HOME BUILDER

Dallas Builders ASSOCIATION

www.DallasBuilders.com



VOLUME LXIV April 2017

Dallas BA's Industry **Investors for 2017**













BRIEFLY

The Dallas BA's Certified Aging-In-Place Specialist (CAPS) training program has been approved for 20 hours of occupational therapy education by the Texas **Board of Occupational Therapy** Examiners.

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.

The Dallas BA announces its continued partnership with E&M Consulting to produce the annual Membership Directory. E&M will soon contact all members about advertising opportunities. E&M is extremely professional and produces a high quality publication, and we ask that you give E&M a moment of your time. If you would like to advertise, please contact Josh with E&M Consulting at 972-346-6513, 800-572-0011, or josh@emconsultinginc.com.

Periodicals Postage Paid at Plano, TX, and Additional Offices

McSAM Awards announces 2017 winners

The Dallas Builders Association has announced winners of its 38th Annual McSAM Awards, presented March 25 in partnership with StrucSure Home Warranty. The McSAM Awards are held each spring to recognize "maximum creativity in sales and marketing." More than 330 entries were received this year, and winners were named in 63 categories.

The awards gala held at the Westin Galleria Dallas was a sellout. Television personality Amy Vanderoef was the master of ceremonies.

In the industry-judged awards, Drees Custom Homes was awarded the McSAM Builder of the Year. Village at Twin Creeks by Green Brick Partners was named Master Planned Community of the Year - 600 acres or less, and Harvest by Hillwood Communities was named Master Planned Community of the Year - 600 acres or more. Industry experts from around the country including builders, architects, interior designers and new home marketing professionals judged the awards.

Highland Homes won the prestigious People's Choice Builder of the Year honors. Windsong Ranch by Terra Verde Group, LLC was named People's Choice Community of the Year.

The People's Choice competition rewards builders and developers based on consumer voting. To identify the People's Choice winners, the Dallas BA

enlists a third party firm that sends an zero to 10 – how likely they would be to online survey to hundreds of homebuyers, asking for feedback on everything from home design, sales experience, customer service, community lifestyle and overall satisfaction. Respondents were also asked to rate – on a scale from

recommend a particular builder or community to a friend or family member, which is considered the gold standard in customer satisfaction surveying. This is the sixth time that Highland Homes has received this honor.



People's Choice Developer of the Year: Windsong Ranch by Terra Verde Group

2017 ARC Awards makes call to enter

Entries are now open 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 & Designs 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

with new price points. There are several new categories for custom builders under \$1 million."

Another big change will be in the Associate of the Year Award, according to Todd. "This year, builders and remodelers who enter ARC will nominate associate members, who will then complete a free Associate of the Year entry."

The deadline for entries will be June 30 at 11:59 p.m. ARC entry fees are \$125 per category.

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



People's Choice Builder of the Year: Highland Homes

PRESENTED BY:

Meyers

RESEARCH

Exhibit space opens for Dallas Builders Show

Fifth Annual Dallas Builders Show, being held Oct. 12 at the Plano Centre.

The Dallas Builders Show is a premier opportunity to showcase products and services to a wide variety of residential construction professionals with over \$60 million in buying power. The Show attracts builders, remodelers and developers from across North Texas.

As always, Dallas Builders Show ticket sales will benefit Operation

Planning is well underway for the FINALLY HOME. This is a great opportunity to meet the heroes receiving mortgage-free homes from the Association's charity of choice. In addition to the must-see products and exhibits, the Dallas Builders Show offers un-to-date and innovative education for all building professionals.

> Again this year, all Show eventsincluding the opening session at 1 p.m.—will take place on the tradeshow continued on page 5

Members, Staff Testify on Tree Mitigation



costs impact housing affordability Registration includes breakfast compliments of StrucSure

Don't miss your chance, register online now at

www.DallasBuilders.com

Dallas BA Member: \$15

Non-Member: \$25

Reginald Rembert of Rembert Custom Builders, Wes Wigginton of the Greater Austin HBA, Dallas BA Executive Officer Phil Crone and Alan Hoffmann of Hoffmann Homes testify in support of Senate Bill 744. See details on page 2 in Home Front by David Lehde.

