

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.org



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Industry Investors



State of the Industry Summit examines housing trends

By Gena Godinez
Dallas Builders Association
Executive Officer

As the housing market continues to navigate a complex economic landscape, recent presentations from the Texas Association of Builders, Zonda and Zillow during the State of the Industry Summit presented by Hotchkiss Insurance Agency shed light on current trends, challenges and opportunities

[Continued on page 7](#)



From left, Bryan Glashagel, senior vice president of Zonda; Dallas BA President Adam Lingenfelter; Summit Title Partner representative Jessica Goehring, Hotchkiss Insurance Agency; Scott Norman, TAB executive officer; and Scott Rohrig, director, industry relations, new construction of Zillow Group

BRIEFLY

Join the Young Professionals Council Oct. 2 for an industry update presented by Ted Wilson of Residential Strategies. This event is free for members ages 40 and under. [RSVP.](#)

City of Dallas staff Sam Eskander and Vernon Young will present a program on Transition of the Development Services Department at the Oct. 3 Dallas Division luncheon. [RSVP.](#)

The New Member Welcome Breakfast is set for Oct. 8. Network with the Association's newest members while learning about the great benefits and discounts available through membership. Special thanks to Yearlong Membership Partner StrucSure Home Warranty. [RSVP.](#)

Oct. 1 is deadline for Installation of Leadership tickets, partnerships

Kelly Hoodwin, CGA, CMP, of Altura Homes will be installed as the president of the Dallas Builders Association Oct. 11 during ceremonies held at the Frontiers of Flight Museum in Dallas. The annual Installation of Leadership is presented in partnership with StrucSure Home Warranty.

Matt Walls of Winston Custom Homes will become the first vice president.

Landon Hood of HistoryMaker Homes is the new officer on the ladder, serving as vice president/secretary.

Matt Robinson of BGE Inc. has been elected associate vice president, and Steve Puckett of Prosperity Bank will return as treasurer.

Aviation themed Installation ceremonies will also feature an open bar, themed

cocktails, valet parking and a photo booth.

Tickets are \$150 per person through Oct. 1 and can be purchased at [DallasBuilders.org](#). Tables of 8 are available.

Partnership opportunities are available ranging from \$1,000 to \$3,800. Information is available from Jasmine Streete at 214-615-5012 or jasmine.streete@dallasbuilders.com.



Kelly Hoodwin
President-Elect



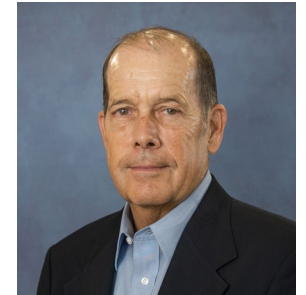
Matt Walls
1st Vice President-Elect



Landon Hood
VP/Secretary-Elect



Matt Robinson
Associate VP-Elect



Steve Puckett
Treasurer-Elect



The HomeFront

Government Affairs News and Info

David Lehde
Director of
Government
Affairs



From Big City to Small, Dallas BA Weighs In

Dallas Council Adopts Updated Comprehensive Plan

The Dallas City Council on Sept. 25 adopted ForwardDallas – 2.0, the city’s comprehensive land use plan. The document is not Dallas’ actual development code but does give an idea of how the city views addressing those ordinances, and needed housing, in future.

The Forward Dallas plan makes use of “placetype” categories that are proposed for updates to respond to land use concerns such as land use compatibilities, housing access, challenged single-use commercial corridors, and community concerns related to development patterns.

As is often the case with land use plans, there are parts of ForwardDallas 2.0 that the Dallas Builders Association does not agree with. However, the aforementioned fact that it does not change any existing development or zoning ordinances means those types of discussions, and more importantly, details, would occur when such ordinances are up for review.

There is a need to simplify those regulations, when we consider the difficulties home builders can have when maneuvering the current maze comprising over 1,100 zoning districts and categories.

Dallas BA Opposes Local Moratorium

The city of Princeton on Sept. 23 passed a 120-day moratorium on new development projects. The city, in part, sought the moratorium on single- and multifamily development to analyze the service level of essential public fa-

cilities to prevent a shortage of service.

The moratorium “suspends acceptance, authorization, permits and approvals necessary for residential property development consisting of the subdivision, platting, construction, reconstruction, or other alteration or improvement thereof, for residential property development within the City’s corporate limits and extrajurisdictional jurisdiction.”

The essential facilities reported in the ordinance appear related to water distribution and the wastewater collection system.

