

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.org



VOLUME LXVI

No. 12

December 2019

## Dallas BA's Industry Investors for 2019



## BRIEFLY

Visit [nahb.org/savings](http://nahb.org/savings) to see the available savings your membership gets you including discounts on:

- Movie Tickets & Concerts;
- Sporting Events;
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- Rental Cars;
- Auto Insurance; and
- Shipping Services.

Members can save \$500/\$1,000 through NAHB's GM program. Members can also save \$500 on a Fiat, Chrysler, Dodge, Jeep or Ram and \$3,250 to \$10,500 on select Nissan and Infiniti vehicles.

Registrations are now being accepted for the Home of the Week, with featured homes spotlighted in *The Dallas Morning News*, on [DallasBuilders.com](http://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.

Dallas BA offices will be closed Dec. 24, 25 and 31 and Jan. 1 for Christmas and New Year's holidays.

Periodicals Postage Paid at Plano, TX, and Additional Offices

## Members complete 2019 Leaders Program

Over the course of the last year, the 2019 Dallas BA Leaders class has been hard at work cultivating their leadership skills. They have focused on areas of conflict resolution, communication techniques, precision thinking and team leadership.

"Leaders are made, not born," stated Matt Michell, a 2019 graduate of the program. "Leadership skills are instruments that need periodic tuning and sharpening. This is a great systematic course/series that builds upon itself that is beneficial to anybody regardless of their leadership level."

The program is presented in partnership with StrucSure Home Warranty. Congratulations to the class of 2019:

- Sue Blankenship, Huffines Communities
- Mitchell Campbell, Campbell

### Luxury Homes

- Joshua Correa, Divino Homes
- Ronnie Cunyus, First National Bank Mortgage

### Bank Mortgage

- Chellie Feathers-Meziere, Huffines Communities

### Woodall Insurance

- Tag Gilkeson, Tag & Associates, LLC

### Bank

- Robert Homan, LegacyTexas Bank

### Custom Homes

- Jesse McCormack, Tag & Associates, LLC

### Drywall Services

- Roy Robertson, Performance Drywall Services

### Associates, LLC

- Cole Stewart, Tag & Associates, LLC

### Associates, LLC

- Vanessa Wilmore, Tag & Associates, LLC

■ Mike Wilson, Elite Remodeling Information on becoming a 2020 class graduate is available from Sheena.

Beaver@dallasbuilders.com or by calling her at 214-615-3881. This program has a limited number of seats available.



Kevin McLain of DuPont, the Leaders Graduate Partner, instructor Tim Lansford and staff Director of Education Sheena Beaver congratulate the Leaders Class of 2019 graduates.

## Dallas BA hosts 200 building trades students

Nearly 200 high school students from seven area construction trades programs took part in hands-on demonstrations at the Association's Dallas Builders Show on Nov. 12 at the Plano Event Center. The half-day trade show was presented by Milgard Windows and Doors.

Students were treated to an opening session from Paige Shipp at Metrostudy covering the need for construction labor and the bright prospects they have for employment in the industry.

They then rotated through seven hands-on product demonstrations from Association members and the Building Officials Association of Texas.

"This is exactly what we need to do in order to address our area's labor shortage and, more importantly, ensure that young people who have an interest in our industry continue to pursue their

passion," said Dallas BA Executive Officer Phil Crone.

"Our education system focuses too much on making them mediocre at what they aren't interested in. We need to do our part in making them extraordinary at what they are interested in."

Several students also worked on their soft skills by participating in mock interviews led by Dallas BA members.

The Association would like to thank Tempo/TexEnergy, L&S Mechanical, Kidd Roofing, DuPont, James Hardie, Huber Engineered Woods, Kelly Moore Paints and the Building Officials Association of Texas for providing hands-on demonstrations.

Appreciation is also owed to Pulte Homes, MyHomedia, Burgess Construction Consultants and Beaver Builders for their participation in the student mock interviews.



## McSAM soon makes 2020 Call for Entries

The 2020 McSAM Awards, presented by StrucSure Home Warranty, will be held on Saturday, April 18, at the Westin Galleria Dallas. The official call for entries will be available this month at [McSAMAwards.com](http://McSAMAwards.com).

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 the past 12 months.

Entry applications and materials will be due March 2. This year's awards show will include more than 60 categories and two People's Choice Awards: Community of the Year and Builder of the Year.

