed Networking event of 2015 will be held at Association offices on Thursday, April 30.

As an associate member, this unique networking opportunity will give you four minutes of one-on-one and face-to-face time with up to 20 different builders and remodelers. This means you will meet with 20 different builders or remodelers in only two hours.

Matt Wassmer of UltraMedia participated in the last Speed Networking event and thought it provided "a great way to meet face-to-face with builders. It allowed for easy, open conversation, and gave us time to learn about each other without expectations. It was a great opportunity to talk about the benefits of incorporating quality technology in the homes they build."

Courtney Stucky of Shoot2Sell notes that the event is an easy way to get real one-to-one time with builders. "It's the ideal method of meeting builders for the first time before building relationships through other events."

"Speed Networking is a great way to get insight on what products builders and remodelers in the Dallas BA use, what is important to them and,

basically, get a feel for their needs and how you can help them," said Xanica Skuza of Southwest Sales.

"I found that most of the partici-

continued on page 4



Bringing Housing Home National Legislative Conference

Dallas BA members and staff meet with Congressman Michael Burgess (TX-26) regarding the need to rein in the EPA, housing finance reform, tax reform and other policy issues that impact home building. On page 3, read more about the Association's recent efforts to take the housing industry's voice to state and federal legislators.

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Thursday, April 23, 2015

6:00 PM - 9:00 PM

Texas Door & Trim
11220 Petal Street
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\$30 Members
\$40 Non-Members

Partnership Levels:
Bayou Partner - \$1,000
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Crawdad Partner - \$250

Register Today at
DallasBuilders.com

Contact Misty Varsalone at 214-615-5012 for details.



Dallas Builders Association Booth at the Plano New Home & Remodeling Show

Staff and Association members participated in the Plano New Home & Remodeling Show at the Plano Centre March 21-22, answering remodeling/building questions from the public. Also, there were many vendor members at this event along with non-member vendors that the group had a chance to talk to in an effort to promote the Dallas BA. Pictured are: Clyde Anderson of Homes for Hope, Dallas BA Executive Officer Phil Crone, Mary Louise and Marty Brady of North Texas Financial Group and staff Director of Membership Kelly Hoodwin. The Plano New Home & Remodeling Show is an annual consumer event held by E&M Management in partnership with the Dallas BA.



House Talk Today on 660 AM The Answer

Dallas EO Phil Crone tries not to ruffle any feathers as he interviews Andrea Ridout and George the Rooster during a segment of House Talk Today aired live with host and Dallas BA member Chris Miles at the Plano New Home & Remodeling Show. Ridout and George were on hand to discuss raising chickens in an urban environment.

Home building industry bids farewell to Honored Life Director Bill Slease

Funeral services were held last month for Honored Life Director William "Bill" Swope Slease, who lost his battle with cancer March 14. He would have been 74 on March 26.

Born in Kansas, Bill attended Wichita East High School, the University of Oklahoma and Wichita State University.

He proudly served his country as an officer in the United States Navy during the Vietnam War.

After receiving an MBA from the University of Oregon, Bill began his career with Morgan Guaranty Trust on New York's Wall Street, and in 1970, moved to Dallas as a mortgage banker. Entrepreneurial by nature and following in his dad's footsteps, he formed his own real estate brokerage company in 1984 and later, his own home building company, Tapestry Custom Homes.

An active member of the Dallas Builders Association, Bill was recognized as an Honored Life Director for his many years of service. For several years, he also represented Dallas on the Texas Association of Builders Board. In 2007, he was selected by the National Association of Home Builders as CAPS Builder of the Year. He was a frequent

instructor for the Dallas BA's Certified Aging-in-Place Specialist classes.

"Bill's passion and enthusiasm for home building and remodeling could be heard and felt in his deep booming voice that echoed through our conference room as he readily shared his immense knowledge with others," said Dallas BA Executive Officer Phil Crone. "Bill was truly a good man who left an indelible mark on his industry and the lives he touched."