Dallas BA opposed the ordinance due to the negative impact it would have on the availability of needed housing at a time when the region continues to see growth.

The Association also questioned whether Princeton had provided adequate evidence to justify a moratorium based on the shortage of essential public facilities.

Chapter 212.135 of the Texas Local Government Code requires that evidence cited demonstrates the extent of need beyond the estimated capacity of existing essential public facilities that is expected to result from new property development.

In a letter to the City Council, Dallas BA questioned whether the evidence offered in the city’s documents related to essential facilities was adequate, as it cited service demands that was well below capacity and un-presented analysis that did not appear to show the portion of capacity being used that is resulting from new property development and an extent of need beyond estimated capacity.

Dallas BA also warned that a moratorium is an open-ended action, as the city could decide to extend the moratorium after 120 days. This leaves the citizens with no guarantee of when the moratorium would conclude, possibly extending the negative impact to the local economy.

The moratorium includes exceptions for ongoing projects, grandfathered projects, and development agreement projects. The ordinance also details a process to apply for waivers during the time of the moratorium.

Mark Your Calendars Now for Rally Day

Dallas BA members should mark their calendars for Feb. 11. Rally Day is one of the biggest grass roots advocacy events for the Association.

Dallas BA will join other home builder association members as we go to the Texas Capitol in Austin to speak with our service area’s state representatives and senators about policy that is important to the industry and state economy.

A question we often get from our members is if they will have to speak during the meetings. Don’t worry, each meeting consists of a team of Dallas BA members captained by a member who has experience in that setting. And, as you are the expert for your field, you will easily find yourself offering helpful information.

It is also a good way to both learn about the state regulatory process and enjoy networking time with other members. More details about the event and transportation are coming soon.

Dallas BA members who have questions about these and other Association advocacy matters can contact the Director of Government Affairs. We appreciate the participation of our members.

“Associate with men of good quality if you esteem your own reputation; for ‘tis better to be alone than in bad company.” – Rules of Civility, No. 56 — Transcribed by a young George Washington in his school copybook.

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

THE HOME BUILDER

Dallas Builders Association

www.DallasBuilders.org



The Home Builder is published monthly by the Dallas Builders Association at 5816 W. Plano Pkwy., Plano, Texas 75093. Telephone 972-931-4840.

[BARCIE VILCHES](#), Editor

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Dallas BA members take aim for advocacy

Dallas BA members braved the rain on Sept. 4 to participate in the HOMEPAC Shootout, presented by BGE, Inc. The Association's sporting clay shoot, benefiting advocacy, provided a fun opportunity for members to enjoy the outdoors and network with others in the industry.

The team from M/I Homes earned first place honors, with the team from Tri Pointe Homes taking second place.

2024's Top Shooter was Jeff Haury with M/I Homes.

This annual event was held at

Elm Fork Shooting Sports in Dallas.

A special thank you to HOMEPAC Shootout Partners: Title Partner, BGE, Inc.; Breakfast Partners, FBS Appliance and Michael Joyce Properties; Lunch Partners, Burgess Construction Consultants and Fox Energy Specialists; Beverage Partners, Perry Homes and Rockhill Capital & Investments; Cart Partners, Structure Home Warranty and Texas Insulation; Station Partners, Builder First Source/Marvin and Neighborhood Management Inc.; and Prize Partner, RPRE, LLC.



1st Place Team: Dallas BA Director of Government Affairs David Lehde with M/I Homes team of Jeff Haury, John Porizek and Jonathan Morley



David Lehde presents the Top Shooter award to Jeff Haury with M/I Homes.



2nd Place Team: from left, JB Giddens, Scott Kirby, (Dallas BA Director of Government Affairs David Lehde), Mike Shaffer and Andrew Hamilton, all with Tri Pointe Homes.

HOMEPAC OF GREATER DALLAS SHOOTOUT Presented by **BGE**

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REAL ESTATE FROM LAND TO LEGACY

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PERRY HOMES

Pella hosts packed September After Hours



Host Joshua Montgomery with Pella Windows and Doors and Frank Murphy, Wynne/Jackson Inc., who wins a \$150 Home Depot gift card and a Pella gift basket.



Joshua Montgomery with Pella Windows and Doors presents builder Dennis Jaglinski, N3 Luxury Living, with a \$150 Home Depot gift card and some Pella swag.



Justin Jeffrey with Slate Plumbing wins a \$50 VISA Gift Card from the Dallas BA, an extra door prize in celebration of Associate Member Appreciation Month.



Host Joshua Montgomery with Pella Windows and Doors and Kelly McClure, Love That Door, LLC, who wins a free Dallas BA eLert valued up to \$345.



