

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



VOLUME LXIII

No. 11

November 2016

Dallas BA's Industry Investors for 2016



BRIEFLY

The Big Shot Shootout benefiting Operation FINALLY HOME returns March 29 to the Frisco Gun Club in Frisco. Two competition flights will be held, with cocktails and awards following the tournament. Entry fee is \$100 per person or \$200 per two-person team and includes targets, rifle, pistol, ammo and safety goggles. Registration is open now at <https://dallasbashootout2017.eventbrite.com>.

Join the Sales and Marketing Council Nov. 10 for a program featuring a panel of DFW's top REALTORS®. Real estate blogger Candy Evans of Candy's Dirt will serve as moderator.

Access the 2017 Marketing Guide online at DallasBuilders.com. This resource lists all the various marketing opportunities available to members throughout the coming year: event partnerships, online and print advertising, education partnerships and more. You'll find the link under the Membership tab.

Mark your calendar for the Multifamily Builders Council Christmas Party at Hotel InterContinental on Dec. 6. The evening includes Vegas style gaming, music, food and beverages. Admission is free with a new, unwrapped toy.

Periodicals Postage Paid at Plano, TX, and Additional Offices

November is Spike Appreciation Month!

November is National Spike Appreciation Month, and on Nov. 10 members are encouraged to join in the celebration by recognizing one of the most active and dedicated groups in the Association. Thanks to the efforts of our Spikes and membership recruiters, our local, state and national associations are growing, and our industry voice is STRONG!

First National Bank Mortgage will host our annual celebration for Spike Appreciation Month with a special After Hours event at their office in Plano on Nov. 10. Enjoy a fun evening of networking, food, beverages, and prizes, while overlooking the beautiful Gleanegles Golf Course. This event is FREE to attend, but reservations are needed. Visit DallasBuilders.com to register.

The National Association of Home Builders recognizes and rewards peer-to-peer recruiting through the Spike Club. Members of the Spike Club receive several benefits and recognition throughout the year, including a coveted invitation to the Spike Party at the International Builders' Show. The 2017 IBS will be held Jan. 10-12 in Orlando. A special Spike Concert featuring Little Big Town will be held the final day of the convention.

"Our members are the lifeblood of the Dallas Builders Association," said Executive Officer Phil Crone. "That's why recruiting new members is key to strengthening the home building industry."

The Dallas BA has some of the highest ranking Spikes in the nation. Our Top 10 Spikes are:

- ♦ T.W. Bailey, Bailey Family Builders - 1,933.50
- ♦ John Bynum, John P. Bynum Construction - 1,215
- ♦ Robert Cresswell, Cresswell Builders - 1,108
- ♦ Clyde Anderson, Homes for Hope - 967
- ♦ Gary Hubbard, Acme Brick Company - 634.50
- ♦ Geanie Vaughan, Lee Lighting - 514.50
- ♦ George Lewis, George Lewis Custom Homes, Inc. - 452
- ♦ Mike Mishler, Mishler Builders Inc. - 302
- ♦ Barbara Bynum, John P. Bynum Construction - 297.50
- ♦ Tim Jackson, Tim Jackson Custom Homes Inc. - 235

Special appreciation goes to Struc-Sure Home Warranty, our 2016 Yearlong Membership Drive partner.

Submissions for 1Q Home of Week features accepted

In conjunction with *The Dallas Morning News*, the Dallas Builders Association showcases a builder member's project, each week, as the Home of the Week. A photo or rendering of the home and a story are featured every Sunday in *The Dallas Morning News*' New Home section, on DallasBuilders.com, Houzz and other Dallas BA social media sites.

The homes can be completed and up for sale or still in the planning and construction phases.

This service is exclusive to builder members of the association and is completely free. The cost associated with writing the article and obtaining the artwork is the member's only expense. This benefit represents a value of more than \$2,000 in advertising costs.

Builders who have previously had projects featured as the Home of the Week have seen tremendous success.

Sharon Gotting with LRO Residential commented, "Traffic was good in our homes both times we were awarded Home of the Week! In fact, those homes are pending sale and scheduled to close in November. I found the Home of the Week article a great benefit — thanks to the Dallas BA for yet another useful builder resource!"

