Representing The Interests of the Home Building, Multifamily Construction and Remodeling Industry in the Greater Dallas Area

THE **HOME BUILDER**

Dallas Builders

www.DallasBuilders.org

Parade of Homes[™] is coming May 4!



VOLUME LXVI

No. 4

Dallas BA's Industry **Investors for 2019** L&S MICHANICAL

STELLAR

The Dallas Builders Association in Dallas BA has just completed its seventh partnership with Stellar Home Theater and Beyond will hold a one-day Parade of Homes[™] May 4, showcasing seven high-end custom homes in the Dallas area. Featured homes are situated in several neighborhoods in Dallas, including Preston Hollow, Midway Hollow, and East Dallas near White Rock Lake, as well as in University Park.

"Each home in this scattered site tour will be fully decorated and landscaped, featuring the very finest in innovative home building and custom craftsmanship," said Dallas BA President Matt Robinson of Walton Global Holdings. "Visitors will be able to tour these luxury homes, experiencing stateof-the-art technology, energy efficiency and architectural design."

The Parade benefits Operation FINALLY HOME, which provides custom mortgage-free homes to combatwounded U.S. military veterans. The Operation FINALLY HOME project.

Participating builders are Alexander Hunt Distinct Homes, Bella Custom Homes, Classic Urban Homes, James Andrews Custom Homes, Northfield Development, LLC, Thomas Development and Construction and Unique Home Construction.

Architectural designs showcased at the Parade include a variety of styles. "Today's homeowners desire a balance between large open spaces with lots of glass connecting the indoors to the outdoors. Outdoor living spaces are also a hot item in today's designs," notes Parade Chairman Michael Turner of Classic Urban Homes. "This is a universal theme throughout these six homes."

The Parade will be open May 4 from 10 a.m. until 5 p.m. Tickets are \$25 for ages 12 and older and are available at ParadeofHomesDallas.com. Partnership and volunteer opportunities are available.

This 18,000-sq.-ft. Italian Renaissance design situated on a 1.65-acre fully landscaped lot built by Bella Custom Homes is one of seven luxury homes showcased in the Dallas Builders Association's May 4 Parade of Homes™ benefiting Operation FINALLY HOME.

Dallas BA completes 7th Operation FINALLY HOME project; Major King receives new home

Representatives from Operation FINALLY HOME, Winston Custom Homes, the City of Irving, NEC Corporation of America and Copart joined the Dallas Builders Association on March 25 to present U.S. Army Major Eric King and his family with the keys to his brand new mortgage-free custom home. The welcome home ceremony included a ribbon-cutting ceremony and remarks by City of Irving Mayor Rick Stopfer and Operation FINALLY HOME founder Dan Wallrath.

This is the Dallas BA's seventh Operation FINALLY HOME project. Major King was surprised on July 16 at a surprise ground breaking ceremony with the news that he and his family would soon be moving into their new home in Irving. The city donated the lot for Major King's home, marking the

Association's first municipal partnership for such a project.

"There is no higher calling in the housing industry than to build the American Dream for someone such as Major King who has done so much to preserve and protect it," said Dallas BA Executive Officer Phil Crone.

This project was made possible by all of the generous donations from association members, the trades, manufactures, furniture designers and suppliers stepped up in a remarkable way. Over 40 companies helped to make the dream of homeownership a reality for the King family. During his remarks, Major Eric King shared the challenges he faced once he was medically retired from the military, one of his top concerns was how he would provide a home for his continued on page 4

1983 and during that time has won many



Major Eric King and his children join with partner representatives and community leaders during official ribbon cutting ceremonies at the Kings' new home in Irving. Photo by @Goodgame Photography



BRIEFLY

HOTCHKISS

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The Association has partnered with E&M Consulting to publish a magazine this summer to commemorate the 75th Anniversary of the Dallas BA. Members will have the opportunity to become a part of this high quality keepsake publication by placing ads. The advertising campaign is now underway; members can expect to hear from E&M Consulting soon or find a rate sheet in your weekly Punch List newsletter. . . .

The Dallas BA has teamed up with Candy's Dirt, one of the area's premier real estate publications, to offer a new builder feature. The Association will build off of its longstanding Home of the Week article in The Dallas Morning News to give builder members outstanding visibility.

If selected, the editorial team at Candy's Dirt will turn the responses into a featured article that will also appear on DallasBuilders. com. Selected builders will also submit five high resolution images of recent projects.

"We are thrilled to work with Candy and her team," said Dallas BA Executive Officer Phil Crone. This a wonderful partnership for both of us.'

