

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.com



VOLUME LXIV

No. 3

March 2017

## Dallas BA's Industry Investors for 2017



## BRIEFLY

The Dallas Builders Association Golf Open is scheduled for Monday, June 26, at Brookhaven Country Club. The tournament begins at noon with registration and lunch, followed by a shotgun start at 1:30 p.m. More than 250 golfers are expected. The entry fee is \$125 for individuals or \$500 for a 4-person team. Partnerships are available. Visit DallasBuilders.com for information or contact Misty Varsalone at misty.varsalone@dallasbuilders.com.

This year's Sunbelt Builders Show will be held Aug. 2-3 at a new location — the Hilton Anatole in Dallas. Sunbelt is one of the largest building industry events in North America, drawing thousands of residential construction industry professionals from the United States, Canada and Mexico to more than 200 exhibit booths. Additionally, the Show features special networking events, keynote speakers, quality educational sessions and a solid sales and marketing atmosphere. For information, visit SunbeltBuildersShow.com.

The Big Shot Shootout benefiting Operation FINALLY HOME has been rescheduled for late July. Watch for details.

## McSAM Awards '17 set for Saturday, March 25

The 2017 McSAM Awards presented by StrucSure Home Warranty, will be held on Saturday, March 25, at the Westin Galleria Dallas. Almost 350 entries were received for this year's McSAM Awards. Finalists are scheduled to be announced the week of March 6.

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 2016.

Ticket sales are now open and available at DallasBuilders.com. Individual tickets are \$110. Tables of 10 are available.

This elegant evening will feature va-

let parking compliments of PrimeLending; cocktails presented by Terra Verde Group/Windsong Ranch; and a photobooth courtesy of DFW Builderguide.com. An After Party with DJ and cocktails will be hosted by Neighborhood Management and will take place immediately following the awards program until midnight.



Partners to date include: StrucSure Home Warranty, Neighborhood Management, David Weekley Homes, Texas Counter Fitters, PrimeLending, DFW Builderguide.com, Terra Verde/Windsong Ranch, CB JENI/Normandy Homes, Wisenbaker, Wells Fargo, Chase Bank, MLaw Engineers, Cornerstone Home Lending, Huffines, Sales Solve Everything and Acme Brick. Partnerships are still available on a variety of levels. Visit DallasBuilders.com for details.

## Earn CAPS designation in 3 days March 28-30

Expand your consumer base by becoming a Certified Aging-in-Place Specialist in just three days next month.

As the population matures homeowner need change. NAHB developed the Certified Aging-In-Place Specialist (CAPS) program in collaboration with Home Innovation Research Labs, NAHB 50+ Housing Council, and AARP to address these changing needs.

There is a need for CAPS qualified contractors in our area. The DFW MSA has a population of about 6.5 million, 14% of which are 65 years of age or older. Currently there are only 64 CAPS designees to service 910,000 people.

The Dallas BA hopes to correct this issue by offering, in partnership with StrucSure Home Warranty, a three-day CAPS series March 28, 29 and 30.

These courses will give an in-depth, how-to education on the codes and standards, common remodeling expenditures and projects, product ideas, and resources needed to provide comprehensive and practical aging-in-

place solutions. Along with this knowledge, CAPS graduates obtain validity in the market by adhering to a signed code of ethics further, reassuring their consumers.

CAPS I – Marketing & Communication Strategies for Aging & Accessibility – Tuesday, March 28.

CAPS II – Design/Build Solutions for Aging & Accessibility – Wednesday, March 29.

CAPS III – Business Management for Building Professionals – Thursday, March 30.

Register for all three days for \$600, or register for individual courses for \$210 each. Courses will be held from 9 a.m. to 5 p.m. at the Dallas Builders Association office and include a light breakfast and lunch.

Register online at www.dallasbuilders.com or call Dallas BA Director of Education Sheena Beaver at (214) 615-3881. These courses are made possible by the partnership of APA the Engineered Wood Association.



### THE SPEAKERS



Scott Davis  
Meyers Research  
Panel Moderator



Luke Coulson  
VP of Gov't Affairs, NAHB  
To speak on Trump's first  
100 days in office

APRIL 13, 2017  
9:00am - 11:30am

CROWNE PLAZA HOTEL IN ADDISON

This new event is intended to be a general meeting of the membership for an insightful conversation about the Dallas area housing market's challenges and opportunities. The program will be a panel discussion led by Meyers Research with a group of leading industry professionals that will be much more than a standard economic forecast event with graphs on a slideshow presentation. The Summit will use specific data to delve deeper into specific questions that everyone in the industry is asking, such as:

- When will the labor shortage ease up?
- What role will millennials play in the Dallas market?
- How has President Trump's first 100 days impacted housing?

