

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.com



VOLUME LXV

No. 4

April 2018

## Dallas BA's Industry Investors for 2018



## BRIEFLY



### ARC Awards Makes Call to Enter

Entries opened April 2 for the 2018 ARC Awards, which recognize excellence for associate, remodeler and custom builder members of the Dallas Builders Association.

This year's gala is being presented in partnership with Centricity and will be held Saturday, Aug. 18, at the Westin Galleria in Dallas.

Milgard Windows & Doors will host the cocktail party to kick off the event.

The deadline for entries is Friday, June 29. Judging will be held the week of July 9 with finalists announced the week of July 16.

ARC Awards partnerships range from \$500 for a Silver Partner to \$2,000 for a Platinum Partner.

Details can be found on DallasBuilders.org.

## Summit highlights labor woes, loss of affordability

The Dallas BA's second annual State of the Industry Summit on March 8 revealed that the end of the Dallas region's construction labor and affordability crisis is a long way off. A new estimate from Meyers Research that the construction labor shortage increased from 20,000 last year to 37,000 this year was the most staggering figure for attendees.

"We estimated the demand for construction workers in the Metroplex by reviewing the dollar value of spending on new (commercial, residential and industrial) construction and multiplying that by the jobs estimated per dollar spent in the industry for the Dallas-Fort Worth-Arlington MSA as determined by the US Bureau of Economic Analysis," said Meyers Research Senior Vice President Scott Davis.

"We compared this number of anticipated jobs versus actual construction employment numbers from the Texas Workforce Commission to determine the potential deficit of construction workers."

"From surveying our members, I knew the situation wasn't getting any better, but I was shocked to see it was so much worse than previously thought," said Dallas BA Executive Officer Phil Crone. "This will only strengthen our resolve to empower the next generation of our industry through vocational training and to lobby Congress for a guest worker program that meets our industry's needs and provides certainty and security for our workforce. If we don't succeed, we will continue to lose the affordability advantage our region's economy has benefited from."

Speaking further to the loss of housing affordability, Meyers presented "The Century Club," a list of cities where the income required to afford a new home now exceeds \$100,000. The list included Frisco, Prosper, Irving, Richardson, Allen, McKinney, Mansfield and others. Due to lending requirements, \$100,000 of income can afford a home priced around \$360,000. Cities in "The Century Club" met or

continued on page 3



Jerry Carter, Jerry Carter Homes, past president of Texas Association of Builders; Phil Crone, Dallas BA executive officer; J.P. Delmore, assistant vice president, government affairs, National Association of Home Builders; Ken Conine, Conine Residential, past president of National Association of Home Builders; Alan Hoffmann, Hoffmann Homes, president of Dallas BA; and Michael Turner, Classic Urban Homes, past president of Dallas BA

## McSAM Awards set for April 14

Amy Vanderoef will be the emcee of the 2018 McSAM Awards presented by StrucSure Home Warranty, on Saturday, April 14, at the Westin Galleria Dallas. Almost 400 entries were received for this year's McSAM Awards.

Vanderoef is best known for her role as the Emmy-nominated host of WFAA's Good Morning Texas and on-air personality on the Rodney Anderson Show on Talk Radio 1190. Her television career has taken her everywhere from the set of Dancing with the Stars, to ABC's The View and countless red carpet events.

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 2017.

Ticket sales are now open and available at DallasBuilders.com. Tables

of 10 are available. Visit DallasBuilders.org for details.

This elegant evening will feature valet parking compliments of KJ Custom Screens & Outdoor Living; cocktails presented by Supreme Lending - The CORE Team; and a photo booth courtesy of Trinity Falls. 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, KJ Custom Screens & Outdoor Living, Supreme Lending - The CORE Team, Normandy Homes/CB JENI Homes, David Weekley Homes, Wisenbaker Builder Services, PlainsCapital Bank, Independent Bank Mortgage, Windsong Ranch, Texas Counter Fitters, Meyers Research, Sales Solve Everything, 84 Lumber, Burgess Construction Consultants, DFWBuilderGuide.com, Southgate Homes, First American Title, Acme Brick, Hometeam Pest Defense and Velocio Mortgage.



Amy Vanderoef will emcee the 2018 McSAM Awards presented by Struc-Sure Home Warranty.