Builders interested in submitting an entry should email Holly Pemberton at Holly.Pemberton@ DallasBuilders.com.

40th Anniversary

McSAM celebrates

The 40th Anniversary of the Mc-SAM Awards, presented by StrucSure Home Warranty, promises to be a night like no other as the Dallas Builders Association recognizes excellence in sales and marketing within the industry.

The prestigious Mc-SAM Award is given to builders, developers and associates who have made a significant and

creative contribution in residential marketing through specific achievements during the past 12 months.

Noted sportscaster Dale Hansen will serve as master of ceremonies for the McSAM Awards, which will be held on Saturday, April 13, at the Sheraton Dallas

Dale Hansen is the weeknight sports anchor on WFAA, Channel 8, and also hosts Dale Hansen's Sports Special. He has been with WFAA since

40th 1979-2019 RUILDERS ASSOCIATION

awards for sports reporting. Earlier this year Hansen was honored with the Radio Television Digital News Foundation's Lifetime Achievement Award. The evening will include a Red Carpet walk for sales and marketing professionals who have made their mark on the industry during the

event's 40-year history. McSAM kicks off at 6 p.m. with a cocktail hour hosted by Trendmaker Homes. Valet parking will be provided courtesy of Sales Solve Everything. Neighborhood Management will host an After Party, featuring popular dance band Manhattan.

Builders and developers in attendance will be eligible to win a trip for two to Hollywood.

Tickets are \$125 and are available at DallasBuilders.org/calendar.

April 25 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.

Legislative Rally Day



Dallas BA members gather on the steps of the State Capitol in Austin during Legislative Rally Day March 20.



Association members Kent Conine, Conine Residential Group; Jerry Carter, Jerry Carter Homes; and Terry Weaver, Sterling Development; along with staff Director of Government Affairs David Lehde, meet with State Sen. Nathan Johnson, 2nd from left, during Rally Day.



Meeting with Rep. Terry Meza, seated, are Andrew Pieper, Hillwood Development; Director of Government Affairs David Lehde; Terry Weaver, Sterling Development; Kent Conine, Conine Residential; and Jerry Carter, Jerry Carter Homes.

Members accept an award from the Texas Association of Builders for exceeding their fundraising goals for HOMEPAC.



The HomeFront

-Gov't Affairs News and Info

Dallas BA Advocacy Has Successful March on Several Fronts

Rally Day, Presented by Jackson Walker, Has Timely Impact

March is normally a busy time for Dallas BA government advocacy, but with the Texas Legislature well into a very active 86th session and development ordinances being discussed in our service area, the regulatory agenda has picked up pace and depth.

In what should be considered a very effective day at the state Capitol, Dallas Builders Association members journeyed to Austin on March 20 to participate in the Association's Rally Day, presented by Jackson Walker. Upon arriving at the Capitol, a large group of Dallas members joined other HBAs from around the state to be welcomed by Texas Comptroller Glenn Hegar and TAB leadership, where the Comptroller recognized the important impact home building has for the Texas economy.

With a team of members arriving early, Dallas BA began meeting with our state legislators first thing in the morning and continued to meet with policy makers throughout the day. This year's Rally Day was timely as a key builder issues had already made their way into committee hearings, including the State Affairs Committee on the day of our visit. So as legislators were considering how they would act on legislation that impacts housing, Dallas BA members were providing insight into the results, for better or worse, regulation would have back in the legislators' districts.

Policy issues discussed by Dallas BA members with our service area's legislators included:

The need to reduce and prevent burdensome regulations, including ensuring that building permit fees are calculated in a transparent manner

consistent with the Texas constitution;

■ The need to protect the home buyer's and builder's choice in safe construction products instead of local governments picking market place winners and losers via mandates;

The need for meaningful property tax and appraisal process relief while protecting the ability of special purpose districts to provide needed service, while ensuring any resulting legislation does not increase the cost of homes by adding a labor sales tax; and,

The need for infrastructure and hurricane damage support for areas of Texas affected by Hurricane Harvey.

Dallas BA's Rally Day, presented by Jackson Walker, was an important and successful part of the Association's advocacy mission. Dallas BA has already fielded requests for follow up with members of the state legislature and more is expected. We appreciate the participation and support of our members and partners.