Registration includes breakfast compliments of StrucSure Home Warranty.

PRESENTED BY:



Don't miss your chance, register online now at  
www.DallasBuilders.com

Dallas BA Member: \$15  
Non-Member: \$25

## ARC Awards will make call to enter on April 3

Entries open April 3 for the 2017 ARC Awards, which recognize excellence for associates, remodelers and custom builders. This year's gala is being presented in partnership with Bonded Builders Warranty Group and will be held Saturday, Aug. 19, at the Westin Galleria in Dallas. KJ Custom Screens & Design will host the cocktail party to kick off the event.

"We're very excited about this year's awards program, and the committee has made a few changes that we think will enhance the event," said ARC Chairman John Todd of Elite Remodeling.

"We're adding MORE categories!

There are several new categories for custom builders under \$1 million (home value only, lot not included)."

Another big change will be in the Associate of the Year Award, according to Todd. "This year, builders who enter ARC will nominate associate members, and there will be no entry fee."

The Early Bird deadline for entries will be June 2 and entries will close June 30. Judging will be held the week of July 10, with finalists announced the week of July 17.

ARC Awards partnerships range from \$500 for a Silver Partner to \$2,000 for a Platinum Partner. Details can be found on DallasBuilders.com.

Periodicals Postage Paid at Plano, TX, and Additional Offices



### Legislative Rally Day

Texas State Representative Dan Flynn meets with members of the Dallas Builders Association during Legislative Rally Day in Austin Feb. 22. From left are Matt Robinson, Walton Development; Sherry Scott, Drees Custom Homes; Mike Sugrue, StoneLeaf Homes of Distinction; Caleb Cowart, Home Team Pest Defense; Rep. Flynn, Roy Robertson, Performance Drywall Services; Donnie Evans, Altura Homes; Dave Hambley, Expressions Home Gallery a MORSCO Company; Greg Paschall, Intex Electrical Contractors; and Toni Evans. See story inside.





Stephen Puckett, Tom London, Representative Jason Villalba, Dave Hambley, Dallas BA President Michael Turner and Greg Paschal during Legislative Rally Day.



Dallas BA members meet with State Representative Justin Holland.



Samantha Davis, Dallas BA Executive Officer Phil Crone, Greg Loudon, Representative Victoria Neave and Mike Mishler.



Mike Mishler and NAHB Field Representative Samantha Davis in the Texas House chamber.



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BARCIE VILCHES, Editor

# The HomeFront

-Gov't Affairs News and Info

## Rally Day 2017 Was a Huge Success for Dallas BA

In what can be considered one of the most successful grass roots efforts Texas legislators will witness this session, members of the Dallas Builders Association ventured to the State Capitol in Austin to take part in Rally Day 2017 on Feb. 22. Joining colleagues 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 2017 began with a keynote speech from Texas Comptroller Glenn Hager on the steps of the Capitol, where Hager discussed 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. Stressing the need for a balanced approach that allows the home market to flourish, the Association communicated the importance of protecting property owners from excessive tree mitigation costs, construction taxes and burdensome regulations that encumber the owners' right to develop their land. Members provided legislators information on policy ideas such as including planting credits in tree ordinances that count future growth of a planted tree to offset mitigation fees. This concept can be an incentive for builders to plant a tree, rather than just paying a costly mitigation fee, while protecting local regulatory control of municipalities.

Continuing the long held mission of protecting housing affordability, members explained the importance of prohibiting the implementation of costly California style "linkage fees" that significantly raise the price of housing for everyone. On the west coast, linkage fees have equated to \$95 per square foot on new construction. Even at \$4 - \$6 per square foot, which is being discussed in one major Texas municipality, it is easy to see how such fees could price Texans out of the housing market and do major long term damage to local and state economies.

Keeping with Dallas BA's initiative to enhance career and technical education to provide for a strong and qualified workforce, Association members also urged state representatives and senators to support legislation that helps school districts and colleges to address these needs, while also providing an environment that allows for needed internships and onsite practicum.

Along with the issues already mentioned, legislators also heard about

David Lehde  
Director of  
Government  
Affairs



the importance of supporting tax relief, defending multifamily and tax credit developments, protecting the building process and protecting infrastructure tools necessary to meet the Lone Star State's growing housing needs.