Members Celebrate Milestone Anniversaries



Membership Chairman Jeff Dworkin, center, and Dallas BA President Michael Turner, far left, congratulate Past President Bob Cresswell of Cresswell Builders and present him with his milestone anniversary plaque in recognition of 45 years of membership. Also on hand for the presentation were Geanie Vaughan of Lee Lighting and Bill Deal of Bonded Builders Warranty Group, underwriters for the Milestone recognition program.



Jody Hanson of Anderson Hanson Blanton accepts the Milestone Award for 30 years of membership in the Association. With her are Michael Turner, Geanie Vaughan, Jeff Dworkin and Bill Deal



Frank Zwick accepts the Milestone Anniversary plaque on behalf of Garland Insulating, who has been a member for 45 years. Membership Chairman Jeff Dworkin presented the award.



Justus Carlie of Kelly-Moore Paint Co. accepts the 5-year Milestone coin, presented by Membership Chairman Jeff Dworkin at the March 23 After Hours.

Tracy Mitchell selected as March Designee of Month

Congratulations to our Designee of the Month Tracy Mitchell of Tracy Mitchell Custom Homes. She has been a Certified Aging-in-Place Specialist (CAPS) since 2014 and also has her CGB, CGP and GMB.

In order to highlight our outstanding designation programs and education here at the Dallas BA the Education Committee each month will highlight a different designation and an outstanding member who holds that designation.

The CAPS designation program teaches the technical, business management and customer service skills essential to competing in the fastest growing segment of the residential remodeling industry: home modifications for the aging-in-place. The CAPS designation offers your potential clients what they need most: reassurance that you'll help them make the choices that will allow them stay in their homes safely and securely.

Although Tracy Mitchell carries several designations, her CAPS desig-

nation is near and dear to her heart. Tracy's brother was involved in an accident that left him wheelchair bound. This



incident changed the way Tracy looked at the way people live and how the home is such a large part of that.

She now incorporates universal design, the type of design taught in the CAPS designation courses, in all her homes. Tracy builds many second homes and retirement homes around Cedar Creek Lake, where she loves educating her clients on this commonsense type of design.

Tracy believes that her designations set her apart from her competition and that continuing education keeps her ahead of the game. Tracy has completed 18 hours of continuing education at the Dallas BA this year and truly believes the classes as well as the networking keeps her connected to our industry.



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BARCIE VILCHES, Editor

The HomeFront -Gov't Affairs News and Info

Dallas BA Offers Support for Needed Legislation in Committee Hearings

There are several key pieces of legislation that have been proposed in the Texas Legislature that are of key interest to the home building industry. Two of those bills important in addressing the affordability of housing are now deep into the committee hearing process. And members and staff of the Dallas Builders Association have joined the Texas Association of Builders (TAB) in offering support for the bills during their first hearings.

On Monday, March 20, members and staff from Dallas BA joined staff and members from the TAB and the Home Builders Association of Greater Austin to testify and register support for Senate Bill 744, by Senator Lois Kolkhorst (R-Brenham), before the Texas Senate's Intergovernmental Relations Committee. The tree mitigation credit bill would require cities that impose tree mitigation fees for tree removal to give property owners adequate credits for planted trees.

SB 744 strengthens and provides incentives for property owners to plant trees in order to satisfy municipal requirements pertaining to tree mitigation. The bill's intent is to ensure that trees planted by the property owner are given a credit that recognizes the future growth of that tree and that the credit count towards remaining mitigation fees

Often, residential developments face huge cost increases due to tree mitigation. The developer must either reduce the number of lots that can be developed or pay high mitigation fees. As a result, it becomes too cost prohibitive to provide homes at a price point that buyers can pay. This includes homes for those buyers at the entry level or in moderate incomes.

Dallas BA Executive Officer Phil Crone told Senators, "It really should have us asking the question, is it about the trees or is it about the fees? This bill makes it about the trees."

