

THE HOME BUILDER

Dallas Builders
ASSOCIATION

www.DallasBuilders.org



VOLUME LXVI

No. 4

May 2019

Dallas BA's Industry Investors for 2019



BRIEFLY

Registrations are now being accepted for the Home of the Week, with featured homes spotlighted in *The Dallas Morning News*, DallasBuilders.com and on social media. The Home of the Week program includes homes in all stages of completion. From conceptualization to on the market homes, it's never been easier to promote your project for free. To enter, call Holly Pemberton at 214-624-3176.

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.

McSAM Award winners announced

The Dallas Builders Association has announced winners of its 40th Annual McSAM Awards, presented April 13 in partnership with StrucSure Home Warranty. The McSAM Awards are held each spring to recognize "maximum creativity in sales and marketing." Almost 400 entries were received this year, and winners were named in 67 categories.

Dale Hansen, WFAA's award-winning sports anchor, was the master of ceremonies for the awards gala at the Sheraton Dallas Hotel.

In the industry-judged awards, David Weekley Homes was awarded the McSAM Builder of the Year; Johnson Development was named Developer of the Year and Twin Creeks by Green Brick Partners was named Neighborhood of the Year. 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. The Tribute by Matthews Southwest 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 the help of a third party firm that sends an 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 zero to 10 – how likely they would be to 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 seventh time that Highland Homes has received this honor.

Other winners in the industry-judged categories were:

- Home of the Year – Grand Whitestone by Grand Homes, designed by Mary Dewalt Design Group and John Lively & Associates;

- Luxury Home of the Year – The Lilac by Ron Davis Custom Homes, designed by Covert and Associates Architectural Firm;

- Builder Project Manager of the Year – (tie) Jeff Eberle of Trendmaker Homes and Travis Peebles of Drees Custom Homes; and

- Marketing Professional of the Year – (tie) Shalott Cecchini of Green Brick Partners and Mary Day of Matthews Southwest.

A complete list of winners is on page 3 of this issues. McSAM Awards photos can be found at DallasBuilders.org.



Highland Homes is the People's Choice Builder of the Year.



The Matthews Southwest team accepts the People's Choice Community of the Year Award for The Tribute.

Step up to the plate for Membership Drive

Building on the success of last year, the Dallas Builders Association is, once again, holding a baseball-themed May membership drive.

Thank you to Yearlong Membership Partner StrucSure Home Warranty.

Members who recruit during the drive will earn TRIPLE Spike credits, and prizes will be awarded.

"This is an important time for our Association to grow," stresses Executive Officer Phil Crone. "In order to do so, we need you to reach out to your contacts who are not yet a part of the Dallas BA. Let them know why you belong and

what the Association can do for them."

Crone also points out that retaining existing members is just as important for growth as recruiting new ones. "To make sure we lock in the gains from last year's drive, credit will be given for retaining members who joined in 2018," he said.

Help us knock it out of the park and sign up today by calling the Association at 972-931-4840. Teams will meet at the Dallas BA during two-hour segments May 15 and 16. Credit for members recruited and retained will be given throughout the month.

Earn your CGA with just four courses

Are you looking to set yourself apart from your competitors? Learn the builders' language to become a better asset for them and for your employer. Builder members often seek out associate members who hold the Certified Graduate Associate (CGA) certification because of their knowledge level and commitment to the industry.

Associate members who wish to set themselves apart from their peers often acquire the CGA. The CGA curriculum helps these professionals gain a better understanding of the industry they serve from the best source possible: builders and remodelers with years of field experience. The CGA designation affirms your level of industry knowledge and your commitment to your professionalism in the building industry.

You can obtain a CGA certification with four courses, two of which are required and two of which are your choice. Required courses are "Basics of Building" and "Business Management for Building Professionals."

Classes can be taken in any order. The Association's next two certification classes offer credit toward the CGA. They are "Marketing and Sales for Building Professionals" on May 23 and the two-day "Certified New Home Sales Professional" course June 4 and 5. Details on both classes can be found on page 4 of this issue.