Along with the building of relationships in meetings in the Capitol, there was an opportunity for industry fellowship as members of the Greater Fort Worth Builders Association joined Dallas BA for lunch.

Rally Day was an important and successful part of the Association's advocacy mission. This was apparent as representatives and senators communicated the value of hearing from those who actually work in the industry. Rally Day 2017 had not even reached completion before Dallas BA was fielding requested follow up on policy issues from state legislators.

Dallas Builders Association appreciates the participation of those who attended. The day would not have been possible without the support of our partners:

**Capitol Partner** - Jackson Walker

**Governor Partners** - Altura Homes, Bonded Builders Warranty Group, SiEnergy, Tim Jackson Custom Homes

**Senate Partners** - Anderson Hanson Blanton, Chase Bank, KWA Construction, Neighborhood Management, StrucSure Home Warranty, Walton Development and Management

**Representative Partners** - Affiliated Bank, Drees Homes, Winstead PC

**Grassroots Partners** - Keen Homes, Sharon Reuler



Derrick Jackson, Representative Yvonne Davis, Dallas BA Director of Govt. Affairs David Lehde, Steve Smirnis, Jerry Fenchel, Michael Montes



Jerry Carter, Donnie Evans, Kevin McLain and Phil Crone at the Legislative Rally Day Opening Ceremony in Austin.



Dallas BA meets with the legislative staff for Rep. Angie Chen Button.

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# Members Celebrate Milestone Anniversaries



Membership Chairman Jeff Dworkin and Dallas BA Associate Vice President Cole Baker congratulate Doug Handel of Doug Handel Photography and present him with his milestone anniversary coin in recognition of 20 years of membership.



Gregory Loudon with GOLOUDON is recognized for 5 years of membership with the Dallas Builders Association.



Also celebrating 5 years of membership is Andersen Windows, represented by Darrell Smith, Tasha Di Iorio and Travis Hicks.

# Upcoming Classes

## Energy Series: The Bottom Line of Efficiency April 5 - \$35

This class will discuss the costs associated with moving to the 2015 code, and a comprehensive analysis will be given by a Dow scientist from the Dow Systems Laboratory in Michigan on the Twelve Energy Efficient Test Homes project they developed to gauge different efficiency techniques. The second half of the class will be led by a panel of expert builders discussing how they market these homes to consumers and where they feel money is best spent on products and design.

This series of courses are made possible by the partnerships of Dow Building Solutions, Texas New Mexico Power, DPIS Engineering and Texas Builders Resource Group.

## Building a BETTER Business: Building a Winning Team April 12 - \$35

You can't "win" in business without building a Winning Team. This MUST be a priority for the business owner. This truly can be your main point of differentiation. We'll discuss and explore proven methods to attract the right talent, engage them in making your business better, reward them for their contributions and retain them for the long term.

This course is made possible by the partnerships of Dow Building Solutions, Paragon Structural Engineering & APA the Engineered Wood Association.

Education classes are presented in partnership with Title Partner StrucSure Home Warranty.



## Dallas Division Hosts Realtor Panel

Dallas Division hosted its annual Realtor Panel in February with more than 120 in attendance. Featured speakers serving on the panel were, from left, Dallas Division President Les Owens, Moderator Britt Fair, Fair Texas Title; Becky Frey, Becky Frey Real Estate; Scott Jackson, The Jackson Team; and Kyle Rovinsky, Coldwell Banker.

