

# THE HOME BUILDER

DallasBuilders  
ASSOCIATION

www.DallasBuilders.org



VOLUME LXVII

No. 11

November 2020

## Dallas BA's Industry Investors for 2020



## BRIEFLY

Know someone who is interested in joining the Dallas BA? Let them know that only active members through the end of November will be listed in the 2021 Membership Directory, which will be mailed to all members in mid-January. The directory flipbook is available online all year long. The Association is again working with publisher E&M Consulting on the directory. The advertising campaign for the 2021 roster will continue through November. Contact Josh at [josh@emconsultinginc.com](mailto:josh@emconsultinginc.com).

Nov. 20 is the deadline for builders to file third quarter claims in the TAB Rebates program. Claims must be for residential jobs completed July 1 through Sept. 30, 2020. Last quarter, 12 Dallas BA builder members participated in the program. This year, more than \$11,000 has been paid to builders in claims. More than 50 vendors participate in the program. The newest addition to that list of manufacturers is Weyerhaeuser. Visit [www.TABrebates.com](http://www.TABrebates.com) for information.

Dallas BA offices will be closed Nov. 26 and 27 for Thanksgiving.

Periodicals Postage Paid at Plano, TX, and Additional Offices

## September to Remember membership drives leaves positive impression

The necessity of a strong membership base for the Dallas Builders Association has never been more important, and the September to Remember Membership Drive drove that point home emphatically.

The Association grew to 1,102 by the end of September. This is the first time this milestone has been reached since 2018. It is also only the second time the Dallas BA has served as many as 1,100 members since 2015.

Fourteen different members participated in the monthlong drive.

Joshua Correa with Divino Homes was the top recruiter for the September of Remember campaign.

Membership recruiters come from all parts of the housing industry. There are those such as James Rudnicki, Bush Rudnicki Shelton, P.C., who asked staff for a list of prospects and was able to bring them in as mem-

berrys after discussing his own reasons for joining and getting involved with the Dallas BA.

Chris Clay, 2-10 Home Buyers Warranty, a first-year associate member, jumped in and became very active on the Membership Committee. He says that this investment of his time is paying dividends with new business contacts.

Builders including Kelly Hoodwin, CMP, Altura Homes; T.W. Bailey, Bailey Family Builders; Justin Webb, CGB, CGP, CMP, GMB, Altura Homes; and Donnie Evans, CGP, Altura Homes; also leveraged their connections to benefit the membership drive.

Each of these people will receive a gallon of hand sanitizer. Those who recruited two or more new members earned a \$50 Visa Gift Card for each new member who accepted their invita-

tion to join.

Thanks to these dedicated volunteers and yearlong partner StrucSure Home Warranty, the September to Remember Membership Drive left a lasting positive impression by strengthening

the voice of the housing industry.

"The Dallas BA is eager to serve these new members as well as everyone in the Association for the year to come," said Director of Membership Coleman Yates.

## Evans honored with Shorty Howard Award



Donnie Evans of Altura Homes is the 2020 recipient of the Shorty Howard Trophy. Mistress of ceremonies Amy Vanderoef makes the presentation during ceremonies that were live-streamed Sept. 24.

Donnie Evans of Altura Homes has been honored with the 2020 Shorty Howard Trophy. The award is given annually to the Association's top membership recruiter.

He has received this honor five times since 2014.

Evans has been in the home building industry for over 50 years.

"There are so many issues, both ethical and governmental, that need to be addressed and kept top of mind so our industry retains the respect it deserves," he explains. "I want to be involved in making this happen."

His commitment to recruiting members to the Association has been consistent over the years. "I show prospects how the Association is working

on everyone's behalf to make this the best industry to be working in. Also, I emphasize how important each individual member is for the Association," he says. "It's true that there is strength in numbers."

Evans served as president of the Dallas BA in 2016 and the following year was honored with the Hugh Prather Trophy, the Association's most prestigious award given to the builder member who has done the most for the betterment of the community and the North Texas region as a whole.

Last fall he received the Texas Association of Builders' J.B. Sandlin Builder of the Year Award for his outstanding membership and fundraising efforts at the state and local levels.

## Association Urges Action on Lumber Supply Shortages

Nearly 100 Republican and Democratic lawmakers on Oct. 20 sent a letter to President Trump seeking urgent action on lumber supply shortages. Lumber shortages have resulted in unprecedented price spikes in recent months that are threatening the housing industry and economic recovery.

The Dallas BA took a leading role in rallying support for the letter by securing Rep. Kenny Marchant as one of the leading signatories.