The tree planting credit would help offset the mitigation fees that many developers and builders are forced into paying due to the capacity available on residential lots. SB 744 gives the property owner the opportunity to offset mitigation fees by recognizing that properly planted trees grow larger than just the diameter at the time of planting.

The bill also protects the concept of local control. SB 744 does not impede on a municipality's authority to implement or enforce tree preservation and mitigation ordinances. Cities would

still have the power to list protected or heritage trees, tree preservation requirements, approved tree planting lists and the many other provisions they currently enforce.

SB 744 helps alleviate the rising regulatory cost related to tree mitigation and helps keep home prices closer to a level that can be absorbed by entry level and low to moderate income buyers, while providing an incentive to plant trees. SB 744 has a companion bill in the Texas House of Representatives, HB 2052 by Dade Phelan (R-Beaumont).

Joining Phil Crone at the Capitol were Dallas BA members Alan Hoffmann of Hoffmann Homes and Reginald Rembert of Rembert Custom Builders, along with staff Director of Government Affairs David Lehde.

On Wednesday, March 29, the House Ways & Means Committee held a hearing on HB 1449 by Ron Simmons (R-Carrollton) that would prohibit cities and counties from mandating dangerous linkage fees on all new construction. Tim Jackson of Tim Jackson Custom Homes, past president of both Dallas BA and TAB, traveled to the Capitol to join TAB in offering support of the bill.

Prior to the bill receiving a hearing, Dallas BA sent a letter in support of HB 1449.

A linkage fee is a tax disguised as a fee that cities in California and a few other states impose in a costly effort to help subsidize low income housing. The fee is usually assessed on a per square-foot basis and once implemented, the fees have a trend of increasing. Even a small linkage fee can price prospective

David Lehde Director of Government Affairs

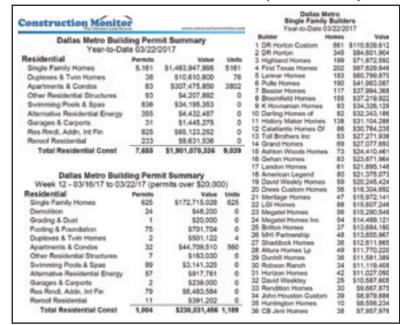


buyers out of new entry-level homes. A linkage fee of just \$3 per square foot would have a drastically negative impact on a moderately sized 1,800-square-foot entry-level home, resulting in a construction price increase of \$5,400. This cost grows even higher when passed on to the home buyer and amortized over the life of a home loan.

Instead of improving housing affordability, linkage fees increase the cost of housing for everyone, including low-income renters. Due to the increase in construction costs, linkage fees would make it harder to deliver projects for low income renters in the future.

There are more equitable and less burdensome ways to fund housing, if that is a priority for the community. Imposing a hidden tax on just one industry and making it difficult to produce affordable housing projects is not the answer. Instead, cities could first consider addressing a key underlying factor that is a challenge to housing affordability, that being unneeded and burdensome regulation that drives up the costs of construction.

HB 1449's companion bill is SB 852 by Senator Jane Nelson (R-Flower Mound). The work on the bills mentioned here, and others, is far from over. Dallas BA government affairs staff communicates daily with TAB and we will continue to offer advocacy in the legislature as needed. We also remain engaged on local municipal ordinances, as well as federal legislation in Congress, that have an impact on our industry.





Upcoming Classes

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



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.

Building a BETTER Business: Pro-Active Engagement with Your Customers

May 10 - \$35

Whether you're an owner of a company, sales representative or office administrator, this class is for you! Your customers are your unpaid sales force. You must be proactive in how you and your team engage with them. During this class we will explore engagement standards, relationship building, celebrations and customer feedback. This is an area that is often overlooked or taken for granted, so this will position vou to stand out from your competition. Instructor Rich Allen is the author of "The Ultimate Business Tune-Up"

and global business consultant. His approach to coaching is engaging and

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

Estimating and Scheduling for profitable Business Operations April 27 - \$210

With the nation struggling to maintain an adequate construction industry work force, it's imperative to make sure you and your employees are educated and efficient. Whether you're new to the industry or a 40 year veteran, education is a necessity. Professionals just starting out greatly benefit from learning how to do it right the first time while established professionals need to stay ahead of the curve by learning new processes, software and techniques. This course is designed specifically for small volume builders, custom builders, remodelers, production builders, project managers and lead carpenters.

