Reed Business Information.

01.2007

Professional Builder®

THE SOURCE FOR PROFESSIONAL SOLUTIONS www.ProBuilder.com

THE BIG CHILL
How to sell when the market's cool
[page 44]

SHOW VILLAGE
This year's homes tackle 3 generations
[page 120]

INDUSTRY ANALYSIS
Does a new year mean a new direction?
[page 55]







OLD MAN WINTER SEEKS REFUGE

OLD MAN WINTER DENIED

OLD MAN WINTER MOVES ON

Old Man Winter. Icy inhabitant from the North, unwelcome visitor to the South, annoyance to one and all. Help your customers ward off winter with Peachtree Windows. Armed with multiple weatherstrips and gasket seals, our windows virtually eliminate the possibility of water or air filtration. And with extruded aluminum clad exteriors, these windows are built to withstand extreme weather, provide years of maintenance-free use and keep Old Man Winter out in the cold.

WARM-EDGE GLAZING.

Peachtree's warm-edge insulated glass is up to 50% more efficient than other windows with metal spacers, saving your customers money on heating and cooling costs.

ENERGY-STAR CERTIFIED.

Every Peachtree window meets the national ENERGY STAR® guidelines for reduced energy use. So your customers can stay comfortable while cutting costs.

EASYCARE® GLASS

A patented exterior coating helps water sheet off, allowing glass to dry faster and stay clean longer. Your customers will thank you.

© 2006 PEACHTREE DOORS & WINDOWS, INC.

For FREE info go to http://pb.ims.ca/5318-1

Peachtree® Doors and Windows
WINDOWS

FOR MORE INFO 800.732.2499

WWW.PEACHTREEDOOR.COM

© 2006 Merillat Industries, LLC



It's amazing how shoppers react to the right kitchen design.

It's all about instant attraction. New home shoppers can't help but feel drawn to the styles, finishes, accents and storage solutions that make Merillat cabinetry so special. Find out how Merillat's unparalleled experience, research and understanding of trends can turn your home shoppers into satisfied homeowners.

Visit the seen-it, done-it, studied-it kitchen experts at *merillat.com*

For FREE info go to http://pb.ims.ca/5318

Merillat.



Energized by Dow

Save on energy costs. Conserve natural resources. Resist moisture. Maintain long-term performance. Todays homebuyers want trusted solutions that deliver it all. And smart builders know that Dow has the solutions.

For nearly 60 years, Dow thermal and moisture management products have enhanced energy efficiency, moisture resistance and long-term thermal performance.

At IBS, Dow Building & Construction will feature our broad portfolio of building envelope solutions including: STYROFOAM™ extruded polystyrene and polyisocyanurate insulations; STYROFOAM™ WEATHERMATE™ housewraps; flashings, tapes and adhesives; and GREAT STUFF™ Pro sealants* – as well as SYMMATRIX™ Scenic Series Decking and SYMMATRIX™ Railing.

Energize your sales and customer satisfaction with building envelope solutions from Dow.



Insulation, when installed according to ENERGY STAR guidelines, can save energy.

www.energystar.gov

ENERGY STAR PARTNER

SVO7 Professional Builder SHOW VILLAGE 2007



Visit us at the International Builders' Show Booth W2543

Register at www.insulateyourhome.com/ibs for the free technical sessions at Dow Solutions Theater (W2543) at IBS in Orlando.

Wednesday, Feb. 7	Thursday, Feb. 8	Friday, Feb. 9	Saturday, Feb. 10
10-11am *How to Earn Tax Credits and Market Better Built Homes,* Doug Garrett, Building Performance & Comfort, Inc.	**10-11am** *How to Earn Tax Credits and Market Better Built Homes,* Doug Garrett, Building Performance & Comfort, Inc.	**10-11am** *How to Earn Tax Credits and Market Better Built Homes,* Doug Garrett, Building Performance & Comfort, Inc.	**10-11am** *How to Beautify Your Outdoor Living Space with SYMMATRIX™ Scenic Series Decking,* Dow
11am-Noon *How to Increase Home Sales with Performance Built In,* Chris Mathis, M C Squared	**11am-Noon** *How to Increase Home Sales with Performance Built In,* Chris Mathis, M C Squared	**11am-Noon** *How to Increase Home Sales with Performance Built In,* Chris Mathis, M C Squared	**11am-Noon** *How to Increase Home Sales with Performance Built In,* Chris Mathis, M C Squared
1-2pm *How to Build Smart, and Reduce Costs, Callbacks and Lawsuits,* Joseph Lstiburek, Building Science Corporation	**1-2pm** *How to Build Smart, and Reduce Costs, Callbacks and Lawsuits,* Joseph Lstiburek, Building Science Corporation	**1-2pm** *How to Build Smart, and Reduce Costs, Callbacks and Lawsuits,* Joseph Lstiburek, Building Science Corporation	**1-2pm** *Energy and Moisture Solutions,* Dow
2-3pm *How to Design Better Performing Walls,* Jay H. Crandell, ARES Consulting	**2-3pm** *How to Design Better Performing Walls,* Jay H. Crandell, ARES Consulting	**2-3pm** *How to Design Better Performing Walls,* Jay H. Crandell, ARES Consulting	**2-3pm** *Finishing a Better Basement,* Dow
3-4pm *How to Beautify Your Outdoor Living Space with SYMMATRIX™ Scenic Series Decking,* Dow	**3-4pm** *How to Beautify Your Outdoor Living Space with SYMMATRIX™ Scenic Series Decking,* Dow	**3-4pm** *How to Beautify Your Outdoor Living Space with SYMMATRIX™ Scenic Series Decking,* Dow	

For FREE info go to http://pb.ims.ca/5318-3

Dow Building & Construction

1-866-583-BLUE (2583)
www.insulateyourhome.com

Build *on Our* Knowledge

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow
*Consult the material safety data sheet for this product before use.



iLevel Structurwood Edge Gold Panels

Uniform. Consistent. Flat. That's what you get with Structurwood Edge Gold Floor Panels. They install fast with a tongue-and-groove fit. The proprietary wood-resin blend resists edge swell. Add the reduced build time with superior service from iLevel – the new business from Trus Joist, Structurwood and Weyerhaeuser – and you've got a panel that blows your expectations away. Learn more at iLevel.com, or call 1-888-iLevel8 (1-888-453-8358).

iLevel™
Trus Joist + Structurwood + Weyerhaeuser

Weyerhaeuser®, Structurwood®, Structurwood Edge Gold®, and Trus Joist® are registered trademarks and iLevel™ is a trademark of Weyerhaeuser Company, Federal Way, Washington. © 2006 Weyerhaeuser Company. All rights reserved.

Weyerhaeuser

For FREE info go to http://pb.ims.ca/5318-4

January 2007

VOL 72 NO. 1

Contents

Professional Builder *The Source for Professional Solutions* www.ProBuilder.com



Emerging Issues

70 Big Years

Home building defines our country in many ways, and for seven decades, *Professional Builder* has covered it. Our staff reports the highlights and influences of our ever-changing industry.

64

Best Practices

The Big Chill /44
Why ditching discounts and maintaining identity make surviving a cool market easier. *by Felicia Oliver*









Best Practices

29 **Proactive Solutions**

35 **New Home Knowledge** Monetary Gains
by John Rymer

41 **Customer Satisfaction** Aim for Avid Buyers
by Paul Cardis

43 **The H.R. Dept.** Job Seeker Strategies
by Rodney Hall

44 **Feature** The Big Chill
by Felicia Oliver

Emerging Issues

55 **Industry Analysis** *by Matthew Power*

64 **PB Celebrates 70 years**

Plans and Projects

99 **Proactive Solutions**

102 **Plans and Projects**
Stonegate, Wake Forest, N.C.
by Bill Lurz

112 **Plans and Projects**
Estates at the Preserve, Enola, Penn.
by Felicia Oliver

120 **Feature** Across the Generations
by Laura Butalla

Innovations

131 **Product News** Floors Heat Up
by Nick Bajzek

136 **PATH Report** A Great Wind is Blowing
by Glen Salas

139 **In My Own Words** Scott Jagoe
by Nick Bajzek

143 **ProBuilder Product Report** *by Nick Bajzek*
143 New Products
147 Flooring
151 Structural

Also in this issue...

17 **Perspective** Housing's Attic
by Paul Deffenbaugh

23 **Letters to the Editor**

168 **The Closing Table** The Acid Test
by Scott Sedam

"Without the E/One Sewer System...



...we wouldn't be standing here today."

– Michael Dinn

Sentinel Estates is all about the view. Situated on a steep hillside overlooking the Ohio River and Cincinnati beyond, it's a breathtaking piece of real estate. But difficult terrain, uncertain easements, and expensive gravity sewering solutions made it unattractive to prospective developers. Until Michael Dinn.

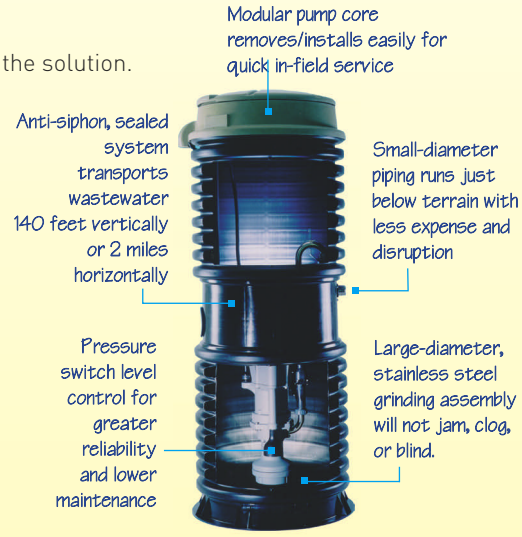
Together with Ashley Homes, they chose the E/One low pressure sewer system (LPS) to provide a **simple, effective, and inexpensive solution** for this problematic parcel. Powered by reliable E/One grinder pumps, the sealed LPS system carries wastewater offsite – directly uphill to a main located above grade. **Only shallow, contour-hugging, small-diameter lines are needed** to carry wastewater, which is critically important due to the extensive bedrock at this site. Best of all, the **E/One system cost a fraction** of the other alternatives.

The most desirable real estate is sometimes the most difficult – unless you know the solution. For Michael Dinn and Sentinel Estates, that solution is E/One.

E/One sewering solutions; **environmentally sensitive, economically sensible**.

LOOKING TO MAXIMIZE PROFITS FROM DIFFICULT LOTS? ASK E/ONE.

FREE OFFER: Send us the topo map of your next construction project, and we'll show you how to save money and increase homeowner satisfaction with an E/One system.



e one SEWER SYSTEMS

Call, or visit us online:
Environment One Corporation
518-346-6161 Ext. 3028, **www.eone.com**
A Precision Castparts company
For FREE info go to http://pb.ims.ca/5318-5

> CONFIDENTIAL <



TEST: HOW DOES ULTREX HANDLE UV RAYS?



RESULT: LIKE IT'S SLATHERED IN SPF 80.

TEST:

No. 521-738

PRODUCT:

WOOD-ULTREX DOUBLE HUNG
with New Simulated Divided Lites (SDL)



Ultraviolet (UV) rays eat into vinyl like sharks digging into chum. On Integrity® windows and doors made with Ultrex,® our patented process creates an acrylic coating two to three times thicker than any competitor's. It resists UV-related fading, discoloration and chalking, so Integrity products keep their good looks longer and keep callbacks at bay.

UV RESISTANT · ULTREX · VINYL

Official Product Testers: Carl , STU

Integrity from MARVIN Windows and Doors

Watch the tests and get a chance to win Integrity windows at
WWW.INTEGRITYWINDOWS.COM
For a catalog or your nearest dealer call 1-800-687-6661

Built to Perform

©2007 Marvin Windows and Doors. All rights reserved. ®Registered trademark of Marvin Window and Doors.
No Purchase Necessary. A purchase will not improve an individual's chance of winning with such entry.

For FREE info go to http://pb.ims.ca/5318-6

PROJECT PROFILE • McCann Residence





APPLICATION: RESIDENTIAL

Challenge: Landscaping a site that sloped more than 60 feet from boundary to boundary, and make the solution fit seamlessly with the new home and the Rocky Mountain backdrop.

Solution: Keystone Country Manor® walls that wrap the perimeter of the property, periodically accented by pilasters and columns.

Details: Keystone Country Manor® is a pinned, multi-piece retaining wall system that can create freestanding walls, curves, corners, stairs, pillars, and more. This project also includes a custom iron fence that lines the top of the Keystone Country Manor® wall.

For more information on Keystone Country Manor® and other innovative Keystone products, please visit our website at www.keystonewalls.com.

KEYSTONE® RETAINING WALL SYSTEMS
A CONTECH COMPANY

Retaining Excellence™

Keystone is a subsidiary of
CONTECH® EARTH STABILIZATION SOLUTIONS INC.



When The Only Way To Go Is Up.

After over 20 years at the forefront of the industry, Keystone Retaining Wall Systems, Inc. continues to set the standard for excellence and innovation within the segmental retaining wall industry. Our complete product line offers a variety of colors, textures, and patterns. These products and designs add beauty while also maximizing useable space. See how Keystone continues to raise the bar on retaining walls at **www.keystonewalls.com.**

For FREE info go to http://pb.ims.ca/5318-7

KEYSTONE® RETAINING WALL SYSTEMS
A CONTECH COMPANY

Retaining Excellence™

Keystone is a subsidiary of
CONTECH® EARTH STABILIZATION SOLUTIONS INC.

Keystone Retaining Walls Systems, Inc. • A CONTECH Company • 4444 West 78th Street • Minneapolis, Minnesota 55435 • 1-800-747-8971









Home elevators.
Just another crazy idea in home building.

With the price of land going up and the average size of homes increasing, a new standard in home building is on the rise. It's called the LEV. And now is the perfect time to start building the LEV into your home projects. Because soon, the only thing crazy about home elevators will be building without them. Call **800-829-9760, ext. 9578** to find out more.

LEV®
The Next Level.™

ThyssenKrupp Access

Residential Elevator Division

For FREE info go to http://pb.ims.ca/5318-8

thelev.com

ThyssenKrupp

THE NEW AMERICAN HOME®

THE RENEWED AMERICAN HOME℠

Professional Builder SV07 SHOW VILLAGE 2007

See us at **IBS Booth #W2191**, *in* **The New American Home, The Renewed American Home** *and* **Show Village.**

Housing's Attic

***Professional Builder* just completed** its 70th year of publication; we debuted in 1936 as *Practical Builder*. The staff has been digging through the archives, finding great stories and information about the housing industry's evolution and the effect is a little like rummaging around in our grandmothers' attics. We've found things that compelled excitement, wonder, and even raised eyebrows. (To be honest, some of the advertisements in the late 60s and early 70s can induce a pretty good blush.)

For my own part, I poured over the issues from the first decade of the magazine's publication. As you can read in our special story that starts on page 64, a lot has changed over the years, but what struck me in particular is how little has changed.

Professional builders today still face the same challenges and rewards the practical builders of the 1930s and 40s did. During the Depression, the housing industry ground to a halt and a vast number of the people who were photographed standing in soup lines were from the construction trades.

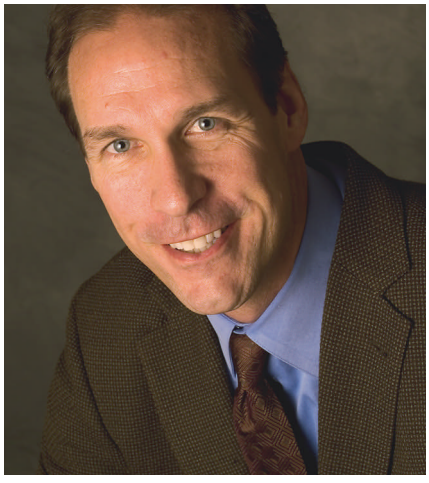
Then, just as quickly as it began, the bust turned boom when the U.S. entered World War II. Suddenly, the country needed housing for war workers. But the labor — skilled and unskilled — had enlisted, taking them from the soup line to the front line. Faced with the challenge of using an untrained and short-handed workforce, home builders relied on new technological advances, more organization and better site management, proving the adage, "What is old is new again."

Today, we like to dwell on how sophisticated our homes are and how efficient we build them. I agree, and my standard response when I hear someone say, "They don't build them like they used to," is "Thank goodness." Still, advances we see today were paved in those decades 70 years back. Panelized construction, indoor air quality, electric tools and modular housing were all elements of the building scene then as they are now. The ideas and goals we valued then are the same we value now.

> "My standard response when I hear someone say, 'They don't build them like they used to,' is 'Thank goodness.'"

So, what is the difference?

For one, today's technology is far more advanced compared to the technology of those days. In just the last decade, we've seen huge changes in building materials and processes in part because of the power of computers. A good desktop now has the same computing power that a mainframe computer had just 10 years ago.



There is another difference that exists today. The home building industry is better organized and speaks with a clearer voice. For 70 years, *Professional Builder* has been an element of that voice, a vehicle to amplify and resound our story throughout the industry. We have joined with other powerful allies, such as the National Association of Home Builders, to support and grow the industry, and now we see the results.

The American dream has always been to own a home. Today, we make that dream come true in unprecedented ways that shape not just the landscape of the country, but the financial health and well-being as well.

In the 1940s, home builders struggled to get people's ears. Today, from Wall Street to Washington, everybody watches home building. Now that is real change. **PB**

Giant 400 online survey

For the last 40 years, *Professional Builder* has tracked the largest home builders in the country. This year, we continue the Giant 400 list and would like your help. The housing industry has undergone significant change in 2006. Like you, we're curious to see who the new players are. Maybe your company is one of them.

Please go to **www.probuilder.com/400survey** to complete a survey.

Paul Deffenbaugh
Editorial Director
630.288.8190
paul.deffenbaugh@reedbusiness.com



ENTER the Annual
Professional Builder
Search for

BEST WORKPLACES

Building a great new house is one thing. Building a great business environment is quite another. Do they go hand in hand? We're looking to find out.

Tell us how your new-home building business stacks up when it comes to:

- **Recruitment and retention**
- **Professional development, education and training**
- **Social and corporate responsibility**
- **Workplace culture and environment**
- **Compensation and benefits**
- **Job satisfaction**
- **Leadership ability of management**
- **Customer service**

To nominate your new-home builder workplace as one of the best go to **www.probuilder.com/bestworkplaces.**

Entry deadline is March 23, 2007.

If selected, your company will be featured in the August 2007 issue of *Professional Builder.*

Help us find the BEST new-home builder workplaces in the country. Enter your new-home building company today!

Professional Builder®


We interrupt this boring exterior
to bring you some exciting news from
Marvin Window and Doors.


Marvin entry doors are handcrafted by master woodworkers in hardwoods like Honduran Mahogany, Honduran Cedar, Cherry, Walnut and White Oak. Our many styles - from Artistic to Classic, Old World to the Craftsman door shown here - set the tone for a luxury residence.
MARVIN
Windows and Doors
Built around you.™
See our new products at marvin.com or stop by booth #W943 at the International Builders' Show – Feb. 7-10, 2007.
For FREE info. go to http://pb.ims.ca/5318-99
© 2007 Marvin Windows and Doors. All rights reserved. ® Registered trademark of Marvin Window and Doors.

Professional Builder®

Editorial Director
Paul Deffenbaugh 630/288-8190
paul.deffenbaugh@reedbusiness.com

Group Managing Editor
Erin Hallstrom-Erickson 630/288-8198
erin.hallstrom@reedbusiness.com

Production Editor
Rhonda Jackson 630/288-8167
rhonda.jackson@reedbusiness.com

Copy Editor
Sara Zailskas 630/288-8197
sara.zailskas@reedbusiness.com

Senior Editors
Mark Jarasek 630/288-8171
mark.jarsek@reedbusiness.com

Bill Lurz 941/371-4804
bill.lurz@reedbusiness.com

Felicia Oliver 630/288-8483
felicia.oliver@reedbusiness.com

Products Editor
Nicholas Bajzek 630/288-8187
nicholas.bajzek@reedbusiness.com

Senior Contributing Editor
Matt Power 207/780-0227
mpower@maine.rr.com

Contributing Editors
Scott Sedam, John Rymer, Paul Cardis
Glen Salas, Rodney Hall

Vice President, Publishing Director
Julian Francis 630/288-8826
julian.francis@reedbusiness.com

Publisher
Director, Building Group
Niles Crum 630/288-8160
ncrum@reedbusiness.com

Director of Finance
Bruce Ksiazek 630/288-8120
bksiazek@reedbusiness.com

Director of Electronic Media
Karthi Gandhi 630/288-8172
karthi.gandhi@reedbusiness.com

Circulation Manager
Angela Tanner 303/470-4488
atanner@reedbusiness.com

Creative Director
Bill Patton 630/288-8050
bpatton@reedbusiness.com

Editorial & Publishing Office
Professional Builder
2000 Clearwater Drive
Oak Brook, IL 60523
Telephone: 630/288-8000
Fax: 630/288-8145

Reed Business Information
Tad Smith Chief Executive Officer
Jeff Greisch President, Chicago Division

SUBSCRIBE TO PROFESSIONAL BUILDER ONLINE AT WWW.HOUSINGZONE.COM

Other deck brands pale in comparison.