Classes are presented in partnership with StrucSure Home Warranty.

Information is available from Sheena Beaver at 972-931-4840 or Sheena.Beaver@dallasbuilders.com.

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Dallas Metro Building Permit Summary				Dallas Metro Single Family Builders			
Year-to-Date 04/17/2019				Year-to-Date 04/17/2019			
Residential	Permits	Value	Units	Builder	Homes	Value	
Single Family Homes	7,496	\$2,215,827,206	7,493	1 First Texas Homes	304	\$185,981,495	
Duplexes & Twin Homes	24	\$5,835,482	48	2 Lennar Homes	450	\$127,471,323	
Apartments & Condos	109	\$409,831,178	6999	3 DR Horton	462	\$121,525,700	
Other Residential Structures	150	\$7,700,001	0	4 Highland Homes	362	\$116,912,763	
Swimming Pools & Spas	1,422	\$89,110,092	0	5 D R Horton Custom	429	\$109,234,085	
Garages & Carports	80	\$4,031,853	0	6 Bloomfield Homes	284	\$72,261,320	
Res Remd., Adh., Int Fin	1,325	\$111,700,109	0	7 Beazer Homes	171	\$53,099,189	
Reroof Residential	433	\$22,372,136	0	8 David Weekley	136	\$48,533,586	
Total Residential Const	11,939	\$3,046,497,936	14,448	9 American Legend	122	\$42,723,646	
Week: 16 - 04/15/19 to 04/17/19 (permits over \$20,000)				10 Hallmark Land	108	\$39,785,275	
Residential	Permits	Value	Units	11 Pulte Homes Of	169	\$37,908,750	
Single Family Homes	537	\$140,832,195	537	12 Carling Homes Of	87	\$33,143,848	
Demolition	27	\$110,300	0	13 Megatal Homes Inc	121	\$32,391,184	
Grading & Dust	2	\$20,000	0	14 Meritage Homes of	96	\$29,050,550	
Footing & Foundation	55	\$383,964	0	15 History Maker Homes	134	\$28,598,451	
Other Residential Structures	4	\$357,500	0	16 Dress Custom Homes	80	\$28,427,540	
Swimming Pools & Spas	78	\$3,790,033	0	17 Toll Brothers Inc	49	\$27,797,772	
Garages & Carports	3	\$67,000	0	18 Landon Homes	84	\$23,705,148	
Res Remd., Adh., Int Fin	76	\$5,307,819	0	19 Shaddock Homes	57	\$23,446,172	
Reroof Residential	22	\$657,827	0	20 Meritage Homes	69	\$22,099,741	
Total Residential Const	604	\$191,826,928	637	21 Ashton Woods Homes	57	\$21,028,123	
				22 M/I Homes	69	\$20,680,729	
				23 Perry Homes	58	\$20,008,570	
				24 K Hovnanian Homes	48	\$19,904,035	
				25 Gehan Homes	74	\$19,880,238	
				26 LGI Homes	109	\$18,441,470	
				27 Avoness Homes	95	\$18,087,168	
				28 DR Horton Express	84	\$16,753,584	
				29 Megatal Homes Inc	82	\$16,711,425	
				30 Lennar Homes	32	\$14,573,287	
				31 Normandy Homes	53	\$13,123,085	
				32 Robson Ranch	38	\$12,924,630	
				33 Trendmaker Homes	43	\$12,712,358	



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BARCIE VILCHES, Editor



The HomeFront

-Gov't Affairs News and Info

Spring's Typical Regulatory Storm ... Mitigation

David Lehde
Director of
Government
Affairs



It's April and per the norm for this part of the calendar, the winds of regulatory change have been swirling. If you have not heard by now, the 86th Texas Legislature has been in full swing for some time. This being the latter half of the session, the legislative process is picking up pace.