Joshua Montgomery presents Mike Watson, Blue Chip Insulation LLC, two tickets to the Dallas BA's upcoming Casino Christmas in celebration of Associate Member Appreciation Month.



Hara Murphy with Adoring Designs wins a bottle of Bulleit Bourbon Frontier Whiskey, presented by host Joshua Montgomery with Pella Windows and Doors.



Pella's Joshua Montgomery gives a bottle of 1924 Don Roberto Tequila to door prize winner Tyler Carroll, Allura.



A bottle of Casa Maestri Tequila goes to door prize winner John Humen with Harrison Homes, presented by Joshua Montgomery.



The guest door prize of a \$50 Home Depot gift card and Pella coffee mug goes to Nelson Coleman. Host Joshua Montgomery with Pella Windows and Doors makes the presentation.



Dave Hambley with Lee Lighting is the cash door prize winner. On hand to offer their congratulations are After Hours host Joshua Montgomery with Pella Windows and Doors and Erika Herman with 1-800 Water Damage of NE Dallas & SE Collin County.

Interested in hosting an upcoming After Hours?

The Association is now accepting applications to host an After Hours in 2025. To be considered as an After Hours host, Associate members must provide a venue that:

- Is centrally located within the Dallas BA jurisdiction;
- Can accommodate at least 150 guests;
- Is air conditioned or heated as appropriate; outdoor accommodations should be shaded;
- Has ample free parking.

Additionally, After Hours hosts are required to:

- Contribute \$200 towards the Builder Jackpot.
- Provide complimentary beverages including beer, wine, water and soft drinks and food for the expected number of member attendees.
- Promote the event to their client base.
- Include at least 2 builder, 2 associate and 1 guest door prize.

Please contact [Alyssa Morales](#) at 214-615-5004 to express interest.

Upcoming Classes – October & November

Presented by  **StrucSure**
HOME WARRANTY

Building Schedules That Work— Building a Better House Series - October 9

This course provides a comprehensive overview of scheduling techniques and best practices essential for the successful management of home-building projects. Students will learn how to create, analyze, and manage building schedules to ensure timely

and efficient project completion.

Time: 11 a.m. - 1:30 p.m.

Format: Hybrid

Cost: \$35 members; \$55 non-member

The Expert: Donny Mack, CAPS, CGP, CGR, GMB, with Mack Professionals Inc./Beaver Builders. He is one of only 12 individuals in the nation to

hold the distinction of NAHB Master Instructor.

[Register for Building Schedules.](#)

Housing 2.0 Master Class - October 23

Green Builder Media has joined forces with building industry luminary

Sam Rashkin to offer Housing 2.0, a pioneering training and education program focused on disruption in the housing industry.

The curriculum has been designed to teach building professionals how to implement 30 to 70 percent cost savings for every new home built, and how to navigate the intense challenges plaguing the housing sector.

Time: 10:30 a.m. - 4 p.m.

Format: Hybrid

Cost: \$75 members; \$100 non-member

The Expert: Sam Rashkin, former chief architect at the Department of Energy and considered to be the Father of EnergyStar.

This class is presented in partnership with Levven and StrucSure Home Warranty.

[Register for Housing 2.0.](#)

Train the Trainer Class - November 14

NAHB offers a variety of educational courses taught by industry professionals who wish to share their knowledge and experience with their peers.

This course provides these professionals with the training skills needed to effectively use NAHB course materials to teach the NAHB Education curriculum. You will come away with concepts and tools to help you bridge the gap between knowing the information and teaching it to others.

Participants will be able to describe adult learning principles and how they impact training, prepare to teach NAHB instructor-led courses, present information and concepts effectively, use questioning techniques to facilitate learning, use visual aids and more.

Time: 9 a.m. - 5 p.m.

Cost: \$280 members; \$400 non-member

The Expert: Tim Lansford, CGB, GMB, CGR, CGP, CAPS, CGA, CSP, CMP, MCSP, MCGP, MIRM, with Blast Seminars & Luxury Homes of Texas.

[Register for Train the Trainer.](#)



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Today, we express our sincere gratitude to all those who have placed their trust in us—the builders within the Dallas Builders Association.

As we embark on the next quarter century, we raise a toast to the future. With FraserCon by your side, you can rely on our expertise and unwavering commitment to excellence. Together, let's build a stronger, more concrete future.

Jason Fraser
Founder

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Congratulations to these companies that are being recognized for continuous membership in the Dallas Builders Association.