Although Bill Slease's worldly accomplishments were many, his greatest passion was people. A loyal and trustworthy friend, he was always available with a helping hand, a strong shoulder to cry on and a listening ear.

An active member of Northwest Bible Church for more than 35 years, Bill's vision was the seed for many discipleship groups at the church, many community groups and Sunday School classes. Most recently, he served as treasurer to Apostrophe Mission Foundation, an outreach to China.

He is survived by his wife, Judy; and children, Betsy Muncey, Brad Slease, Jeff Mulkey and Christy Cowan. He was also the proud "SOPA" to 12 grandchildren.



William Slease

A memorial celebration was held at Northwest Bible Church with interment at the Dallas-Fort Worth National Cemetery.

In lieu of flowers, because of Bill's passion for missions, memorial gifts may be made to the Missions Fund of Northwest Bible Church, 8505 Douglas Ave, Dallas, TX, 75225 or to Apostrophe Mission Foundation, P. O. Box 180268, Dallas, TX 75218.

Benefits of professional designations

By Sheena Beaver
Director of Education

The Dallas Builders Association is part of an elite group within NAHB. Each year we show a commitment to members' education by investing in an annual designation license. This license allows us to offer this award-winning education program you have learned to trust here at the Dallas BA.

NAHB offers 13 different designations to help put you ahead of your competition. Because you distinguished yourself as a certified professional, your clients will recognize the value of your work.

This national designation program is not just for builders as one might assume. There are opportunities to study several different fields ranging from sales/marketing to all types of builder

associated business who desire to more efficiently run their company and better understand the needs of their builder clients.

In 2013 NAHB matched member census records of members who had earned a designation against those who had not yet earned a designation. The results were staggering in two of the most popular designations. The Graduate Master Builder (GMB) designation had company revenues that averaged \$1.61 million more than those without a GMB certificate. The Certified Green Profes-

sional (CGP) designation had company revenues that averaged \$824,124 more.

Along with increasing your bottom dollar you will also provide assurance to your clients that you are the right professional for the project. In a state such as Texas where contractors are not licensed you will set yourself apart from your competition by giving your clients the assurance of your professional abilities.

To ensure integrity in our industry, education is the answer. Call me today at 214-615-3881 and start your journey as an industry leader.

Upcoming Education Classes Presented by StrucSure Home Warranty

- April 8 – Building a Better House Series: High Performance Building II (HVAC)
- April 23 – Scheduling
- May 6 – Technology Series: The Smart Home
- May 13 – Building a Better House Series: Advanced Framing
- May 28 – CAPS I

Dallas Metro Building Permit Summary				Dallas Metro Single Family Builders			
Year-to-Date (01/01/2015)				Year-to-Date (03/01/2015)			
Residential	Permits	Value	Units	Builder	Permits	Value	Units
Single Family Homes	3,895	\$1,995,680,272	3,895	1 Oak Valley Homes	372	\$40,321,229	372
Condominiums & Town Homes	17	\$4,474,561	17	2 Lantana Homes	229	\$88,947,771	229
Apartments & Condos	10	\$214,513,682	2,114	3 Highland Homes	181	\$40,238,542	181
Other Residential Structures	46	\$2,591,709	0	4 First Town Homes	172	\$48,011,815	172
Swimming Pools & Spas	852	\$27,201,394	0	5 B HomeTown Homes	93	\$20,567,815	93
Alternative Residential Energy	42	\$823,911	0	7 DR Homes	172	\$24,877,297	172
Garages & Carports	30	\$1,143,812	0	7 Bloomfield Homes	144	\$33,065,139	144
Res. Rem. Addn. Int. Fin. Renewal	89	\$45,321,648	0	8 Grand Homes Inc	107	\$31,944,483	107
	28	\$1,231,480	0	9 Oak Hills	89	\$20,585,483	89
				10 Pella Homes	172	\$20,363,489	172
Total Residential Const.	3,882	\$1,362,916,712	3,887	11 Daring Homes of	78	\$20,714,545	78