A priority bill of the Dallas BA and Texas Association of Builders is now past the half way mark. HB 852, by Representative Justin Holland, found approval from the full House of Representatives on April 16.

The bill, intended to ensure that permit and inspection fees are collected properly as prescribed by the Texas Constitution, prohibits municipalities from using the valuation or construction cost of a residential dwelling to determine the amount.

The legislation also prevents the requiring of disclosure of information related to the valuation of construction cost as a condition for obtaining a building permit, unless required for FEMA National Flood Insurance Program participation.

Permit and inspection fees are defined by Texas law as user fees, meaning they are to be proportional to the operating costs of the services for which the fee is charged. In this case, those services are the building inspector's time to perform required safety inspections on the home and directly related administrative costs.

Basing the fees on how expensive the home is can take it beyond that scope and, when combined with other regulatory fees, directly impacts the consumer by making housing less affordable.

HB 852—and its Senate companion bill by Senator Pat Fallon, SB 855—does not deprive cities of revenue. It just ensures that the fees are collected properly and not in excess of what is appropriate to fund the related service. At the printing of this article, HB 852 has been received by the referred by the Senate and referred to the Intergovernmental Relations Committee. Dallas BA will provide updates when appropriate.

In Dallas, the Association was successful in getting a needed amendment to a problematic overlay ordinance. In 2018, proponents began pushing for a neighborhood forest overlay ordinance that allows a group of neighbors to start a process that would impose additional restrictions and mitigation requirements

related to tree removal, on the neighborhood as a whole. And the overlay would mean that property owners would face requirements that were not imposed on them by, what was then, the very recently passed revisions to the city's landscaping and tree preservation and mitigation ordinance.

Basically, when the owners of 10 properties decide they want to put further deed like restrictions on other property owners' trees, they can form a "neighborhood committee." Then they go through a process of draft and community meetings. If they get 60% of the 50 lot, or greater, contiguous area of neighborhood properties' owners to sign a petition, they get the City Plan Commission to hold a public hearing and move it forward to the City Council to vote for the neighborhood forest overlay. The problem here is perception.

When someone shows up at a homeowner's doorstep and asks them to sign a petition to preserve the neighborhood's trees, it sounds like a good idea when the possible negative impacts of the overlay are not brought up in the discussion. Everyone wants to preserve the biggest and best trees, but what about trees, even smaller trees that may not be a desired species, can cause problems to the homeowner's foundation?

Typically, it is not possible or prudent to preserve a tree when it is in close proximity to the home's foundation. For new construction, there can be a significant cost issue related to removing a tree that can threaten the future integrity of the home.

A similar situation may arise for existing homes. Over time, tree roots may threaten the foundation. In these cases, property owners should be free to protect the structural integrity of their homes. The powerful forces exerted by tree roots underneath concrete are evident on sidewalks throughout Dallas.

Dallas BA raised these concerns and recommended a regulatory fix to protect property owners during both ZOAC meetings, as well as before and during a City Plan Commission hearing.

Fast forward to April 10, 2019, when the ordinance had made its way to a City Council hearing where, thanks to the advocacy of the Dallas BA, the regulatory fix was finally added in the form of an amendment that protects those who need to remove a tree in order to protect the integrity of the

home/foundation when they produce an arborist's letter.

In Denton, the City Council on April 23 adopted an updated development code. During the process, Dallas BA reached out to development and builder members for input and sent a collection of comments to the city. The overall view from residential development sector is that the code, at least in draft form, should provide better predictability. The process for the development code ran parallel to the city's amending of their landscaping and tree code which was approved on March 19.

As reported here last month, what started as a very problematic draft 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.

As if the many bills being monitored in the legislature and heavily worded ordinances are not enough, there is a more volatile disturbance in the regulatory atmosphere; municipal elections.

At the writing of this article, Dallas BA is monitoring key races of concern in multiple cities across our service area. This includes heated contested races from Denton to Celina to Plano to Forney and, of course, Dallas. Dallas is enduring one of the most contested mayoral races in years.