## Earn CAPS Certification in 3 Days

On average, members who hold the Certified Aging-in-Place Specialist (CAPS) designation report higher company revenues than that of their competition who hold no designations. According to the National Association of Home Builders builder member census, evaluated by NAHB Economics, CAPS designation holders saw an increase of \$110,838 in company revenue. By holding a CAPS designation, members not only see increased profits, but also gain credibility amongst consumers. By becoming CAPS designated you will become an expert in understanding 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 market.

CAPS I - Marketing & Communication Strategies for Aging & Accessibility - May 14 (9am-5pm)

CAPS II - Design/Build Solutions for Aging & Accessibility - May 15 (9am-5pm)

CAPS III - Details & Solutions for Aging & Accessibility - May 16 (9am-5pm)

If you are a current CAPS designee you are required to complete 12 hours of continuing education every three years. CAPS III is a brand new course just released this year by the CAPS Board of Governors. Register online for the individual course to satisfy your renewal requirement. Details & Solutions builds on the content learned in CAPS I & II by introducing design solutions and techniques

These CAPS courses are made possible by our 2018 education title partner, StrucSure Home Warranty. Their commitment to the industry's education is vital to our Association's education program. A special thank you also to our yearlong designation partner APA the Engineered Wood Association.

## Bring Your Crew for Crawfish & Brew!

April 26 6-8 p.m.  
Dallas BA Parking Lot  
5816 W. Plano Pkwy, Plano

Enjoy crawfish, all the trimmin's, cold beverages!  
PLUS burgers courtesy of Atmos Energy

Purchase Tickets via the Calendar at DallasBuilders.org.





**Marty Brady Is a New Spike!**  
 Membership Chairman Donnie Evans of Altura Homes congratulates Marty Brady of North Texas Financial Group, who has recruited six new members and is now a new member of the Spike Club.



## Milestone Anniversaries

Milestones denote continuous Dallas BA membership.

- |   |   |
|---|---|
| <b>35 Years</b><br>Sumeer Homes           | <b>10 Years</b><br>Audio Video Innovations<br>Martin Stone Company      |
| <b>30 Years</b><br>Hillwood Communities   | <b>5 Years</b><br>Forrest Performance Group<br>Snavelly Forest Products |
| <b>15 Years</b><br>Bailey Family Builders |   |

*Thank you to Milestone Partners  
 Centricity & Lee Lighting.*

# The BIG 50: 2018 Membership Drive!

Members who recruit during the Association's 2018 Membership Drive will earn TRIPLE Spike credits. In addition, each recruit earns you points toward fun prizes such as Dallas BA gear, gift cards and travel vouchers.

Processing fees are waived for all new members during the drive (a \$60 value).

New members will also be entered into drawings for a variety of prizes.

### New Builder Member Drawings:

- Free priority positioning on the all-new consumer website at DallasBuilders.com (\$200)
- Complimentary team of 4 at the Dallas BA Golf Tournament presented by Johnson Supply (\$500)
- Bring a guest attendee to any certification class (\$210)
- Bring a guest attendee to any continuing education class (\$45)
- \$500 Gift Card

In addition, all new BUILDER members will receive free admission to the Dallas Builders Show that takes place this October.

### New Associate Member Drawings:

- Complimentary team of 4 at the Dallas BA Open Golf Tournament

presented by Johnson Supply (\$500)

- Free booth at the Dallas Builders Show in October (\$400)
- Free eLert (direct email marketing; you provide the message) (\$225)
- Bring a guest attendee to any certification class (\$210)

• Bring a guest attendee to any continuing education class (\$45)

- Free enhanced listing in online member search for one year (\$200)
- Free member

mailing list (\$100)

- \$100 Gift Card
- Automatic Benefits for All New Members:

- One Free Dallas BA Continuing Education Class (\$40)
- One Free Dallas BA Designation Class (\$210)
- One Free Dallas BA Division Meeting
- One Free Dallas BA Council Meeting

Contact Director of Membership Blair Calvo at 214-615-5004 or blair.calvo@dallasbuilders.com

Thanks to the Dallas BA's 2018 Yearlong Membership Partner, Struc-Sure Home Warranty.

presented by Johnson Supply (\$500)

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## The Spring Advocacy Roundup: Election Season Never Ends

With the onset of spring, the calendar is flourishing with opportunities for Association members to participate on our government relation efforts.