Rated Best Buy by the leading consumer research publication

GeoDeck. First choice for long-lasting beauty, performance, and overall value.

That's because GeoDeck™ is made with Biodac®, a unique patented ingredient that makes it virtually **fade resistant.** Whether it's Cedar, Driftwood, or Mahogany, homeowners will enjoy the rich color year after year and you will enjoy fewer callbacks. With GeoDeck's Tongue & Groove board and hollow profile, it's lighter and much easier to handle and install than other composite boards. They'll get a beautiful deck with a fastener-free look that was installed in half the time. With GeoDeck, you'll have everyone looking good.



Visit www.geodeck.com/pb to request your FREE GeoDeck Sample Kit or call toll free 1-877-804-0137.

GeoDeck™

© 2006 LDI Composites Co.

For FREE info go to http://pb.ims.ca/5318-12

Research shows homeowners prefer gas to electric.

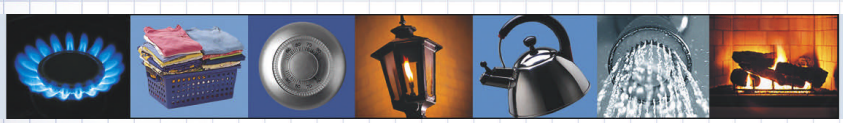


Propane adds real value to homes.

You can offer luxury without sticker shock.

PROPANE APPLIANCES. GREAT FOR UPGRADING HOMES. AND SALES.

Furnaces, fireplaces, water heaters, cooktops—you name it—propane pretty much powers it. And if you're at this year's International Builders' Show, you'll be able to get the download on all propane appliances, radiant heating, underground tanks and standby generators. Just stop by booth W1983. With propane, count on reliability, efficiency and return on investment. Can't wait until IBS? You can locate a propane retailer at **usepropane.com.**



PROPANE
EXCEPTIONAL ENERGY®



Going to the International Builders' Show? Visit us at the American Gas Association Booth W1983.

For FREE info go to http://pb.ims.ca/5318-13

Sprawling Ideas

Shame on them

I was looking for a product in some of my back issues of *Professional Builder* and stumbled across Scott Sedam's November 2005 "Sprawl or Nothing" column I missed the first time around.

Our little community, here in rural upstate New York, is engaged in the process of revising the town/village joint comprehensive land use/development plan.

I cannot express how timely and appropriate the theme of the column was. Are we striving to offset the narrow-mindedness and distorted self-constrained views of the town supervisor, who chairs this committee?

Thank you, Scott, for your wisdom, foresight and most importantly, unbiased and accurate reporting of the facts.

Bill McCombs
Churchville, NY

You've Got Mail

Great Sedam column in November 2006 "Mail Call." As a small subcontracting firm I couldn't agree more with his article on controlling costs. We run three gutter install crews and have been on the receiving end of way too many letters just like he described.

If the builders would only ask our opinions we could save them 10-15 percent on most jobs. We do work for about 85 different builders, and Scott nailed it down perfectly, including incompetent supervisors. I am also fortunate to work for some really great regional builders that really do try to work with subs; guess who gets the best crews, service, etc. Kudos on a really great article.

Mark Miller
Newcomerstown, Ohio

Following the Herd

I finally made it to the October issue of *Professional Builder* in my reading stack and enjoyed Paul Deffenbaugh's Perspective editorial.

I agree with his ideology but believe his idealism is naive. Builders, like myself, will act in self-interest nearly all of the time even if we know it is not in the interest of the industry as a whole. This is simple human nature. Trying to get builders to individually act in the best interest of the building industry will be as successful as herding 1,000 cats across the great plains on a bicycle. It is rational to act irrationally when you know those around you are acting irrationally.

One of my favorite examples is how people act when the plane arrives at the gate and most people immediately stand up and crowd the aisle. This is completely irrational as most everyone knows that the entire plane will be emptied faster if each row is allowed to gather their items and exit prior to the next row even standing up. Everyone also knows that no one on the plane is going to do this, so, it is rational to get in the aisle as fast as you can and move as many rows ahead before the aisle clogs with other people acting in their self-interest.

I choose to sit in my seat and wait until the aisle is clear but I could have gotten off sooner.

Jonathan Williams
Colorado Springs, Colo.

Contact Us

Include your name, company name, address and phone number.
Letter to the Editor,
Professional Builder, **2000 Clearwater Drive, Oak Brook, IL 60523**
paul.deffenbaugh@reedbusiness.com

ARE YOU BIGGER THAN BIG?

Then you could be in the 2007 *Professional Builder* Giant 400, the industry's definitive ranking of the nation's 400 biggest residential builders.

Make the list, and your company appears in our **40th Annual Report of Housing Giants** and on the Giant 400 Poster in the May 2007 issue of *Professional Builder.* That's big.

Check out the survey at www.ProBuilder.com/400survey.

It's your big chance to prove **bigger is better.**

Professional Builder

"Our most successful neigh borhoods are built *with brick*."

— John Feezor,
President, Charlotte Division, John Wieland Homes & Neighborhoods



"John Wieland Homes has been building houses in the Southeast since 1970. We built our first home in Atlanta and we are nearly to the 30,000 benchmark. And this past year, *Builder Magazine* named us America's Best Builder. With our experience, we have a very clear picture of what buyers want as a primary construction material, and that's brick.

Why? I think there are several reasons. Buyers like to put their stamp on a home with the options you get from brick without added cost – color choice, size, and shape that really set one home apart from another. They associate brick with a higher degree of personal security as well as HVAC savings. We hear that all the time. And they understand that brick adds resale value if they decide to move. But to me, one thing sums it up best. Our buyers walk in the door already thinking that brick equals quality. And if you want to be profitable in the homebuilding business, you don't argue with that."

Contact a brick manufacturer or local distributor to learn more about improving your bottom line by using brick. Or, see www.brick.com/find_brick *for a list of BIA manufacturers and distributors.*

THE BRICK INDUSTRY

REAL HOMES ARE *made of* BRICK.™

For FREE info go to http://pb.ims.ca/5318-15

Visit us at IBS, Booth #W701. Or experience new products and daily show coverage at insideadvantage.com.

They say no two customers are exactly alike. To which we say, "Exactly."

JENN-AIR. FOR THE LOVE OF COOKING.™

KitchenAid® FOR THE WAY IT'S MADE.®

MAYTAG®

Whirlpool® Home Appliances

Amana®

GLADIATOR® GARAGEWORKS BY WHIRLPOOL CORPORATION

Whirlpool Corporation is now your single source for the most comprehensive lineup of powerful, consumer-preferred appliance brands. But that's just the starting place for a bigger conversation.

While style, performance and dependability remain constants across our portfolio, the brand personalities differ. Each is tailored to appeal to an individual personality type, so you can match every homebuyer's wants in the best way possible: Exactly. 1.800.253.3977. insideadvantage.com.

Powerful brands. Impressive portfolio.

THE INSIDE ADVANTAGE™

Whirlpool CORPORATION

Powerful Brands
Innovative Products
Consumer Insight
Targeted Services

Jenn-Air | KitchenAid | Maytag | Whirlpool | Amana | Gladiator

SMOZ Professional Builder SHOW VILLAGE 2007

©Registered trademark/™Trademark of Whirlpool, U.S.A., KitchenAid, U.S.A. or Maytag Corporation or its related companies. ©2007. All rights reserved.

For FREE info go to http://pb.ims.ca/5318-16

WHAT IF...

YOU RAN YOUR BUSINESS, INSTEAD OF YOUR BUSINESS RUNNING YOU?



You know the right way to build homes. Now there's a partner who can help you build your business just as efficiently by removing obstacles to better organization, communication, revenue generation and customer satisfaction. And of course, better profits.

Introducing Dynami Solutions, an innovative company offering sales and operations management programs designed by Jagoe Homes, especially for builders. It enables mid-size builders to perform like big builders – and profit like them too. The principles behind Dynami Solutions helped Jagoe Homes increase profit margins by more than 75%.

Ready to run your business more profitably too? Dynami Solutions will give you the leverage to maximize your business performance. To learn how to make success easier, call 1-888-744-5418 or visit us at www.dynamisolutions.com.

Dynami™ Solutions

Success Made Easier

For FREE info go to http://pb.ims.ca/5318-17

www.dynamisolutions.com

Proactive Solutions

>> BY ERIN HALLSTROM-ERICKSON, GROUP MANAGING EDITOR

Safety in Numbers

Home builder develops safety program with OSHA.

OSHA has earned a reputation for being the safety police, but don't let the nickname fool you. The group can also a good resource for building better safety programs.

According to the U.S. Bureau of Labor and Statistics, 71 residential construction deaths — not including framing contractors' — were reported in 2005 as a result of falls; residential framing contractors accounted for 25 fatalities in 2005.

One home builder hopes a recently introduced falls prevention program that anchors trades to the roof will eliminate those fatalities.



Ron Borane, a safety consultant for KB Home Tucson, began working on the program to prevent falls 15 months ago under an order from the division president "to do something aggressive with safety."

Borane's answer to the problem was to install permanent anchors on the roofs of each new house KB Home built. Because anchors prior to this solution have been temporary and removed upon completion of the home, adding permanent anchors meant Borane had to convince KB, its trades and even OSHA to accept the new practice.

He enlisted the help of Mark Norton of the Arizona Department of Safety and Health, a state-run job and health program under OSHA.

"Anytime an employer comes to us and says they want to get more proactive with safety, we're going to encourage that," says Norton of Borane's safety solution.

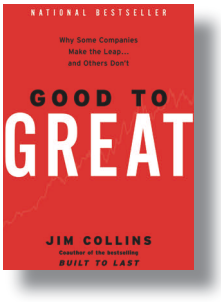
Both Borane and Norton have encouraged any home builder — large or small — looking to improve its safety program to contact its OSHA office. "I think any builder who shows effort with this or effort in general, if they contact their local OSHA representative, they'll see a big difference in attitude," says Borane.

Want to learn more about Borane's program? E-mail him directly at rborane-x@kbhome.com.

>> BY SARA ZAILSKAS, STAFF WRITER

Book It

Read up on these books speakers at *Professional Builder's* Benchmark conference say drive them to succeed:

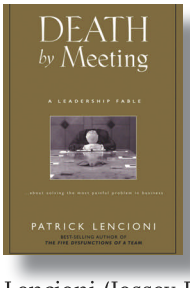


Life Coach Keith Harrell:

- The Magic of Thinking Big" by David Schwartz (Simon & Schuster)
- "See You at the Top" by Zig Ziglar (Pelican Publishing Co.)
- "What You Say When You Talk to Your Self" by Shad Helmstetter (Simon & Schuster)
- "Good to Great: Why Some Companies Make the Leap ... And Others Don't" by Jim Collins (HarperCollins Publishers)

Bill Saint, CFO, Simonini Builders:

- "Built to Last: Successful Habits of Visionary Companies" by Jim Collins (HarperCollins Publishers)



- "Death by Meeting: A Leadership Fable about Solving the Most Painful Problem in Business" by Benchmark speaker Patrick Lencioni (Jossey-Bass)
- "The Power of Nice: How to Conquer the Business World with Kindness" by Linda Kaplan Thaler and Robin Koval (Doubleday)
- "Good to Great: Why Some Companies Make the Leap ... And Others Don't"

Proactive Solutions



>> **BY BILL LURZ, SENIOR EDITOR**

New Magic Bullet: Internet Selling

Some things never change, such as home builders' constant pursuit of a magical change in computer technology or management philosophy that will fix everything that ails their companies.

"Most builders are entrepreneurs—deal makers—more than managers, so they're always looking for a quick fix, rather than small, incremental improvements in their operations," says Colorado-based management consultant and *Professional Builder* columnist Chuck Shinn, whose next column will be appearing in our February 2007 issue. "Right now, with sales so hard to find, a lot of them are looking at software that automates prospect follow-up and contact management. They want more bodies in the pipeline that leads to contracts."

We'd expect to see growing interest in Internet selling, but Shinn says many builders are afraid of it.

If you attend the International Builders Show (IBS) next month in Orlando, Fla., expect to see lean, hungry builders prowling the exhibits for sales-related software, and packing the more than 40 seminars in the sales and marketing track. The smart ones will be asking every expert they meet how to take Internet selling to new extremes.

Head to www.buildershow.com to take a look at the seminar line-up.

>> **BY SARA ZAILSKAS, STAFF WRITER**

Want to Build Defect-Free? This Book's For You

A LEAKY WINDOW WHOSE WEATHERPROOFING failed. A balcony that slopes toward a house and causes water damage. An improperly nailed shear wall. They're just a few examples of construction defects that can wreak havoc on projects and finances, and builders have a new book to help avoid and deal with defects.

Robert S. Mann's "Defect-Free Buildings: A Construction Manual for Quality Control and Conflict Resolution" defines physical and legal defects, tells builders how to prevent them and trains builders on what to do when disaster strikes.

Mann's approach is that of a lawyer; he has 27 years experience representing owners and builders in construction disputes.

The book, which sells for $79.95, outlines two project deficiencies builds should note: those that affect a building's performance and those that affect the appearance of the structure. Either defect can lead to lawsuits. Mann defines a defect in legal terms as a building code violation, a violation of a community's standard of care or a violation of manufacturer's recommendation. The most common defects, according to the book, occur in the following places: soils and foundations; civil engineering and site drainage; framing; plumbing; waterproofing and building envelope; drywall installation; and exterior plaster systems. In addition to offering builders a primer on when and why construction defect lawsuits happen, the chapters offer guidelines, protocols and checklist to help tackle problems.

ARE YOU SUPER-SIZED?

Then you could be in the 2007 *Professional Builder* Giant 400, the industry's definitive ranking of the nation's 400 biggest residential builders.

Make the list, and your company appears in our **40th Annual Report of Housing Giants** and on the Giant 400 Poster in the May 2007 issue of *Professional Builder*. That's pretty super.

Check out the survey at www.ProBuilder.com/400survey.

It's your big chance to prove — **size does matter.**

Professional Builder



Specify Steel Strong-Wall® by Simpson Strong-Tie and you'll also get what you want without sacrificing your design. By combining steel and wood, Steel Strong-Wall makes it easy to achieve high loads in narrow spaces. Steel Strong-Wall is available in five widths from 12 inches to 24 inches and heights ranging from 7 feet to 13 feet. For more information on how Steel Strong-Wall can work for you, visit us at **www.strongtie.com** or call 1.800.999.5099.

Widths from 12˝ to 24˝ | Heights from 7´ to 13´ | ICC-ES ESR-1679

SIMPSON Strong-Tie®

50TH ANNIVERSARY 1956-2006

For FREE info go to http://pb.ims.ca/5318-19

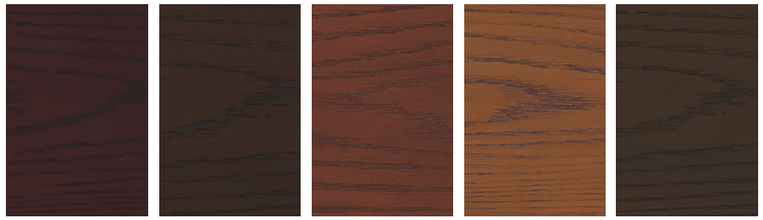
See our Tru-Defense™ demonstration at the International Builders' Show, Booth #W1909

Here's the latest word on staining the #1 door.

FINISH RIGHT™

TECHNOLOGY

These factory stains are available on all pre-finished Classic-Craft® and Fiber-Classic® doors.



Mahogany *Walnut* *Cherry* *Medium Oak* *English Walnut*

Introducing a factory finish with all the quality and consistency you expect.

Finishing our beautiful doors has never been easier. Just let Therma-Tru do it for you, with our new FinishRight™ factory-finish process. Five of our most popular stains are now available pre-finished on select Therma-Tru entryways, with the high levels of quality and consistency you want for your customers. All backed by a 5-year satisfaction warranty.

See our beautiful entryways firsthand at: www.thermatru.com. Then have a word with your Therma-Tru representative about FinishRight™ factory finishes from the #1 door company.

THERMA-TRU® DOORS

The Most Preferred Brand in the Business™

For FREE info go to http://pb.ims.ca/5318-20

©2006 Therma-Tru Corp. is a Fortune Brands Company.

Party guests may notice the crab dip is imitation.
BUT THEY'LL NEVER NOTICE THE COUNTERTOP ISN'T STONE.









SV07 Professional Builder SHOW VILLAGE 2007

Achieve the luxurious look and feel of granite, stone or solid surface countertops at a fraction of the cost with VT Industries' new Valencia and Barcelona countertop edge profiles. With a wide selection of deep-sheen, light-reflecting premium laminates from major manufacturers, your customers are sure to find the perfect look to complete their kitchen, bath or bar. Beautify the home and balance the budget with quality and craftsmanship you can count on from VT Industries. **For more information, go to www.vtindustries.com.**

VT INDUSTRIES Fine Laminate Countertops

For FREE info go to http://pb.ims.ca/5318-21

>> BY **JOHN RYMER,** *NEW HOME KNOWLEDGE*

NEW HOME KNOWLEDGE

Monetary Gains

The story behind financing and new-home sales

Location, product and price have been the traditional key drivers of new home sales. Today, this trio of key drivers needs to welcome a new partner: financing. Although financing has always played an important part of new home sales, the tough sales environment has made it more important than ever before.

Over the last decade, two major trends have increased the emphasis on financing: average household credit scores eroded, and home ownership rates sky-rocketed.

These two trends are at odds. Both happened at the same time because both the home financing industry and home builders became flexible in getting customers approved.

A generation ago, a customer with a 610 credit score had almost no chance of purchasing a home. Today offers a multitude of options. But although this is understood by many home building managers and executives, some builders don't aggressively pursue these buyers.

As one top builder said to me, "Yeah, we struggle all the time with poor credit and no down payment customers, but I just don't see how these people should be buying a home in the first place." Another builder I work with used the following excuse to discount the fact that his company was not competitive in the mortgage process: "I got into this business because I love creating homes and communities, not because I wanted to be in the mortgage business."

If these feelings reflect your views, I have a suggestion for you: get over it or get out of the business!

Poor credit quality is here to stay. Builders who want to survive with only good or great credit customers will not be able to achieve their fair share of the market.

Just as your location and product issues are not fixed with a simple solution, chances are your mortgage problems won't be solved with only one answer.

Begin by educating yourself on the mortgage business.

Educate Yourself

The best way to avoid getting fooled by a fast-talking mortgage broker is to understand such terms as stated income, the LIBOR index and par pricing.



A generation ago, a customer with a 610 credit score had almost no chance of purchasing a home. Today offers a multitude of options. But although this is understood by many home building managers and executives, some builders don't aggressively pursue these buyers.

Once you master the vocabulary and basic products, your next step is to educate your sales force.

It's no longer acceptable to solely rely on the mortgage company to do basic qualification and to explain the variety of mortgage programs to your customers.

Next, sit down with several mortgage companies and discuss their product portfolio. If the programs sound too good to be true, ask for builder referrals, or better yet, ask to see specific examples of customers who recently closed using the instruments they are discussing.

It's as bad to have a well-intentioned loan officer who can't deliver on a no-problem- we'll-get-it-done promise as if you have one who is afraid to take on a challenging customer out of fear of losing the deal.

Savvy builders understand that to gain market share, they need to have the best mortgage programs and people who understand them. Indeed, it's just as important as having cutting-edge floor plans and efficient production. **PB**

John Rymer is the founder of New Home Knowledge, which offers sales training for new home builders and real-estate professionals. He can be reached at john@newhomeknowledge.com.

LOG ON For this and other topics related to new-home sales, visit us online at **www.ProBuilder.com**



SPECIAL OFFER: Attend IBS for FREE!

THE 2007 INTERNATIONAL BUILDERS' SHOW®

63rd Annual Convention & Exposition

February 7-10, 2007 • Orlando, Florida

nextBUILD™
The home of technology.

THE INTERNATIONAL BUILDERS' SHOW®

A Service of NAHB
National Association of Home Builders

For FREE info go to http://pb.ims.ca/5318-22

This is huge. In 2007, the largest annual light construction show in the world will be even bigger and better. The most new products, trends and classes, all in one place to give you the biggest opportunity for building your business.

SPECIAL OFFER:
Redeem the attached pass for a FREE 2-Day Exhibits-Only Pass!

www.BuildersShow.com

Your source code: PB107

Present This Form On-Site At One Of The "CIT" Registration Counters Beginning Friday, February 9 And Get Your FREE 2-Day Exhibits-Only Pass* To The 2007 International Builders' Show®.

To receive your FREE 2-Day Exhibits-Only Pass complete this form and present it at a Courtesy Invitation Ticket Counter in the West Building, Hall B Lobby, Level I of the Orange County Convention Center. Without this form or a photocopy of it, On-Site 2-Day Exhibits-Only registration is $125 for NAHB members and $175 for non-members. **This form is not valid on-site for admission on Wednesday, February 7 or Thursday, February 8, 2007.** Children under 18 must be accompanied and supervised by an adult at all times when in the exhibit areas. Registration for children is complimentary and must be done on-site. All children except infants in backpacks or slings must be registered and badged to be admitted to the exhibit areas. STROLLERS ARE NOT ALLOWED IN THE EXHIBIT AREAS.