| Dallas Metro Building Permit Summary |              |                      |              | Dallas Metro Single Family Builders |       |              |
|--------------------------------------|--------------|----------------------|--------------|-------------------------------------|-------|--------------|
| Year-to-Date 02/15/2017              |              |                      |              | Year-to-Date 02/15/2017             |       |              |
| Residential                          | Permits      | Value                | Units        | Builder                             | Homes | Value        |
| Single Family Homes                  | 2,452        | \$700,393,660        | 2452         | 1 D R Horton Custom                 | 298   | \$52,966,570 |
| Duplexes & Twin Homes                | 16           | \$5,149,448          | 32           | 2 DR Horton                         | 160   | \$38,132,782 |
| Apartments & Condos                  | 46           | \$219,111,749        | 2896         | 3 First Texas Homes                 | 106   | \$36,332,124 |
| Other Residential Structures         | 41           | \$1,620,828          | 0            | 4 Highland Homes                    | 101   | \$34,794,212 |
| Swimming Pools & Spas                | 370          | \$16,144,597         | 0            | 5 Lennar Homes                      | 84    | \$26,206,503 |
| Alternative Residential Energy       | 180          | \$1,934,182          | 0            | 6 Pulte Homes                       | 85    | \$19,447,395 |
| Garages & Carports                   | 19           | \$855,821            | 0            | 7 Beazer Homes                      | 84    | \$18,044,949 |
| Res Rmtd, Addn, Int Fin              | 403          | \$34,389,451         | 0            | 8 Darling Homes of                  | 41    | \$16,856,373 |
| Reroof Residential                   | 138          | \$6,394,138          | 0            | 9 Bloomfield Homes                  | 70    | \$16,518,875 |
| <b>Total Residential Const.</b>      | <b>3,668</b> | <b>\$985,963,744</b> | <b>5,189</b> | 10 CalAtlantic Homes Of             | 47    | \$16,447,542 |
|                                      |              |                      |              | 11 Toll Brothers Inc                | 33    | \$16,298,480 |
|                                      |              |                      |              | 12 American Legend                  | 56    | \$14,899,294 |
|                                      |              |                      |              | 13 K Homebuilder Homes              | 43    | \$14,786,895 |
|                                      |              |                      |              | 14 Ashton Woods Homes               | 40    | \$14,037,216 |
|                                      |              |                      |              | 15 Gehan Homes                      | 49    | \$13,911,711 |
|                                      |              |                      |              | 16 History Maker Homes              | 60    | \$13,623,325 |
|                                      |              |                      |              | 17 Grand Homes                      | 32    | \$13,156,198 |
|                                      |              |                      |              | 18 Landon Homes                     | 30    | \$10,701,858 |
|                                      |              |                      |              | 19 Maritage Homes                   | 29    | \$9,741,391  |
|                                      |              |                      |              | 20 Drees Custom Homes               | 28    | \$9,163,687  |
|                                      |              |                      |              | 21 Shaddock Homes                   | 25    | \$8,653,537  |
|                                      |              |                      |              | 22 Altira Homes Lp                  | 35    | \$8,603,462  |
|                                      |              |                      |              | 23 Rendition Homes                  | 26    | \$8,078,003  |
|                                      |              |                      |              | 24 MHI Partnership                  | 27    | \$7,940,645  |
|                                      |              |                      |              | 25 David Weekley Homes              | 22    | \$7,855,615  |
|                                      |              |                      |              | 26 Magalal Homes Inc                | 28    | \$7,714,514  |
|                                      |              |                      |              | 27 Britton Homes                    | 22    | \$7,141,962  |
|                                      |              |                      |              | 28 Magalal Homes                    | 24    | \$6,267,323  |
|                                      |              |                      |              | 29 John Houston Custom              | 25    | \$5,571,320  |
|                                      |              |                      |              | 30 CB Javi Homes                    | 28    | \$5,534,307  |
|                                      |              |                      |              | 31 David Weekley                    | 12    | \$4,939,726  |
|                                      |              |                      |              | 32 LGI Homes                        | 25    | \$4,838,575  |
|                                      |              |                      |              | 33 Impression Homes                 | 20    | \$4,703,667  |
|                                      |              |                      |              | 34 Horizon Homes                    | 17    | \$4,120,585  |
|                                      |              |                      |              | 35 Huntington Homes                 | 4     | \$3,794,366  |
|                                      |              |                      |              | 36 Camden Homes LLC                 | 27    | \$3,643,989  |

| Dallas Metro Building Permit Summary                  |            |                      |            |
|---|------------|----------------------|------------|
| Week 7 - 02/09/17 to 02/15/17 (permits over \$20,000) |            |                      |            |
| Residential   | Permits    | Value                | Units      |
| Single Family Homes                                   | 575        | \$151,642,063        | 575        |
| Demolition  | 28         | \$3,000              | 0          |
| Footing & Foundation                                  | 68         | \$407,131            | 0          |
| Apartments & Condos                                   | 7          | \$33,629,964         | 420        |
| Other Residential Structures                          | 9          | \$420,105            | 0          |
| Swimming Pools & Spas                                 | 100        | \$3,621,200          | 0          |
| Alternative Residential Energy                        | 45         | \$618,115            | 0          |
| Garages & Carports                                    | 2          | \$120,000            | 0          |
| Res Rmtd, Addn, Int Fin                               | 65         | \$4,055,075          | 0          |
| Reroof Residential                                    | 24         | \$743,597            | 0          |
| <b>Total Residential Const.</b>                       | <b>923</b> | <b>\$195,160,296</b> | <b>999</b> |