Jerry Parks of Traditional Select Homes expressed his sincere appreciation for the free promotion, "Thanks for your help! I sold the home of the Week for the asking price and have two other people that want me to build their home on their existing lot. Again, thanks for your help."

Photos posted on the Dallas BA's Instagram account have received

considerable attention, averaging 40 likes per home. Projects featured on Facebook receive dozens of likes, shares and comments.

The next quarterly drawing for features appearing Jan. 1 through March 26 is approaching.

Builder members interested in being featured simply submit their names by Dec. 1. To find out more or to enter a project, contact Jaime Christensen, director of marketing and public relations, at 214-615-3899 or jaime.christensen@dallasbuilders.com.

You are invited to the dedication of a new home for an American hero.

Operation FINALLY HOME is dedicated to providing custom-built homes for America's military heroes who have sacrificed so much in the defense of our freedoms and values.



Home Dedication



Altura Homes, Dallas Builders Association and Family of 3 Foundation invite you:

Tuesday, November 15, 2016
10:00 – 11:00 a.m.

At the Future Home of:
U.S. Army First Sgt. Guillermo Rivas
Gabe Estates
503 Casie Court
Greenville, TX 75402

Thank you to our contractors, suppliers, donors and the community who have contributed to honoring U.S. Army First Sgt. Guillermo Rivas and his family with a mortgage-free, custom-built and beautiful home!

We look forward to seeing you on November 15, 2016!

Home built by:



Primary Sponsors:



Any questions, please contact:
Sheena Beaver, Director of Education and Executive Administrator,
sheena.beaver@dallasbuilders.com
214-615-3881

The Dallas Builders Association presents

Casino Christmas



Enjoy the casino, silent auction, food and networking with fellow Dallas BA members!

- ♦ Thursday, December 1
- ♦ 6-10 p.m. at Dallas BA Offices
- ♦ Photo Booth – customized flip book
- ♦ Early holiday shopping at the silent auction
- ♦ Texas Hold'em Tournament
- ♦ Margaritas, beer & wine
- ♦ Heavy hors d'oeuvres
- ♦ DJ
- ♦ Tickets are \$25 in advance (\$35 at door) includes dinner, 2 drink tickets & \$1,000 casino "cash"
- ♦ Partnership opportunities starting at \$500!

Make Reservations Today at DallasBuilders.com

National Defender of Housing Awards



Past Presidents Kent Conine, Jerry Carter, Donnie Evans and Board member James Nelson present Congressman Sam Johnson with the NAHB Defender of Housing Award.



Past President Carol Longacre, 1st Vice President Alan Hoffmann and Director of Government Affairs David Lehde present Congressman Mark Veasey with the NAHB Defender of Housing Award.



Past President Kent Conine presents the NAHB Defender of Housing Award to Congressman Kenny Marchant.

The Defender of Housing Award was created by the National Association of Home Builders (NAHB) to acknowledge forward-thinking federal legislators who recognize housing's significant role within the U.S. economy and who continually show their strong support for NAHB's positions on key issues facing the industry. Many of those issues seek to address regulations that are driving up the cost of housing and making it more difficult for families to achieve the "American Dream" of homeownership.

Lawmakers were nominated by their state and local home builders associations, and finalists were chosen by a panel of NAHB's elected leadership.

"The Defender of Housing Award honors a very important partnership between home builders and the lawmakers who create the blueprint for our businesses with their votes on legislation that defines how our industry operates," stated NAHB Chairman Ed Brady, a home builder in Bloomington, IL.

The HomeFront

-Gov't Affairs News and Info

Member Participation Vital for Association Advocacy Efforts

Rally Day and HOME PAC of Greater Dallas will be key in the coming year

David Lehde
Director of
Government
Affairs



Dallas Builders Association had a busy year on the government affairs front. From defeating a proposed stormwater deposit fee and working to lower the assessed rates of roadway impact fees, to obtaining a regionally recognized prescriptive trade-off related to air changes per hour that eases the impact of the 2015 International Energy Conservation Codes and working to get options for constructed developments facing mail delivery challenges posed by this area's implementation of the US Postal Service's centralized delivery requirement.

Just as the Association moves further through the process for municipal tree ordinances in Dallas and Denton Counties, more tree preservation and impact fee ordinance revisions are coming forward in Collin County.