PHOTOCOPY FOR ADDITIONAL REGISTRANTS.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____ E-mail _____

It is NAHB's policy not to share or sell its e-mail addresses.
Check "YES" to include your e-mail address on your ExpoCard. ☐ YES ☐ NO

Please indicate your business activity. Select up to 3 categories from the list below. Place the corresponding letter code(s) in the boxes in order of importance.

☐ Primary ☐ Secondary ☐ Tertiary

BUILDERS

PA	Single Family Spec/Tract Building
PB1	Single Family General Contracting
PB2	Single Family Custom Building
PC	Multifamily Building (Condo/Coop Units)
PD	Multifamily Building/Ownership (Rental Units)
PE	Multifamily General Contracting
PF	Remodeling–Residential
PG	Remodeling–Commercial
PH	Commercial Building (Own Account)
PI	Commercial General Contracting
PJ	Land Development
PK	Manufacturing of Modular/Panelized/Log Homes

ACTIVE ADULT/50+ SENIORS HOUSING

PAS	Single Family Builder–Speculative, Seniors Housing
PCS	Multifamily Builder–Sale Units, Seniors Housing
PDS	Multifamily Builder/Owner–Rental Units, Seniors Housing

ASSOCIATES

PL	Accounting
PM1	Architecture
PM2	Engineering
PM3	Planner or Designer
PN	Legal Services
PO	Computer Products and Services
PP1	Commercial Banking/Thrift Institution
PP2	Mortgage Banking
PQ	Insurance or Title Company
PR	Marketing, Advertising or Public Relations
PS	Building Material Manufacturing
PT	Property Management
PU	Real Estate
PY	Utilities

RETAIL DEALERS/DISTRIBUTORS

PV1	Appliances
PV2	Building Materials/Lumber
PV3	Floor Coverings
PV4	Paint/Wall Coverings
PV5	Other Retail Dealers
PV6	International Exporter (Retail)

SUBCONTRACTORS AND SPECIALTY TRADE CONTRACTORS

PW1	Carpentry Work
PW2	Electrical Work
PW3	Masonry, Stone Work, Tile Setting, Plastering
PW4	Landscaping
PW5	Plumbing, Heating and Air Conditioning
PW6	Roofing, Siding and Sheet Metal Work
PW7	Painting and Paper Hanging
PW8	Floor Laying and Other Floor Work
PW9	Concrete Work
PWA	Excavation Work
PWC	Land Surveyor
PWD	Security Systems

WHOLESALE DEALERS/DISTRIBUTORS

PX1	Appliances
PX2	Building Materials/Lumber
PX3	Floor Coverings
PX4	Paint/Wall Coverings
PX5	Other Wholesale Dealership
PX6	International Exporter (Wholesale)

ALL OTHERS

PZ	Other or Unspecified

THE INTERNATIONAL BUILDERS' SHOW

63rd Annual Convention & Exposition
February 7-10, 2007
Orlando, Florida
www.BuildersShow.com

*Your 2-Day Exhibits-Only Pass is valid for the exhibit floor only on these days:

Friday, February 9
9:30 am - 5:00 pm

Saturday, February 10
9:00 am - 3:00 pm

On-site registration opens at 7:00 am each day.

SHOW USE ONLY (USE TOP CODE)

PB207

COURTESY INVITATION TICKET

Your FREE 2-Day Exhibits-Only Pass*
To The 2007 International Builders' Show®

Compliments of: **PROFESSIONAL BUILDER MAGAZINE**



63rd Annual Convention & Exposition
February 7-10, 2007 • Orlando, Florida
www.BuildersShow.com

THE 2007 INTERNATIONAL BUILDERS' SHOW®

nextBUILD™
The home of technology.

A Service of NAHB
National Association of Home Builders

*Pass is for Exhibits-Only access on Friday, February 9 and Saturday, February 10. Not valid for access to educational seminars or on-site or off-site activities or events.

Special Offer Exclusively for PROFESSIONAL BUILDER Subscribers!

More Than 1,800 Suppliers In More Than 300 Categories—FREE!

More than **100,000 building industry professionals** are hustling to the Orange County Convention Center in Orlando for the home building industry's biggest attraction of the year, The International Builders' Show®.

You'll see what the best suppliers have to offer in materials, tools, appliances and services for residential construction and light commercial construction. Your Exhibits-Only Pass provides access to over 1,800 exhibitors, including more than 570 new exhibitors, covering more than 1 million net square feet of exhibit space. It also gives you access to nextBUILD,™ the "Show Within The International Builders' Show," that showcases the newest building industry technology, from home theaters and security systems to computer-aided design and specification systems.

Plan To Attend FOR FREE

Register On-Site Using The Attached Form And Receive A FREE 2-Day Exhibits-Only Pass!*

Good For Friday, February 9 and Saturday, February 10 Only

*To receive your FREE 2-Day Exhibits-Only Pass complete the form (opposite page) and present it at a Courtesy Invitation Ticket Counter in the West Building, Hall B Lobby, Level I of the Orange County Convention Center. Pass is for Exhibits-Only access on Friday, February 9 and Saturday, February 10. (Not valid for access to educational seminars or on-site or off-site activities or events.)

This offer is valid only for Professional Builder subscribers that did not pre-register for the Show. All 2-Day and 4-Day Exhibits-Only registrations are non-refundable.

For More Show Information, Visit www.BuildersShow.com

Do Not Discard

This is Your 2007 International Builders' Show®

FREE Exhibits-Only Pass!



63rd Annual Convention & Exposition

February 7-10, 2007 • Orlando, Florida

www.BuildersShow.com

1,800 Exhibitors • Networking Events

Over 105,000 Building Industry Professionals

GIVEAWAYS GALORE!

Trucks, Cash, Tools & More!

nextBUILD™

The home of technology.

A Service of

NAHB

National Association of Home Builders

>> BY **PAUL CARDIS,** *NRS CORP.*

CUSTOMER SATISFACTION

Aim for Avid Buyers

Your satisfied customers can be your biggest fans.

As the home building industry becomes increasingly competitive, our attitude toward customer satisfaction will need to change. Whereas it used to be a major advantage to have satisfied customers, it is now a requirement. The best home builders create avid customers — a source of differentiation you need to thrive in the competitive market.

Many builders consider a customer satisfied when the terms of the contract have been met and the customer's expectations have been filled. That way of thinking is passé. If all we do is fulfill expectations, the best we can hope for is a lukewarm response from our buyers that's absent of cooperation, support and high referrals. Is that what adds to your bottom line? Certainly not.

Remember when every diner and truck stop seemed to advertise "Good Food" on highway signs and restaurant windows? It was as if good food was a rare thing for a diner to serve.

That marketing message is harder to find because good food in restaurants is expected. Today, any restaurant that thinks it is shooting for the stars when it promotes good food isn't even leaving the ground.

Avid home buyers are more than satisfied; they are delighted and loyal. Avid home buyers are passionate about their purchase and devoted to their home builders, like avid fans for a sports team. They are ardent supporters who enthusiastically volunteer to promote your company's growth. These are the kind of customers that companies are envious to have because they bring additional value beyond the initial dollar exchange. They bring referrals, efficiency and brand awareness.

If you want to create avid home buyers, you must look for opportunities to delight customers and go beyond satisfaction. Consider this real-life example: a vertically-challenged home buyer mentioned she wouldn't be able to reach the upper kitchen cabinets in her new home, so the astute superintendent attempting to show his level of caring purchased a step stool that he left in the kitchen for her to find on closing day. It was an inexpensive wow gesture that turned an otherwise satisfied home buyer into an avid fan. The return on investment for a $7 stool can be tremendous.



Avid home buyers are more than satisfied; they are delighted and loyal. Avid home buyers are passionate about their purchase and devoted to their home builders, like avid fans for a sports team. They are ardent supporters who enthusiastically volunteer to promote your company's growth.

Creating avid customers requires a shift in your corporate culture. Here are the keys to make it happen:

- Create an avid mission statement not a satisfying one (i.e., "We delight all buyers").
- Share your mission with everyone in the company and make sure they understand it.
- Recognize those in your company who demonstrate it, like the superintendent I described.
- Lead by example by demonstrating decisions that create avid versus satisfied customers.
- Treat your employees and trades so they, too, become avid fans of your company.

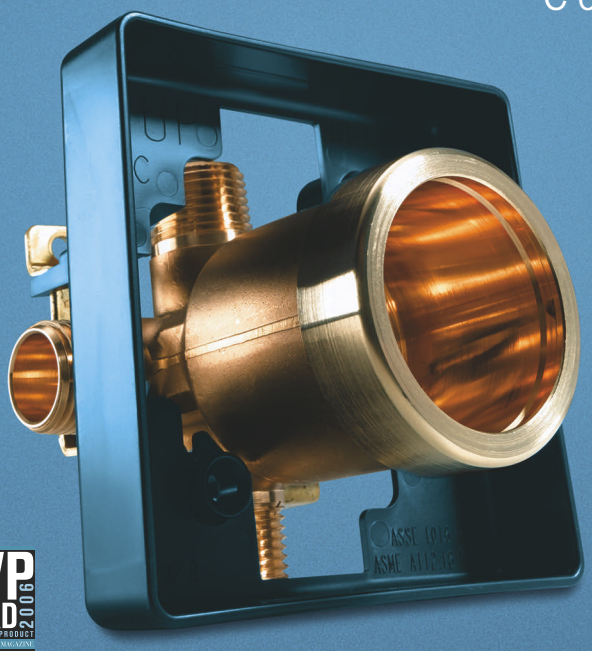
If you consistently support this approach within your company, the return is far greater than merely satisfying customers. Satisfaction is not dead; it's just one stop along the journey. Make sure your company continues along this fruitful path to realize your avid customers. **PB**

Paul Cardis is CEO of NRS Corp., a research and consulting firm specializing in customer satisfaction for the home-building industry. He can be reached at pacardis@nrscorp.com.

LOG ON Want to learn more about customer satisfaction? Log on to **www.ProBuilder.com/bestpractices**

Last minute shower upgrades without knocking out the wall?

"Cool."



MVP AWARD 2006
MOST VALUABLE PRODUCT
DEVELOPMENT PROFESSIONAL MAGAZINE

MultiChoice™ Universal. The revolutionary tub/shower valve that lets you change style and function without having to change the plumbing behind the wall. Delta. We work wonders with water.™ 800.345.DELTA www.deltafaucet.com/multichoice.

For FREE info go to http://pb.ims.ca/5318-24

DELTA

A Masco Company | ©2006 Masco Corporation of Indiana | Delta Faucet Company

>> BY **RODNEY HALL,** *THE TALON GROUP*

H.R. DEPT.

Job Seeker Strategies

Tried and true techniques for finding a new job

We usually approach this column from the perspective of an employer. I'd like to focus this month's column on the job seeker because the fraternity of unemployed in our industry is growing rapidly as the housing market declines.

The last time I saw our industry go through such a major downturn was back in the days of RTC (Resolution Trust Corp.) in the late 80s. Since then, snail mail, faxes and FedEx have been replaced by the ability to blast a resume to hundreds of people with one keystroke. The Internet has changed the rules and tactics of the game, much to your advantage — but with some work. For those of you facing unemployment, here are tips to get back into the job-search arena.

Resume Primer

First get your resume in order. DO NOT use a Summary of Qualifications or Career Objective at the top; it's a waste of valuable space and people rarely read them.

The same goes for the laundry list of career accomplishments on the first page. And don't title it "Curriculum Vitae" unless you're applying for a position at Oxford.

The best resume format is clean and concise. Besides your name and contact information, limit your resume to company name and location; positions held (including dates employed); a brief description of the company's product line or niche if it is not a recognizable name; core responsibilities in two or three sentences; closed unit volume, revenue and profitability; direct reports and number of staff; and two to three key accomplishments.

Just the Facts

As you begin networking, I recommend sending an introductory e-mail that includes your basic career data in the text body. This will help the reader learn more about you without having to open an attachment.

Note that attachments are one of the key triggers for SPAM filters. Leaving an attachment off will improve the chance of your e-mail being received.

The same is true for messages with HTML; send the message in plain text format instead.



Useful Links

Lists of local builders councils can be found through www.nahb.org.

Look for publicly held builders at www.phbca.org

Interviewing Tips

To learn about behavioral interview techniques, check out www.quintcareers/behavioral_interviewing.html

You can find interview tips in our past columns viewable at www.probuilder.com or through our Web site, www.thelaongroup.com

LOG ON To see a sample resume or an example of how to write a quick contact e-mail, visit us at **www.ProBuilder.com**

Think Like A Headhunter

It will take a few days to exhaust your personal network and the myriad resume posting services such as CareerBuilder.com or BuilderJobs.com. Next comes a more targeted approach.

Begin by identifying geographic markets that interest you. Narrow it to the top 10-20 builders in those markets through new home guides and similar online resources, then identify senior executives or owners.

Send them an introductory e-mail or letter, then, repeat the process for other markets. This will require work on your part but results in a more targeted job search. You'll also be much more familiar with the local market if you get an interview.

Good luck and best wishes to all of you in 2007. **PB**

Rodney Hall is a senior partner with The Talon Group, a leading executive search firm specializing in the real-estate development and home building industries.





SELLING IN A COOLING MARKET

The Big Chill

Builders who forego discounts and maintain their brand identity are more likely to survive an icy housing market.

The once-hot housing market has cooled considerably in the last several months. Builders have made news with deep discounts and incentives to get rid of growing inventories. But what are the options for the average-size production builder who wants to stay competitive? The key to staying afloat — and perhaps coming out on top in your market — is focusing on brand identity and product quality while keeping your sales staff well-trained and able to convey what you want to your buyers about your homes. It's time to get back to the basics.

Big Builders, Big Discounts

It's hard to argue against discounting as a method to increase sales of any product — at least in the short term.

"What it's becoming is a buyer's market," says Tara Speaks, MIRM and a sales professional with Venture Homes outside Atlanta. "Sure, builders are going to attract people by discounting. The buyers are going to feel that they are getting a deal."

Discounting has value for housing giants who need to meet Wall Street targets for volume and can afford to pay less attention to profits short-term.

"The public builders are clearly making less money because of the incentives that they are giving," says Richard Elkman, president of Group Two Advertising, a Philadelphia agency that works with builders. "They have that tremendous luxury that the little guy doesn't have. The big guy right now is

>> BY **FELICIA OLIVER,** *SENIOR EDITOR*



BUILDERS ADVERTISE incentives such as free furniture, delayed payments and tax freezes to entice potential home buyers.

> "I know places where they started to [discount], and they lost people who were in the mix. You give me that low price, or I'm going to walk. And they did." **— Bill Herring**

causing tremendous problems for the other builders."

"A competitor in my area has dropped prices as much as $300,000 on a single home," says Carolyn Villani, MIRM and vice president of sales and marketing for Paramount Homes in Jackson, N.J. "You really can't compete with that. You hope they sell out quickly."

"In many cases, the big builders — whether they be the nationals or regionals — represent maybe 50 percent of the homes sold in many markets," Elkman says. "When they end up running ads like Lennar did — 'Make any reasonable offer,' or when Mercedes and others are saying '$10 million in added incentives,' what happens to a guy who's building 25, 50 homes a year? Their $10 million for this guy would be $200,000. He doesn't have that luxury."

But discounting is a balm that even large builders should apply cautiously. It has not always worked out the way builders have expected.

"We had major builders taking $100,000 or $150,000 off," says Bill Herring, a home sales trainer and management consultant in Jacksonville, Fla. "A lot of reports I got were that it wasn't very effective. They didn't sell very many. The public said, 'Whoa, what's wrong with this picture? How far out of whack is this?'"

"If you're discounting too much, it makes you wonder why," Speaks says. "You're sacrificing your [perception of] quality. 'What, nobody wants these homes? What's the reason? Why are you really offering 20,000 off?' It can be perceived as a negative in the consumer's eye."

Discounts Can Chip Away at Equity

Builders must be aware of the impact of today's discounts on the equity of yesterday's buyers.

"When you start discounting price, and you've previously sold homes to individuals in the same community, what

What Every Salesperson Should Do

QUALIFY PROSPECTS. "When people come in, you have to find out the reason they are there," says Carolyn Villani of Paramount Homes. "Are they just out shopping for the day, or can they purchase? Do they have a home to sell? How do they qualify? What are their expenses?

"You have to be aware of the human aspect of a purchase," she adds. "There has to be an emotional reason why people are going to move now. It's not going to be frivolous, as in, 'I just want a bigger house.' That's getting to the emotional need. Then you'll know if you have a real prospect."

KNOW YOUR PRODUCT. "We make sure that our salespeople are knowledgeable about the building process, our mortgage programs, the land and so on," says Villani. "We try to make sure people who walk through the door are well informed by our salespeople of the house, the way we build, and the programs that we can offer them."

"Educate customers on the construction value that they can't see," says Tara Speaks of Venture Homes. "A lot of builders do a panelized construction versus stick frame building. When an agent can communicate this, it makes them sound more professional, more credible."

KNOW THE COMPETITION. "Sales agents say they know their competition," says Speaks. "They know that they're there, they know the price points, but they don't become familiar with that competing agent. They need to walk through their homes under construction, see what their buyers are picking. They need to do more market research and not just drive by the sign at the entrance of the community. Sales agents need to know more than that so they can educate the consumer of the differences."

FOLLOW UP ON EVERY LEAD. "Our follow-up in this industry is horrendous," says Bill Herring, a housing industry sales consultant. "If we live off of referrals, then why are we not using those people now?"

"Go back through old registration cards," says Speaks. "Every sales agent has buckets of them stored somewhere. They need to pull those out and start contacting people. Maybe we didn't have what you were looking for five months ago, or maybe your house hadn't sold. Maybe your situation has changed, or the community is further along. Maybe you've already purchased somewhere else. Do you know someone else who is looking that I can contact, or e-mail them some information, or mail them a brochure?"

"Some of those people may even be ready, if they were sold three years ago, to move in our market," adds Herring. "But we've lost contact with those folks. We're not getting these people to be salespeople for us."

Everything I Need to Know About Selling Homes I learned in Kindergarten

"I THINK A VP OF SALES can have a lot of fun with their sales team by having them go back and read 'Green Eggs and Ham' by Dr. Seuss," says Tara Speaks of Venture Homes in Atlanta. "It's about asking for the close. Do you like green eggs and ham? How about this way, that way, whatever way? It's kind of funny, but it really drives the point."

"Having read this book when I was a kid, I never thought of it that way before," she adds. "Asking people to buy, going for the close — I think that's a best practice that is very uncomfortable for a lot of people. But when you read it in that book, it doesn't seem quite so crazy to ask every person that comes in, 'How can we make this happen for you?' There are other ways to ask a question, or other scenarios that might work. It's not just 'Do you want to buy a house?'

It's great recommended reading. It doesn't take long. Five minutes. You don't have to read 200 pages of a boring book that says the same thing."

you've just done is stolen their equity," says S. Robert August, a real-estate sales and marketing consultant in the Denver area. "There's an old adage – take my first born, but don't take my equity!"

"We don't want to devalue a Paramount Home," says Villani. "With some of our competitors, one person could have paid $800,000, and the person next door will pay $500,000 for the identical house. That's very discouraging. We absolutely don't want to do anything like that. We're not going to have as many sales as we'd like to have. But we'll hopefully keep everything going in a manner where we keep our credibility going."

"I know places where they started to do that, and they lost people who were in the mix," says Herring. "'You give me that low price, or I'm going to walk. And they did."

Discounts affect future equity and current appraised value — a problem when buyers try to get a mortgage.

"Once you start devaluing the property, you lose the appraisal benefit," August says. "It takes a long time to recover. You may not be able to close. The home that you were buying at $250,000 is now being offered for $200,000. You needed $225,000 for a mortgage. If you can't get the higher appraisal, you may not be able to get a loan. You've told them before that you were going to take good care of them and be a good steward, and be a participant in the community. But when the market goes south, they don't take care of the customer. They take care of their business."

Alternatives to Discounts

There are ways other than price reductions to boost sales.

"I encourage builders I work with to look at ways where they can add value to the product," says Jack Gallagher, MIRM and area manager with the builder divi-





Smart Comfort for Them ...

Is The Hottest Thing Going For You!



TANKLESS WATER HEATERS

As the leading manufacturer of residential gas appliances including our flagship product, the award-winning, tankless water heater, Rinnai offers professional builders ideal solutions for new homes or remodeling projects.

Rinnai's product line of tankless water heaters, technologically advanced fireplaces, and innovative ductless furnaces offer a **"win-win"** recommendation for both you and your customers. For them, it means reliable, innovative technology for more comfortable living and high energy efficiency. For you, it earns a solid reputation for quality.

Specify Rinnai today and provide your customers with more reasons to build with you!