Awards categories will be in the areas of Professional Achievement; Marketing, Advertising, Signage, On-line; Interior Merchandising; Builder/Developer of the Year; and Community

of the Year.

Sales Achievement Awards, which are non-judged volume-based recognitions, will be made in four dollar volume categories ranging from \$5 million to \$20 million.

An Entry Prep Seminar is scheduled for Wednesday, Jan. 8, 10-11 a.m. at Association offices. This free event includes breakfast and is presented by the McSAM Awards Committee and event producer Peter Mayer Productions. Register on the Calendar at [DallasBuilders.org](http://DallasBuilders.org).

A variety of partnership opportunities are now available starting at \$500. Market directly to decision makers including volume builder CEOs, division presidents, architects, brokers, builders, developers, interior designers and sales and marketing professionals. Please contact Dallas BA Director of Member Services Misty Varsalone, 214-615-5005, if you are interested in partnering.

Last year almost 400 entries were submitted, and attendance reached more than 450.

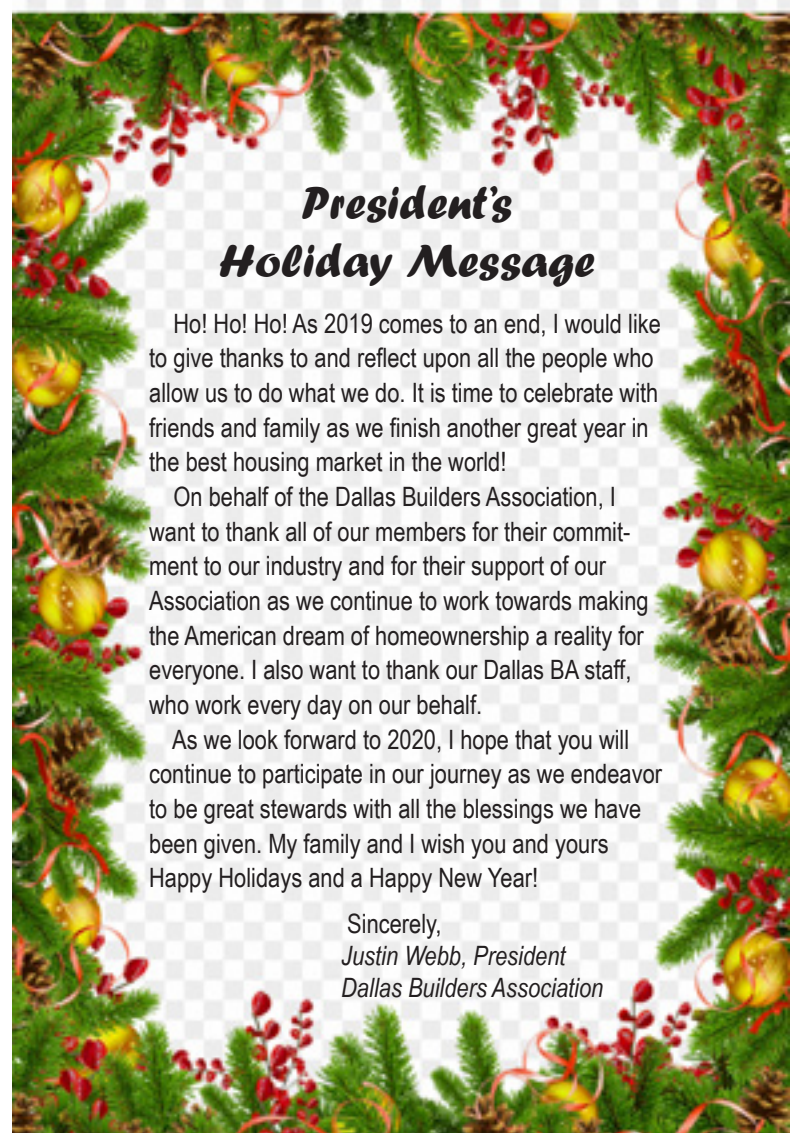
## President's Holiday Message

Ho! Ho! Ho! As 2019 comes to an end, I would like to give thanks to and reflect upon all the people who allow us to do what we do. It is time to celebrate with friends and family as we finish another great year in the best housing market in the world!

On behalf of the Dallas Builders Association, I want to thank all of our members for their commitment to our industry and for their support of our Association as we continue to work towards making the American dream of homeownership a reality for everyone. I also want to thank our Dallas BA staff, who work every day on our behalf.