Dallas BA Makes Industry's Voice Heard in Legislative Hearings

March 20 was not the only date on the March calendar when Dallas Builders Association helped deliver the industry's policy message to members of the state legislature. On March 13, Dallas BA Past President Frank Murphy joined TAB's Scott Norman and Don Allen from GFWBA to testify in the House Ways & Means Committee during a discussion on multiple bills, including HB 794 that would address the punitive and excessive nature of agriculture exemption claw-back taxes on builders and home buyers. The Association is supportive of legislation that would reduce the burden of these taxes and



provide a more equitable (fair) balance. Murphy returned to Austin to continue the discussion and speak in support of SB 894 in front of the Senate Property Tax Committee on March 26.

Dallas BA was also represented before the House Urban Affairs Committee on March 14 when Dallas BA member Kevin Webb and Director of Government Affairs David Lehde joined TAB's Ned Munoz to offer testimony. The group spoke in support of HB 852 that ensures that municipal building permit fees are calculated in a manner consistent with the Texas Constitution and truly representative of the cost of service for which the user fee is charged.

On March 20, multiple Dallas BA members signed in support for HB 2439.

Denton Updates Tree Preservation and Landscape Ordinance

In a process that Dallas BA has been monitoring and weighing in on for more than a year, the City of Denton on March 19 updated its tree preservation and landscape ordinances. What started as a very problematic draft has evolved to an ordinance that is more feasible for development to apply. Dallas BA worked to ensure language representing property owner protections and tree planting credits, required by state statute (Loc. Gov. Code, Sec. 212.905) as a result of Association advocacy in the 85th Texas Legislature (HB 7), was included in the ordinance.

The ordinance contains a tree preservation percentage that raises concerns about available lot development; however, there are credits offered for tree preservation towards mitigation that did not previously apply. The city will allow builders and developers to choose between the ordinance that exists prior to March 19 and the new ordinance for a trial period. The hope is that the new ordinance will offer flexibility and a reduction in cost increases. But the trial period offers the opportunity for the home building community to offer input on challenges that might arise and hopefully persuade council to make any further needed changes. If you have questions regarding how the new ordinance applies, City of Denton staff has offered to give detailed explanations.

If you have questions about these or other Dallas BA advocacy efforts, please contact Dallas BA's Director of Government Affairs.

> Scan the QR Code below to Request a Proposal from your Mobile Device!



Waxahachie High School Building Trades students join the Dallas BA at Rally Day. Here, several students visit with Sen. Pat Fallon.



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BARCIE VILCHES, Editor

Local: 817.546.0160 Toll Free: 1.866.448.0961 Email: RFP@FoxEnergySpecialists.com www.FoxEnergySpecialists.com















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Summit focus: buyer trends, national political landscape

The Dallas BA's third annual State of the Industry Summit explored changing buyer trends and provided insight into the national political landscape as it pertains to housing.

A packed venue with more than 200 Dallas BA members heard from Mary Kaye O'Brien, Insight Director for Zillow Group, Paige Shipp, Regional Director for Metrostudy, and NAHB CEO Jerry Howard.

O'Brien and Shipp focused on evolving buyer trends and strategies for builders to improve their market position. O'Brien shared several of Zillow's insights. They indicated that homeowners still value location first in their search for their next home

Surprisingly, Zillow's data indicated that nearly 50 percent of new home buyers who inquired with a builder via their website, never heard back from them.

O'Brien also encouraged builders to emphasize their warranty. She said that many buyers believe existing homes are more proven by the test of time and do not understand advancements in

building codes and the assurances that warranties offer.

Shipp urged builders to be transparent in how they depict and price new homes. She cited several examples where computer renderings and upgraded model homes may not fully depict price or visual attributes. She also emphasized the importance of builders having a user friendly website with readily available addresses and links for buyers to locate new communities via navigation apps.

NAHB CEO Jerry Howard's speech focused on the national political landscape and various issues that NAHB is engaged on. Recently, NAHB has highlighted the need for housing affordability and an increase in production. Home builders across the nation, and particularly in Dallas, have been unable to fully supply market demand for housing since the Great Recession. Howard expressed optimism that housing affordability would, for the first time in his memory, be a significant issue in the upcoming Presidential election.

Howard also commended the

Trump Administration for their willingness to hear from industry groups. "Regardless of whether you like or dislike Trump, NAHB has met with his administration more than the last several administrations combined," Howard said. "This unprecedented access allowed us to work directly with Commerce Secretary Wilbur Ross to reduce the price of lumber in the wake of recent tariffs."