INTELLIGENT FIREPLACES

Member NAHB National Association of Home Builders

NCHI National Council of the Housing Industry — The Supplier 100. of NAHB



Rinnai Tankless Water Heater Voted #1 Builder Magazine's "Most Popular Products" Two Years In A Row



DUCTLESS FURNACES

Our Products Proudly Featured In 2007 IBS Show Homes:

Professional Builder SMOZ Show Village 2007

THE insync HOME — The Latest Show Home by BUILDER Magazine

THE NEW AMERICAN HOME

OFFICIAL SPONSOR — HOME EXPERIENCE — NEXTGEN — 2007 INT'L BUILDERS' SHOW

"First to the Future" Home

Visit Us At:

American Gas Industry
Booth W1983

2007 International Builder's Show
Booth W5753

Rinnai®

Call 1-800-621-9419
or visit
www.rinnai.us
www.foreverhotwater.com

© 2006 Rinnai Corporation

For FREE info go to http://pb.ims.ca/5318-25

sion of American Home Mortgage, "maybe by enhancing the purchase with upgrades and options that the builder doesn't necessarily pay full price for but can still have a margin on it."

"We make more money percentage-wise in the upgrades than we do on the base price of the home," says August. "A builder is fortunate if he can earn 10 percent after everything has been paid. But if you wanted to add a patio and a roof tent on the back of your home, those things you can mark up like crazy."

Financing incentives are a popular way of increasing sales by lowering monthly costs for buyers.

"Back in the day, we called it a buydown," says Gallagher. "It's when the builder purchases a block of money and guarantees a lower than market interest rate for his home buyer."

"In Atlanta, we've been seeing a lot of financing," Speaks says. "A lot of it has been special interest rates, or no payment for a month, or for a year, or if you buy in this community and use our lender, you won't have to pay closing costs — things of that sort."

Compounding the market problem is home buyers' difficulty in selling an existing home. Industrious builders are finding ways to address this concern.

Herring recalls one builder in his area that has offered to pay the interest on its buyers' loans until their houses sell.

"They get a couple of sales out of it," says Herring. "It's about how you approach it that solves the problem for a specific buyer."

And it is possible for a builder to pass down a lower interest rate to its buyer, and to the buyer of that buyer's home, and so on.

"You take that financial incentive and offer it to that next person in the chain," August says. "There might be two or three buyers in the chain where you can continue to offer a financial incentive. In the case of the builder that owns the mortgage company, they could get two or three new sales."

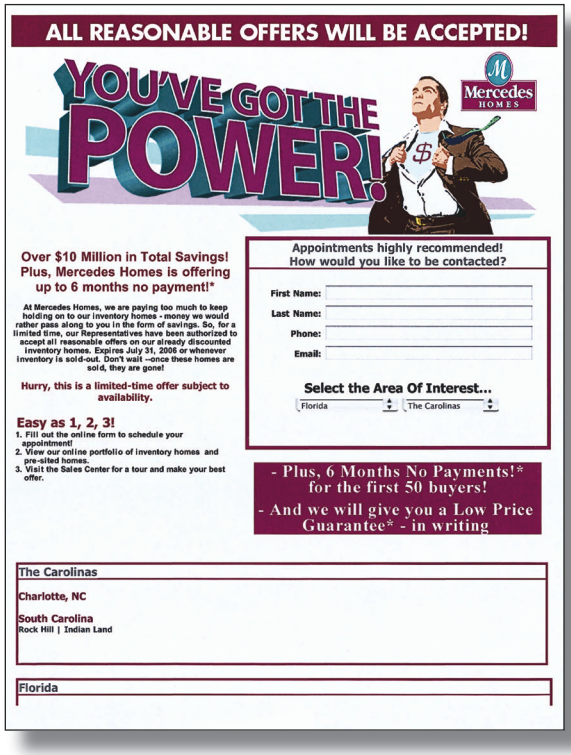
If You Build It Right, They Will Come

GARY L. WERNER, VICE PRESIDENT OF OPERATIONS FOR FRANCISCUS CO., a home builder in Virginia Beach, Va., says the company made a decision to come up with different product to suit the slowing market. It started about two years ago when Franciscus built its first active-adult community.

"We were conscious of that being a different buyer for us," says Werner, "so we wanted to make sure we delivered good value to them. So we redesigned both interiors and exteriors to give them some of the features they'd find in their own single-family house. That started a process with us where we sat down and value engineered the home, sat down with our subcontractors and vendors, and we identified those things that were good values for them that we could install as standard in the house to become good value for the buyers."

"Interest rates kicked up and there started to be more and more press about the cooling market," Werner continues. "We made a decision. We had three projects on the board. We completely redesigned the exteriors to become what the architects call Normandy Eclectic. We call it European Romantic, which we think resonates more with buyers. We introduced the cultured stone exteriors, special carriage home doors, wrought iron hardware, and European castle themes — a package of great features that set the houses apart from the competition."

Franciscus has had comparatively brisk sales in these communities – 15 sales in seven weeks at their Bridgewater development at Eagle Harbor, and eight sales in eight weeks at Grayson Pond. At an older planned urban development, the company made 93 sales in nine months.



LARGE BUILDERS can afford to offer deep discounts and incentives, but it's not so easy for small and medium-size builders.

Adopt a Back-to-Basics Approach

There are certain things builders ought to be doing whether the market is hot, cold or tepid. One is to focus on their brand – something that often gets lost in the rush to concede on price. Builders who discount may have to work harder to convince buyers that they are quality builders – not just the builder with the best deal.

"Quality comes with a price," says Villani. "Paramount builds a quality home. That is the reputation we have and would like to continue. So you will pay a little more for a Paramount home, but hopefully you will have fewer issues with that Paramount home as far as repairs, and so on."

"Differentiate or die," says Elkman. "The small builder has to try more than ever to find ways to differentiate their

SAMSUNG







Introducing Tempest, The Next Generation From Staron Surfaces.

NOW AVAILABLE IN 10 INSPIRING COLORS,
Tempest is a solid surface alternative with a look that rivals natural stone and quartz. Yet it offers all the features and benefits of solid surface, such as its seamless appearance and a Ten-Year transferable warranty for homebuyers.

Tempest features a larger, translucent particulate that gives it amazing depth and a unique appearance not before seen in solid surface countertops and bath surfaces.

tempest
by Staron® Surfaces

To learn more, visit **www.staron.com**
or call 1.800.795.7177. © 2007 Cheil Industries Inc.
For FREE info go to http://pb.ims.ca/5318-26



BUY A NEW HOME, SEND YOUR KID TO COLLEGE for a year—just one of the many enticing offers builders are making to buyers.

home from the larger builder. "If I was being real aggressive, I'd say, 'We don't have to meet the sales demands of Wall Street or of a board of directors. We make our own decisions that affect us. We've worked hard on the design. We live in the community. We're here to answer your questions.'

"All those things build credibility so that when the person makes the final decision between several builders, they will consider that smaller builder. I would attack the bigness."

Build a Home Your Buyers Want

It's easy to forget about product improvements when sales are sluggish, but that's probably the time they are most needed.

"Continue to do your research and be aware of the product you're building,' August says. "In a downturn, very few companies continue to design new product, pay attention to the research, and do what they can to build the best possible product at the most affordable price. If you continue to design and build the best possible product, you're going to overcome any and all obstacles."

"The salespeople have a responsibility to the developer to let them know what the public is saying, what their needs are," says Villani. "A builder can't live in a bubble and say, 'I'm going to build this kind of house. What's everybody else doing?' It's not what everybody else is doing, because maybe everybody else is on the wrong track. It's what the public is telling you right now."

Sharpen the Game Play of Your Sales Staff

Many salespeople came into the industry during the housing boom, when making the deal was fairly easy. The now-cool market has left some unprepared.

"We've had two kinds of salespeople over the last few years," says Herring. "We have people who probably knew their craft but they atrophied. There wasn't anything to do. They were just flipping coupons. You don't stay sharp doing that. And then there are people who got in the business who never were salespeople. They surely don't know what to do now, which is why we have the exodus of people leaving the industry."

"For the most part these people haven't been trained," August says. "They've been given a retail store, if you will, and told to go out and mind that store and get as much gold out of it as you can."

During the boom, "Everybody was busy trying to build houses and collect money," says Herring. "I and others I'm sure were screaming, 'You better start training the people and getting the sales managers in the field, because this is all going to turn. We're going to have $10,000 pilots in $100,000 weather and wonder why the plane is going down.'"

Herring says that in cases where sales teams receive some degree of training, many aren't held accountable for proper execution.

A Tale of Two Ad Strategies

IS IT WISE TO SPEND MONEY on advertising in a cooling market, especially when it means competing with ads touting discounts?

"I'm not a strong believer in just throwing large ads out there and spending all that money," says Carolyn Villani of Paramount Homes. "If you don't have all those sales coming in, how can you afford to put all those ads out? Are you really driving the qualified traffic that you need to drive, or are you just driving a handful of people just to see what you're giving away? That's a very subjective thing, and you have to be very careful."

"We have doubled our advertising expense," says Gary L. Werner of Franciscus Homes, "because we've got to continue to drive traffic to the job. We have a good story to tell, so why not tell it?"

Franciscus responded to a cooling market with a revamped home design strategy and increased attention to greenscaping. "When you compare spending more money on advertising to discounting, I think it's a great investment. We have the ability with five or six communities to channel money from communities that are selling into communities that maybe aren't meeting goals. It's a great way to pool your resources and be effective."

It pays to keep your customers happy and safe.



69% OF U.S. HOMEOWNERS SAY HAVING A FIRE SPRINKLER SYSTEM INCREASES A HOME'S VALUE*.

Homebuilders who offer fire sprinklers are seen by the majority

of homeowners as being "safety concerned," "innovative" and "caring"*.

If you're marketing homes with fire sprinkler systems, you've got a great selling edge! No unsprinklered home can offer prospective buyers the peace of mind that a fire sprinkler system will provide.

HFSC Can Help You Market Homes Protected by Fire Sprinkler Systems

Learn more at **HomeFireSprinkler.org**. We offer a variety of free materials online and in hard copy that will help you educate prospective buyers.

BUILT FOR LIFE Home Fire Sprinkler Coalition

HomeFireSprinkler.org

* Harris Interactive® consumer survey. Data on file.

LEARN MORE AND

WIN BIG PRIZES

AT THE INTERNATIONAL BUILDERS' SHOW

Answer a simple question about home fire sprinklers and you could win big prizes on the BUILT FOR LIFE Game hosted by Ron Hazelton.

the BUILT FOR LIFE game

Visit the Home Fire Sprinkler Coalition Booth # W271 at the INTERNATIONAL BUILDERS' SHOW

BlazeMaster® FIRE SPRINKLER SYSTEMS · LOBE® FIRE SPRINKLER CORPORATION · Reliable · tyco Fire & Building Products · Victaulic® · VIKING®

For FREE info go to http://pb.ims.ca/5318-27

© 2007, Home Fire Sprinkler Coalition

"We teach them what we want, but if they don't do it and they have a few sales, we don't do much about it," says Herring. "If you were to pick two of the greatest sales organizations in my lifetime, IBM and Xerox, and look at what they did, you'd see that they had very specific training on how they wanted sales done. Then they monitored you. If you didn't do it right and correct your mistakes, they got rid of you. I know that sounds terrible, but I don't want a surgeon who flunked a course three times. I think this is just as important."

"I hold training classes every week. I personally train my salespeople," says Villani. "It's very important to go back to the basics and really work hard and work smart. I'm out there weekly with them in the field. I go through their prospects with them."

"It's always frustrated me we don't keep the sales managers in the field working," says Herring. "Not because we don't intend to, but suddenly in the day-to-day they get busy doing other things. If we allowed that to happen with a ball team and when the time came to play the coach wasn't there because he was somewhere doing paperwork, would you expect to have a winning team? No. But we do all the time."

Weathering the Storm

"Everyone in this game right now should be preaching that now's the time to buy," Herring says, in that over-inflated prices in many places have leveled off and the market has corrected. "We're more concerned about inflation. And they may ding the rates again. So if you really want a home, now's the time to get it."

"It's not a time to get depressed," says Villani. "Or a time to say things aren't good. Things are just fine. It's a matter of readjusting. We, in a sense, have a couple of forks in the road. We all have to take a look at our product and what we're doing."

"I try to be their cheerleader every week," says Villani of her sales team. "I know how hard it is for them to take all that rejection. You have to respect them for the good job they are doing."

"We need to pick these people up," says Herring. "We really need to encourage them and motivate them. Every place I go, people tell me there are people in the models. To me, that is the sign. What are we doing with it?" **PB**

LOG ON For more business best practices. Visit us online at **www.ProBuilder.com/bestpractices**



For FREE info go to http://pb.ims.ca/5318-28





Cabinets • Hardwood • Ceilings
Resilient • Laminate • Linoleum

BUILT TO THE MOST EXACTING SPECIFICATIONS....YOURS!

At Armstrong Cabinets we understand your customers want both value and choices. Behind the brand you know and trust is a beautiful selection of cabinet styles backed by the finest service and customer satisfaction in the industry. For information on Armstrong Cabinets call 1-866-516-7410.

For FREE info go to http://pb.ims.ca/5318-29

www.armstrongcabinets.com

Armstrong®
CABINETS

Trademark owned by AWI Licensing Company



Windsor Windows & Doors

A Lifetime of Excellence

Architects, builders and contractors have trusted the Windsor Windows & Doors name for over 50 years. Our commitment to quality, design and craftsmanship means one thing – *Excellent Products*. Windsor leads the industry by offering the best in wood, vinyl and cellular PVC windows and doors. We have *Excellent People* dedicated to providing complete solutions with the expertise you can rely on. Our products are delivered on time, within budget and with a promise of service after the sale. Windsor is in this with you for the long haul. That's why people who know windows choose Windsor – *Excellent Choice*.

"We are using Windsor's Legend products in all of our buildings. Not only do these windows have longevity, but they allow us to give each building the look and style of wood to create the architectural detail we need."

– Terry Whitley • Locust, NC

WINDSOR WINDOWS & DOORS
A Woodgrain Millwork Company

Excellent Choice

1.800.218.6186 | www.windsorwindows.com
For FREE info go to http://pb.ims.ca/5318-30

QUALITY | PRODUCT SELECTION | SERVICE | VALUE

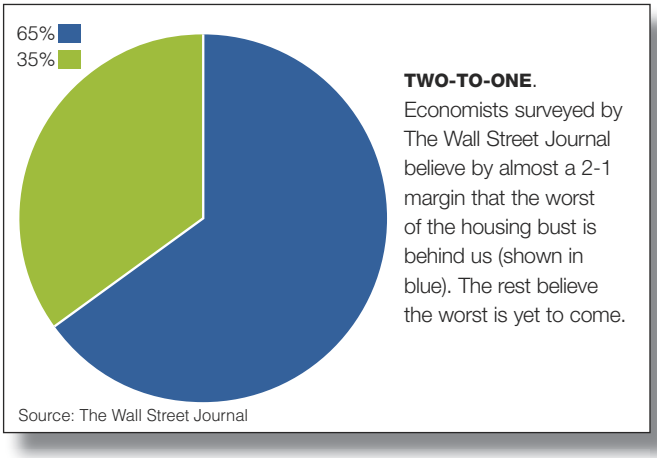
Industry Analysis

>> BY MATTHEW POWER, SENIOR CONTRIBUTING EDITOR

Rough Ride

Home builders are riding the wave of uncertainty while economists differ on housing's prospects for 2007 and beyond.

For several months, *Professional Builder* has monitored the forecasts and fears of economists and builders to get a handle on the recent dip in demand for new homes. Is the worst over? Is the worst yet to come? The consensus: It depends.



TWO-TO-ONE. Economists surveyed by The Wall Street Journal believe by almost a 2-1 margin that the worst of the housing bust is behind us (shown in blue). The rest believe the worst is yet to come.

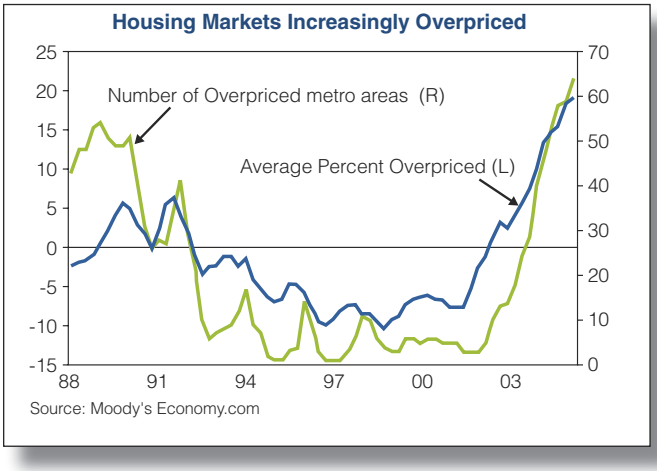
Although the turndown is real, the severity of the change has varied wildly by region. In the Northeast in September for example, the Fed reported new home sales fell 35 percent. In the West, they rose 24 percent. In the Midwest, they fell 6.3 percent. Overall, the number of new permits nationally dropped by about 20 percent in 2006.

Economists' views tend to hinge on which economic benchmarks they prioritize. Those focused on the weakening U.S. dollar see danger ahead. Those who believe lower mortgage rates will renew sales have been more upbeat. In December, 30-year rates dropped to 6.08 percent — their lowest level since 2005. The bulls also see the recent upticks in home sales as evidence the worst is over; most consider the housing slide a market correction, not an impending collapse.

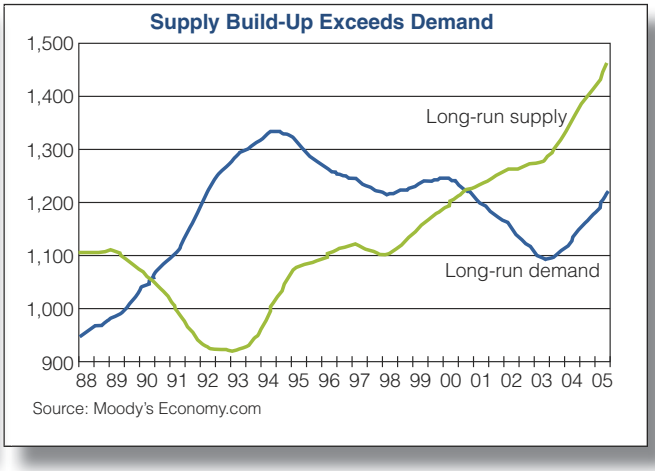
Dave Seiders, the NAHB's senior economist, told a U.S. Senate Committee in September that the housing downturn "amounts to an inevitable mid-cycle adjustment, or transition, from unsustainable levels of home sales, housing production and house price appreciation to levels that are supportable by underlying market fundamentals."

At the end of November, The Wall Street Journal conducted an economic survey of 49 economists. By a 2-1 margin, the economists predict that the so-called housing bust is over.

But not everyone is so sanguine. MarketWatch reports that Janet Yellen, president of the San Francisco Federal Reserve Bank, has been telling audiences that the slowdown has turned some parts of the Phoenix and Las Vegas metropolitan areas into "ghost towns," where many unsold homes stand empty.

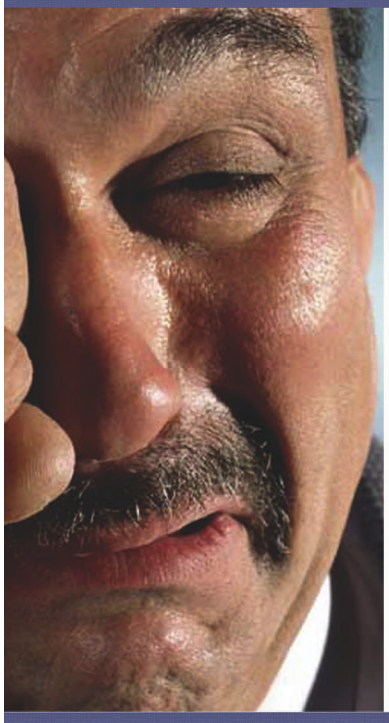


HOUSING MARKETS OVERPRICED. "The breadth of house price bubbles is widening, as more and more metro areas appear on the list of highly overpriced markets...covering about 30 percent of the nation's housing stock," say Moody's Economy analysts.



TOO MUCH PRODUCT. This chart shows how unsold units of new housing has outpaced demand. Excessive supply combined with inflated costs has made buyers more cautious.

Housing Market Got You Down?



There's Help: Aareas offers creative products to help you **maintain your sales** in a slowing marketplace. **Innovative products** such as:

- CRM Software
- 3D Architectural Renderings
- Home & Condo Virtual Tours
- Options Management Software
- And More...

Download Your Free Market Strategy Guide at www.aareas.com/coolmarket

AareasInteractive

1-888-613-2677 IBS booth W4083

For FREE info go to http://pb.ims.ca/5318-31

mailboxes.com 1-800-MAILBOX

MAILBOXES



SALSBURY INDUSTRIES
People Committed to Quality Since 1936

- Order Factory Direct!
- In Stock and Ready for Shipment!