Policy issues that demand advocacy from the Association come at the local, state and federal level. We have the benefit of partnering with the National Association of Home Builders (NAHB) for all things federal. And with the State Legislature firing up what will be an interesting session in January, our strong relationship with the advocacy team at Texas Association of Builders (TAB) guarantees continued activity. This all brings the opportunity and need for member participation.

Rally Day 2017, the event that allows our members to not only have needed face time with state legislators, but also gives an up close view of the session in process, will be held on Feb. 22, 2017, in Austin. As members of the housing and development industry, it is important that we are all aware of any issues that would be detrimental to our industry, especially those issues we as a group have the ability to address before they become requirements or law. 2017 will be a year in which we need to pay particularly close attention to our industry issues. Rally Day 2017 will provide an opportunity for you to deliver to your legislators the message that housing is important to Texas.

As their constituent, your voice carries weight with these policy makers. Lawmakers aren't experts in home construction, so they need to hear from you. Your knowledge of your business and your insight on how regulation will impact it provides the real world view that the legislature should keep in mind. A personal visit to our area's state senators and representatives can make a difference. Rally Day is the perfect event for providing reinforcement to our representatives regarding important issues they will be addressing in the following few months.

As Rally Day 2017 gets closer on

the calendar, members will be provided updates on event logistics and how to participate, as well as information on key policy issues. The Dallas BA will provide buses to and from Austin for our members to attend Rally Day. Partnerships are available. For more information, contact Misty Varsalone at misty.varsalone@dallasbuilders.com or 214-615-5012.

Just as crucial is the ability of the Association to remain the influential voice of homebuilding with our local government leaders. Municipalities are the epicenter for the creation of many of the codes, zoning and fee ordinances that have significant cost impacts on homebuilding. In recent years we have witnessed the push to have cities weigh in on private labor and wage matters.

Spring of 2017 will see key city council seats open up for election. This includes the office of mayor in multiple cities. Dallas, Allen, Denton, Frisco, Flower Mound, McKinney and Prosper are just some of the cities where races can be expected. It is important that those elected to serve in area city halls understand the need for a regulatory environment that does not encumber homebuilding and other businesses. If the Association does not find a seat at the

table, our members will be on the menu.

In the effort to build a regulatory environment that is considerate of homebuilding, your participation in HOME PAC of Greater Dallas is necessary and beneficial. The best way to participate is to invest. With six tiered contribution levels, there are opportunities for all members to be involved. For more information on HOME PAC of Greater Dallas, contact Director of Government Affairs David Lehde at david.lehde@dallasbuilders.com.

With current and future issues at the local, state and federal government levels impacting homebuilding, remodeling and development, it is important for Dallas BA members to remain informed and be active in advocacy efforts. Members can find updates on policy issues in the Government Relations section of each week's *Punch List*, as well as looking at the advocacy blog under the Advocacy tab at DallasBuilders.com.

As builders, developers, contractors and suppliers, Dallas BA members are building the future of this state. Association advocacy helps ensure that project stays on course.