Dallas BA members should peruse the most recent editions of Punch List to view the HOME PAC of Greater Dallas Voter Guide regarding key races of concern. Dallas BA will offer updates on the May 4 election results, as well as the very likely runoff races that will happen in multiple cities.

Should you have questions about these or other advocacy issues please contact the Director of Government Affairs at David.Lehde@DallasBuilders.com.



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McSAM Awards announce winners in 67 categories

Rookie Sales Professional
 Kylee Gomez, David Weekley Homes

Sales Professional of the Year — Community with an Average Sales Price Under \$250,000
 Sylvia Rossi, Altura Homes

Sales Professional of the Year — Community with an Average Sales Price Between \$250,000 & \$350,000
 Emily Joseph, M/I Homes

Sales Professional of the Year — Community with an Average Sales Price Between \$350,001 & \$450,000
 Eugene Lennox, Sandlin Homes

Sales Professional of the Year — Community with an Average Sales Price Between \$450,001 & \$550,000
 Lan Rogers, Drees Custom Homes

Sales Professional of the Year — Community with an Average Sales Price Over \$650,000
 Cathy Demers, Grand Homes

Online Sales Counselor of the Year
 Chantee Brown, M/I Homes

Lifestyle Director of the Year
 Page Austin

Harvest, First Service Residential Sales Manager/Director of the Year
 Cassian Bernard, M/I Homes

Marketing Professional of the Year
 Shalott Cecchini, Green Brick Partners

Mary Day, Matthews Southwest Builder Project Manager
 Jeff Eberle, Trendmaker Homes

Travis Peebles, Drees Custom Homes Developer Project Manager
 Angie Mastrocola, Hillwood Communities

Best Logo
 Clements Ranch, Mabrey & Partners
 Created by Anderson Hanson Blanton

Gray Point Homes Best Graphic Continuity
 David Weekley Homes

Best Brochure — Developer
 Viridian, Johnson Development
 Created by S&B Visionary

Best Brochure — Builder
 Ashton Woods
 Created by Frederick Swanston

Best Print Ad
 Harvest, Hillwood Communities
 Created by Schaefer Advertising

Best Broadcast Media Commercial
 David Weekley Homes

Best Billboard
 Arlington Commons
 The Nehemiah Company

Best Signage
 Arlington Commons
 The Nehemiah Company

Best Community Entry Feature
 Bluewood, Hillwood Communities

Best Digital Media Campaign
 The Grove Frisco
 Newland Communities
 Created by Slingshot

Best Social Media Campaign
 Arrowbrooke
 Created by Anderson Hanson Blanton

Best Use of Technology
 Hebron 121 Station
 Huffines Communities
 Created by Anderson Hanson Blanton

Best Website
 The Grove Frisco, Newland Communities

Best Special Event/Promotion — Public
 Trinity Falls – Rodeo on the River
 Johnson Development
 Created by S&B Visionary

Best Special Event/Promotion — Realtor/Brokers
 The Tribute, Matthews Southwest
 Created by Anderson Hanson Blanton

Best Lifestyle Annual Program
 Harvest, Hillwood Communities
 Created by First Service Residential

Best Overall Advertising Campaign
 The Grove Frisco
 Newland Communities

Best Sales Office or Welcome Center
 Harmony, Huffines Communities
 Created by Moore Design Group

Best Builder Design Center
 Ashton Woods

Best Community Amenity
 The Grove Frisco
 Newland Communities
 Created by Callison RTKL/Creative License International

Best Interior Merchandising — Sales Price Between \$250,000 & \$350,000
 Light Farms, M/I Homes
 Merchandised by Builder's Design

Best Interior Merchandising — Sales Price Between \$350,001 & \$450,000
 Sonoma Verde 80s, Highland Homes
 Merchandised by IBB Design

Best Interior Merchandising — Sales Price Between \$450,001 & \$550,000
 The Muirfield, Ashton Woods