1010 East 62nd Street, Los Angeles, CA 90001-1598 p: 1-800-624-5269 • f: 1-800-624-5299

For FREE info go to http://pb.ims.ca/5318-32

Downtime

Despite differences about the future, economists agree that the current slump is real. As far back as August, economic factors such as high energy costs and inflated home prices affected consumer behavior. David Lereah, the National Association of Realtor's chief economist, told BusinessWeek that in areas such as California, the Northeast and Florida, "All households now — whether young, middle-aged or old — are postponing their home purchases because of the cooling market."

The Fed reported rising sales in the last few months of 2006, but they caution that those gains may not be statistically significant because they measure only contracts signed — not how many deals ultimately closed. And the word on the street is still high anxiety. Builders tell us cancellations have been way up, even in strong markets such as Southern California.

The Inventory Elephant

The elephant in the room, of course, is inventory. Most builders have curtailed their spec building. But more than 500,000 unsold new homes still crowd the market — about six months of supply. Add in the glut of existing homes for sale — 2.87 million, the highest level in ten years — and you can see why some builders offer cars and vacations to new-home buyers.

The public builders have made no secret of their struggles. In early December, Toll Brothers got a flurry of media attention when Bob Toll's fourth quarter report showed that home building revenues, backlog and contracts had all declined from the previous year by 10 percent, 25 percent and 55 percent, respectively.

As inventories have gone up, builders have cut prices. According to MarketWatch, in September, they made those cuts at the fastest rate in 36 years, with a resulting increase of 5.3 percent in sales that month. Median new home prices for 2006 averaged about 9.7 percent less than 2005. Nonetheless, sales nationally were still down by about 16 percent compared to 2005. Existing home prices also declined at a record 2.5 percent in one year.

Home price inflation of recent years does have an up side. Builders have some room to tighten their belts on price. In 2005, new home prices shot up 13.4 percent. In 2006, they rose another 2.8 percent. Fewer price reductions will likely be needed to move excess product. Things could be worse.

The bottom line: consumers are still buying at a record rate, but until builders reduce inventory to sustainable levels, the elephant may continue to hang around.


PLYTANIUM
DRYPLY
PLYWOOD
VS
MOTHER
NATURE
ORLANDO - FEBRUARY 7-10



Bring this ticket to the Georgia-Pacific booth (W3159) and learn how to qualify for a $500 DryPly rebate. Only at the International Builders' Show.

The best sub-floor you can buy is now ready to take on Mother Nature. Introducing Plytanium® DryPly™ plywood – with all the benefits of plywood plus a water repellent coating. Which means, not only do you get stiffer and quieter floors, but also better protection against the elements during the normal construction cycle. Protection backed by our 100% Builder Satisfaction Guarantee.* The fight begins at the International Builders' Show in Orlando. See you there.

*Visit www.plywoodtough.com for complete Builder Satisfaction Guarantee details. ©2007 Georgia-Pacific Wood Products LLC. PLYTANIUM, DRYPLY and GEORGIA-PACIFIC PLYTANIUM PLYWOOD & Designs are trademarks of Georgia-Pacific Wood Products LLC. All rights reserved.

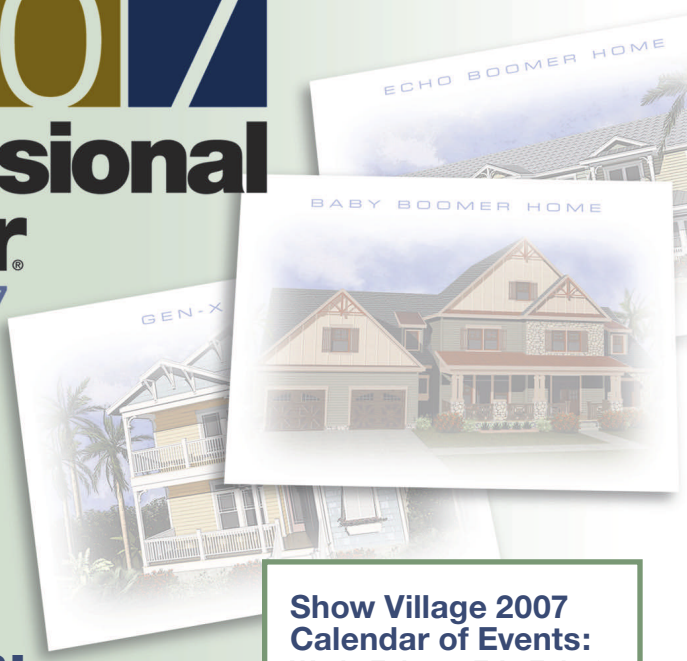
Georgia-Pacific™
PLYTANIUM PLYWOOD

FOR MORE INFORMATION VISIT DRYPLY.COM

SV07 Professional Builder®

SHOW VILLAGE 2007

IBS®, ORLANDO



Across the Generations:

Three new homes to please today's buyers.

Stroll through the finished models to pick up design ideas for:

- great rooms
- gourmet kitchens
- library/computer centers
- home theaters
- game rooms
- upstairs laundry rooms
- dual master suites
- green products and materials

Check out **new products**, look **behind the walls** and **get answers to your questions** straight from the manufacturers.

Show Village 2007 Calendar of Events:

Wed., Feb. 7 - Fri., Feb. 9

8:30 am -
Show Village '07 doors open

Tour Baby Boomer Home by Nationwide Custom Homes

Tour Echo Boomer and Gen-X Homes by Palm Harbor Homes

See the Professional Bass Boat sponsored by **GE Sealants & Adhesives!**

Pick up your SV07 passport and get it stamped by sponsors to be eligible to win great prizes like a **Panasonic** plasma TV and more!

4 pm - 6 pm -
Show Village Block Party!
Wednesday - Friday

Hot music by Albert Cummings

Ice cold drinks

GREAT COMPANIES, GREAT PRODUCTS, GREAT FUN

Feb. 7 - 9, 8:30 am - 6 pm
Feb. 10, 8:30 am - 3 pm
West Hall Parking Lot D

ThyssenKrupp Access · ThyssenKrupp · Celotex Knight-Celotex Fiberboard · Maze Nails · OnsiteAGENT · BHK OF AMERICA · The Icynene Insulation System · Panasonic ideas for life · LG · LG HI-MACS Acrylic Solid Surface · Pittsburgh Corning Glass Block · LP SmartSide · Sony · Amarr Garage Doors · EverGrain Composite Decking · Tamko · Rinnai · Dow Building & Construction · Armstrong Cabinet Products · Fypon The Right Stuff · Crane Performance Siding · Honeywell · GE Sealants & Adhesives · Nisus Corporation The World's Leader in Borate Technology · The Inside Advantage Whirlpool · USG · Moen Buy it for looks. Buy it for life.® · Contech Construction Products Inc. · Vanguard Piping Systems, Inc. · Tamko Building Products · Pella · Lasco Bathware · AlphaProTech Engineered Products, Inc. · Open Joist Where Speed Meets Strength · Masonite · Cultured Stone The Preferred Name In Stone · Beam Central Vacuum Systems · VT Industries Fine Laminate Countertops · latitudes decking & railing · TechTrim Exterior Trim Board · James Hardie · Dow Symmatrix Composites · Mitsubishi Electric HVAC Advanced Products Division · Jeld-Wen Windows & Doors · Guardian by Generac Power Systems, Inc.

Schedule subject to change.



PRESENTED BY:

Professional Builder · Professional Remodeler · CUSTOM BUILDER · housing giants · HousingZone.com





Beauty IN THE DETAILS™

The new Barrington® Craftsman Fiberglass Entry Door from Masonite.

The Barrington® Craftsman Series beautifully complements Mission or Craftsman style architecture with the durability of fiberglass. Like all Barrington, this door is the ultimate in authenticity. The Barrington Craftsman features three recessed panels and a unique one-lite glazing system. This door is factory-glazed with a flush-glazed profile that matches the panel design for an extra clean look. The surface features a straight-grain hardwood texture that finishes easily and beautifully. Barrington Craftsman offers a simple, clean and classic look and is available with three glazing options including a choice of two dramatic, decorative Specialty™ Glass designs or clear insulated glass.

Masonite. The Beautiful Door.®

For FREE info go to http://pb.ims.ca/5318-36

INTERNATIONAL BUILDERS' SHOW
VISIT US AT BOOTH W2143

Masonite®

Masonite, Barrington, Specialty, Beauty IN THE DETAILS and Masonite. The Beautiful Door. are trademarks of Masonite International Corporation.

©Copyright 2006 NRS Corporation - All Rights Reserved.



WE GIVE YOU MORE THAN DATA. WE POINT OUT SOLUTIONS.

At NRS, we do consumer satisfaction research. Just like other research firms. But then we do something different. We study the data, searching for a better understanding of what homeowners like and don't like. Then we give you real, meaningful, solutions that we help you implement into your business. With NRS, it's about more than data. It's about finding ways to successfully improve referrals, margins and consumer satisfaction.

Find out what solutions these exclamation points represent at nrscorp.com/solutions.

nrs™
Research. Consulting. Solutions.

For FREE info go to http://pb.ims.ca/5318-37



Sell Homes Faster, For More Money

Homes sell in no time when they provide homeowners with the peace and quiet they demand.

> *Of 25, 000 homeowners, 66% believe sound deadening is important, 38% want it throughout the entire home and they believe sound deadening adds resale value to homes.*
>
> – REALTORS® Association Survey

> *Residents' surveys show they expect amenities such as a pool, business center, and entertaining area, but then they will rate a project's noise levelas the most important factor as to whether they will live there.*
>
> – Multifamily Executive Magazine, March 2006

Meet your clients' demands for noise control and watch your homes sell faster with high performing, affordable **SoundStop®** sound deadening solutions. SoundStop® offers a family of products to meet all of your sound deadening needs: SoundStop® Wall Sheathing, SoundStop® Underlayment, SoundStop® Tackable Wall Panels and SoundStop® FlameSpec®.

Hear the **SoundStop®** Difference today!

Product Orders and Customer Service:
1.800.375.0289
Technical Support:
1.800.596.9699
or visit us at:
www.knightcelotex.com

GREEN BUILDING INITIATIVE SUPPORTER

Visit us at the **International Builder Show--booth S11245**

Professional Builder SHOW VILLAGE 2007

Celotex™
Knight-Celotex Fiberboard
a Knight Company
Innovations in Fiber Technology®

Trusted Sound Deadening Expert for More than 50 Years.

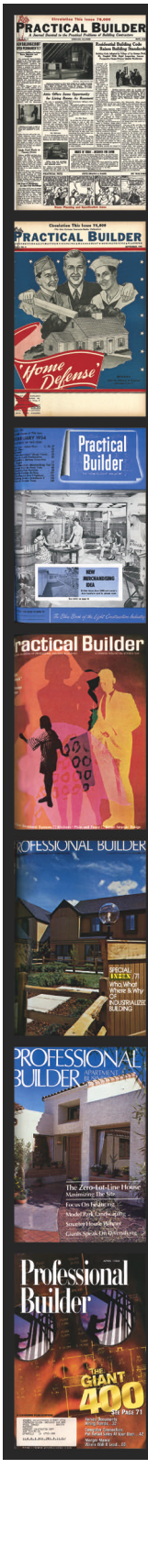
For FREE info go to http://pb.ims.ca/5318-38

70 Years of Housing

>> BY **THE PROFESSIONAL BUILDER STAFF**

Seventy years ago, Professional Builder

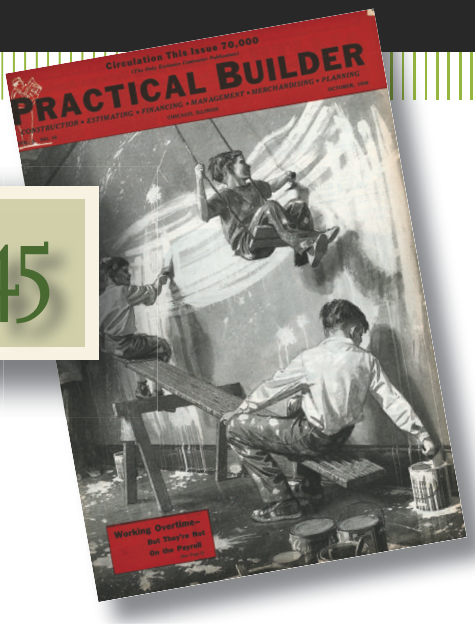
debuted as *Practical Builder*. The average cost of a new home was $3,925, and there were only 30 million existing homes in the U.S. Today, home buyers pay an average cost of $295,100 for a new home and there are more than 120 million homes to choose from. It is not surprising that those 70 years have produced considerable changes in the housing industry. More improvements in products and processes have created a built landscape of American housing that defines our country. We are our neighborhoods.



It is surprising how little has changed, though. We still face many of the same problems builders in the 1930s and '40s faced: material scarcity, high peaks of activity followed by deep troughs of low demand, labor shortages, government intervention, consumer confidence, adoption of new technology, changing building practices and lifestyle trends. The issues the editors addressed in those first years are the same things we speak of today.

When *Professional Builder* editors began looking back over our history, we noticed each 10-year period seemed to have its own themes, a zeitgeist of the decade. In the following pages, we've identified those major movements, report on what's happened in housing over the last 70 years, examined how PB reported on the industry, and recognized the events that have shaped where we are today.


PRACTICAL BUILDER
"ELECTRICAL EQUIPMENT EARNS PROFITS,"
Contractors' CATALOG and CONSTRUCTION MANUAL
HOME BUILDERS ARE THE MEN OF THE HOUR
We need more room!
MARKET PLACE
CONVENTION ISSUE
modernization
basic problems of home building
BEYOND TODAY'S HORIZON
A PATIO FOR EACH ROOM
COLOR Profit
PROFESSIONAL BUILDER
LABOR
MONEY
CRISIS
SYSTEMS
BUILD AMERICA
MARKET
Go West
Sun Belt
Model Presentations
Consumer Survey
Professional Builder Remodeler
Products/Technology
DESIGNS FOR ACTIVE SENIORS
Who Will Build The Houses?
The Art of the Niche
E-dreams & E-realities
Cementing Relationships
HOW TO CONTROL LAND WITHOUT OWNING IT
101 Best Companies to Work For
Bigelow Homes
Florida Italianate Marvel
Creating Affordable Luxury



1936-1945

Depression and War

>> BY **PAUL DEFFENBAUGH,** *EDITORIAL DIRECTOR*

When Professional Builder was founded in 1936, the housing market was in a slump, along with the rest of the country's economy. From the heights of 1929, the home building market dropped 90 percent in the first four years then flattened out for the middle part of the decade.

Nearly a third of the Depression-era unemployed worked in the building trades, so reviving housing and construction were major focuses of the government, industry and trade press.

Home builders sought work wherever it was available. Many of the stories in the magazine directed builders to the opportunities in the residential remodeling market.

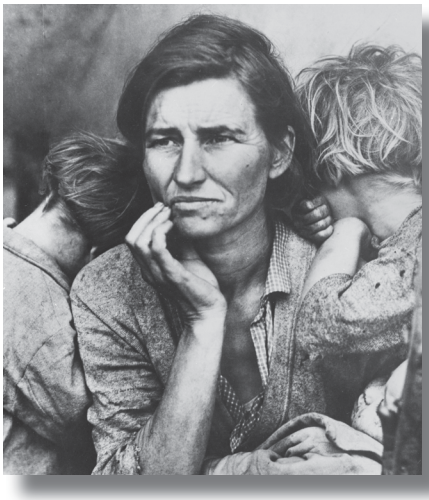
The housing market would not begin its uptick until later that decade, and only then amid the insecurity of rising war in Europe and questions about the role America would play.

To help direct the industry and support its readers, *Practical Builder* created promotional campaigns to encourage Americans to buy homes. The campaigns captured the tenor of the times as succinctly as any major event or innovation:

- "Smart People Builder before a Boom" — 1938
- "Rebuild America for Beauty" — 1939
- "Building and the Defense of America" — 1941

There were, of course, major events and innovations in the first 10 years of the magazine as well.

- The development of power tools increased production and reduced labor costs in the 1930s.
- Building code publishers such as Building Officials and Code Administrators (BOCA) and Southern Building Code Congress International provided baseline quality assurance to



Dorothea Lange/Hulton Archive



In a recent study,* home buyers said they were 50% more likely to consider buying a home that had a Cultured Stone® exterior. Yes, you read that right. 50% more likely. So if you want your homes to sell more easily, add Cultured Stone® veneer. And that's not just somebody's opinion. It's a fact.

OWENS CORNING®

CULTURED STONE®

The Preferred Name In Stone™

Visit Owens Corning **Booth #W1743** at The 2007 International Builders' Show® to see the latest in Cultured Stone® veneer.

Shown: Cedar Limestone. To find out more about Cultured Stone® products, visit www.culturedstone.com or call 1-800-255-1727.

The product colors you see are as accurate as current photography and printing techniques allow. We suggest you look at product samples before you select colors. ©2006 Owens Corning. Cultured Stone® is a registered trademark of Owens Corning. The International Builders' Show is a registered trademark of the National Association of Home Builders of the United States. *Results from a survey of 1500 home shoppers/home-owners conducted by Gilmore Research Group in December 2005.

For FREE info go to http://pb.ims.ca/5318-39

housing construction.

- In 1934, President Franklin Delano Roosevelt created the Federal Housing Authority, giving new structure to the home building industry. As part of the same effort, he created the Title I lending program, making it easier for homeowners to borrow money to build and implement repairs.
- The National Association of Home Builders formed in 1942, giving a strong voice of the builder industry in the halls of Congress.

It was World War II, though, that brought the housing industry and the rest of the country out of the Depression. In 1941, the FHA determined the country would need 600,000 new homes in a 12-month period to house all the war workers. Consequently, the value of construction in 1942 was $13.5 billion compared with the 1933 value of $2.5 billion.

16%
The number of homes in 1941 that did not have indoor toilets, according to the U.S. Housing Authority.

Such a boom led to even more technological advances in home building, including increased reliance on factory-produced housing. At the same time, the industry battled for autonomy as the government argued it could build homes more efficiently than private industry. The successful defense of the industry as led by *Practical Builder* and the NAHB paved the way for the industry we have now.

By the end of World War II, the home building industry had been transformed from a diverse industry where practitioners built new homes, remodeled homes and developed new commercial projects to an industry of businesses focused almost solely on the craft of home building.

DECADE AT A GLANCE

HOME PRICES
AVERAGE COST OF NEW HOME

1936	$3,925
1937	$4,100
1938	$3,900
1939	$3,800
1940	$3,920
1941	$4,075
1942	$3,770
1943	$3,600
1944	$3,450
1945	$4,600
1946	$5,600

Source: www.thepeoplehistory.com

1938 CONSTRUCTION COSTS

In 1938, a consortium of builders, building product manufacturers and material dealers built eight homes in Washington, D.C., near DuPont Circle as part of a demonstration project. Called the National Small Homes Demonstration, the group worked with government officials at ways to reduce building costs through better design, standardization and elements of pre-assembly. Below is the cost of construction for a two-story, three bedroom home with one bath as it was reported in the November 1938 issue of *Practical Builder.*

ITEM	TOTAL
Permits	$10.00
Foundations:	
Excavation	4.30
Footings	34.99
Foundation Walls	157.03
Waterproofing	14.00
Back Fill and Grade	25.20
Cement Floors and Steps	58.13
Wall Vents	---
Structure:	
Lumber and Millwork	727.97
Carpenter Work and Flashing	501.20
Sanding Floors	20.72
Roofing (Shingles)	33.84
Plastering	245.22

ITEM	TOTAL
Linoleum Floors	5.33
Heating	267.00
Hot Water Heaters	25.00
Fuel Bin	---
Chimney	60.87
Plumbing	66.30
Electric Wiring	66.30
Electric Fixtures	20.00
Painting	216.00
Wall Paper	56.00
Hardware – Rough	27.79
Hardware – Finish	31.00
Areaways	3.61
Social Security	24.92
Grading, Landscaping, Walks and Sodding	94.37

MATERIALS & LABOR	$3,012.54
Contractors Profit (10%)	301.25
Washington, D.C. price	$3,313.79
MOVABLE EQUIPMENT	
Range (Electric)	80.00
Refrigerator (Electric)	96.00
Screens	45.05
Shades	14.00
Equipment total	$235.05

Form stable PEX? No sweat.

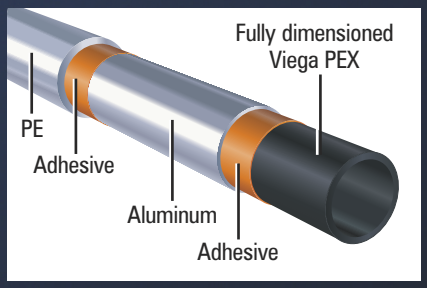
Meet FostaPEX... "a worker and a looker"

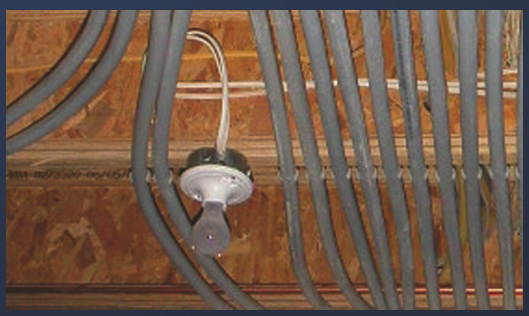
The flexibility of PEX and the **fo**rm **sta**bility of rigid piping are combined in Viega's FostaPEX to create the perfect combination of functionality and pleasing professional looks.