Unless you have not opened your mailbox or turned on your television or radio in recent months, you are aware of the slew of primary election races that, for some, wrapped up on March 6. (If you are not aware, I implore you to clear your mailbox free of the satchel load of mailers before your neighbors complain of street clutter.) A strong majority of Dallas BA preferred candidates in listed county, state and federal primary races will be moving on to the general election in November. But members should be aware that the 2018 primary election season is not over. Multiple races in the service area will be decided in a runoff election that will conclude on May 22, with early voting between May 14 and 18. The races include Texas House District 4 and the U.S. House races for Texas Congressional Districts 5 and 6.

Races for city council seats in multiple municipalities are heating up as well. Election Day for municipal races is May 5, with early voting scheduled April 23 through May 1. While not all cities have active races, members are encouraged to follow the elections that occur in areas they work in as well. It is a good opportunity to get to know those who may be the future decision makers on issues that impact home building and development. But don't let voter fatigue set in; the November general elections, and a new satchel load of mailers, will be here before you know it.

Have Fun and Help Association Advocacy Efforts

The Dallas BA Washers Tournament, Presented by Fox Energy Specialists, will be the evening of Tuesday, May 29. The annual event benefits HOMEPAC of Greater Dallas and features food, beverages and networking, in addition to the tournament play. Beverage and Dinner partnerships are still available and those interested in a partnership can contact our Director of Member Services at misty.varsalone@dallasbuilders.com.

Don't miss your opportunity to claim the Championship of the Dallas BA Washers Board. The winners of this event continue on to represent the Dallas BA in the statewide washers tournament at the Sunbelt Builders Show in August.

Addressing Shortages in Professional Trades and Trades Education

The Dallas Builders Association has increased efforts to raise awareness of professional trades career opportunities related to residential construction.

One driving force behind the effort is to ensure students preparing to enter the workforce, as well as those who are currently seeking or transitioning career fields, are aware of and can be trained for the great opportunities that exist in the residential construction fields.

Another pressing factor behind the ongoing effort is the shortage of skilled workers in the building industry. In July of 2017, NAHB published findings on a survey of single-family builders regarding labor and subcontractor shortages. Its Special Questions on Labor and Subcontractors' Availability showed a disturbing trend. Between 2012 and 2017, the percent of surveyed home builders citing a shortage in skilled workers, in the 9 trade areas that NAHB has historically tracked, grew from 21 percent in 2012 to 63 percent in June of 2017. The trend also revealed that the gap for subcontractors in those trade areas has been running higher since 2013.

A further consequence of this crisis is its negative economic impact. In the Dallas service area, builders have indicated that the shortage in skilled labor has added as much as 2 months to the completion of residential construction projects. That added timeline comes with a significant cost per home.

Another shortage has a direct impact on this issue, the shortage of Education and Information. Over the past 20+ years, many schools have phased out courses that were a staple for construction trades education. Many students are unaware of the strong wages and great opportunities that wait them in the professional trades, including the

David Lehde  
 Director of  
 Government  
 Affairs



opportunity to be their own boss. With a significant percentage of high school graduates not attending or finishing college, this shortage leaves many students with the aptitude to succeed in professional trades on the sideline.

Dallas BA has made the encouragement of professional trades education in schools one of its priorities. Outreach to schools in the Dallas, Garland and Waxahachie school districts has provided the opportunity to engage the future, host construction site visits and introduce students to experienced contractors.

Efforts are also ongoing at other local HBAs across the state, the Texas Association of Builders and the National Association of Home Builders.

Congress can help by considering ways to incentivize and attract our nation's youth to professional trades programs. Better finding is needed for workforce training, whether it is apprenticeship or other types of earn-and-learn programs. Congress has the opportunity currently to address the crisis through reauthorization bills on education. The U.S. House has passed the Career Technical Education (CTE) reauthorization bill (H.R. 2353), also cited as the Strengthening Career and Technical Education for 21st Century Act. Reauthorizing the Carl D. Perkins Act, it helps more Americans enter the workforce with skills necessary. With the legislative clock ticking, it is time for the Senate to move on this legislation.