Best Interior Merchandising — Sales Price Between \$550,001 & \$650,000
 The Victoria, Ashton Woods
 Merchandised by Centro Stile

Best Interior Merchandising — Sales Price Between \$650,001 & \$800,000
 Grand Whitestone, Grand Homes
 Merchandised by Mary Dewalt Design Group

Best Interior Merchandising — Sales Price Over \$800,000
 Oakbridge Vanguard, Toll Brothers
 Merchandised by Mary Cook & Associates

The Lilac, Ron Davis Custom Homes Merchandised by Traci Connell Interiors

Best Interior Merchandising — Patio Home
 Sandbrock 45s, Highland Homes
 Merchandised by IBB Design

Best Interior Merchandising — Attached Home
 The Oxford, Ashton Woods

Best Architectural Design — Sales Price between \$250,000 & \$350,000
 The Albany, Altura Homes

Best Architectural Design — Sales Price Between \$250,000 & \$350,000
 Sandbrock 50s, Highland Homes

Best Architectural Design — Sales Price between \$350,001 & \$450,000
 The Parkhill at Union Park
 Drees Custom Homes
 Designed by Allan Moore & Assoc.

Best Architectural Design — Sales Price Between \$450,001 & \$550,000
 The Steinbeck, David Weekley Homes

Best Architectural Design — Sales Price between \$550,001 & \$650,000
 The Geneva, Southgate Homes
 Designed by John Lively & Associates

Best Architectural Design — Sales Price between \$650,001 & \$800,000
 Viridian – Valen, Toll Brothers
 Designed by Toll Architecture

Best Architectural Design — Sales Price over \$800,000
 Villas at Legacy West, Britton Homes
 Designed by BSB Design

Best Architectural Design — Patio Home
 Cityline Residences – The Birchwood
 Centre Living Homes

Best Architectural Design — Attached Home
 The Emerson, Grand Homes
 Designed by John Lively & Associates

Best Design Series
 Cityline Residences
 Centre Living Homes

Best Architectural Design — Multi-family Community
 Jefferson Landmark, JPI Construction
 Designed by Humphreys & Partners Architects

Home of the Year
 Grand Whitestone, Grand Homes
 Designed by Mary Dewalt Design Group & John Lively & Associates

Luxury Home of the Year
 The Lilac, Ron Davis Custom Homes
 Designed by Covert and Associates Architectural Firm

Builder of the Year
 David Weekley Homes

Developer of the Year
 Johnson Development

Builder Neighborhood of the Year
 Twin Creeks

Community of the Year — Under 600 Acres
 Inspiration, Huffines Communities

Master Planned Community of the Year — 600 Acres or More
 Harvest, Hillwood Communities

Multifamily Community of The Year
 Harmony, Huffines Communities

People's Choice Builder of the Year
 Highland Homes

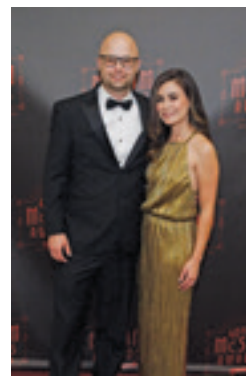
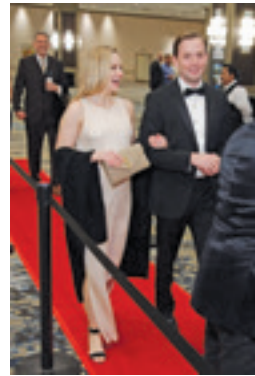
People's Choice Community of the Year
 The Tribute



Adam Cornett of David Weekley Homes accepts the Builder of the Year Award.



Johnson Development was named Developer of the Year.



Visit DallasBuilders.org to see all McSAM Awards photos.