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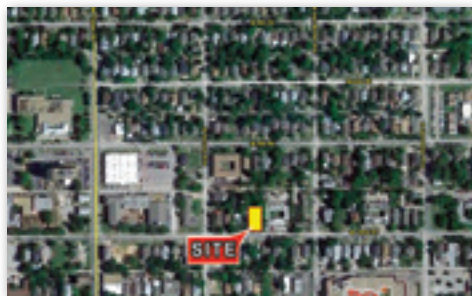
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# National Association of Home Builders seeks solutions as lumber prices rise

Randy Strauss, owner of Strauss Construction in Amherst, Ohio, heard the news from his lumberyard: Lagging domestic supply and increasing tariffs on Canadian lumber mean that Strauss is looking at price increases this spring as high as 30% by April.

That's about when he'll start breaking ground on a home that his client signed a contract for last week – a large custom home that includes a \$60,000 lumber package. With an expected \$18,000 cost increase, "there goes my profit," he said.

Negotiations on a new softwood lumber agreement between the United States and Canada ground to a halt at the end of 2016 and likely are stalled pending the results of an investigation into unfair import practices requested by the U.S. Lumber Coalition.

Any further negotiations on a resolution between the two countries are expected to be on hold until confirmations of a new Secretary of Commerce and a new U.S. Trade Representative.

That leaves home builders – and their customers – caught in the middle

and probably looking at price hikes: The Random Lengths Framing Lumber Composite price jumped from \$366 on Feb. 3 to \$391 on Feb. 10, the greatest weekly gain since August 2003. By Feb. 17, it was up to \$405.

"Normally, our pricing lags a month or two behind these wholesale prices," said Jonathan Sukonik, who builds homes in suburban Philadelphia. The lumber budget for a typical Sukonik Building Companies home is about \$18,000.

"If it jumps 10% or 20%, you can't pass on the cost. You have to absorb it – and when lumber gets out of hand, it makes it more difficult to cover your costs."

Anticipating this volatility, NAHB has been working on a number of fronts to keep supplies steady and prices more reasonable.

Last year, NAHB formed a coalition to encourage policies that promote free trade and a stable supply of lumber without the unpredictable price swings that raise the costs of building and make homeownership less affordable.

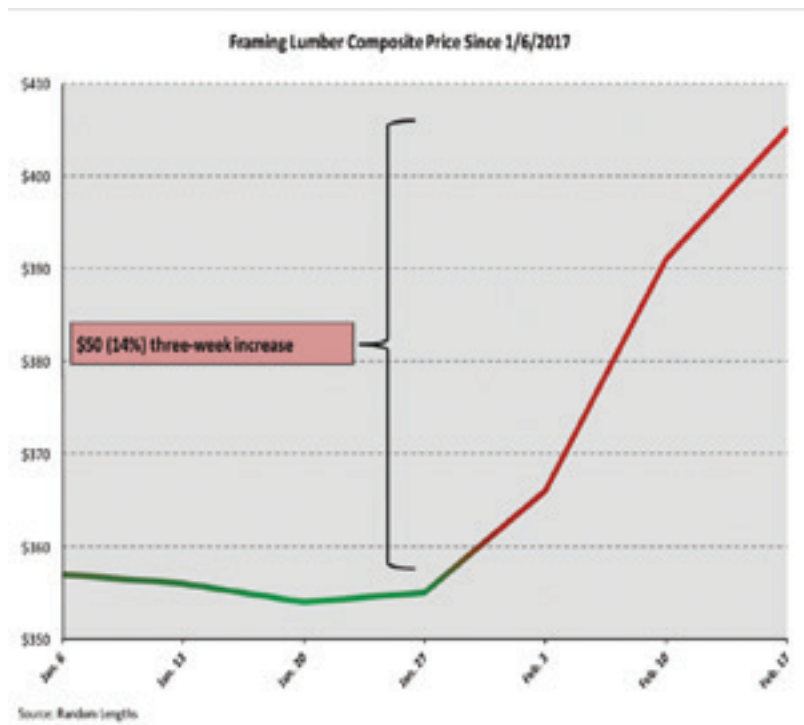
"The voice of the home builder must be heard, because we are the drivers of the American economy," said NAHB CEO Jerry Howard.

Meanwhile, NAHB is urging domestic lumber companies to increase production and make it available for U.S. home builders. At the same time, the association leadership is in contact with lumber producers in other countries in an effort to open up new sources of supply.