Dallas Metro Building Permit Summary				Year-to-Date 03/14/2018		
Residential	Permits	Value	Units	Builder	Homes	Value
Single Family Homes	5,699	\$1,615,967,341	5720	1 DR Horton	505	\$120,341,445
Duplexes & Twin Homes	22	\$7,832,284	44	2 DR Horton Custom	967	\$110,488,457
Apartments & Condos	42	\$377,619,965	3355	3 Highland Homes	221	\$77,527,523
Other Residential Structures	63	\$3,799,270	0	4 Fast Texas Homes	225	\$76,272,724
Swimming Pools & Spas	879	\$38,791,208	0	5 Lennar Homes	274	\$67,829,369
Alternative Residential Energy	168	\$2,899,509	0	6 Darling Homes of	130	\$47,132,384
Garages & Carports	43	\$2,726,716	0	7 American Legend	137	\$44,424,759
Res Remd, Addn, Int Fin	875	\$78,743,095	0	8 Sunbelt Homes	194	\$41,334,694
Roof Residential	176	\$9,353,702	0	9 Toll Brothers Inc	67	\$40,506,307
<b>Total Residential Const</b>	<b>7,966</b>	<b>\$2,137,732,952</b>	<b>9,119</b>	10 Halmark Land	98	\$27,555,956
				11 Britton Homes	59	\$20,264,156
				12 LSI Homes	162	\$29,695,328
				13 David Weekley	77	\$27,415,418
				14 K Homevision Homes	46	\$26,990,996
				15 Pulte Homes Of	128	\$25,102,736
				16 Beazer Homes	81	\$23,351,408
				17 Gehan Homes	86	\$22,835,574
				18 Drees Custom Homes	63	\$22,400,509
				19 Shadlock Homes	58	\$22,263,981
				20 Callanville Homes Of	55	\$19,514,386
				21 History Maker Homes	88	\$19,249,957
				22 Montage Homes	59	\$18,330,981
				23 Montage Homes	41	\$17,757,758
				24 Artesian Homes	43	\$16,834,481
				25 Landrun Homes	49	\$16,190,047
				26 Ashton Woods Homes	55	\$16,148,995
				27 Pany Homes	37	\$12,842,316
				28 MGI Partnership	40	\$12,147,301
				29 Muller Const	1	\$12,000,000
				30 Magalor Homes	43	\$11,891,627
				31 CB Javi Homes	55	\$11,447,203
				32 Impression Homes	66	\$11,252,368
				33 Our Country Homes	35	\$11,229,709
				34 MHI Homes	35	\$10,998,538
				35 Dunhill Homes	32	\$10,412,804
				36 Pulte Homes	38	\$9,276,345
				37 Ulien Custom Homes	41	\$9,229,312
				38 Redwood Ranch	28	\$9,205,951
				39 D R Horton Inc	24	\$8,669,519

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# Dallas BA Summit highlights labor woes, loss of affordability

continued from page 1

exceeded the figure.

“These price increases certainly have a lot to do with market forces, but there are plenty of self-inflicted and avoidable factors in here as well,” said Dallas BA President Alan Hoffmann of Hoffmann Homes. “Cost increases attributable to building materials, labor and a massive increase in local regulation are putting homeownership out of reach for many working families.”

The affordability gap between new homes and existing homes has reached its widest point since the early 1990s. Adjusted for inflation, an existing home today costs about as much as a new home did in 1990.

“There’s a massive demand for homes in the \$250,000 to \$350,000

range that the existing market only has limited capacity to fill,” said Crone. “Unfortunately, the cost factors we are grappling with prevent most builders from filling the void in close proximity to our area’s employment centers.”

Rising interest rates due to the strength of our nation’s economy are an emerging affordability concern. Just a quarter percent increase in mortgage interest rates will price 15,209 Dallas households out of the opportunity for new homeownership according to Meyers.

J.P. Delmore, assistant vice president for government affairs with the National Association of Home Builders, also spoke at the Summit. Delmore made it clear that affordability concerns are not just confined to the Dallas area, stating that more than a third of build-

ers nationwide cite the lack of labor as their No. 1 challenge. He helped lead NAHB’s efforts to ensure that housing remained a priority in the recent tax reform legislation.

Delmore spoke about the twists and turns the legislation took and how relentless opposition from NAHB ensured that key housing tax incentives including the mortgage interest deduction and parity for pass through entities was restored in the final bill.

More than 300 industry professionals attended the Dallas BA’s annual gathering. Despite all the challenges, each of the builders and developers on the discussion panel was optimistic about the opportunities 2018 had to offer and feel that optimism will persist as long as new jobs keep flowing into the region.