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EO Gena Godinez; John Wood, Builder's Realtor; Pat Nagler, Membership Committee; Dallas BA President Adam Lingenfelter



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15 Years
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Rick's Hardware & Decorative Plumbing

10 Years
Brennan Enterprises
Charter Drywall Dallas Inc.
Lights Fantastic Pro
WindowCraft, Inc.

5 Years
A1 Drywall and Texture LLC
American Council for Construction Education
Barricade Building Products
EarnhartBuilt
John E. Quarles Co.
RHSB Insurance



LandPlan Development
25 Years
Douglas Mousel



Southernwind Pools
25 Years
Joey Sampsel, Adam Johnson, Clay Wager, Charlie Burton



Executive Press
25 Years
Syver Norderhaug



Cadenhead Servis Gas
20 Years
Membership Chair Chris Clay; Larry Baty and John Trousdale, both with Cadenhead Servis Gas; and Outgoing Metro East Division President Steven Smith



Salinas Concrete, L.P.
20 Years
Alex Salinas



Kasper Custom Remodeling LLC
20 Years
Stephen Kasper



State of the Industry Summit held Sept. 25

continued from page 1

in the Dallas-Fort Worth (DFW) area and beyond. These insights are crucial for industry professionals aiming to stay ahead in the competitive new construction market.

The Association's annual event was held Sept. 25 at Venue Forty|50 in Addison. In addition to Hotchkiss, Summit partners were Copperweld and Corey Construction Residential and Commercial Roofing.

Scott Norman, CEO of the Texas Association of Builders, provided an important overview of the political and legislative landscape during his presentation. He highlighted the implications of the upcoming elections and the state legislative session, which could bring significant changes to the housing market and construction

industry in Texas.

Norman noted that this year's elections will see a large number of freshman representatives, which could lead to shifts in legislative priorities and policies. He emphasized how important it will be to build relationships with them and educate them about the issues facing our industry.

He also addressed recent building moratoriums that have been implemented in various parts of the state, posing challenges for new construction projects. These moratoriums are often enacted to address infrastructure and service capacity concerns but can delay development and increase costs.

Zonda's 2Q24 DFW Market Update, presented by Bryan Glasshagel, senior vice president, offers a compre-

hensive view of the housing market in the DFW region. One of the significant highlights is the stabilization of mortgage rates. After a period of elevated rates, a decline of approximately 20% from their peak is observed, with future cuts expected to bring rates down to 5.9%-6.1% by the end of 2025. This trend is crucial for both buyers and builders, as it influences affordability and market activity.

The report also highlights mixed impacts on business due to these changing rates. While 43% of respondents reported no impact, 29% saw increased consumer activity. Despite a slowing employment growth rate in Texas, the job market remains relatively stable with low initial unemployment claims, indicating a resilient economy.

In terms of housing demand, new home starts and closings have normalized, capturing 29% of total closings in 2024. However, monthly new home contract sales have slowed since April. Notably, start activity is up year-over-year across most price segments, particularly in the \$300k-\$399k and \$500k-\$749k ranges.

On the supply side, project counts in the DFW metroplex are increasing, with 295 new projects opened versus 227 sold out in the past 12 months. Despite a balanced vacant developed lot supply, lot deliveries are slowing, yet they still outpace start activity.

Zillow's presentation by Scott

Gena Godinez
Executive
Officer



Rohrig, director of industry relations new construction, on Consumer Insights and Buyer Behavior in New Construction offers a deep dive into the preferences and behaviors of today's homebuyers. According to Zillow's New Construction Consumer Housing Trends Report 2024, 42% of buyers are exclusively interested in new construction homes, a trend that has grown over the past three years. This preference underscores the importance of features unique to new construction, such as smart home technology and community amenities.

Budget considerations remain paramount, with 89% of new construction buyers emphasizing the importance of staying within their initial budget. Financial incentives, like rate buydowns, are becoming critical in attracting buyers amidst high mortgage rates.

Smart home capabilities are increasingly valued, with 63% of buyers considering them highly important, a 29-percentage point increase since 2019. Security features, thermostats, and other tech add significant value, making new homes more appealing compared to existing ones.

Digital tools are no longer optional but essential. Features such as 3D tours, interactive floor plans and virtual staging help buyers visualize and understand homes better, increasing the likelihood of purchase. These tools have seen a significant rise in demand, with 72% of buyers wishing more listings offered 3D tours, up from 60% in 2020.