And the NAHB Construction Liability, Risk Management and Building Materials Committee sent Strauss a sample cost escalation clause contract addendum. It's too late for this contract, Strauss said, but on Friday morning he sent a copy to his fellow Ohio HBA members so they can keep it in their back pockets.

Track lumber price changes on the NAHB Construction Statistics page. For additional information, contact Felicia Watson or David Logan.

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 EDITOR'S NOTE: Reprinted from NAHB Now, Feb. 17, 2017.





# NEW MEMBERS

## BUILDERS

Collin County Construction, LLC.  
Priscila Aguirre  
214-973-5189

Kmetz Custom Homes  
Brian Kmetz  
972-948-7958

Haynsworth Custom Homes  
Jason Haynsworth  
214-738-3342

JPI Construction  
Pamela Gardner  
972-444-2131

Parc Chateau Homes  
Kimberly Clifton  
214-378-3229

Perk Homes  
J. Brannon Perkison  
214-420-9980

SYM General Contracting Services  
Andy Montelongo  
214-403-9993

## ASSOCIATES

AZEK Building Products  
Tim Lack  
469-400-7123  
Spike: Clyde Anderson, Homes for Hope

Builder Finance  
Michael Maxwell  
212-466-3753

Cemplex Group Texas, LLC  
Brenna Hatten  
214-666-6520

Cendera Funding  
James Lindquist  
214-616-9067

DFWBuilderGuide.com  
Matthew Tyson  
800-706-1192

Guaranty Bank & Trust  
Lee Horn  
214-710-2310

M. M. Moore Construction Company  
Richard Moore  
972-248-0123  
Spike: Bob Cresswell, Cresswell Builders

PEEBO LLC  
Justin Monger  
310-990-7507

PMI Sales & Marketing  
Lisa Graham  
972-490-4631

U Kitchen and Bath, LLC  
Angel Zhang  
972-998-6634

Yellow Rose Landscape Services  
Casey Weir  
972-248-2373  
Spike: Michael Turner, Classic Urban Homes

## AFFILIATES

Bonded Builders Warranty Group  
Brent Morgan  
800-749-0381

George Davis & Associates Inc.  
Ben Beckleman  
214-850-5732  
Spike: George Davis, George Davis & Associates

Haynsworth Custom Homes  
Liz Haynsworth  
214-738-3342

Kmetz Custom Homes  
David Kmetz  
972-821-9094

Parc Chateau Homes  
Julianne Wilson  
214-378-3229

Visit [DallasBuilders.com](http://DallasBuilders.com) for complete contact information on these new members.

## BMC hosts Feb. 23 After Hours



Cole Baker and Chris Ludwig with BMC congratulate door prize winner John Armstrong with JBC Water Treatment Company.



Cole Baker and Chris Ludwig with BMC congratulate door prize winner Tom London with Thomas Signature Homes



Cole Baker and Chris Ludwig with BMC congratulate door prize winner Mark Dann with Highland Classic Homes



Membership Chairman Jeff Dworkin, JLD Custom Homes, cash door prize winner Ed Zicari with Firenze Homes; and After Hours host Cole Baker with BMC.

## New Member Orientation scheduled for April 11

Are you new to the Association and ready to learn how to make the most of your membership? Have you been thinking about getting more involved, but don't know where to start?

Join us April 11 and enjoy breakfast and coffee with the Dallas BA Ambassadors Committee and staff, as they provide insight on how to get active in the Association, and take advantage of the great benefits, events, and member discounts available through membership.

New members, current members, and non-members interested in learning more are encouraged to attend.

**Welcome**



New Member Orientation is a great way to kick start your membership! The event is free to attend but reservations are requested. Please visit the Events Calendar at [DallasBuilders.com](http://DallasBuilders.com) to register today. Thank you to our partners, Paragon Structural Engineering and Strategus Financial Consulting, as well as Yearlong Membership Drive Partner StrucSure Home Warranty.

## AFTER HOURS

Thursday, March 23

6-8 p.m.

Hosted By

Fabricators Stone Group at Their New Showroom



11111 Zodiac Lane, Dallas

Enjoy complimentary food & beverages while networking with fellow industry professionals. Prizes.

**Builder Jackpot – \$700**

Builder must be present at time of drawing to be eligible to win the Builder Jackpot. It is FREE to attend, but please make reservations.

[www.dallasbuilders.com](http://www.dallasbuilders.com)

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