As we look forward to 2020, I hope that you will continue to participate in our journey as we endeavor to be great stewards with all the blessings we have been given. My family and I wish you and yours Happy Holidays and a Happy New Year!

Sincerely,  
Justin Webb, President  
Dallas Builders Association





# Nov. 4 Golf Outing at Brookhaven sells out!



**Grand Door Prize Winners:** Justin Webb, Altura Homes(Frame TV); Grace Anderson, Sherwin Williams(\$500 AMEX card); Quin Lloyd, Samsung



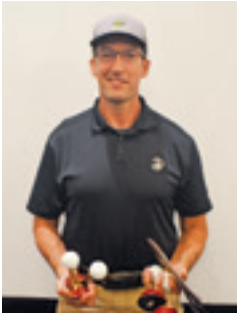
**First Place Championship Course:** Aaron Park, Main Street Lumber/Main Street Millwork; AJ Meyers, Caprock Home Loans; Brett Rather, Noble Classic Homes; Ty Spinella, Builder Direct Sales Group



**Second Place Championship Course -** Kyle Duran, HomeTeam Pest Defense; Peter Jackson, PavePro; Kasey Terrell, PavePro; Lance Dunaway, PavePro



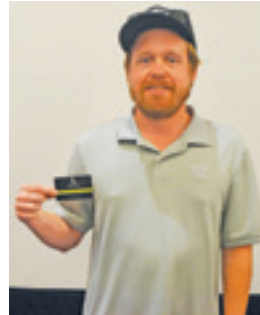
**Second Place Masters Course:** Frank Cornell, Sherwin Williams; Darren Bufton, Guardian Construction; Taylor Humphries, Pacesetter Homes; Joe Calvano, Sherin-Williams



**Third Place Masters Course:** Jeff Haury, Landon Homes; Taylor Reagen, Landon Homes; Scott Post, Landon Homes; Clint Bryson, Landon Homes



**Closest to the Pin Championship Course:** Jarred Carlyle, Trinity Fireside



**Closest to the Pin Masters Course:** Andrew Gilbert, Texas Counter Fitters

**Unavailable for Photo:**

First Place Masters: Greg Faris, L&S Mechanical; Cody Taylor, Standard Supply; Shad Muth, Standard Supply; Maggie Braden, L&S Mechanical

Third Place: Mo Kirklin, Go Green Hydroseed; Andrew Jordan, Summit; Steve Rios, Green Go Hydroseed; Rob Beard, Green Go Hydroseed



**Dead Ass Last Championship Course:** Gary Williams, DR Horton; Scott Carr, Burgess Construction Consultant; Craig Brooks, Burgess Construction Consultants; Ryan McDonald, DR Horton

## Golf Open Partners



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- Ferguson
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- Foxworth Galbraith Lumber
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- IES Residential
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- Suncoast Post-Tension
- Tag & Associates, LLC
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- The Core Team - USA Mortgage
- Vault Construction
- Westwood Professional Services
- Dupont Tyvek /Weatherization Partners



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BARCIE VILCHES, Editor



## Parkland Fees and the Impact on Home Prices Continue to Grow

David Lehde  
Director of  
Government  
Affairs



Dallas BA continues to monitor park land dedication and fee ordinances in our service area. As the impacts these added development costs have on home prices continue to grow, there are provisions that builders should keep an eye out for to help fend off unbalanced ordinances.

The Prosper Town Council recently tabled an ordinance amendment that would increase their park improvement fee, exclusive of their parkland fee-in-lieu. Park improvement or development fees are those fees that address the construction and management of the park space.

Typically, these fees are used, as one would expect, for playground facilities, sidewalks, benches and even trail development. Regardless of what is provided on the park land, the expending of these funds should be done in a reasonable manner to benefit the subdivision from which they are taken.

After hearing the Dallas Builders Association's concerns regarding how the fees will impact home prices and the need for clarification of how the funds would be expended, as well as the concern about the disparity in the amount of fees assessed to multifamily dwelling units, the Council tabled the ordinance to further review information.

The city of Melissa recently went through its own process of increasing their park development fee. In both cases, the park improvement fee discussed is higher than the combined fee-in-lieu and park development fee of other cities in the area.

Park fees act as an impact fee, but without the protections in statute that are seen for property owners when dealing with roadway or water impact fees. Currently, the reliance falls to precedent from multiple court decisions.

New development may only be asked to cover the demand new residents place on the existing parks system. Anything beyond this "fair share" is not permissible.