Ideal for plumbing as well as various hydronic and radiant heating applications.

Featuring an aluminum jacket bonded with fully dimensioned PEX, FostaPEX , stays where you put it, experiences minimal expansion during temperature changes (similar to copper) and uses Viega's proven press fitting technology – the most reliable, solder-free way to install PEX.

FostaPEX, in sizes 1/2″ to 1″, exceeds all potable water certifications and standards.





"FostaPEX is the best pipe I have worked with in over 30 years."

– Larry the Plumber, Minnesota

For more information about FostaPEX ask your Viega Wholesaler or Rep or contact us at service@viega.com, call 1-877-VIEGA-NA or visit viega-na.com.

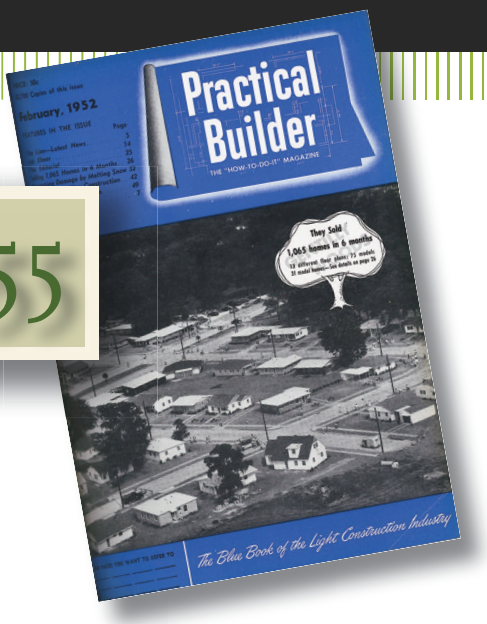
AD - FOSTA-12/06

Viega...first to bring press technology to PEX plumbing and heating.

viega

For FREE info go to http://pb.ims.ca/5318-40

1946-1955



Driving Toward Profit

>> BY **LAURA BUTALLA,** *SENIOR EDITOR*

Pinched pennies during the war led to spending in the aftermath. Economic growth started one year prior and continued through to 1960, making the United States the world's richest country. The two major sources for economic growth from 1946 to 1955: housing and automobiles.

The end of World War II not only increased Americans overall purchasing, but reproduction among Americans hit an all-time high. The baby boom spanned across 18 years, creating a demographic phenomenon.

Returning servicemen and their rapidly growing families needed a place to live. These factors stimulated the housing boom with affordable mortgages and housing for all. The Housing Act of 1949 signed by President Harry S. Truman promised "a decent home and suitable living environment for every American family."

Many builders around the country struggled to come up with new ways to relieve the housing crisis for veterans. Building materials became scarce, and mass-produced housing wasn't the preferred method of building. On May 7, 1947, Levitt & Sons publicly announced its plan to build 2,000 mass-produced rental homes for veterans across 1,200 acres in Long Island, N.Y., later named Levittown.

Levitt & Sons turned out thirty houses a day by July 1948. It soon exceeded the 2,000 production mark and built an additional 4,000. In 1949, rental-housing production stopped, and Levitt & Sons began building ranch houses priced at $7,990. The last of the 17,447 houses Levitt & Sons built sold in 1951. It worked out all mistakes in its second community of 16,000 homes in Pennsylvania.

This was only the beginning of suburban neighborhoods popping up all over the country. Ten miles southeast of Los Angeles, a community called Lakewood emerged from a former sugar



Time & Life Pictures/Getty Images

Good. Better. ProPEX®.



The Uponor ProPEX fitting system. So advanced it even forms strong, permanent connections with your customers.



- Uponor ProPEX fittings are the most widely used fittings for plumbing, fire protection and radiant heating systems.
- The unique shape memory of Uponor PEX tubing forms a tight seal for a strong, permanent connection...without torches, glues or gauges.
- Uponor professionals are ready to help you create better plumbing layouts with fewer connections that minimize costs.

ProPEX fittings are available in both brass and engineered plastic (EP).

Quite simply, the ProPEX system is the answer — because quality is never a question.

Visit us online at www.uponor-usa.com/propex or call 1-800-321-4739 to learn more.

©2007 Uponor, Inc.

Uponor brings more innovation, global experience, quality products and proven results in providing the ultimate in comfort, safety and efficiencies to home environments.

For FREE info go to http://pb.ims.ca/5318-41

uponor

Formerly Wirsbo

beet field. This post-war project began in 1950 by Lakewood Park Co. Turning out about 50 houses a day, the community was complete with 17,500 houses spanning more than 3,500 acres. These prefabricated houses cut costs and time drastically, which allowed more families to possess a home and become part of the American Dream.

Builders around the country caught on to the prefab process and started to change the way they thought about building. If builders didn't accept using complete prefab units, they did jump on board to use prefab housing parts, such as drywall.

4.6 million
The number of workers in 1946 that went on strike.

Once builders met housing needs for war vets, the industry started to think about the postwar house. New models began to show off advanced designing techniques. Some of the exciting features included: one-story houses, first-floor laundry areas, bigger, fewer rooms, more storage space; bigger windows and attached garages.

Automobile Industry

Automobile production numbers quadrupled between 1946 and 1955. Production came to a halt during World War II. War materials became more important, so car factories shut their lines and used the materials to build weaponry, military vehicles and planes.

When auto production started up again, most of the models didn't vary much from the 1942 model, but that didn't seem to matter. Many Americans now depended on cars to travel to work from their new suburban homes. Cars started to become a necessity to many.

1946 Strike

As servicemen came home from the war, they not only faced competition for housing but for their previous jobs before the war as well. War-producing workers now found themselves jobless, and those workers still maintaining their employment positions fought for overdue pay increases.

In 1946, 4.6 million workers across the automobile, steel and electrical industries went on strike — the largest strike in American history. Truman stepped in when strikes hit the railroads and soft-coal mines. Although the various strikes didn't last more than a few days at a time, they affected many industries including housing with delayed shipments of building materials.

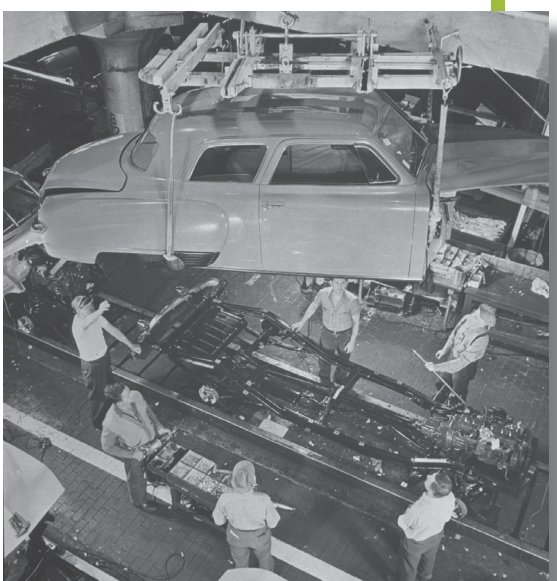
Innovative Products

Most of the products coming out on the market during this time are products we couldn't imagine living without now. Other products didn't last or became banned over time.

Although United States television broadcasting began in 1941, television sales didn't peak until 1947 with (170,000 models sold). Color television followed in 1954.

Prohibited in products today, asbestos was a widely used material in many building products during this time. Products included shingles, siding and insulation.

Other interesting products of this time: aluminum garage doors, aluminum siding, decorative plank wall panels, glass block, automatic dryer, Formica, veneer cupboard doors, front-opening dishwashers, car ports, plastic wall tiling, and built-in electric heaters for the bathroom wall.



Time & Life Pictures/Getty Images

DECADE AT A GLANCE

AVERAGE COST OF NEW HOME

1946	$5,600
1947	$6,600
1948	$7,700
1949	$7,450
1950	$8,450
1951	$9,000
1952	$9,050
1953	$9,550
1954	$10,250
1955	$10,950

Source: www.thepeoplehistory.com

AVERAGE COST OF HOME PRODUCTS

1946 World's first electric blanket $39.50
1947 United States postage stamp 3 cents
1948 Loaf of bread 14 cents
1949 Kitchen table and chairs $100.00
1950 Black and white television $249.95
1951 Dozen eggs 24 cents
1952 1 pound of hamburger meat 53 cents
1953 Kodak camera $13.00
1954 Life magazine 20 cents
1955 Minimum hourly wage $1.00.

Source: www.thepeoplehistory.com

Look who's on your side.

WeatherBoards™ FiberCement Siding.

© 2007 CertainTeed Corporation



WeatherBoards is the best-looking, finest-performing fiber cement siding. And it's environmentally sustainable with 30% recycled content. Plus, when you choose WeatherBoards, you get programs to help you succeed and a business partnership built on trust. Not to mention, beautiful results. WeatherBoards FiberCement Siding. We're on your side.

Learn more at 800-233-8990 or visit certainteed.com.

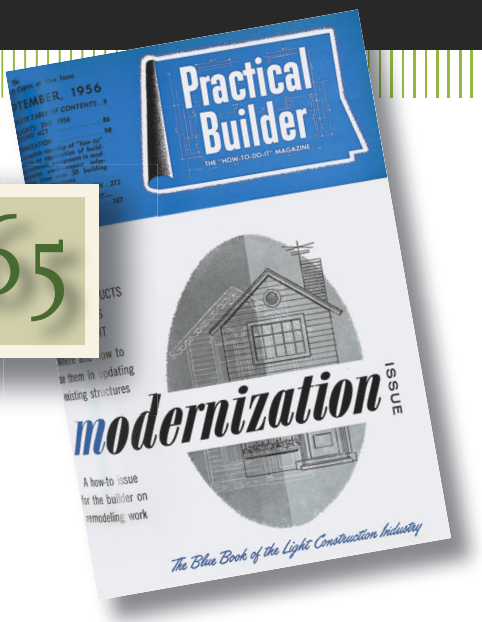
For FREE info go to http://pb.ims.ca/5318-42

CertainTeed

Quality made certain. Satisfaction guaranteed.™

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • DECKING • RAILING • MILLWORK • FOUNDATIONS • PIPE
INTERIOR: INSULATION • WALLS • CEILINGS

1956-1965



Baby Boom

>> BY **ERIN HALLSTROM-ERICKSON,** *GROUP MANAGING EDITOR*

As soldiers made their way back home from World War II, the American family sprung into action. An increase in births from 1946 to 1964 created a population boom — known as the Baby Boom.

The Baby Boom accounted for more than 76 million births in the United States during its 18-year run with the highest concentration of births occurring between 1957 and 1964.

The higher birthrate meant at least one thing: people were going to need more places to live.

Housing Boom

A baby boom meant more than just more babies. The population influx created an accelerated need for more housing, roads and improved infrastructure. Multifamily dwellings and single-family homes were erected en masse as an answer to the cries of the overcrowded.

The nation's housing shortage provided an opportunity for home builders and manufacturers to test their innovative legs. Building technologies such as prefabricated components, panelized construction and power tools made building faster and more efficient.

Practical Builder was the primary news source for bringing building business news to home builders big and small. We educated readers through timely reports on topics such as:

- Modernization
- Low-cost housing methods
- Automating the home building industry
- Mechanization
- The importance of lighting schemes in selling homes
- How to tackle common problems including resistance to cost-cutting techniques, antiquated building codes, unfair zoning and high site costs as well as unrealistic financing and credit.
- Building compact houses
- Organizing "on-your-lot" building businesses
- Diversification
- Underground Wiring Trends
- How to handle the Housing Act of 1964

As families grew, home builders differentiated. The one-story, two-bedroom, one-bathroom home played just fine in Peoria, but home buyers wanted more.



Time & Life Pictures/Getty Images


Your single source for
customer satisfaction.
KOHLER® – The First Name in Bathing.™
▪ Shapes and Sizes to Suit Your Needs
▪ Installation Flexibility for Any Floor Plan
▪ Customized Upgrade Options
▪ Coordinated Design Solutions
KOHLER.com/bathinginfo
800.4.KOHLER Ext. YK1
THE BOLD LOOK OF KOHLER®



K-1114-F-96 Windward™ 6' ProFlex whirlpool with integral four-sided flange in Biscuit.



K-1164-0 Sunward™ 6' ProFlex drop-in whirlpool in White.



K-1160-LA-0 Tercet™ ProFlex bath whirlpool with integral apron in White.



K-1337-G-0 Serif™ 5' BubbleMassage drop-in whirlpool in White.

KOHLER® – The First Name in Bathing.™

Kohler leads the way in creating exceptional bathing products that deliver complete satisfaction for builders and homeowners alike. Designed to meet a variety of specifications – from standard floor plans to intricate custom layouts – KOHLER ProFlex® bathing products accommodate a wide array of installations. Whether the plan requires a drop-in bath, a corner whirlpool or a bathroom suite solution, Kohler provides the installation flexibility to suit any configuration or experiential need.

KOHLER Whirlpools and Baths

Feature	Benefit
Shapes and sizes to suit your needs	Allow builders to meet a variety of specifications, from standard floor plans to custom installations
Installation flexibility for any floor plan	Delivered in configuration options such as integral aprons, tile flanges and custom pump locations
Customized upgrade options	From whirlpool models to BubbleMassage™ baths, bathers can tailor their experience, from relaxing to massaging to invigorating
Coordinated design solutions	KOHLER suites elevate the bathroom design by achieving a unified look

Shown on front K-1114-LA-96 Windward 6' ProFlex whirlpool with integral apron in Biscuit.

KOHLER.com/bathinginfo

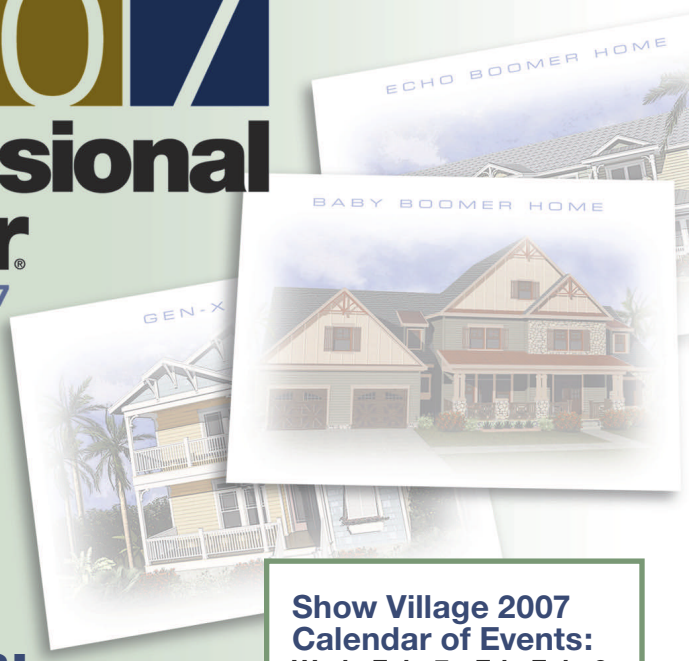
800.4.KOHLER Ext. YK1

© 2006 by Kohler Co.

SV07 Professional Builder®

SHOW VILLAGE 2007

IBS®, ORLANDO



Across the Generations:

Three new homes to please today's buyers.

Stroll through the finished models to pick up design ideas for:

- great rooms
- gourmet kitchens
- library/computer centers
- home theaters
- game rooms
- upstairs laundry rooms
- dual master suites
- green products and materials

Check out **new products**, look **behind the walls** and **get answers to your questions** straight from the manufacturers.

Show Village 2007 Calendar of Events:

Wed., Feb. 7 - Fri., Feb. 9

8:30 am -
Show Village '07 doors open

Tour Baby Boomer Home by Nationwide Custom Homes

Tour Echo Boomer and Gen-X Homes by Palm Harbor Homes

See the Professional Bass Boat sponsored by **GE Sealants & Adhesives!**

Pick up your SV07 passport and get it stamped by sponsors to be eligible to win great prizes like a **Panasonic** plasma TV and more!

4 pm - 6 pm -
Show Village Block Party!
Wednesday - Friday

Hot music by Albert Cummings

Ice cold drinks

GREAT COMPANIES, GREAT PRODUCTS, GREAT FUN

Feb. 7 - 9, 8:30 am - 6 pm
Feb. 10, 8:30 am - 3 pm
West Hall Parking Lot D

ThyssenKrupp Access · ThyssenKrupp · Celotex · Knight-Celotex Fiberboard · Maze Nails · OnsiteAGENT · BHK of America · The Icynene Insulation System · Panasonic ideas for life · LG · LG HI-MACS Acrylic Solid Surface · Pittsburgh Corning Glass Block · LP SmartSide · Sony · Amarr Garage Doors · EverGrain Composite Decking · Tamko · Rinnai · Armstrong Cabinet Products · Typon · Dow Building & Construction · Crane Performance Siding · Honeywell · GE Sealants & Adhesives · Nisus Corporation · The Inside Advantage Whirlpool · USG · Moen · Contech Construction Products Inc. · Vanguard Piping Systems, Inc. · Tamko Building Products · Pella · Lasco Bathware · AlphaProTech Engineered Products, Inc. · Open Joist · Masonite · Cultured Stone · Beam Central Vacuum Systems · Fine Laminate Countertops · latitudes decking & railing · TechTrim Exterior Trim Board · James Hardie · Dow Symmatrix Composites · Mitsubishi Electric HVAC Advanced Products Division · Jeld-Wen Windows & Doors · Guardian

Schedule subject to change.



PRESENTED BY:

Professional Builder · Professional Remodeler · CUSTOM BUILDER · housing giants · HousingZone.com

45 years
Age of the average builder in 1964; was in business for 12 years and built 49 homes at $18,400 a home.

And home builders were there to heed the calls. The differences in home buyers wants between 1956 and 1963 indicate a shift in the home builder's role from building houses that people lived in to building lifestyle-oriented homes.

A glimpse of the differences between what buyers wanted in 1956 versus 1963:

1956

- Adding a screened-in porch to the back of the house.
- Inviting, individual entrances
- Good bathroom lighting
- Two bathrooms with a bathtub situated between both rooms.
- His and her closets
- Pass-through kitchen counter snack bar
- Kitchen island with cooktop

1963

- Brick capping and trim used on the exterior, driveway
- Contrasting paving materials and self-contained landscaping
- Dramatic entry staircase
- Family room that adjoins — or is a part of — the kitchen
- Elegant living rooms
- Bringing the outdoors in; borrowing space for the living rooms from the outdoors.
- Dining spaces as a must
- Merchandising every bit of storage space available
- Sunken, garden tubs for buyer appeal
- Open showers without doors, tile floors
- Dressing tables and dressing rooms for sales appeal in under $30,000 houses



Time & Life Pictures/Getty Images

DECADE AT A GLANCE

HOUSING STARTS

1956: 1,120,200
1957: 1,039,200
1958: 1,209,000
1959: 1,377,000
1960: 1,252,200
1961: 1,573,800
1962: 1,750,300
1963: 1,906,000
1964: 1,848,500
1965: 1,763,200

Source: *Practical Builder*, U.S. Department of Commerce: Census Bureau

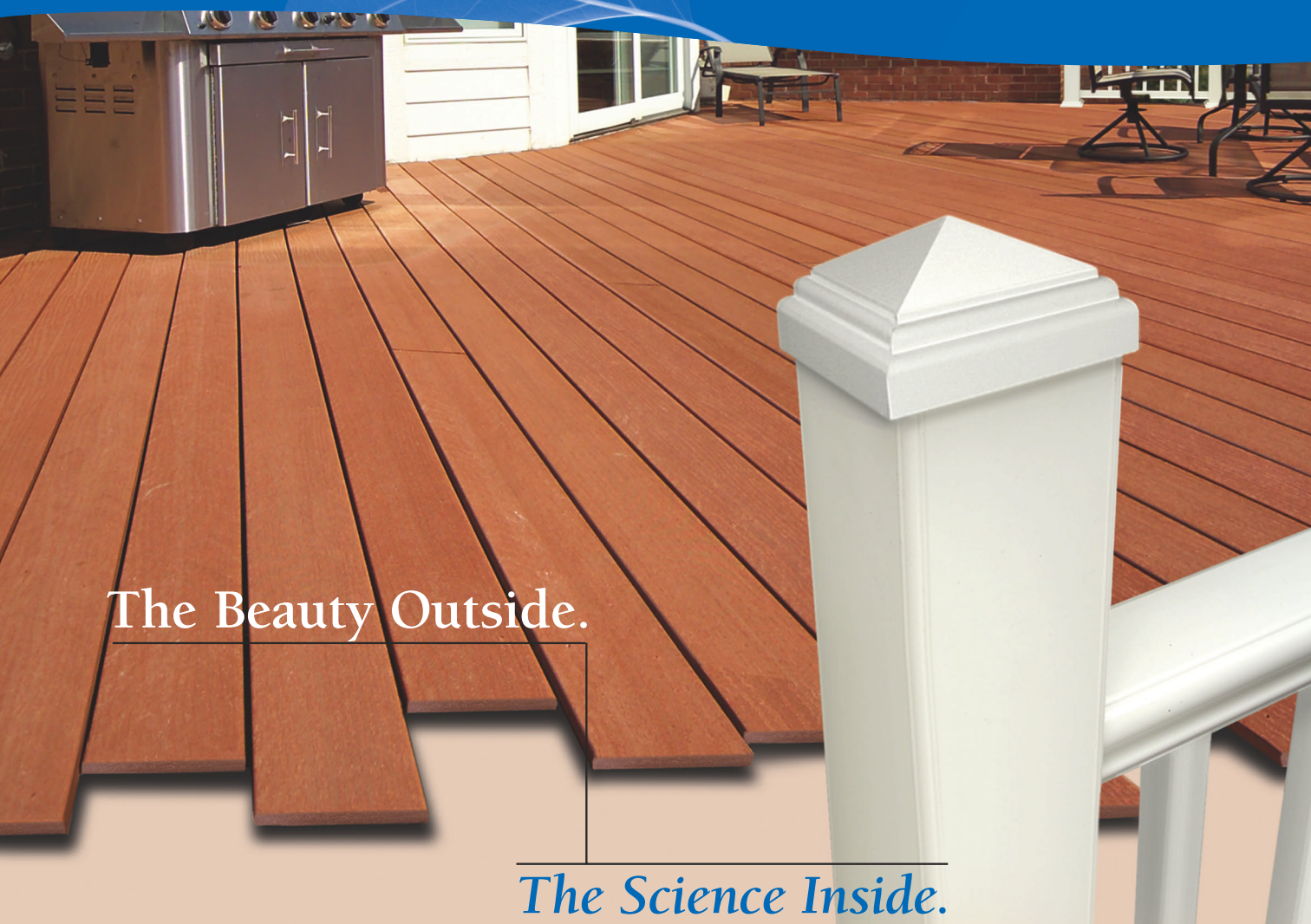


LIVING HISTORY

Richard Frett has been in our sights for almost half a century. In August 1962, we featured his estimating system in an article about diversifying. Forty-four years later, Frett, a loyal reader, still writes in about how builders can improve their estimating. But that's just part of Frett's story.