TITLE



Anderson Hanson Blanton
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 Legacy Gardens/Risland Homes
 Texas Counter Fitters
 Ashton Woods
 Neighborhood Management
 Viridian Holdings/Johnson Development
 Trinity Falls/Johnson Development
 L&S Mechanical
 Trendmaker Homes
 Sales Solve Everything
 Alphagraphics

DFW Builder Guide
 David Weekley Homes
 Dowdey, Anderson & Associates
 Drees Custom Homes
 Newland Communities
 Altura Homes
 Atmos Energy
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 Matthews Southwest
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 Visionary Sales Environment
 Walton Global Holdings




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war·ran·ty noun \ 'wôr-ən-tē, 'wâr-
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.

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Upcoming Classes – May & June

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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.

overcoming objections.

As a graduate of this four-part course, you will be able to define and describe the:

- Qualifications and characteristics of a new home salesperson;
 - Differences between selling new homes and resale homes;
 - Role of the Critical Path to Successful Selling in the new home sales environment;
 - Basic steps of builders decision making and development process;
 - Basic construction features that benefit the home buyer;
 - Builder's marketing approach and the impact the new home sales person has in the marketing process;
 - Impact of consumer behavior on the new home selling process;
 - Basic elements of effective communications in the selling environment
- Importance of prospecting in searching for and qualifying potential buyers; and
- Legal aspects of the real estate business and fair housing guidelines.

You will also gain the following skills:

- Greeting and qualifying a prospective buyer;
- Using the area and community as selling point;
- Successfully demonstrating the product;
- Handling objections;
- Reducing the process to writing;
- Successful closing;
- Basic new home financing;
- Using follow-up systems to increase sales;
- Final walk-through and call-back procedures.

Date: June 4 & 5, 2019

Time: 9 a.m. - 5 p.m. (lunch provided)

Location: Dallas BA Office, 5816 W. Plano Parkway, Plano, TX 75093

Cost: \$400/member; \$500/non-member

This course is made possible by Structure Home Warranty, whose commitment to the industry is vital to the Association's education program.

New Member Welcome Breakfast set for May 14

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 May 14 and enjoy breakfast and coffee and gain insight on how to get active in the Association, and take advantage of the great benefits, events, and member discounts available through membership.

Welcome



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

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 to register today. Thank you to our partners, Paragon Structural Engineering and Texas Builders Resource Group, as well as Yearlong Membership Drive Partner StrucSure Home Warranty.

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- Independent Bank
- Trinity Oaks Mortgage
- Foxworth Galbraith
- Milgard Windows & Doors
- Samsung



2-Day Certified New Home Sales Professional (CGA, CGB, CSP, Master CSP) – June 4 & 5

Master the craft of successful selling. This professional-level course is designed for specialists in new home sales. You will gain a broad understanding of the home building business, discuss consumer psychology and learn the advanced techniques used by real estate veterans for greeting, closing and

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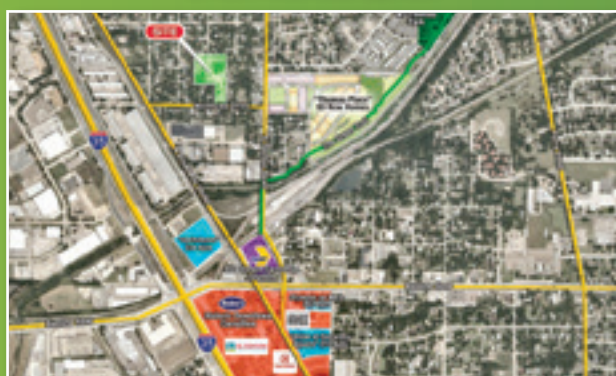
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NEW MEMBERS

BUILDERS	SUSTAINING MEMBER	
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Bridge Tower Homes Robert Miller 214-755-8389 BUILDERS - RESIDENTIAL	ASSOCIATES Allura Miriam Scott 844-425-5872 EXTERIOR CLADDING	Wilkins Media Paul Wallace 512-680-4717 MARKETING/PROMOTIONAL SERVICES Spike: Jody Hanson, Anderson Hanson Blanton
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