As growth continues in municipalities, the costly concept of parkland dedication ordinances also grows and has a direct impact on housing affordability. Essentially, they act as a hidden property tax on new development. Local officials should ensure needed provisions are included in these ordinances and adhered to.

Here are some provisions that municipalities should include to ensure there is as balanced approach as possible to a current or proposed parkland dedication ordinances.

- A city's regulation for calculation of a parkland dedication must be roughly proportional to the increased demand that the development puts on the city's park system. Much like an impact fee, the dedication and fee-in-lieu payment assessments cannot be arbitrary. Some cities will attempt to meet the standard by assuming that the new residents' demands on the park system will require the same amount of service as existing residents. In that case, the calculation should include a measurement of the existing level of service.

- Another key provision is for the ordinance to make use of what is known as the nexus principle. Fees must be used in a manner that benefits the new residential development. Unless it is a small city, the reasonable expectation is that the city be divided into zones or districts. The fees paid on behalf of a new development should be spent in the nexus zone or district of development that paid them.

- Similar to the benefit expectation of nexus zones is the time a city has to expend the fees. The new parks and park amenities must be available to the homes within a reasonable time. City park dedication ordinances should specify a time for fees to be spent, as well as a fee refund policy.

- Equally important is the need for

the ordinance to offer credits for private parks and recreation amenities. As the claimed purpose of these ordinances is that the dedication or fee-in-lieu is needed to address that additional use of park service resulting from new development, then it is difficult for a city to claim that the exaction or fee required by its ordinance is proportional to demand if the city is not offering credits for private parks and amenities that are reducing the need for that park service, as well as reducing the city's need for funds to maintain the park.

- If it looks like a park, it should be credited to the developer as a park. Occasionally, cities may ask builders or developers to provide open space adjacent to creeks or trails that would otherwise be developable. Be sure you are getting credit for these dedications.

When reviewing a municipality's requirements for park land dedication and fees, it is helpful to review the accompanying park master plan.

It is important to note that these fees are only assessed on homes built after these ordinances have been implemented. And increases to these fees are felt only by future new homeowners. So while other residents have paid taxes and user fees, it is the owners of new homes who are paying the additional parkland dedication costs on top of those taxes and user fees.

Dallas Metro Building Permit Summary				Year-to-Date 11/13/2019	
Residential	Permits	Value	Units	Builder	Value
Single Family Homes	24,227	\$6,936,555,987	24,222	1 D R Horton Custom	1961 \$376,829,370
Duplexes & Twin Homes	105	\$24,430,287	210	2 First Texas Homes	865 \$336,352,117
Apartments & Condos	351	\$2,742,912,055	21,876	3 Highland Homes	1070 \$323,691,589
Cabins	1	\$100,000	0	4 Lennar Homes	1079 \$282,906,121
Other Residential Structures	487	\$80,442,411	0	5 Bloomfield Homes	858 \$231,306,486
Swimming Pools & Spas	4,442	\$199,367,584	0	6 DR Horton	807 \$207,268,724
Garages & Carports	258	\$62,789,238	0	7 David Weekley	434 \$196,643,680
Res Rm'd, Addn, Int Fin	4,503	\$343,116,985	0	8 Brazer Homes	492 \$196,038,224
Reroof Residential	2,338	\$140,963,368	0	9 American Legend	482 \$148,857,263
				10 Mortgage Legends	381 \$124,189,751
				11 LGI Homes	596 \$113,956,934
				12 DR Horton	530 \$112,716,070
				13 Darling Homes of	286 \$112,596,546
				14 History Maker Homes	496 \$112,421,802
				15 K Homebased Homes	270 \$103,097,186
				16 Hallmark Land	286 \$100,960,618
				17 Landon Homes LP	294 \$99,959,955
				18 M/I Homes	341 \$96,174,185
				19 Gahan Homes	382 \$94,753,693
				20 Drees Custom Homes	268 \$93,122,109
				21 Toll Brothers Inc	544 \$88,858,370
				22 Shaddock Homes	198 \$88,763,164
				23 Pulla Homes Of	354 \$81,364,800
				24 Antares Homes	331 \$79,440,034
				25 Impression Homes	341 \$71,716,186
				26 Perry Homes	179 \$64,000,185
				27 Mortgage Homes of	218 \$62,488,963
				28 Pulla Homes	259 \$61,811,927
				29 Ashton Woods Homes	187 \$61,052,374
				30 Magellan Homes Inc	221 \$60,032,164
				31 Triadmaker Homes	180 \$58,559,624
				32 CB Jerrl Homes	249 \$61,103,215
				33 M/I Partnership	170 \$46,300,228
				34 TSPH LLC	549 \$42,584,464

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# Holly Pemberton promoted to Creative & Marketing Coordinator

The Dallas Builders Association has announced the promotion of staff member Holly Pemberton to the position of Creative and Marketing Coordinator. Responsibilities include designing graphics and creative elements for Dallas BA events, websites and marketing initiatives.