Dallas Metro Building Permit Summary			
Week 12 - 03/12/15 to 03/18/15 (permits over \$20,000)			
Residential	Permits	Value	Units
Single Family Homes	342	\$102,947,263	342
Demolition	24	\$94,500	0
Grading & Dust	2	\$22,296	0
Footing & Foundation	60	\$338,728	0
Apartments & Condos	2	\$33,077,500	417
Other Residential Structures	8	\$327,450	0
Swimming Pools & Spas	143	\$5,535,013	0
Alternative Residential Energy	4	\$68,500	0
Garages & Carports	1	\$50,000	0
Res. Rem. Addn. Int. Fin. Renewal	82	\$5,834,087	0
Residential	2	\$227,450	0
Total Residential Const.	619	\$148,822,784	789

Metro East Division
10th Annual "CARS for CASA"
Car, Truck & Motorcycle Show

Sunday, May 17
The Harbor, Rockwall
Registration: 11 a.m.
Awards: 4 p.m.
Vehicle Entry: \$20

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11 "Best of" Awards
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Details at LoneStarCasa.org

THE HOME BUILDER
 Dallas Builders Association
 www.DallasBuilders.com

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BARCIE VILCHES, Editor

Local: 817-546-0160
 Toll Free: 1-866-448-0961
 Fax: 817-546-0161
 Email: JFenichel@FoxEnergySpecialists.com
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With almost 80 participants, the Dallas BA had one of the largest local contingents at Rally Day. A partial group gathered in the state Capitol for this photo.

A big portion of Rally Day was spent meeting with legislators. From left are Mark McPherson, Sharon Reuler, Sen. Van Taylor, Keller Webster and Dallas BA EO Phil Crone.



Rep. Pat Fallon models the TAB hardhat presented to him at Rally Day.



Meeting with Sen. Bob Hall are Jerry Carter, Greg Paschal, Ed Harrison, Doug Bowerman, Chris Phillips, Mike Mishler and Marvin Schneider.



Members and staff also met with area legislators in March during the NAHB Bringing Housing Home initiative. From left are Shawn Heiser, Clyde Anderson, NAHB Regional Field Rep Charles Liuzzo, Carol Longacre, Congressman Michael Burgess, Kent Conine, Dallas BA staff Director of Government Affairs David Lehde, Donny Mack and EO Phil Crone.



Meeting with Congressman John Ratcliffe are NAHB Second Vice Chairman Granger MacDonald, Chip Chamberlain, staff Director of Government Affairs David Lehde, Dallas BA 1st Vice President Donnie Evans, Dallas BA President Frank Murphy and Joe Chamberlain.

Meeting with Congressman Sam Johnson were James Nelson, Keller Webster, NAHB Regional Field Rep Charles Liuzzo, Dallas BA EO Phil Crone, Matt Robinson and Jerry Carter.



Dallas BA Takes Industry's Voice to State and Federal Legislators

For the Dallas Builders Association, March was another intense month of advocacy. In addition to ongoing efforts at the local government level, the Association kicked off the month meeting with the area's delegation of State Representatives and Senators. Legislative advocacy continued a week later in meetings with members of the U.S. House of Representatives.

Traveling by bus, truck, car and plane, members and staff of the Dallas Builders Association braved the rain (and a return journey home through snow, sleet and icy roads) destined for the State Capitol in Austin to take part in Rally Day 2015. As part of more than 625 members from home builders associations statewide, Dallas BA members served as the voice of the home building industry in more than 30 meetings with state senators and representatives.

Texas Association of Builders' Rally Day 2015 began with a keynote speech from Lt. Governor Dan Patrick on the steps of the Capitol, where Patrick emphasized the important role the home building industry plays in Texas' strong economy.