"These sharp increases are challenging, especially in light of the ongoing housing affordability crisis," the congressional letter stated. "The National Association of Home Builders (NAHB) estimates the recent spike in softwood lumber costs has caused the price of an average new single-family home to increase by \$16,148 since April 17. The market value of the average new multifamily home has increased by \$6,107 over the same period."

The letter adds that housing can create jobs and boost the economy, but in order to do so, we must address the rising costs of lumber and other building materials. Lawmakers called on the administration to "bring all stakeholders to the table and work to find a solution to address lumber scarcity and subsequent price spikes to ensure everyone's needs are met."

"He'd never ask for it, but Director of Government Affairs David Lehde deserves a ton of credit," said Dallas BA Executive Officer Phil Crone.

"David is a former Congressional staff member who knows how to get these efforts rolling. He and several of our members along with NAHB really

came through for the housing industry here."

This is the latest action by NAHB to urge Congress and the administration to address this urgent issue.

In August, letters were sent to President Donald Trump, Commerce Secretary Wilbur Ross and U.S. Trade Representative Robert Lighthizer, calling on the administration to take prompt action regarding soaring lumber prices and supply shortages that are harming the housing sector and the economy.

*continued on page 4*

## 2019-2021 TAB CONTRACTS

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NOTE: You must be an active BUILDER member to purchase the contracts.



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## Finding membership opportunities despite COVID-19 challenges

The Dallas Builders Association took home the prestigious NAHB Membership Cup in 2018 for outstanding achievement in membership efforts. Two years later, the association is still going strong after yet another very successful membership drive last month.

NAHB recently spoke with Phil Crone, EO of the Dallas BA, about the association's continued success and how it has managed to overcome the challenges caused by the coronavirus pandemic.

**NAHB:** Your membership plan in 2018 was about growth in all areas of your HBA, how have you continued to rally members around membership growth?

**Crone:** The events of this year created their own rallying cry. What seemed like some of our darkest moments turned into one of our finest hours when we kept the industry open with help from NAHB and the Texas Association of Builders. This COVID-19 pandemic has galvanized and strengthened our HBA community and brought us closer together. That synergy will help us transcend today's challenges and the ones that could come in the months ahead.

**NAHB:** How were you able to maintain a successful membership drive last month while still complying with CDC and social distancing guidelines?

**Crone:** Having a large group of members spending the day at our office working the phones as we have done in the past just wasn't prudent, so we went virtual in September. Members still worked the same prospect lists that they would in a normal year and were largely successful communicating all we have and continue to accomplish. For the year, our membership is up about 4% and we crossed the 1,100 Builder and Associate member threshold for only the second time in the past five years.

**NAHB:** What advice would you give to other HBAs that may be experiencing challenges navigating membership, especially in 2020?

**Crone:** See opportunity in every difficulty. Let members know you're looking out for them. Let them know what you're doing to address what keeps them up at night. Write original articles, do video updates and be proactive with your local media. Be the type of assured, trustworthy leader that the world needs these days.



Dallas BA Executive Officer Phil Crone gives an Association update each week virtually.