All presentations emphasized the ongoing challenges in the housing market, including high-interest rates and affordability issues. However, they also highlight significant opportunities. The preference for new construction homes is rising, driven by unique features, digital conveniences and financial incentives that older homes can't match.

For builders and developers, the key takeaway is to stay attuned to consumer preferences. The DFW market presents a promising landscape for new construction.



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Metro East Division Changing of the Guard

Incoming Metro East Division President Meredith Joyce of Michael Joyce Properties presents a gift of appreciation to 2023-2024 President Steven Smith of Smith Custom Building & Design.



Housing 2.0 master class with Sam Rashkin to be offered Oct. 23

Green Builder Media has joined forces with building industry luminary Sam Rashkin to offer Housing 2.0, a pioneering training and education program focused on disruption in the housing industry.

This master class, presented by Levven and StrucSure Home Warranty, will be held at Dallas BA offices Oct. 23 from 10 a.m. to 4 p.m.

Cost is \$125 for Association members and \$150 for non-members.

Rashkin is the former chief architect at the Department of Energy and considered to be the Father of EnergyStar.

For nearly 17 years, Sam Rashkin served as National Director, ENERGY STAR for Homes with the U.S. Environmental Protection Agency, leading the nation's most successful voluntary label program for energy efficient homes from inception through major market transformation goals. This in-



Sam Rashkin

cluded more than 1.2 million labeled homes and 25 percent-plus market penetration.

Registration and details for this class can be found [HERE](#).

CASINO Christmas

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The Dallas Builders Association's annual Casino Christmas features casino play, a photo booth, a poker tournament, an ugly holiday sweater contest, a DJ, and more.

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A portion of the proceeds from this event will go to the Collin College scholarship fund.

PWB Members \$25 (with promo code)
Non-PWB Members \$35

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Register at www.DallasBuilders.org/Calendar

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The Sky's the Limit

The Dallas Builders Association invites you to attend the Installation of its 82nd President

Kelly Hoodwin

Altura Homes

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Friday, October 11

6:00pm - 10:00pm

Cocktails, Dinner & Presentation

Frontiers of Flight Museum

6911 Lemmon Ave, Dallas, TX 75209

Attire: Cocktail/Black Tie Optional

Tickets: \$150

Registration Deadline
Tuesday, October 1



Past President's Recognition

Association EO Gena Godinez and incoming President Kelly Hoodwin of Altura Homes present Adam Lingenfelter of Lingenfelter Luxury Homes a plaque of appreciation for his year in office. Hoodwin will be installed Oct. 11.

COVERT+ASSOCIATES

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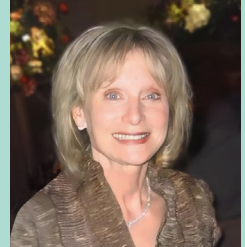
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Dallas Builders Association
After Hours
 October 24
 6pm - 8pm
 Hosted By: CALIFORNIA CLOSETS
 The Builder Jackpot will be \$1,100!
Oktoberfest
 Enjoy delicious food and beverages while networking with fellow industry professionals.
 This event is free to attend, but advance reservations are requested.
 California Closets Showroom
 2208 Dallas Pkwy, Suite 310
 Plano, TX
 Don't forget your business cards!
 Yearlong Membership Partner: **StrucSure HOME WARRANTY**
[Register](#)

Memorial services held for Phyllis Shaddock

Services were held Sept. 26 for Phyllis Shaddock, the wife of Dallas BA Past President Peter Shaddock Sr. of the Shaddock Companies. She was 80.

Survivors include son Peter (Julie) Shaddock Jr., son Mark (Maria) Shaddock, son Todd (Grace) Shaddock and daughter Elizabeth Shaddock (Timothy Buquoi).



[Read the full obituary.](#)

CALLING Volume Builders

Speed Networking needs volume builders to make this event a success. This is a FREE event and includes snacks, door prizes and will hopefully result in up to 10 new vendor, supplier or subcontractor contacts.

WHO: Volume Builders. The Builder member who attends should be the "decision maker."

WHAT: Meet 10 Associates in 2 hours. Learn about new innovative products and find new deals that could improve or promote your business. The Associate Member will have 10 minutes of one-on-one and face-to-face time with each Volume Builder in a rotation.

WHEN: Tuesday, October 8 @ 3:00pm - 5:00pm

WHERE: Dallas BA Offices - 5816 W. Plano Parkway, Plano, TX

COST: FREE for Volume Builder Members

[REGISTER FOR SPEED NETWORKING](#)

Questions? Please contact Jasmine Streete at 214-615-5012 or Jasmine.Streete@dallasbuilders.com

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