As you know, the ability to effectively prepare for a project is vital to the success of any business. Project preparation consists of multiple processes that work together and, when performed effectively, enable you to increase your efficiency, achieve greater client satisfaction, enhance team and vendor relationships and protect profitability. This course provides you with the knowledge base and skills to perform two of the critical processes in project preparation: estimating costs and creating the schedule to complete the project.

Estimating and scheduling are key components in both business management and construction management. They are used to protect a company's profits, manage its risk and provide the controls to manage the project. Knowing your costs and the time a project takes to complete is the starting point for a sustainable business. Both estimating and scheduling are processes that involve planning and a vision of how the project is to be completed. When these processes are committed to paper and then communicated, they become controlling processes to ensure successful completion. Register today to secure your seat at www.dallasbuilders. com or contact Sheena Beaver at sheena. beaver@dallasbuilders.com or by phone at (972) 931-4840.

This course is made possible by the partnerships of DuPont/Tyvek Weatherization Partners and APA the Engineered Wood Association.



Bring Your Crew for

Crawfish & Brew

Thursday, April 27, 2017 6:00pm-9:00pm **Expressions Home Gallery** 1500 Dragon Street, Suite B **Dallas, 75207**

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Register via the calendar at www.DallasBuilders.com.





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McSAM Awards presented by StrucSure Home Warranty

Rookie Sales Professional of The Year John Barhalt

CB JENI/Normandy Homes Sales Professional of the Year — Sales

price under \$325,000

Mike Crowell, Altura Homes Sales Professional of the Year - Sales price between \$325,000 & \$425,000

Michael Bulin, Ashton Woods Homes Sales Professional of the Year - Sales price between \$425,001 & \$500,000 Jessica Dennis, David Weekley Homes Sales Professional of the Year — Sales price between \$500,001 & \$600,000

Coreen Couch, Ashton Woods Homes Sales Professional of the Year — Sales price between \$600,001 & \$800,000 Christian Danobeytia, Ashton Woods

Sales Professional of the Year — Sales price over \$800,000

Melissa Evans, Southgate Homes Online Sales Counselor of the Year (tie) Ingrid Estrella, Dunhill Homes Michael Margulies, Sandlin Homes

Lifestyle Director of the Year Page Austin - Harvest, First Service Residential

Sales/Project Manager of the Year Rebecca Gibson, CB JENI/Normandy

Marketing Professional of the Year Chellie Meziere, Huffines Communities Builder/Project Manager of the Year Grant Jackson, Dunhill Homes

Inspiration, Huffines Communities Created by Anderson Hanson Blanton

Best Graphic Continuity Union Park - Taste of Union Park, Hillwood Communities

Created by Anderson Hanson Blanton Best Brochure for a Developer

Union Park, Hillwood Communities Created by Anderson Hanson Blanton

Best Brochure for a Builder Ashton Woods Homes

Created by Anomaly

Best Print Ad Trinity Falls

Johnson Development Corp.

Created by Anderson Hanson Blanton Best Radio Campaign

Trinity Falls

Johnson Development Corp.