Scott Davis of Meyers Research moderates a panel of developers and home builders at the 2nd Annual State of the Industry Summit. Panelists are, from left, Fred Balda of Hillwood Communities, Jed Dolson of Green Brick Partners, Alan Hoffmann of Hoffmann Homes and Justin Webb of Altura Homes.



J. P. Delmore of the National Association of Home Builders addressed a crowd of more than 300 at the Dallas BA’s State of the Industry Summit March 8 at The Westin Galleria.

## Upcoming Classes – April

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



### Designation Course - Land Development: Site Planning & Zoning April 19 - 9 a.m. - 5 p.m.

Land development is both an art and a science. As an art, it builds on your creativity, instincts, and vision to transform an idea from concept into reality. As a science, it systematically progresses through a series of activities to accomplish a successful outcome—a new development. The art and science come together in an organized process that converts raw land into housing and places of business offering jobs and livelihoods.

On April 19 instructor Ed Harrison will guide us through the land development process of turning dirt into a dream. Ed Harrison of Harrison Homes is an industry expert with more than 35 years of home building and 25 years of land

development experience. He will discuss the steps included from preliminary plat to final plat, the government approval process, lot layouts, development concepts and the collection of bids.

Mr. Harrison will cover how developers go about requesting and selecting bids, what developers are looking for within the submissions and what is commonly requested from general contractors and trade contractors. This class is a must attend to better understand the selection process that will give you the advantage over your competitors.

Yearlong Designation Partner is APA the Engineered Wood Association.

### Cracking the Codes Series: Top Code Changes for 2018 April 26 - 10 a.m. - 1 p.m.

The 2018 codes are currently being

reviewed and amended by the Council of Governments. Several changes from the 2015 to the 2018 codes are anticipated. The COG estimates the new codes will be ready for adoption in September.

This class will highlight the major changes heading our way. Dallas BA member Paul Evans of BMC is an ICC advisory board voting member and has directly assisted the ICC with the development of the new codes. He will be instructing this class to help us with the transition of the new changes and how the Metroplex will be affected.

Series Partners are Dow Building Solutions, Texas Builders Resource Group, Paragon Structural Engineering and Samsung.

Register for these classes and more on the calendar at DallasBuilders.org.

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# The Tile Shop hosts March Dallas BA After Hours



Dallas BA Past President Carol Longacre and Vernon Wentz, Ad Imagery, who won a Dallas BA logo RTIC tumbler



The Tile Shop Manager Brian Henjum, Carol Longacre and TW Bailey, Bailey Family Builders, who won Rangers tickets, compliments of Intex



Carol Longacre, Duffy Frazier, Quality Insulation & Roofing, who won a \$100 gift card, and Brian Henjum, The Tile Shop



Carol Longacre, The Tile Shop Manager Brian Henjum and Bob Cresswell, Cresswell Builders, who won a \$200 gift card to The Tile Shop



Dallas BA Past President Carol Longacre and cash door prize winner Mark Sawyers, Barbeques Galore



Carol Longacre, Daniel Longacre, Longacre Construction, who won an Amazon Echo, and The Tile Shop Manager Brian Henjum



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## Milestone Anniversary



**INSURICA – 5-Year Milestone**  
Kris Flores of INSURICA Insurance Management Network accepts her Milestone Award in recognition of 5 years of continuous membership in the Dallas Builders Association.

Milestones Presented by:



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±50,000 SFT \$550K



4205 DALROCK, ROWLETT  
±100' X 183' UP TO 5 STORIES \$450K



2040 W MILLER RD, GARLAND  
±15 ACRES · SINGLE FAMILY



723 W 10TH, DALLAS · 4 STORIES MAX  
± 50' X 195' \$275K



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Norbord

# TEXAS BUILDERS DO IT RIGHT!



**TruFlor**  
SUB-FLOORING

**PINNACLE**  
PREMIUM SUB-FLOORING SUSTAINABLE PERFORMANCE

TruFlor and Pinnacle are available in both  $2\frac{3}{32}$ " and  $1\frac{1}{8}$ "

Quality Texas sub-floor systems need two things – skilled and knowledgeable builders, and great products. Those Texas builders know Norbord’s TruFlor T&G delivers the performance and quality they expect and need to get the job done including its 25 year limited warranty. Builders looking for a premium T&G sub-floor choose Pinnacle Premium Sub-flooring with its 100 day no-sand guarantee & 50 year limited warranty.



**REDUCE MISTAKES, CALLBACKS, AND COSTS.**

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