She is also the point of contact for such programs as Home of the Week and banner advertising and enhanced listings on DallasBuilders.com and DallasBuilders.org.

“Holly’s new title is a much more accurate depiction of her contributions to the Dallas BA, said Executive Officer Phil Crone. “On her own initiative, she expanded upon her creative talents in a way that has boosted our membership and events marketing as well as our web and social media presence. She’s also been a tremendous team player, filling in during recent transitions of the Director of Membership position. Her promotion is very well earned.”

She joined the Association team in August 2017 as administrative as-



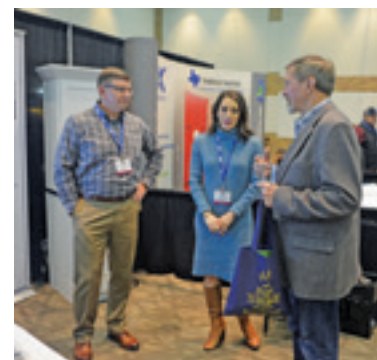
Holly Pemberton

stant, responsible primarily for the membership database and reporting.

Holly previously served as office manager of a local legal services firm. She holds a bachelor of science degree in university studies from the University of Texas at Arlington.

On a personal note, she enjoys playing in a sand volleyball league and spending time with her dog, Lucy.

# Milgard presents Dallas Builders Show Nov. 12



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  - SiEnergy
  - Texas Counter Fitters
  - Wisembaker Builder Services
  - Atmos Energy
  - Bravas
  - KJ Custom Screens & Outdoor Living



# Hafer honored as Designee of Month

Presented by 

In a world of salespeople, there are always those few who stand out beyond the crowd. The salespeople who turned their passion for helping people into a life mission and have created something special in the process. This month's Certified Marketing Professional (CMP) Designee is no different.

Bob Hafer, with HomesUSA, has had a tremendous 47-year career in the new home sales industry. During his first 23 years, he held management positions with large national home builders ranging from sales and marketing to merchandising, to research and development and then finally to regional president responsible for over \$100,000,000 in sales.

After reaching that pinnacle, he realized that he could share the skills he had learned with others, essentially duplicating himself. Hafer's philosophy, called Neuro-Linguistics Programming, teaches sales consultants to take cues from body language, voice tones and other sensory indicators to gain the trust of the customer.

He has taught the NLP philosophy for more than 15 years to over 100 home builders coast to coast and has even written a complimentary book in 2006 called *Building Results — The Ultimate How-To Guide for New Home Sales*.

*Building Results* does just that — provides a fresh, actionable approach to the home sales process. By teaching readers how to create an environment in which they psychologically embrace their buyer, the reader develops a pro-

found understanding of customers' needs and desires.

The next evolution of his career was to obtain his Texas real estate license in 2009. Bob worked diligently throughout the years to develop an elite set of classes for new home sales agents.

To give the classes credibility to the masses he got them approved through the Texas Real Estate Commission (TREC), which by any standard is no easy feat. Since its inception in 2013, over 800 Dallas and Fort Worth agents have taken all six TREC-approved classes and earned a New Home Sales Agent Certification (NHSAC).

Bob was routinely recognized for his hard-earned efforts along the way. In 2011 and 2012 he received an ARC Award for Professional Realtor of the Year for outstanding service to the builders and remodelers of the Dallas Builders Association. He has also been featured as a subject matter expert in nationally recognized media, including *Builder Magazine*, *Builder Radio*, *REALTOR®*, *Realty Times*, *The Real Estate Professional*, *Texas Builder*, *Texas Homebuilder* and *Professional Builder*.

Bob is a long-time member of the National Association of Home Builders; he holds several of NAHB's most prestigious designations: Member, Institute of Residential Marketing (MIRM), Certified Marketing Professional (CMP) and Certified Sales Professional (CSP).

**How do your customers respond to your designation?**

"Throughout the years clients ask



what each means (MIRM, CMP, CSP and GSP) — the designations open up dialogue on experience and value".