Created by Anderson Hanson Blanton **Best TV Campaign**

Harvest, Hillwood Communities

Created by Anderson Hanson Blanton

Best Billboard

Union Park Hillwood Communities

Created by Anderson Hanson Blanton

Best Signage Hebron 121 Station

Huffines Communities

Created by Dodd Creative Group

Best Community Entry Feature Windsong Ranch, Terra Verde Group, LLC

Best Digital Media Campaign

Heartland, Huffines Communities

Created by Anderson Hanson Blanton

Best Social Media Campaign Sweet 16 Realtor FB Group

Created by Bright & Co. Marketing

Best Computer Generated Sales Tool Windsong Ranch

Terra Verde Group, LLC

Created by Anderson Hanson Blanton Best Website for a Builder, Community

Ashton Woods Homes

Created by Definition 6 **Best Special Event/Promotion**

Destination Inspiration, Huffines Com-

munities

Created In House

Best Lifestyle Annual Program Harvest, Hillwood Communities

Best Overall Advertising Campaign

Union Park - Taste of Union Park Hillwood Communities

Created by Anderson Hanson Blanton **Best Sales Office or Welcome Center**

Union Park, Hillwood Communities

Designed by Creative License

Best Design Center/Showroom The Studio by Ashton Woods

Ashton Woods Homes

Best Interior Merchandising — Sales price under \$325,000

Ansley Meadows - Springs Collection

(2405 Model) Meritage Homes of Texas, LLC

Merchandised by Five Star Interiors

Best Interior Merchandising — Sales

price between \$325,000 & \$425,000

Homestead at Liberty Grove David Weekley Homes

Merchandised by Kathy Andrews Interiors Best Interior Merchandising — Sales price between \$425,001 & \$500,000

Southern Hills - The Muirfield Ashton Woods Homes

Merchandised by Centro Stile by Ashton

Best Interior Merchandising — Sales price between \$500,001 & \$600,000

Montgomery Ridge - The Victoria Ashton Woods Homes

Merchandised by Centro Stile by Ashton

Best Interior Merchandising — Sales price between \$600,001 & \$800,000 The Newcastle Mediterranean at Southlake

Toll Brothers

Merchandised by HRI Design

Best Interior Merchandising — Sales price over \$800,000

Light Farms Parkview **Huntington Homes**

Merchandised by IBB Design

Best Interior Merchandising — Patio Home or High Density Plan

Twin Creeks - Seville, Normandy Homes Best Interior Merchandising - Townhome Plan

McKinney Ranch - Dalton II CB JENI Homes

Merchandised In House

Best Outdoor Living Space

Discovery at The Realm, Bright & Co. Marketing

Designed by LanDesign

Best Architectural Design — Sales price under \$350,000

The Jewell in South Pointe David Weekley Homes

Designed In House Best Architectural Design — Sales price

between \$350,000 & \$425,000 The Eastmoreland in Home Town, David Weekley Homes

Designed In House Best Architectural Design — Sales price

between \$425,001 & \$500,000 Austin Hills, American Legend Homes

Best Architectural Design — Sales price between \$500,001 & \$600,000 (tie) Southern Hills - The Haesley, Ashton

Woods Homes Colvin Court, Centre Living Homes Designed by Buchanan Architecture - Rus-

sell Buchanan, AIA

Best Architectural Design — Sales price between \$600,001 & \$800,000

The Bluffs at Austin Waters - Madison II Southgate Homes

Designed by John Lively & Associates Best Architectural Design — Sales price over \$800,000

Kessler Park House, Centre Living Homes Designed by SHM

Best Architectural Design — Patio Home or High Density Plan

Trails at Craig Ranch- The Holland Ashton Woods Homes

Best Architectural Design — Townhome Plan

Villas at Los Rios - The Sutherland CB JENI Homes Designed by BSB Design

Best Design Series The Bluffs at Austin Waters

Southgate Homes Designed by Von Readen Designs Best Architectural Design - Multifam-

ily Community, Apartment or Condo-Discovery at The Realm

Submitted by Bright & Co. Marketing Designed by BBM Architects Home of the Year — Production Model

The Bluffs at Austin Waters - The Madison II. Southgate Homes

Designed by John Lively & Associates

Builder of the Year Drees Custom Homes

Developer of the Year Green Brick Partners

Community of the Year The Bluffs at Austin Waters

Southgate Homes Master Planned Community of the Year

Under 600 Acres Village at Twin Creeks Green Brick Partners

Master Planned Community of the Year 600 Acres or More

Harvest, Hillwood Communities Multifamily Community of the Year — **Apartment or Condominium**

Origin at Frisco Bridges, Tonti Properties People's Choice Community of the Year Windsong Ranch, Terra Verde Group, LLC People's Choice Builder of the Year Highland Homes



Builder of Year - Drees Custom Homes



Developer of the Year - Green Brick







McSAM Awards photos can be found at DallasBuilders.com.