Dallas Metro Building Permit Summary				Dallas Metro Single Family Builders		
Year-to-Date 10/12/2016				Year-to-Date 10/12/2016		
Residential	Permits	Value	Units	Builder	Homes	Value
Single Family Homes	18,771	\$5,437,267,701	18,771	1 D R Horton Custom	1547	\$301,257,763
Duplexes & Twin Homes	78	\$28,325,896	156	2 Highland Homes	745	\$296,927,654
Apartments & Condos	229	\$1,330,148,517	18619	3 First Texas Homes	800	\$255,875,607
Other Residential Structures	321	\$77,285,416	0	4 Levnor Homes	831	\$237,690,326
Swimming Pools & Spas	3,995	\$180,746,995	0	5 K Homeowner Homes	434	\$181,545,129
Alternative Residential Energy	1,200	\$17,852,028	0	6 DR Horton	773	\$168,926,448
Garages & Carports	174	\$8,456,448	0	7 Pulla Homes	837	\$161,486,666
Res Remd, Addn, Int Fin	3,252	\$258,227,095	0	8 Beazer Homes	495	\$145,343,446
Reroof Residential	1,159	\$38,987,327	0	9 Darling Homes of	348	\$139,296,581
Total Residential Const	29,179	\$7,377,896,976	37,546	10 Bloomfield Homes	558	\$127,880,095
Weeks Metro Building Permit Summary				11 Megaflex Homes Inc	361	\$106,601,230
Week 41 - 10/05/16 to 10/12/16 (permits over \$20,000)				12 Grand Homes	302	\$99,966,393
Residential	Permits	Value	Units	13 Laydon Homes	289	\$96,254,919
Single Family Homes	695	\$211,775,547	695	14 Toll Brothers Inc	183	\$66,547,853
Demolition	42	\$248,800	0	15 American Legend	382	\$90,470,349
Grading & Dust	1	\$20,000	0	16 Gohm Homes	285	\$86,234,574
Footing & Foundation	96	\$644,233	0	17 David Weekly Homes	195	\$75,468,518
Duplexes & Twin Homes	2	\$675,000	4	18 Standard Pacific	190	\$72,364,342
Apartments & Condos	36	\$190,291,225	1869	19 Drees Custom Homes	213	\$72,254,614
Other Residential Structures	11	\$460,500	0	20 Ashton Woods Homes	247	\$70,342,969
Swimming Pools & Spas	127	\$5,235,209	0	21 History Maker Homes	316	\$69,121,075
Alternative Residential Energy	46	\$523,964	0	22 Caballero Homes Of	221	\$68,793,015
Garages & Carports	5	\$175,000	0	23 Shaddock Homes	153	\$65,459,451
Res Remd, Addn, Int Fin	79	\$8,405,436	0	24 Meritage Homes	186	\$63,920,884
Reroof Residential	78	\$1,961,923	0	25 Dunhill Homes	209	\$61,205,636
Total Residential Const	1,268	\$388,316,480	2,568	26 MHI Partnership	163	\$45,030,816
				27 Inspiration Homes	214	\$43,640,852
				28 David Weekly	110	\$41,500,834
				29 CB Jeni Homes	178	\$40,796,283
				30 J Houston Homes	193	\$40,095,541
				31 LGI Homes	245	\$39,287,490
				32 Megaflex Homes	150	\$39,025,148
				33 Meritage Homes	129	\$32,784,595
				34 Sunstar Homes Inc	105	\$31,321,589
				35 Horizon Homes	133	\$29,325,430
				36 Marvue TX LLC	76	\$26,212,328

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Bowling Tournament
November 17, 2016
Strikz! Entertainment Center
8789 Lebanon Road, Frisco
6:00 pm Registration/Happy Hour
7:00 pm Tournament

Millennials present challenges, opportunities for NT Housing Market

Dallas BA / Meyers Research November Housing Outlook Dallas-Fort Worth-Arlington MSA

Upcoming Class

Interior Design – November 9

Dallas BA – 10 a.m. - 1 p.m. - \$40/member \$50/nonmember (lunch provided)

Learn about creative and technical solutions from the vast selection of products and finishes in the market, and money saving tips for a great interior design and final home presentation. During this 3-hour class you will learn how to integrate a good design to a good finished product. Integrate your ID selection and schedule into a WOW factor and develop design solutions that are safe, functional and attractive and meet the needs of the people using the space. Consumer trends are rapidly changing, so be sure you're ahead of the curve. A special thank you to the 2016 Building a Better House Series Partners: Dow Building Materials and Texas Builders Resource Group.

TAB Contracts – November 15

Dallas BA – 10 a.m. - 1 p.m. - \$40/member \$50/nonmember (lunch provided)

Attorney James Rudnicki will review and discuss the TAB Contracts Package in this informative class. These contracts are a vital part of conducting business as a contractor in the State of Texas. Learn how the 2015-2017 TAB contracts package will protect your company from litigation and provide essential risk management components.

James Rudnicki, a 1998 graduate of UT Law School, is a shareholder of Bush, Rudnicki, Shelton P.C. His expertise includes representing residential construction contractors in challenges related to construction defect claims, contract negotiation and real property transactions. He represents many well-known home building companies throughout the Southwest.

Bush, Rudnicki, Shelton partners with the Texas Association of Builders to provide TAB Contracts Training every two years as a service to the industry and accuracy of contract management respective to the newest Texas construction law following each Legislative Session.

The TAB package reflects the most recent mandates and case law updates, in addition to new design-build contract and architect addendum. As always, the package also includes needed clarifications, various improvements and greater ease of use. This class will address all changed areas and new laws.