Frett began reading *Practical Builder* in high school when a woodworking partner began giving him issues to learn about the home building industry. After serving in the Navy, Frett returned home to Illinois and started building homes. A visit to the local FHA prompted Frett not only to design a 938-square-foot home but also estimate the cost of construction; acquire and develop the land; and determine the sales price. He sold the home before it ever had a chance to make it in the classified section of the newspaper. Knowing that he could make it work, Frett took the money and started building.

Because of his estimating ingenuity Frett prospered as a regional home builder in the Chicago market. At 81 years old, Frett still consults with small home builders promoting the merits of estimating. Though he doesn't maintain the hours he did back in the day, he's still just as smitten with the home building industry as he was in high school.



The Beauty Outside.

The Science Inside.

See SYMMATRIX™ at IBS Booth W2543

Composite materials take beauty outside – combining innovations in building science with today's top design styles. SYMMATRIX™ Scenic Series Decking and new SYMMATRIX™ Classic Elegance Series Railing from Dow allow the homeowner to extend the beauty of their home into the yard – without the maintenance associated with traditional decks.

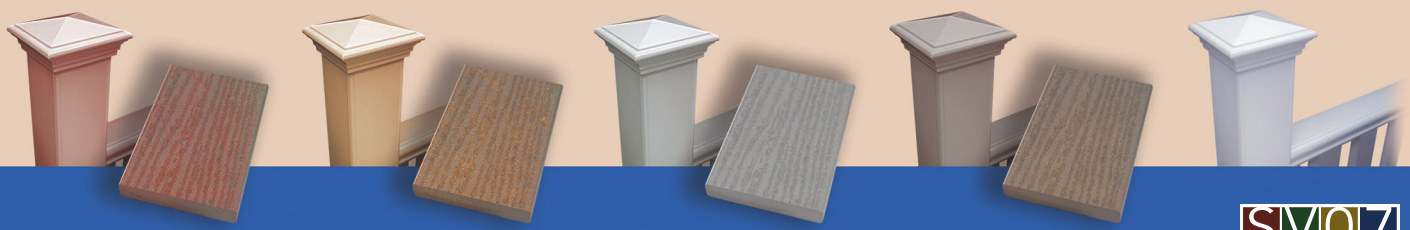
SYMMATRIX Scenic Series Decking is a blend of wood and polymer that needs no special preservatives or treatment, resists cracking, splitting and warping, and much more. Each board is reversible, with a wood grain texture on one side and a brushed finish on the other. To complement the decking, Dow offers SYMMATRIX Classic Elegance Series Railing in four complementary colors and pearlescent white to enhance any decorating scheme.

SYMMATRIX products are designed for durability, easy installation, low maintenance and moisture resistance – for a dream-come-true combination that is as beautiful in form as it is in function.

SYMMATRIX™ Scenic Series Decking and SYMMATRIX™ Classic Elegance Series Railing are available through select dealers.

For FREE info go to http://pb.ims.ca/5318-46

DOW SYMMATRIX™ Composites

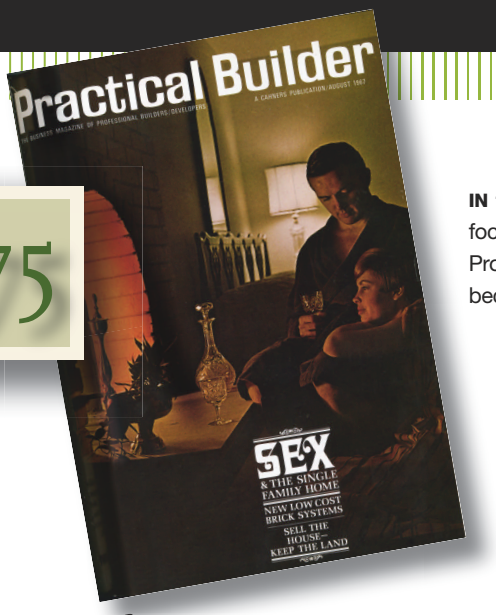


1-866-583-BLUE (2583) | www.dowsymmatrix.com

SM07 Professional Builder SHOW VILLAGE 2007

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

1966-1975



IN 1968 THE MAGAZINE CHANGED ITS NAME, focus and audience from Practical Builder to Professional Builder and began the journey to become the publication we are today.

A Revolution

>> BY **RHONDA JACKSON & SARA ZAILSKAS,** *STAFF WRITERS*

It was the sexual revolution, and the home building industry wasn't left untouched – at least not if *Practical Builder* could help it.



A 19-page feature in August 1967 called "Sex and the Single-Family Home" attempted to tackle how sex influenced – or failed to influence – builders' business decisions. "This article frankly urges home builders to look up from their vouchers and realize that something is missing from almost all their homes. Something that people need, want and enjoy. Sex appeal," it reads, going on to ask, "Why is it that home builders skirt around sex more carefully than they avoid bankruptcy?"

Home buyers called for floor plans stressing privacy, and *Practical Builder* was there to offer ideas to make it happen — suggesting coziness, opulence and dramatic simplicity to start.

In the late '60s, *Practical Builder*, which made the switch to *Professional Builder* in 1968, helped builders add sex appeal to their homes. Among our tips:

- Make the master bedroom its own suite
- Sound condition that suite
- Use double-bedroom-doors
- Put locks on bedroom doors
- Build a dais for the bed
- Mirror portions of the wall
- Add real masonry fireplaces to the master bedroom
- Design a private balcony off the master bedroom
- Use marble on the vanity
- Decorate with colors like red, orange, purples and bright pinks.

"It all boils down to the fact that sex in selling, subtly used, implied rather than expressed, is a selling weapon to make prospective buyers dissatisfied with what they have and want what you have to sell," we wrote. Custom builders Robert Oliver and Virginia Chapman admitted, "We are inclined to disguise sex appeal with other words such as fashionable, smart and new."

Energy Crisis

Intimacy wasn't the only factor heating up Americans' homes. The Energy Crisis that kicked off in 1973 pushed the government to set thermostats at 68 degrees or lower — even during the winter. Consumer Reports urged consumers to abstain from buying air conditioners and said that running the AC would heat up the outdoors, an incorrect assumption, the American Society of Heating, Refrigerating and Air-Conditioning Engineers points out. The energy crisis also meant some prices soared and housing design changed. Overall, homes became better-insulated.

Housing Rights Expand

The U.S. had been operating under housing legislation since 1866, and 1968 finally brought a respite. The Civil Rights Act of 1968 enforced anti-housing discrimination against race, religion, national origin, sex, handicap and family status.









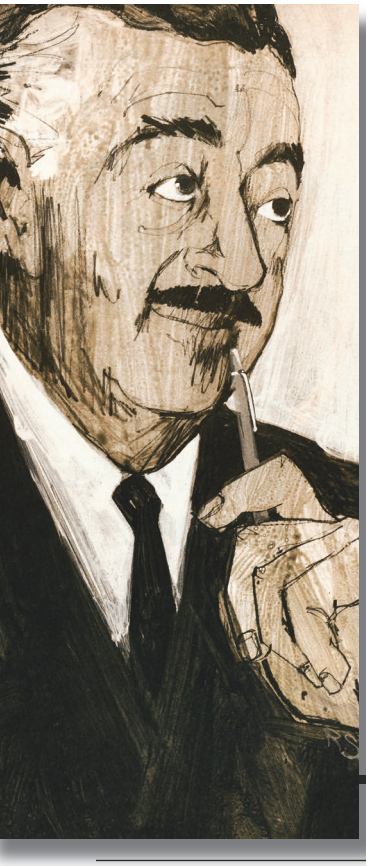
Quality: Inside and Out. Put in a quality window and everything looks brighter. Which is why investing in windows from **Silver Line** — now an **Andersen Company** — is the clear choice. You'll make a wise investment. **Your customers will trust they have too.**

Silver Line®
WINDOWS • DOORS
an Andersen Company

www.silverlinewindow.com

For FREE info go to http://pb.ims.ca/5318-47

THE BIRTH OF BUILDING'S Man of the Year



In 1966, *Practical Builder's* editors decided it was about time they recognized the unnoticed and uncredited movers and shakers of the building industry, and Building's Man of the Year was born. The chosen "man or group of men" could come from any area of business, not just the building industry: government, education or design association, too. Today, our Builder of the Year award honors a company whose success outshines others.

1966 William J. Levitt
1967 Eli Broad
1968 Ray Watt
1969 Donald Scholz
1970 Trammell Crow
1971 George McKeon
1972 Robert Winnerman/Charles Rutenberg
1973 Raymond L. Watson
1974 David G. Fox
1975 Philip J. Reilly

DECADE AT A GLANCE

ANNUAL HOUSING STARTS

1966	1,164,900
1967	1,291,600
1968	1,507,400
1969	1,466,800
1970	1,433,600
1971	2,052,200
1972	2,356,500
1973	2,045,200
1974	1,337,700
1975	1,160,400

Source: U.S. Census Bureau

AVERAGE SALES PRICES

1966	$14,200
1967	$14,250
1968	$14,950
1969	$15,550
1970	$23,450
1971	$25,250
1972	$27, 550
1973	$32,500
1974	$34,900
1975	$39,300

Source: www.thepeoplehistory.com

PORTRAIT OF A 1966 BUILDER

"Portrait of a U.S. Home Builder," published in the September 1966 issue of *Practical Builder*, provided a glimpse into the typical builder of yesteryear.

Large Builders (Over 75 units annually)
The typical large home builder in 1966 diversified business. Fifty percent had real-estate brokerages, 71 percent were in land development, 21 percent had an investment in building supply, 13 percent were in subcontracting and 8 percent took on other financial investments.

The typical large builder also raked in $2,242,600 on average per year — 58 percent of that in single-family homes, 35 percent in apartment complexes, 6 percent on commercial projects and 1 percent on remodeling jobs.

Medium-Size Builders (11-75 units annually)
For the mid-level home builders, 32.4 percent had sole proprietorship, 4.7 percent had a direct partnership and 64.8 percent had a corporation. The medium builder was in the business for 16.9 years on average.

About 65 percent had diversified their business. Of those, 46 percent were in real-estate, 44 percent in land development, 18 percent in building supplies, 15 percent in subcontracting and 15 percent invested in other financial activities.

Small Builders (1-10 homes annually)
For small builders, 68.1 percent retained sole proprietorship, 8.3 percent had a partnership and 21 percent had a corporation. The typical small builder averaged 17.7 years in business.

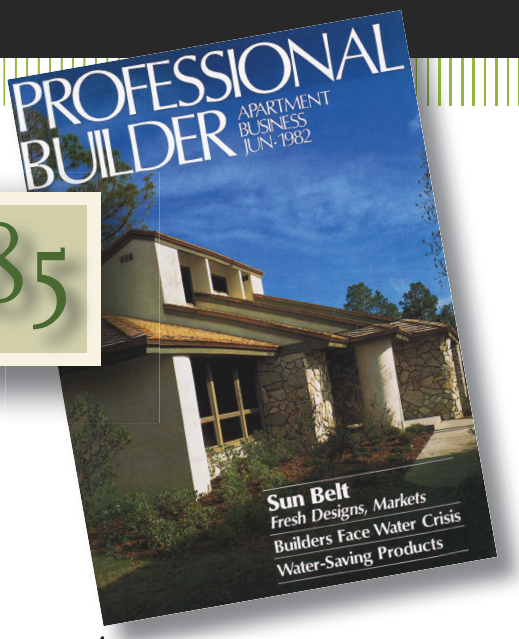
Among small builders, 42.4 percent diversified their interests: 28 percent were in real-estate, 33 percent in land development, 19 percent in building supplies, and 20 percent did subcontracting work.

Ninety-two percent of small builders built homes, 15 percent built apartments, 39 percent were in commercial work and 23 percent worked on remodeling jobs.

— by Nick Bajzek, Staff Writer



For FREE info go to http://pb.ims.ca/5318-48



1976-1985

Low Energy

>> BY **FELICIA OLIVER,** *SENIOR EDITOR*

Battered by an energy crisis, record inflation, and high interest rates, the housing industry came through this 10-year period bruised but not beaten.

Baby boomers came of age in the '70s and '80s and began forming households, renting apartments and buying homes. As a result, 1978 marked the all-time high for yearly housing starts — 2,020,300 — a record that has not been broken.

New urbanism/traditional neighborhood development was introduced through Seaside, a beachfront project in Walton County, Fla., from developers Robert Davis and architects Andres Duany and Elizabeth Plater-Zyberk.

With the enactment of the Federal Manufactured Home Construction and Safety Standards of 1976, mobile homes become known as manufactured or "HUD Code" homes. Before then, the lack of regulatory oversight made the quality of these homes uncertain and prompted many local governments to restrict or ban their use.

Some of the largest housing Giants of this time were U.S. Home Corp., Centex, Lincoln Property Co., Kaufman & Broad (now KB Homes) and Pulte.

The '70s Oil Crises

The Arab Oil Embargo of 1973 cut the supply of oil to the United States and several other Western European countries and elevated prices to then record levels. Long gas lines were a common sight.

The harsh winter of 1976-77 brought high energy bills. President Jimmy Carter, who took office in 1977, declared the energy shortage "permanent" and created the U.S. Department of Energy to address ways of dealing with overdependence on Middle East oil and other energy problems.

From 1973 to the mid-1980s, oil prices stayed at very high levels, due in part to a second oil crisis in 1979-80 caused by the Iranian revolution and the reduced production that followed. American oil production was increased to reduce dependence on foreign oil and improve end-use efficiency. Energy efficient products for the home — HVACs, lighting, solar panels and the like — gained popularity, as did more energy-sound home design. PB even published a book, "Energy and the Builder."



'80s Inflation and High Interest Rates

The early '80s was a time of high inflation and record-breaking interest rates — as high as 21 percent. By 1981, the total number of housing starts had declined to almost half the number in 1978 (down to $1,084,200.00). The country experienced a deep recession in 1982. Unemployment was as high as 10 percent. Because of the difficulty home buyers had in affording a mortgage, the housing industry nearly collapsed. But by 1983, inflation had eased, the economy had rebounded, and the country began a sustained period of economic growth. A housing recovery began in 1983.



WHICH CAME FIRST — THE FAUCET OR THE ACCESSORY?

The world may never know the answers to some questions. What we do know is attention to detail in the finishing touches shows. Beauty and quality is what your customers want. Matching bath accessories and faucets provide just that.



A full suite of matching products that endures – just what you have come to expect from Moen®.

MOEN

Buy it for looks. Buy it for life.®

1-800-882-0116 • www.csi.moen.com

For FREE info go to http://pb.ims.ca/5318-49

PROFESSIONAL BUILDER'S BUILDERS OF THE YEAR (1976 to 1985)

1976 Bob Schmitt
1977 George S. Writer, Jr.
1978 Richard B. Smith
1979 Guy Odom
1980 Ray Ellison
1981 None
1982 William Lyon
1983 Tawfig Khoury
1984 Nash Phillips/Clyde Copus
1985 John Crosland Jr.

AVERAGE COST OF A NEW HOME:

1976: $43,400
1977: $54,200
1978: $62,500
1979: $71,800
1980: $76,300
1981: $83,000
1982: $83,900
1983: $89,800
1984: $97,600
1985: $100,800

Source: US Census Bureau-Mfg., Mining, Construction Statistics

DECADE AT A GLANCE

TOTAL HOME CLOSINGS

1976: 646,000
1977: 819,000
1978: 817,000
1979: 709,000
1980: 545,000
1981: 436,000
1982: 412,000
1983: 623,000
1984: 639,000
1985: 688,000

Source: US Housing Market Conditions-Historical Data/HUD



Profile: 1984 Builder of the Year Nash Phillips of NPC

A huge chapter in the storied housing industry during this time was the success of Nash Phillips, founder with partner Clyde Copus (deceased), of Austin, Texas-based Nash Phillips/Copus. NPC was once the largest privately held home builder in America. The company built continuously until 1986 when it succumbed to the Texas housing market crash and become the largest bankruptcy in Texas history.

Nash says he never got credit for taking home building from a local to a regional business; he operated in several Texas markets – San Antonio, Dallas, Houston, Lubbock, Odessa, Midland, and Amarillo. Nash says that as he expanded into other states like Tennessee and Georgia, "I had to be careful in my PR methods in order to not riffle too many feathers there."

"The biggest challenge was always selling homes, making the deals," says Nash. "It was a more competitive market back then – a tougher sell. It's very different from the way the market has been over the last four years."

Nash says FHA and VA loans were a godsend for potential home buyers but were met with suspicion by bankers. "At first, people in the real-estate business called VA loans a communist deal, because it's nothing down," he says. "But if we didn't have FHA and VA loans, I couldn't have done what I did."

High interest rates in the early '80s made it nearly impossible for anyone to get a home loan. Nash says those rates killed his company, and he isn't shy about where he places at least part of the blame.

"Jimmy Carter was the worst excuse for a president ever," he says.