Construction Monitor				Single Family Builders		
Dallas Metro Building Permit Summary				Builder	Homes	Value
Year-to-Date 10/14/2020				Year-to-Date 10/14/2020		
<b>Residential</b>	Permits	Value	Units	1 D R Horton	2071	\$388,027,497
Single Family Homes	25,360	\$6,872,031,501	25356	2 First Texas Homes	824	\$310,181,893
Duplexes & Twin Homes	96	\$24,907,974	192	3 Bloomfield Homes	1030	\$296,577,801
Apartments & Condos	220	\$2,173,158,545	20622	4 Highland Homes	796	\$227,243,561
Other Residential Structures	560	\$31,495,138	0	5 Lennar Homes	887	\$157,255,840
Swimming Pools & Spas	5,098	\$197,542,831	1	6 D R Horton	650	\$174,938,585
Garages & Carports	204	\$66,333,467	0	7 D R Horton Custom	886	\$148,409,057
Res Rmld, Addn, Int Fin	3,458	\$235,588,603	0	8 David Weekley	410	\$133,725,720
Reroof Residential	1,243	\$63,836,358	0	9 K Hovnanian Homes	399	\$126,903,574
<b>Total Residential Const</b>	<b>36,239</b>	<b>\$9,664,894,976</b>	<b>46,171</b>	10 Gehan Homes	498	\$123,178,528
<b>Dallas Metro Building Permit Summary</b>				<b>Builder</b>		
<b>Week 42 - 10/08/20 to 10/14/20 (permits over \$20,000)</b>				<b>Homes</b>		
<b>Residential</b>	Permits	Value	Units	21 Darling Homes of	219	\$75,345,741
Single Family Homes	968	\$272,062,467	968	22 Beazer Homes	231	\$72,002,569
Demolition	12	\$297,869	0	23 LGI Homes	377	\$70,864,209
Grading & Dust	2	\$3,500	0	24 CB Jeri Homes	309	\$69,691,550
Footling & Foundation	91	\$616,733	0	25 Lennar Homes	200	\$69,610,392
Duplexes & Twin Homes	4	\$495,241	8	26 Pulse Homes	356	\$69,023,042
Apartments & Condos	12	\$50,857,817	546	27 Heritage Homes of	184	\$58,609,663
Other Residential Structures	13	\$383,000	0	28 Ashton Woods Homes	195	\$54,689,960
Swimming Pools & Spas	223	\$6,860,184	0	29 Sandlin Custom	183	\$54,356,807
Garages & Carports	14	\$900,728	0	30 Pulse Group	172	\$49,179,996
Res Rmld, Addn, Int Fin	65	\$3,235,274	0	31 Trendmaker Homes	156	\$47,844,250
Reroof Residential	27	\$837,280	0	32 MHI Partnership	142	\$45,000,459
<b>Total Residential Const</b>	<b>1,431</b>	<b>\$336,560,048</b>	<b>1,522</b>	33 Shaddock Homes	121	\$43,984,482
				34 Britton Homes	120	\$39,606,609
				35 Allura Homes Lo	171	\$37,635,755



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BARCIE VILCHES, Editor



## Dallas BA Makes Voice Heard at Municipal, State and Federal Levels

David Lehde  
Director of  
Government  
Affairs



In October, the City of Fate began public hearings updating their roadway, water and wastewater impact fees. Prior to its first hearing on Oct. 19, Dallas BA has been in communication with city staff and council members regarding our concerns about the impacts on housing attainability should the fees be increased beyond what home buyers can absorb. After hearing from the Association's staff and membership, Fate City Council has instructed staff to go with an option that would lessen the increase of fees assessed per home.

Fate's 2020 Capitol Improvements study proposed that impact fee rates for a single-family home increase from \$1,795 to \$3,143 for water, increase from \$2,708 to \$6,542 for roadways, and decrease from \$3,647 to \$2,457 for wastewater. This would increase the total of impact fees per home from \$8,150 to \$12,142.

During a public hearing on Oct. 19, the city council instead instructed city staff to go with an option that would assess roadway fees at a rate around \$4,500 dollars per home, avoiding what would have been a nearly \$4,000 increase. Council members signaled they need to ensure infrastructure is provided, but also want to look for the right balance.

Fate is scheduled to hold its formal vote on the fees in November. Builders working in Fate should remain aware of the changes. Fate is also in discussions regarding its master plan.

Members may recall that industry advocacy played a key role in getting the implementation of impact fees at a lower rate in Sherman.

In Sherman the capitol improvements study calculated the maximum assessable fee to be nearly \$7,000 for single-family residential. However, after getting input from the residential development and construction community, including Dallas BA, members of the Sherman City Council were concerned about the negative impact high fees could have on residential development and their local economy.

Recognizing that new homes bring revenue and will, over time, pay the share for the costs via taxes, the Council instead approved a lower fee per single-family rooftop of roughly \$2,500 for roadway, water and wastewater combined.

Dallas BA members are encouraged to contact the Association's director of government affairs when they are concerned about an update to fees or ordinances in cities where they build.

As we look to address the challenge of housing affordability, one factor looms large: the recent price increases in lumber. Since mid-April, lumber prices have increased around 130% nationwide. NAHB estimates the recent spikes in lumber costs translated into a more than \$16,000 increase to the final price of a single-family home.

Dallas BA staff and members, working in coordination with NAHB, played a key role in getting signatures for a recent letter from nearly 100 Members of Congress to the President, urging action. This includes securing the Republican lead on the bipartisan letter, Congressman Kenny Marchant.

Signing onto the letter with Representatives Marchant and co-author Norma Torres were Dallas BA service area Congressmen Michael Burgess, Lance Gooden, Van Taylor and Marc Veasey, as well as 90 other members of Congress.

The letter urges the Administration "to bring all stakeholders to the table and work to find a solution to address lumber scarcity and subsequent price spikes." citing the action is needed to alleviate a threat to housing and the economy.