Partnerships are still available for this class; call Sheena for more details 214-615-3881.

Education classes are presented in partnership with Title Partner StrucSure Home Warranty. Visit the Calendar at DallasBuilders.com to register.



According to the latest study on consumer trends from Zillow, half of today's U.S. home buyers are under 36. In fact, 47 percent of the people currently buying new homes are first-time buyers, according to the report derived from an online survey.

By contrast, mail surveys from the National Association of REALTORS® indicate that first timers account for about 32 % of all buyers.

Dallas Builders Association member builders ranked millennials behind Generation X and baby boomers as their most common buyer. The contrasting studies may be related to the survey methodology, but the Zillow study provides optimism that millennials will soon enter the homebuying market.

Housing economists cite delayed household formation among millennials as one of the key factors in a slow housing recovery nationwide. According to the National Association of Home Builders, 65% of millennials aspire to live in a single-family home.

However, that age group has experienced the largest decline in homeownership rates since 2006. According to the most recent U.S. Census Bureau's Housing Vacancy Survey, which reported data from 2010 to 2016, only 34.1% of millennials own a home, down from 39% in the second quarter of 2010.

Meanwhile, the Dallas-Fort Worth area is experiencing record growth and is on track to add more than 100,000 jobs this year, causing price increases, especially for new homes.

The median closing price for a new detached home in the Dallas-Fort Worth

region increased 5.4% year-over-year to \$305,637 in August, compared to the median closing price for an existing detached home which is now \$217,360.

"Market demand, increasing local regulations, and an ongoing labor shortage are all reasons why the average new home is more than \$88,000 more expensive than the average existing home," said Dallas Builders Association Executive Officer, Phil Crone.

"Obviously, that kind of premium is going to make it difficult for most first-time homebuyers to step into the new home market. We need to ensure our market and our industry meets the needs of millennials as they hold the key to our region's continued prosperity."

Overall, Dallas-Fort Worth home prices are hitting record highs. Prices are about 40% more than what they were a few years ago, but, for now, are still competitive nationally to the point where companies and workers continue to flock to the area for its low cost of living. Corporate relocations from more expensive markets are bringing in thousands of new home buyers this year.

Millennials have overtaken the baby boomers in sheer numbers, but both groups remain substantial real estate consumers.

While the boomers are retiring at a rate of approximately 10,000 per day, America's population of persons aged 90 and older has almost tripled since 1980, and is expected to increase to more than 7.6 million over the next 40 years, according to the U.S. Census Bureau.

Older households and younger

households are competing for housing in many of the same places. To grow business and meet housing demand from millennial buyers, Jeff Meyers, president of Meyers Research, advises builders to produce more affordable housing.

New homes priced between \$240,000 and \$320,000 and existing homes priced between \$120,000 and \$180,000 experience the most closing activity in the Dallas-Fort Worth-Arlington MSA over the past year.

Multifamily development is still strong, with evolving amenities. There are opportunities in housing options for both groups.

Single-family developers are catering to millennials as well. Speaking to Dallas BA members at the Dallas Builders Show on Oct. 13, Hillwood Residential President Fred Balda cited Union Park as an example.

The development, which offers new homes from the mid-\$250,000s to the \$400,000s, features a food truck park and many other family-oriented amenities. "The food trucks appeal to millennials and, quite frankly, all ages," said Balda. "It also gives us a good idea of what restaurants would fare well in the area before committing to a fixed brick and mortar location."

**Unless otherwise noted, data included in this article is produced by Meyers Research, the real estate consulting partner of the Dallas BA, via their Zonda application. Zonda offers approachable and intuitive real time housing data across the United States.*



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Oct. 13 Dallas Builders Show at Plano Centre raises \$4,440 for Operation FINALLY HOME

Presented by Alexander Chandler Realty



Representatives from Alexander Chandler Realty, the Dallas Builders Show's title partner.



Jeff Meyers, president of Meyers Research, spoke on the state of the home building industry. The show kicked off with a housing market forecast panel, featuring Meyers, Fred Balda, president of Hillwood Communities; and Donnie Evans, president of Altura Homes.



Michael Turner of Classic Urban Homes and current president of the Association won the \$2,000 Builder Jackpot drawing. Executive Officer Phil Crone made the presentation.