During meetings with state legislators, members stressed the importance of several key policy initiatives. Citing the need for intelligent and rational energy code policy that includes price-sensitive applications for the benefit of all Texans, the Association communicated the importance of preventing unreasonable energy code mandates. Continuing the long held mission of protecting property rights, members advocated for providing condominium unit owners notice, as well as getting

their approval, before a condominium board association can file a lawsuit that could impact the unit owners' property options. Also on the advocacy agenda for the day was the need to secure a stable transportation funding source, increasing career education and technical training, supporting property and business tax reductions, maintaining fairness and uniformity in the appraisal process and addressing potential shortfalls in funding for the Texas Wind Insurance Association.

Rally Day was an important and successful part of the Association's advocacy mission. Dallas Builders Association appreciates the participation of those who attended.

The day would not have been possible without the support of our partners: LP SmartSide, Bush Rudnicki Shelton, Mainvue Homes, Alpha Testing, JBI, Neighborhood Management, Onyx Homes, Texas Door and Trim, Affiliated Bank, Drees Custom Homes, Texas Builders Resource Group, Tim Jackson Custom Homes, Classic Urban Homes, De Maso Associates, Highland Classic Homes, JLD Custom Homes and Winstead.

During the second week of March, the Association met with members of the United States Congress as part of the 2015 Bringing Housing Home national legislative conference. During this first stretch of the conference, the Association met with Congressman Joe Barton of Ellis County, Michael Burgess, M.D., of Denton County, Sam Johnson of Collin County and John Ratcliffe of Rockwall/Kaufman Counties. NAHB Second Vice Chairman Granger MacDonald

David Lehde
Director of
Government
Affairs



offered welcome participation as well.

Discussions covered the need for congressional action and oversight on federal issues relating to the home building industry. With federal agencies' ongoing movement to push cumbersome rules and restrict business, congressional members heard firsthand accounts of the challenges the industry is facing. From the need to return the Department of Energy back to its intended role of "technical advisor" regarding building energy codes, to requesting that Congress rein in the EPA and the Corps of Engineers on its Waters of the U.S. rule change and provide oversight on the recent Presidential Executive Order to redefine floodplains, the Association provided crucial policy information.

The Association also weighed in on recently proposed E-Verify legislation, labor needs, tax reform, housing finance reform and the need for an opt-out provision in the Lead: Renovation, Repair and Painting regulation to make the process workable.

The Association will continue to follow up with our legislators as they prepare to make decisions on key issues in Austin and Washington, D.C.

Member participation in meetings with our state and federal legislators is a key factor in the success we find in our advocacy mission. This was apparent as state representatives, state senators and congressmen communicated the value of hearing from those who actually work in the industry.



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For more information or to register now, please visit DallasBuildersShow.com.
Questions? Please contact Misty Varsalone, Director of Member Services, at 214-615-5012 or Misty.Varsalone@DallasBuilders.com.

The Container Store hosts Dallas BA's March 26 After Hours



Guest David Teel of AV Spots wins a modular hauler system, courtesy of After Hours host The Container Store. Offering congratulations are Sasha McDonald with The Container Store and Dallas BA Membership Chairman Jeff Dworkin.



Sasha McDonald and Jeff Dworkin present an elfa utility laundry and cleaning center to door prize winner Sheri McKinney of Ranger Technology Solutions.



Sasha McDonald congratulates Aaron Wagnon with Bailey Family Builders, winner of the door and wall rack solution.



Sasha McDonald presents a door prize gift to Jerry Carter of Jerry Carter Homes: a platinum elfa utility deluxe garage solution.



Membership Chairman Jeff Dworkin congratulates T. W. Bailey of Bailey Family Builders, who won the cash door prize. The annual Crawfish Boil presented by Texas Door & Trim will be held in lieu of the April After Hours. Please join us May 28 at After Hours hosted by The Bath & Kitchen Showplace, when the Builder Jackpot will be \$900.