**Why did you select this designation?**

"The designations I selected provided knowledge in disciplines that would advance my career."

**What is some advice you may give to someone new starting out?**

"Be patient. Look for the right opportunity. Study and learn from the best. Stick with it, don't give up. Finally, be willing to do what others are unwilling to do ... set yourself apart."

*Written by: Tag Gilkeson, CGB, GMB, CGR, CAPS, CGP, MASTER CGP, CGA, CSP, MASTER CSP, CMP, MIRM*

# Upcoming Class – December

Presented in partnership with 

## Advanced Green Building: Building Science (Master CGP) - Certification Class - December 18 & 19

Attention all current Certified Green Professionals, this two-day course will advance you to a Master CGP.

This two-day course focuses on the following green building content areas: – ENERGY EFFICIENCY, BUILDING DURABILITY and INDOOR AIR QUALITY – from two distinct perspectives: building science principles and real-world building examples.

This includes actual case studies, green building management tools and in-depth construction details.

Quality of design materials and workmanship is essential to this resource-efficient homes; and so, much of this course is about proper building science techniques for constructing and remodeling high-performance homes.

What this means to you as a builder or remodeler is that you now have the specialized knowledge to talk intelligently on the aspects of green building and showcase the highlights of what makes your homes unique by applying building physics to building performance.

After a full day of building science instruction, students in the class spend most of the second day working in groups

on real projects (often their own). They use all Green Building Advisor (GBA) resources, but particularly the construction details library, strategy generator, and product guide.

As a graduate of this course, you will be able to: apply building physics to building performance, translate building science into elements of design and construction, dovetail all features of high performance: energy efficiency, water efficiency, materials efficiency and indoor environmental quality, describe the high-performance home and its benefits to both your team and your clients, use all aspects of GreenBuildingAdvisor.com, including "My GBA," the site's project management tool, on individual projects and with your project team.

Date: Dec. 18 & 19, 2019

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

Location: Dallas Builders Association

5816 W. Plano Parkway, Plano, TX 75093

Cost: \$500/member \$750/non-member

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

# Metro North presents bowling tournament



**First Place Team with a score of 1480:** Jonathan Joersz, Southgate Homes; Nick Lange, Southgate Homes; Daniel Elk, Southgate Homes; and Danny Stanphill, DuPont/WPL; Not pictured: Chris Hayes



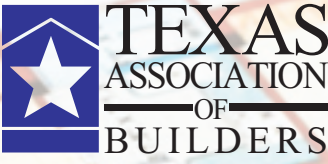
**Second Place Team with a score of 1467:** Tag Gilkeson, Tag & Associates, LLC; Konnie Losey; Stanton Andrews, Village Cupboards; Kevin McLain, DuPont; Frank Murphy, Wynne/Jackson Inc.



**Third Place Team with a Score of 1393:** Zach McAlister, Thanh Huynh and Phil Smith all with FACETS Appliances, Kitchens, Baths.

### PARTNERS

- Milgard Windows & Doors
- Trendmaker Homes
- Intex Electric
- McCraw Propane
- First National Bank Mortgage
- Dynamic Engineering
- Prosource Wholesale
- Lee Lighting



## 2019-2021 TAB CONTRACTS

### TEXAS ASSOCIATION OF BUILDERS IS HERE TO HELP PROTECT YOU!

The 2019-2021 Texas Residential Construction Contracts reflect the most recent legislative changes affecting the home-building industry in Texas. Overall, more than 50 enhancements have been made to the various contracts and agreements, including arbitration procedures, latent defect claim issues, code compliance matters and attorney's fees.

Here are a few eye-catching updates that will be included in the 2019-2021 contracts package.

- ▶ New Flood Notice Requirements.
- ▶ New Homeowner Maintenance Form.
- ▶ New Job Rules Addendum to the Independent Contractor Form.
- ▶ Updated Express Home Warranty that reflects current building practices and updated standards.

The 2017-2019 subscription expired August 31, 2019. Purchase online at [TexasBuilders.org](http://TexasBuilders.org).



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BUILDERS - RESIDENTIAL

Provident General Contractors  
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Rhodes Luxury Builders  
Vashone Rhodes  
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Strategic Construction  
Don Jones  
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BUILDERS - MULTIFAMILY

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Corey Construction  
Lexy Grassi  
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Elkay Manufacturing  
Kendall Bullock  
903-279-6786  
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Adison Gideo  
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### AFFILIATES

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