U.S. Army Staff Sgt James Sackett left, spoke about the work that Operation FINALLY HOME is doing and expressed his gratitude to the Dallas BA for their involvement in giving his family a home.



Howard Berg, the word's fastest reader and speed learning expert, instructed attendees on how to overcome the challenges of today's information rich environment.

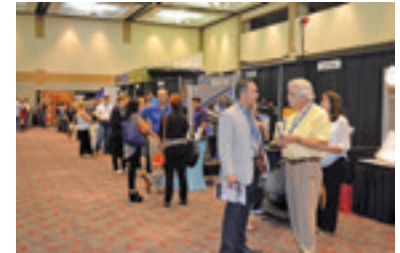


Jeff Crilley, president of Real News Public Relations, shared secrets to getting good news stories that even seasoned PR pros don't know.



Jody Hanson of Anderson Hanson Blanton gave a presentation over the new Dallas BA website being utilized by Relocation Management Companies handling major moves to the DFW area.

Thank You to Our Partners



HOME PAC 2016 Builders Dinner Hosted by Sub-Zero/Wolf



1st Vice President Alan Hoffman, Past President Kent Conine, Associate Vice President Cole Baker, President Michael Turner, HOME PAC Chair Justin Webb, Vice President/Secretary Matt Robinson and Treasurer Stephen Puckett present Congressman Pete Sessions the NAHB Defender of Housing Award.



Candidate for Texas House District 33 Justin Holland and his wife, Neely, visit with Past President Kent Conine.



Chef Garth Blackburn offers a fun and informative cooking presentation at the 2016 Builders Dinner.



U.S. Congressman Pete Sessions thanks the homebuilding industry for their willingness to work hard and build the economy.



Association members and guests enjoy a fun evening at the 2016 Builders Dinner at Sub-Zero Wolf South Central Showroom.



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Taylor and Son Builders, LLC
Sam Taylor
469-209-1550
Spike: Scott Roberts, Creative Architects



2016 Shorty Howard Trophy Recipient

2015-16 Membership Chairman Bob Crosswell, right, presents the Shorty Howard Trophy to Donnie Evans of Altura Homes, who was the year's top membership recruiter. This award and others were presented Sept. 30 at the annual Installation of Leadership.



Honored Life Director

John Todd of Elite Remodeling was awarded Honored Life Director status during ceremonies at the annual Installation of Leadership Sept. 30. Making the presentation were incoming Dallas BA Vice Presidents Alan Hoffmann and Matt Robinson.




Dallas Division Names Honored Life Directors

Michael Turner, Dallas BA president and past president of the Dallas Division, presented Geanie Vaughan and Clyde Anderson with Honored Life Director plaques at the October Dallas Division luncheon. Vaughan and Anderson have been on the board since its inception in July of 2006 and have spent countless hours and dollars in support of the Dallas Division.




Dallas Division Hosts Senator Don Huffines

Texas State Senator Don Huffines was the keynote speaker at the Dallas Division's October luncheon held at Maggiano's at NorthPark Center, where he addressed the issues he anticipates will impact builders and developers in the upcoming legislative session. From left: David Lehde, Alan Hoffmann, Dallas Division President Les Owens, Sen. Huffines, Dallas BA President Michael Turner and Jeff Dworkin.



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MILESTONE ANNIVERSARIES

The Dallas BA recognizes these members who are celebrating a milestone membership anniversary this month. Thank you for your support of the Association and commitment to the home building industry.

20 Years

Childress Engineering Services, Inc.

15 Years

Falgout & Associates, PC
Lift Aids Inc.
Bright Realty

10 Years

Intex Electrical Contractors
Krestmark Ind., L.P.
Classic Urban Homes
Tracy Mitchell Custom Homes Inc.

5 Years

Ace Fence of DFW
Cox's Fine Floors
Gold Medal Pools
HD Supply Interior Solutions



2015-2017

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In addition to addressing new legislatively mandated notices for water front homes, many improvements have been made to the 2015-2017 package, which include:

- a new lot sale contract addendum, a new consultant-designs agreement, an even shorter remodel contract, added advertising and media permissions, revisions to the independent contractor agreements, and a needed revision to the termination damages language;
- performance standard updates and numerous other changes that reflect best practices and up to date construction transactions and;
- revised warranty and performance standards to reflect current engineering and construction practices.



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