Speed Networking set for Thursday, April 30

continued from page 1

pating builders and remodelers indicated that they would give me an opportunity to bid on projects," said Barbara LeVasseur of Capital Distributing. "It was a very helpful experience."

Only two associate industries will be allowed per event (e.g.: two mortgage, two roofing, two garage companies, etc.).

Builders learn about new innovative products and find new deals that could improve or promote their business.

Michael Turner of Classic Urban Homes has participated in Speed Networking several times and has always found at least one or two new vendors each time. "It is wonderful opportunity for both the builders and associates as well. I would say that we personally have added 10+ new team members thanks to Speed Networking. For a builder, it's also a great way to learn about new products in the market."

Tom Greico of Greico Modern Homes says he finds Speed Networking to be very beneficial to his building operations and picks up one or two new trades each time he participates. "It's like

having a trade show come to you, plus there are great door prizes and a free lunch!"

John Todd of Elite Remodeling agrees that Speed Networking is one of the Association's best events. "In fact, from the last event, we bid on a large project and used two new members as part of our bidding team. It's a great concept."

Mark Dann of Highland Classic Homes has also hired several contractors after meeting them at Speed Networking. "It's a great chance to sit in front of multiple contractors in a short period of time and learn about their products and services."

Speed Networking is free for builders and remodelers. The fee for associates is \$250 and allows participation for two representatives of your company. Associates are encouraged to bring door prizes for the builders and remodelers.

The event, which will be held at Dallas BA offices beginning at 11:30 a.m., includes lunch. For complete information, visit the calendar at DallasBuilders.com. Or contact Dallas BA Member Services Director Misty Varsalone at misty.varsalone@dallasbuilders.com or at 214-615-5012.

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ASSOCIATES

A & J Lawn and Recycling Services
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Lonestar Restoration
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 Lorraine Christensen
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 Dallas, TX 75207
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 Kristina Waller
 PO Box 551326
 Dallas, TX 75355
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 DOOR MANUFACTURERS/
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New Member Breakfast scheduled for April 14

Are you new to the Association and ready to learn how to make the most of your membership?

Do you know about the great benefits, events, and member discounts available to you?

Come enjoy breakfast and coffee with the Dallas BA Ambassadors Commit-

tee as they provide insight on how to get involved and make the most of your membership.

New members and non-members interested in learning about the Association are welcome.

The event is free but reservations are requested. Please visit the Calendar at DallasBuilders.com to register today.



'Scheduling' offered April 23

The Association's next professional designation class, "Scheduling" will be presented April 23 in partnership with StrucSure Home Warranty.

The ability to plan a project—to estimate both the cost and the time to complete it—is vital to your success. Proper use of scheduling will increase efficiency, team satisfaction, client satisfaction and profitability.

Similarly, vendors, trade contractors and employees prefer to deal with an organized, well-managed company for one simple reason—it's more profitable.

The goal of this course is to equip you with the knowledge and tools to use schedules effectively in your business.

As a graduate of this course, you will be able to: explain the importance of scheduling as a business system.; describe schedules and their basic components; explain how schedules are used as vital communication, project management and business management tools; and describe how schedules pro-

vide solutions for the unique challenges faced by small volume, custom and production builders and remodelers.

Lunch partners are Dow Building Solutions and Shoot2Sell. Register at DallasBuilders.com.

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Proceeds Benefit Dallas BA Operation Finally Home Project #3

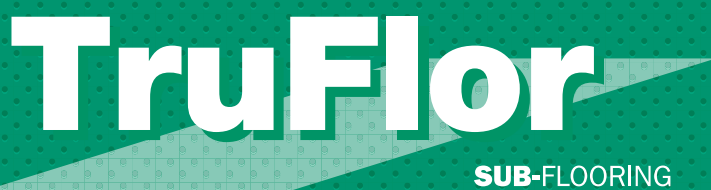
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