Reign Makers

\$5 Million Reign Makers

Denise Alpert, CB JENI/Normandy Homes John Barthalt, CB JENI/Normandy Homes Danielle Boling, Network Real Estate

Yolanda Broadway, CB JENI/Normandy Homes

Cheryl Crimmins, Altura Homes Melissa Evans, Southgate Homes Rich Gonzalez, CB JENI/Normandy Homes

Sylvia Rossi, Altura Homes Neil Sims, Altura Homes Brandon Stelter, Altura Homes Kyle Whittle, Altura Homes Susan Young, Altura Homes

\$10 Million Reign Makers

Donna Adams, Dunhill Homes Laura Chesnut, Plantation Homes Mike Crowell, Altura Homes Donna Delgado, Dunhill Homes Tawnya Ford, Dunhill Homes Richard Heckenlaible Southgate Homes Vina McKay, CB JENI/Normandy Homes Chad Morrison, Southgate Homes Toni Petty, CB JENI/Normandy Homes Mike Tarvin, CB JENI/Normandy Homes Kevin Turpin, Altura Homes Jim West, Altura Homes Matt Wilken, Dunhill Homes

\$15 Million Reign Makers Janet Evans, CB JENI/Normandy Homes Misty Krawetzke, CB JENI/Normandy

Homes Wendi Leigh, CB JENI/Normandy Homes Jennifer Rich, Plantation Homes Shelly Woodward, Southgate Homes

\$20 Million Reign Maker Angel Boales, Meritage Homes of Texas



Multifamily Community of the Year -Tonti Properties



Community of the Year - The Bluffs at Austin Waters, Southgate Homes





























Thank You to Our Partners!



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war·ran·ty noun \'wor-ən-tē, 'wär-\

A representation, especially in writing, made by a seller or company to a purchaser of a product or service that a refund, repair, or replacement will be made if the product or service proves defective or unsatisfactory, especially within a given time period.



Fabricators Stone hosts After Hours



The team from Fabricators Stone Group, LLC. served as hosts for the March 23 After Hours.



Jennifer Orendain with Fabricators Stone Group presents a door prize to Dan Longacre of Longacre Construction.



Troy Corman with t2 Real Estate was also a lucky door prize winner.



Chairman Jeff Membership Dworkin, right, presents the cash door prize to Darrell Smith of Andersen Windows.





Dallas Builders Show returns to Plano Centre October 12

continued from page 1

floor. Food and beverages will again be available in the exhibit hall. This will help maximize the time spent by attendees on the floor, giving exhibitors a better return on their investment.

Booths are still available for only \$400; a 10x10 exhibit space includes an 8-ft skirted table, two chairs, trash can and signage, as well as a listing in the Partner Directory that is given to each attendee.

Interest in this year's Show is already growing, and we anticipate a sold-out show floor.

Those interested should complete the exhibitor form now to secure a spot in this exclusive event. Premium partnership opportunities are also available and will give companies increased exposure. This includes the exclusive "presented by" title partnership.

For more information, please visit www.DallasBuildersShow.com or contact Misty Varsalone at 214-615-5012 or Misty. Varsalone@DallasBuilders.com.





Bonded Builders Warranty, Lee Lighting Sponsor Membership Recruiters Trip

Congratulations to several Dallas BA members whose yearlong membership recruitment efforts earned them a trip to Cabo San Lucas, Mexico, in February. The trip was made possible through the generous support of Bonded Builders Warranty and Lee Lighting



Metro East Continues Support of Building Trades Program The Metro East Division in March featured the Garland ISD and Habitat for Humanity speaking on the building trades program and the coalition between the two organizations. From left are Jerry Carter, Michael Turner, Phil Crone, Jim Young & Kay Carroll, Garland Habitat, Dr. Phillip Gilbreath, Ed. D., Lowell Templin and Keith Darwin, Garland ISD.



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