At their peak last summer, lumber prices were adding nearly \$9,000 to the price of a new single-family home as manufacturers took profits well in excess of the duties and tariffs levied by the Trump Administration on Canadian lumber. NAHB pointed out this collusion and their advocacy efforts have since reduced lumber cost increases by more than half. Howard believes that forthcoming trade deals may provide additional long term stability for lumber prices

Near the conclusion of his program, Howard fielded several questions from the audience. Many pertained to NAHB's efforts on immigration and workforce development. He praised the Texas Association of Builders and Dallas BA for taking the lead on those issues

Paige and Mary Kay's presentation can be found on DallasBuilders.org.

Phil Crone, JD, CGP. GSP Executive Officer



Page Three



Executive Officer Phil Crone; NAHB Past President Kent Conine; NAHB CEO Jerry Howard; Zillow Group Insight Director Mary Kaye O'Brien; Metrostudy Regional Director Paige Shipp; and Dallas BA President Matt Robinson

FraserCon

Texas Counter Fitters hosts After Hours March 28



Membership Chair Pat Nagler presents an RTIC tumbler to door prize winner Valerie Worth, 2-10 Home Buyers Warranty.



Guest Jonathan Schlimme of Verdant Grounds also wins an RTIC tumbler with the Dallas BA logo.



Charley of Hoffmann Charles Homes wins a Yeti cooler, presented by After Hours host Chris Blackburn of Texas Counter Fitters.



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Chris Blackburn presents Mark Dann of Highland Classic Homes with a gift card and speaker.



Dave Hambley of Expressions Home Gallery also wins a gift card and speaker.



Chris Blackburn and Pat Nagler congratulate cash door prize winner Stephen Sandlin of Roomored .



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Mitchell named Designee of Month Presented by

The Education Committee each month highlights a different designation and an outstanding member who promotes that designation and is committed to continuing their education.

Builder Matt Mitchell of James Andrews Custom Homes was selected as the April Designee of the Month. He has had his Certified Graduate Builder (CGB) designation since 2015 and also holds the Certified Green Builder (CGB) and Master Certified Green Professional (CGP) designations. Over the last 24 months, he immersed himself in 52 hours of continuing education through the Dallas BA's education program.

A member since 2011, Matt is the chairman of the ARC Awards program, vice president of the Dallas Division and a member of the Education Committee. Matt's leadership abilities and knowledge were quickly recognized and he was asked to serve on the Board of Directors and begin the process of moving up the leadership ladder. Currently, he is the vice president/ secretary of the Association; next year he will chair the Government Affairs Committee and is slated to serve as president in the 2010-2021 term.

Outside of the Association, Matt is a Master SIP builder, a New Home Sales Specialist (NHSS) and a Green REALTOR[®]. His Real Estate license is held with Gilchrist and Company Real Estate.

Matt's quest for knowledge has earned him several college degrees

including a degree in public administration with an emphasis in psychology from the University of Texas, an associate of arts and science degree in construction management from North Lake College and also a master's in Biblical studies from the Dallas Theological Seminary.

Matt and his wife Robin Mitchell have been married since 1999.

The CGB Designation allows experienced builders to sharpen their business management skills and better understand the constantly evolving home building industry. CGB courses focus on effective management in the office and on the job site, examine all stages of new home construction and cover topics such as scheduling, estimating, job cost procedures, accounting principles and basic contract law.

Meet Matt and learn why he chose to become a Certified Graduate Builder:

How did you get started in this business?

A friend of mine got me into the business. He consulted me through a custom house build for my wife and me, and I loved every step of the journey, from designing my first house to working with subs. It hooked me.

What do you like most about the industry?

I have always been fascinated by the construction industry. There is such a tangible and permanent aspect to it that seems to appeal to me. I particularly enjoy how building science has progressively become more relevant to the industry since 2002 when I got into the industry.



Matt Mitchell

What advice would you give to someone new starting out in home building?

There is an enormous amount to learn and one can not know it all so find great subs and lean on their wisdom. AT THE SAME TIME: the responsibility eventually falls to the builder to get things correct so you have to always be learning about your craft. That way one will be able to speak with clarity about the tasks at hand.

What is something unique about yourself that people don't know?

I used to play guitar in a rock and roll band.

Want to learn more about the education program? See our course calendar or send an email to education@dallasbuilders.com.

Upcoming Classes – April & May

Presented in partnership with

Engineering Tips to Minimize Risk – Building a Better House – April 24

Brian Eubanks, M.S.C.E., P.E., D.F.E. principal of Paragon Structural Engineering, will discuss how to minimize risk through a better understanding of engineering best management practices. He and senior structural engineer Garrett Ryan, P.E. will dive into foundation design soil analysis, grading and drainage, wood frame design and high wind design along with common failures.