In their letter, Representatives Marchant and Torres reference the strong market activity that has resulted from homebuilding and a stronger than expected demand, but also points out that this economic success is at risk of reversal due to the high increase in the cost of materials, particularly lumber.

The letter also points out how home building will do its part to "create jobs and return the economy to what it was prior to the pandemic," but that rising costs in lumber and other materials need to be addressed for this to happen.

Members should know that NAHB has been heavily engaged in seeking answers on the lumber price crisis. This includes sending letters in the summer to President Trump, U.S. Commerce Secretary Wilbur Ross and U.S. Trade Representative Robert Lighthizer, urging action, to holding talks with members of the White House National Economic Council and a virtual meeting with Commerce Secretary Ross.

Since the onset of the pandemic, Dallas BA has continued to seek ways to make the industry's voice heard, whether it is on municipal ordinances or state and federal policy in coordination with TAB and NAHB. Dallas BA members have recently held virtual meetings with officials Congressmen Van Taylor and Michael Burgess, State Representative Keith Bell, and development and building officials in Dallas and Denton. This is in addition to meetings in person, which have started to occur again as we operate through the challenge of the pandemic.

Association members with questions regarding Dallas BA advocacy should contact Director of Government Affairs David Lehde.

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# Kelly Hoodwin, Jim White elected Honored Life Directors

Two Dallas BA members have been elected Honored Life Directors: Kelly Hoodwin, CMP, of Altura Homes, and Jim White, CAPS, CGA, of BMC. This honor is given to active, committed and contributing Association members who have served on the Board for at least seven years. They are selected by the Nominating Committee, who reviews their qualifications. They are then elected by the Board of Directors.

Hoodwin is a home building industry veteran with more than 25 years of sales, marketing and business development experience. Included in her past work experience are new home sales, title company closer for various builder accounts and closing department manager for a local real estate law firm. She was one of 11 sales people hired by Drees Homes, beating out 150 other candidates. Currently, she is the vice president of sales and marketing for Altura Homes.

As a long-standing member of the Dallas BA, Kelly has had various roles within the organization, including Leadership Advisory Committee, SMC chair, McSAM Awards chair, Casino Christmas chair, Top Gun. She has been a McSAM honoree multiple times as well as a TAB Star Award finalist.

She was also in the first graduat-

ing class of the Dallas BA LEADERS program in 2017. Additionally, Kelly was key in working with Operation FINALLY HOME for the house built by Altura Homes in Greenville for Sgt. Rivas in 2016. She also regularly supports St. Judes Children's Hospital.

Her favorite part about the industry is working with fellow professionals to achieve the common goal of enhancing people's lives with the opportunity of a new home. She advises anyone starting out to "work hard, be honest and, mostly, be good to people" and the rewards are unlimited!

Kelly enjoys crafts, baking and, most importantly, spending time with her son Kevin. Kevin is a senior at Texas A&M and is in the Corps of Cadets. Upon graduation in May 2021 with a B.S. degree from the School of Engineering, he will commission into the USAF as a 2nd Lieutenant. Kevin has also already been awarded a pilot slot and is awaiting his assignment for training.

From an early age, Jim White has had a passion for the residential construction industry, passed down to him from his homebuilder father.

Fresh out of high school he began his career path of sales, originally, working in home theater automation for new construction and later moving to turnkey drywall sales. During this

time he discovered the Dallas Builders Association and joined in 2008.

Currently, Jim works for BMC which allows him to interact directly with many custom builders and fellow Association members, whom he calls his "DBA friends."

"My favorite aspect of the housing industry is the relationships you build and the passion everyone has," Jim says. "Being able to recommend quality professionals to work with one another to create amazing homes truly feeds my passion for the industry and this Association."

Jim is active both with his church in Frisco and within the Dallas Builders Association. Since 2011 he has been on the Board of Directors and has earned and maintained Certified Graduate Associate and Certified Aging-In-Place Specialist designations.

He is a Presidents Club HOMEPAC contributor and has achieved the Green Spike membership recruitment level.

"Advice I would give new members joining the Association would be for them to put themselves out there and get involved," he says. Jim attributes the success he has enjoyed in his career to his own involvement.

Jim and his wife and two children enjoy spending time out on the water, boating and tubing.



(Left) Kelly Hoodwin receives her Honored Life Director plaque. (Right) 2020 Dallas BA President Justin Webb presents the Honored Life Director plaque to Jim White.