Date: April 24, 2019

Time: 10 a.m. - 1 p.m. (lunch provided) Location: Dallas BA Office, 5816 W. Plano Parkway, Plano, TX 75093 Cost: \$40/member; \$50/non-member

A special thank you to the 2019 Title Partner Structure Home Warranty along with class partners: Dow Dupont, Texas Builders Resource Group, Samsung, APA - The Engineered Wood Association and Paragon Structural Engineers.

Tips, Tricks & Traps for the Multifamily Builder – Building a Better House – May 2

The multifamily sector of the metroplex continues to grow at a rapid pace, making it hard to keep up with all the rising trends and regulations. Take advantage of learning from industry experts to keep your finger on the pulse. We will identify some obscure tips, handy tricks and traps commonly experienced within the multifamily building process.

Date: May 2, 2019

Time: 10 a.m. - 1 p.m. (lunch provided) Location: Dallas BA Office, 5816 W. Plano Parkway, Plano, TX 75093 Cost: \$40/member; \$50/non-member A special thank you to the 2019 Title Partner Structure Home Warranty along with class partners: Dow Dupont, Texas Builders Resource Group, Samsung, APA and Paragon Structural Engineers.

STRUCSURE

Marketing and Sales for Building Professionals (CGA, CGB, CGR) Certification Class – May 23

As the market begins to cool down and level off in the metroplex, now is the most important time to focus on how to best market your product and increase sales. This course was developed to help members' companies reach full growth potential. Topics to be covered include branding, tech marketing, online rating services, generating & qualifying leads and sales strategies. It is specifically designed for custom, small-volume and midsize builders; small-volume to midsize remodelers; trade partners; and sales or marketing professionals.

The days of "build it or remodel it and they will buy" are a thing of the past. Today, customers are both demanding and selective and, thanks to the world of technology, they are very well educated. So how do you stand out from the crowd and make your brand relevant? This course will give you an overview of the many types of marketing and sales tools available to help you build your unique brand and a positive reputation. *Date: May 23, 2019*

Time: 9 a.m. - 5 p.m. (lunch provided) Location: Dallas Builders Association 5816 W. Plano Parkway, Plano, TX 75093

Cost: \$210/member \$310/non-member

This course is made possible by 2019 education title partner StrucSure Home Warranty; their commitment to the industry's education is vital to the Association's education program.



Nortex Foundation Designs. Inc

Major Eric King receives new home

matic Brain Injury and a seizure disor-

der, which are all constant reminders

of his combat experiences. His combat

injuries include a spine injury with ac-

companying nerve damage to both legs.

King received many commendations,

including the Combat Infantryman's

Badge, Two Bronze Star Medals, Army

Achievement Medal, Meritorious Unit

Commendation Medal, Global War on

Terrorism Service Medal and many

continued from page 1

family. He offered a heartfelt "thank you" to all involved for helping him and his family overcome this challenge.

During his military career, Major King was deployed overseas four times to Iraq, Afghanistan and West Africa. During each deployment, he and his platoon were involved in IED attacks, ambushes and gun battles causing casualties to his troops, himself and coalition forces.

King suffers with PTSD, Trau- mor

King medically retired in 2016 after serving 16 years in the Army. He is focusing on getting healthy and plans to give back and help veterans reclaim their lives. He would like to be a spokesperson and motivational speaker so he can share his story and experiences and help veterans such as himself who are fighting for a better tomorrow.

He is the father of a daughter and three sons, ranging from ages 1 to 19.



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Northfield Development, LLC Kelly Walker 425-891-6215 BUILDERS - LAND DEVELOPER Spike: Michael Turner, Classic Urban Homes

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Member Milestone Anniversaries



BMC – 60 Years

Paul Evans of BMC accepts a milestone plaque in recognition of 60 years of membership in the Association. Association Executive Officer Phil Crone presents the award.(Right) Membership Chair Pat Nagler presents a 5-year Milestone Award to Larry Patterson of The Glass Doctor for 5 years of membership.



30 Years Jim Johnson Group

15 Years Cashion Custom Homes LP Longacre Construction Victor Myers Construction, LLC Drees Custom Homes – 35 Years Dallas BA President Matt Robinson presents a milestone plaque in recognition of 35 years of membership in the Association to Mike Jobe, accepting for Drees Custom Homes.

10 Years Dallas Area Habitat for Humanity

5 Years Alpha Testing, Inc. Centre Living Homes LLC OmniView Window and Door Peloton Land Solutions LLP Tag & Associates

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