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# Multifamily Builders Council hosts golf tournament at Watters Creek



**First Place:** Brian Maynor, Todd Kinney, Brad Martin, David Laughlin

**Second Place:** Michael Branch, Kirk Freytag, Joey Allen, Randy Primrose

**Third Place:** Brandon Blasingame, Justin Blasingame, Ritchie Johnson, Justin Murchison

**Closest to the Pin:** Cole Hord

**Longest Drive:** Randy Primrose

# Association urges action on lumber supply shortages

*continued from page 1*

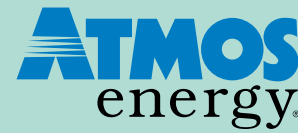
A similar message was sent to the U.S. Lumber Coalition with a request to work together to address shortages in the lumber supply chain caused in part by the COVID-19 pandemic.

At the end of August, NAHB Senior Officers held talks with members of the White House National Economic Council to discuss the impact that soaring lumber prices are having on the housing industry and to press for immediate action.

At the end of September, the NAHB leadership reiterated strong concerns regarding the lumber supply situation in a virtual meeting with Commerce Secretary Ross.

Based on the lumber price trend over the past month, the Association's ongoing efforts appear to be showing positive results. Lumber prices are currently roughly \$750 per thousand board feet — down nearly 20% from their mid-September peak but still far too high. NAHB will continue working on all fronts to find solutions that will ensure U.S. home builders have access to a stable supply of lumber at reasonable prices to keep housing affordable for hardworking American families.

"We appear to be over the peak in terms of lumber pricing," Crone said. "However, a long term trade deal is still needed to stabilize prices and ensure producers don't take advantage of the crisis."



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**Milestones Presented by:**



## Membership recruiters earn rewards



Dallas BA President Matt Mitchell, James Andrews Custom Homes was among membership recruiters who recently received Association logo power banks as a reward for bring in two new members.



Past President Michael Turner, Classic Urban Homes, with Dallas BA Executive Officer Phil Crone



Associate Vice President Phil Smith, FACETS Appliances, Kitchens and Baths

## November is Spike Appreciation Month

November is National Spike Appreciation Month. This month members are encouraged to recognize one of the most active and dedicated groups in the Association.

Thanks to the efforts of Dallas BA Spikes, the Association is growing, and the housing industry voice in Dallas remains strong.

The National Association of Home Builders recognizes and rewards peer-to-peer recruiting through the Spike Club. Members of the Spike Club receive several benefits and recognition throughout the year. Qualifying members receive national recognition on the Spike Wall of Fame and Top 100 leaderboards.

Additionally, the NAHB Spike Club includes unique and valuable lapel pins for each level of achievement. These Spike Club levels range from Spike Candidate (1-5 credits) to Life Spike (25 credits) to Royal Spike (150 credits) all the way up to All-Time Big

Spike (1500+ credits).

"Our members are the lifeblood of the Dallas Builders Association," said Executive Officer Phil Crone. "That's why recruiting new members is key to strengthening the home building industry."

Spikes understand the vital importance of membership in the Dallas BA and communicate that message to prospective members of the Association.

"We are better off together and behind the same shield," stresses the Association's First Vice President, Andrew Pieper of Hillwood Communities. "It's better than going at it alone."

The Dallas BA's highest ranking Spike, T.W. Bailey of Bailey Family Builders, emphasizes that "Everyone in the home building industry needs to belong to their local association."

The Dallas BA's Top 25 Spikes:  
■ T.W Bailey - 2084.50  
■ John Bynum - 1400.00

- Bob Cresswell - 1312.50
- Barbara Bynum - 467.50
- George Lewis - 455.00
- Michael Mishler - 313.50
- Scott Sandline - 302.5
- Phil Jobe - 281.00
- Tim Jackson - 270.00
- Donnie Evans - 264.00
- Kristin King - 244.00
- Jerry Carter - 234.00
- James Siepiela - 220.50
- Peter Shaddock - 218.00
- Tommy Ford - 211.50
- Mike Phillips - 201.00
- Rich Messenger - 170.50
- Pat Nagler - 160.00
- Jim Johnson - 156.00
- Chris Jackson - 141.50
- Kevin McLain - 140.00
- Richard Harwood - 130.00
- Joe Chamberlain - 119.00
- Bill Deal - 113.50
- Jeff Dworkin - 109.50

Thanks to Yearlong Membership Partner StrucSure Home Warranty!

Visit [DallasBuilders.org](http://DallasBuilders.org) for complete contact information on these new members.

Category	2019	2020
Assets	1,000,000	1,000,000
Liabilities	500,000	500,000
Equity	500,000	500,000

Dallas Builders ASSOCIATION

# COVID-19 RESOURCES

[www.DallasBuilders.org/covid19](http://www.DallasBuilders.org/covid19)



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