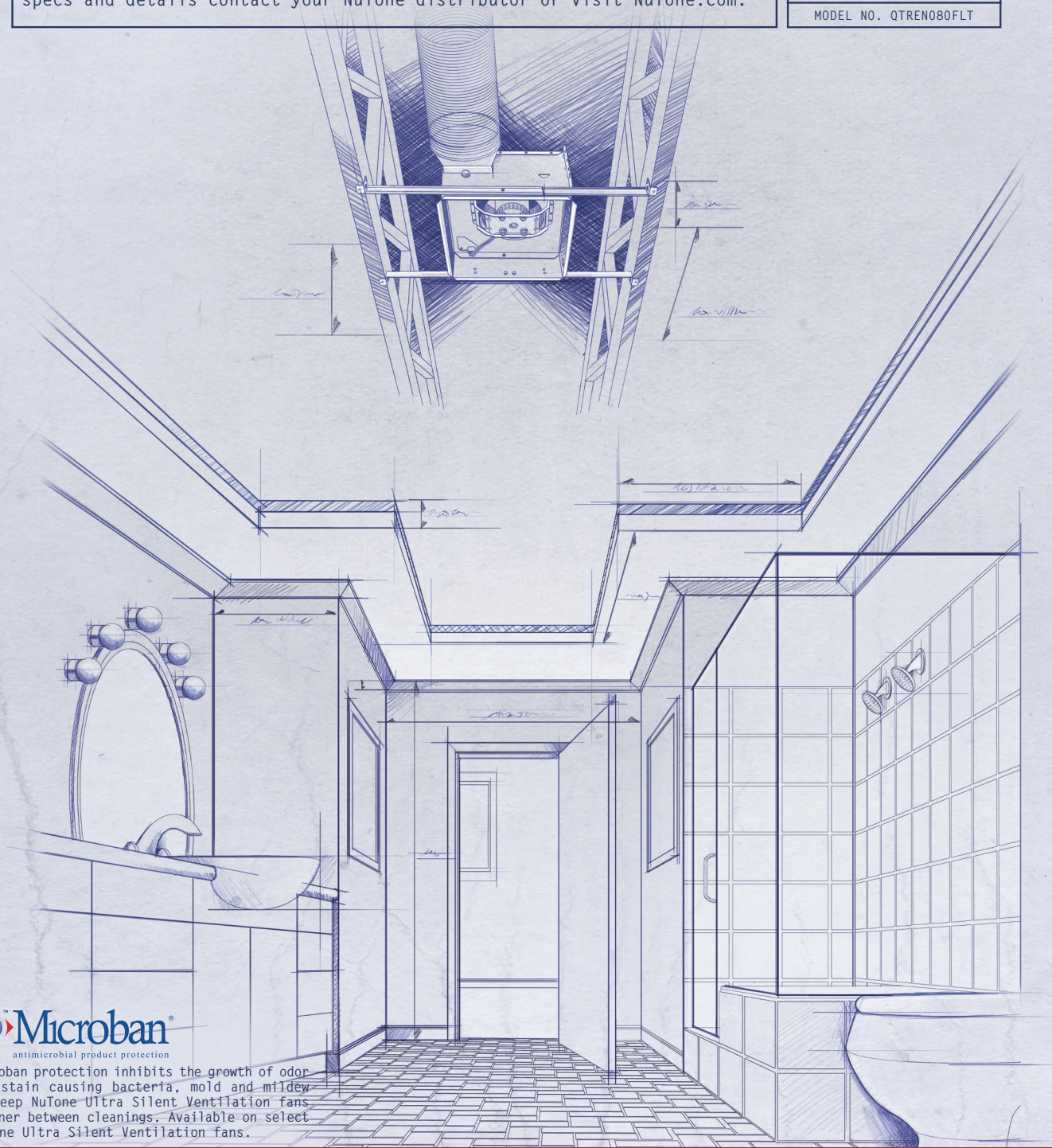
The octogenarian has had a very successful second act after founding Giant Wilshire Homes with Wes Phillips and son-in-law Ed Horne in 1991.

INSTALLATION AS EASY AS 1,2... UM, THAT'S IT.

Ultra Silent fans are designed for easy, solid installation in all types of construction. Every time. Their patented hanger bar features captive fasteners to keep nails in place - no handling needed. They also allow for infinite adjustment of the fan housing between joists up to 24". For specs and details contact your NuTone distributor or visit NuTone.com.



MODEL NO. QTREN080FLT



Microban®
antimicrobial product protection

Microban protection inhibits the growth of odor and stain causing bacteria, mold and mildew to keep NuTone Ultra Silent Ventilation fans cleaner between cleanings. Available on select NuTone Ultra Silent Ventilation fans.

NuTone.com 1-800-543-8687

NuTone®

©2006 Broan-NuTone, LLC. NuTone® is a registered trademark of NuTone Inc., a subsidiary of Broan-NuTone LLC. Patents pending. Ultra Silent is a trademark of Broan-NuTone, LLC. MICROBAN is a registered trademark of Microban Products Company.

For FREE info go to http://pb.ims.ca/5318-50

1986-1995



Clearing the Fog

>> BY **MARK JARASEK,** *SENIOR EDITOR*

A deep-seated financial resource for home builders was uprooted like an oak tree in a Texas twister after the savings and loan industry was torn to shreds. The U.S. languished under the thunderstorm of a rolling recession that ultimately saturated the entire U.S. economy. But a silver lining in the clouds was waiting to be revealed.

Times were indeed turbulent between 1986 and 1995. The winds of change that followed the collapse of the S&L industry had an unquestionably significant impact on home builders who suddenly found themselves scrambling for new sources of production financing to replace what was traditionally supplied by the thrifts.

To make things even more challenging, a stretch of good times for builders marked by booming starts and a healthy demand for housing during the mid- to late-'80s quickly faded under a fog of recession and high unemployment levels that settled in during the early '90s.

The period of time between 1986 and 1995 can also be remembered for exciting innovations, interesting trends and nagging dilemmas that have since had a long-term impact on the industry. A few of the highlights:

- In 1986, impact fees start to grow in number and dollar amount. Municipalities begin extending impact fees, asking builders to ante up for off-site projects like arterial roads and sewage treatment plants.
- Liability insurance becomes an albatross. Premiums rise astronomically, coverage shrinks and insurance carriers start dropping both large and small builders.
- A 1994 survey shows insurance and construction litigation are noted as the top two challenges of primary concern to builders.
- Personal computers and customized software revolutionize the offices of home builders. The new technological movement contributes to the streamlining of an array of business processes for home builders. Project management systems are used to control costs. By 1995, computer programs were even being used to customize homes in 3-D.
- The siren song of technology was not only transforming business processes and procedures, they were harkening the evolution of the home. Headlines in *Professional Builder* reflect the movement: "Computer and Microprocessor-

TOTAL SINGLE FAMILY NEW HOME SALES:

1986: 750,000
1987: 671,000
1988: 676,000
1989: 650,000
1990: 534,000
1991: 509,000
1992: 610,000
1993: 666,000
1994: 670,000
1995: 667,000

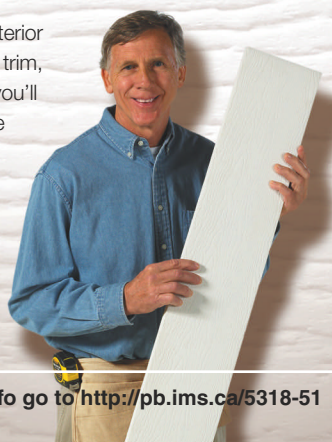
Source: U.S. Census Bureau



SVO7 Professional Builder SHOW VILLAGE 2007

THIS LIGHTWEIGHT IS A REAL KNOCKOUT

And it's primed to go the distance. TechTrim™ primed exterior polymer trim board is as light as pine, unlike PVC or cement trim, yet is durable enough to stand up to the elements. And you'll appreciate the ease of handling and installation of these lightweight components. With no additional prepping, one round of quality exterior latex paint is typically all that's needed — saving you time and money. Backed by a 25-year warranty, TechTrim is insect-proof and won't splinter, crack, or rot. That means year after year of outstanding performance without callbacks. Put TechTrim exterior trim board in your corner today.



TechTrim™
EXTERIOR TRIM BOARD

Learn more about this exciting product at www.techtrimproducts.com/pbj or call 866-568-9866.

For FREE info go to http://pb.ims.ca/5318-51

based Control Systems have Brought About the Advent of the Talking, Thinking House."

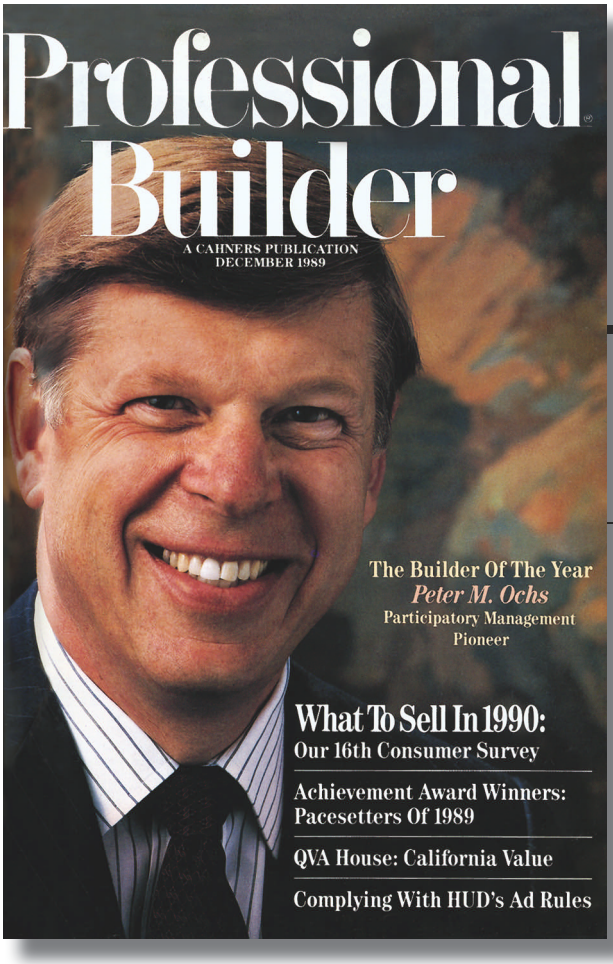
- "Affordability Crisis" becomes a media buzzword in 1990. Builders are blamed for the crisis, but exactly who bears the responsibility for providing affordable homes is the million dollar question. It still is today.
- The NAHB launches the Smart House project. In 1986 it is predicted that the home automation market will total three million households by 1990.

1990 did come along, but instead of 3 million automated households it brought an economic recession with unemployment rates that exceeded 6 percent for several years. During that time, *Professional Builder* dedicated several issues with ideas and opportunities designed to help put builders back on the "Road to Recovery."

1,825
Average square feet of a new house in 1986.

It was a rough ride for builders, and even as an alleged recovery was underway, any type of a housing rebound lagged behind the rest of the economy. As a roundtable consortium of home builders in California stated: "The good news is, the recession is over. The bad news: This is the recovery."

By the time 1996 rolled around, things were pretty much back on track for the industry. Disney had announced plans for Celebration, its massive new urbanism development planted under the sunshine of Orlando, Fla. Indeed, most builders across the nation were in a celebratory mood, looking forward to "spectacular" years to come.



DECADE AT A GLANCE

AVERAGE SQUARE FEET OF NEW HOUSES

1986: 1,825
1987: 1,905
1988: 1,995
1989: 2,035
1990: 2,080
1991: 2,075
1992: 2,095
1993: 2,095
1994: 2,100
1995: 2,095
1996: 2,120

Source: U.S. Census Bureau

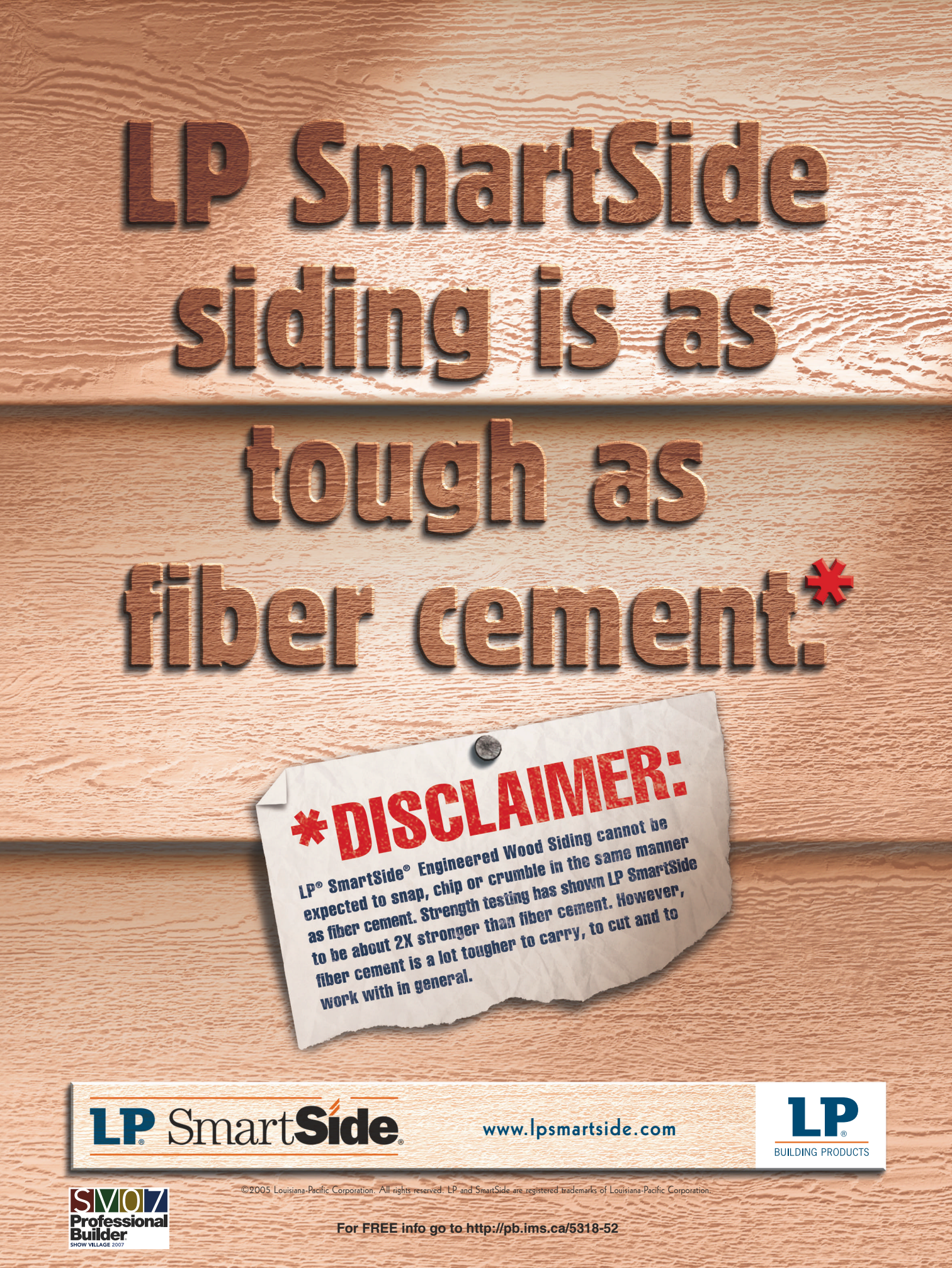
AVERAGE SALES PRICE OF NEW HOUSES

1986: $111,900
1987: $127,200
1988: $138,300
1989: $148,800
1990: $149,800
1991: $147,200
1992: $144,400
1993: $147,700
1994: $154,500
1995: $158,700
1996: $166,400

Source: U.S. Census Bureau

PROFESSIONAL BUILDER'S BUILDERS OF THE YEAR (1986 to 1996)

1986	Arthur Rutenberg
1987	Ralph and Goldy Lewis
1988	Bruce and Robert Toll
1989	Peter M. Ochs
1990	David M. Weekley
1991	Ralph Drees
1992	Joseph Duckworth
1993	John Wieland
1994	Robert Strudler and Isaac Heimbinder
1995	Millard Fuller
1996	Philip Dion



©2005 Louisiana-Pacific Corporation. All rights reserved. LP and SmartSide are registered trademarks of Louisiana-Pacific Corporation.

SHOW VILLAGE 2007 Professional Builder

For FREE info go to http://pb.ims.ca/5318-52

1996-2006



The Big Boom

>> BY **BILL LURZ,** *SENIOR EDITOR*

The last 10 years

were all good years for the American housing industry. The unprecedented national housing market expansion that began in 1993 ended abruptly in the fall of 2005, but that 12-year housing boom made many builders wealthy.

It also made a lot of home building companies large, especially at the top of *PB*'s Giant 400. By 1996, public home builders, as well as the largest private production builders, had completely recovered from the recession of the early 1990s. They were ready to flex muscle, but no one could have predicted the prodigious growth curve ahead.

In 1996, Bloomington Hills, Mich.-based Pulte Corp. was the largest residential builder in America with 14,673 closings for revenues of $2.33 billion. In 2005, Pulte was again the big dog, but it took 45,630 closings for $14.37 billion in revenue to stay ahead of No. 2, D.R. Horton, which had $13.72 billion in revenue and became the first builder to top 50,000 closings in a single year (51,383).

In 1996, Horton ranked No. 22 in the Giant 400, with 3,284 closings for $546 million, but the Texas firm was already a shooting star, using a growth-by-acquisition model that other public builders would emulate in these go-go years. Big mergers and acquisitions marked this era. The largest were Lennar Corp.'s acquisition of U.S. Home in 2000 and Pulte's merger with Del Webb Corp. in 2001. U.S. Home and Del Webb both ranked in the top 15 before those deals pushed Lennar and Pulte into the stratosphere. In 1996, there were nine builders with revenues above $1 billion; in 2006, 31.

However, it wasn't just public builders growing fast. For instance, Walnut, Calif.-based Shea Homes (PB's 2007 Builder of the Year), used an organic growth model to jump from No. 19 in 1996 ($595.8 million on 2,673 closings) to No. 13 in 2005 ($3.06 billion, 6,901 closings). Except for those in a few markets troubled by economic stagnation, production builders of all sizes







SONY



The new standard in home entertainment.

Today's home buyer "wants it all," especially when it comes to home entertainment. And with Sony WallStation, you can give it to them. Come see how Sony can help you build sales when you're building your next community.

Visit us at IBS Booth #W4259.



WallStation

SVO7 Professional Builder SHOW VILLAGE 2007

In-Wall Home Entertainment

www.sony.com/newhome



For FREE info go to http://pb.ims.ca/5318-53

©2006 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony and WallStation are trademarks of Sony.

grew, even without a commitment to do so. Tempe, Ariz., builder Tom Lewis has often stated his goal of stabilized production at a perceived sweet spot of 300 units a year. T.W. Lewis Co. closed 287 homes in 1996 for $62 million in revenue; in 2005, Lewis closed 355 homes for $199 million.

What caused the boom? Certainly, steady population and economic growth set the stage. The migratory movement of people and jobs to the South and West fueled Sun Belt markets. And historically low and stable mortgage interest rates helped. In 1996, fixed-rate mortgages averaged 7.81 percent and adjustables 5.67 percent, compared with 10.13 percent and 8.36 percent in 1990. And by 2005, those averages were down to 5.87 percent for fixed and 4.49 percent for adjustables. We think this stability was a key factor favoring large home building companies. It allowed them to load up for big production runs. Battleships build a lot of steam if they don't have to slow down or change directions.

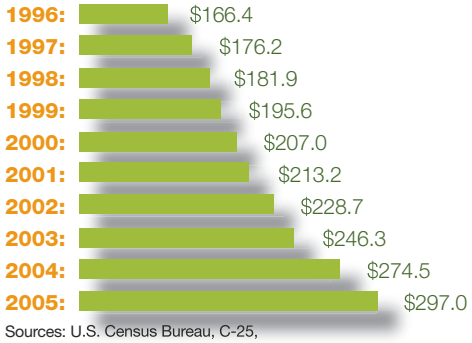
9
Number of builders in 1996 with revenues above $1 billion

PRICES RISE BEFORE THE PLUNGE

CHECK THE REVENUE NUMBERS for Giant 400 builders in 2005 compared with those for 1996 and you'll see it wasn't just closings going up the last decade: home prices went up even faster, especially in the two years before the merry-go-round stopped at 2005's end.

Average square footage of a new single-family home climbed from 2,120 to 2,434 between 1996 and 2005, but home prices increased even more dramatically. Peruse the chart below and you can see the impact of speculative home buyers driving prices to unsustainable levels, portending the sales dip that killed the boom at the end of 2005.

NEW SINGLE-FAMILYHOMES, 1996-2005, AVERAGE PRICE ($000)



Sources: U.S. Census Bureau, C-25, compiled by NAHB Economics.

DECADE AT A GLANCE

TOTAL HOME CLOSINGS

1996: 1.41 million
1997: 1.40 million
1998: 1.47 million
1999: 1.60 million
2000: 1.57 million
2001: 1.57 million
2002: 1.65 million
2003: 1.68 million
2004: 1.84 million
2005: 1.93 million

Source: NAHB

AVERAGE SQUARE FOOTAGE, NEW SINGLE-FAMILY HOMES

1996: 2,120
1997: 2,150
1998: 2,190
1999: 2,223
2000: 2,266
2001: 2,321
2002: 2,320
2003: 2,330
2004: 2,349
2005: 2,434

Source: U.S. Census Bureau, C-25, compiled by NAHB Economics.



PROFESSIONAL BUILDER'S BUILDERS OF THE YEAR (1997-2006)

1997 Sarah Peck
1998 Tim Eller
1999 D.R. Horton Inc. (first corporate award)
2000 The Olson Co.
2001 Pulte Homes
2003 Hedgewood Properties
2004 WL Homes (aka John Laing Homes)
2005 Bigelow Homes
2006 Simonini Builders
2007 Shea Homes

Rethink:
Wow Factor

What exactly can Pittsburgh Corning Glass Block add to your next job? Start with shimmering beauty, the kind that turns heads and sells homes. And privacy. Durability. Security. Also, it's easy to install, with technical assistance and installation support that other brands don't offer. It's perfect for showers, windows and walls, transmitting light for dazzling effects. So build more than homes. Build value. And your reputation.



Call 1-800-624-2120 ext. 800 for technical assistance and installation support.
www.pittsburghcorning.com/builder

Visit us at the IBS Show booth W5085.

PITTSBURGH CORNING GLASS BLOCK®

Think again.

SV07 Professional Builder SHOW VILLAGE 2007

For FREE info go to http://pb.ims.ca/5318-54

WE'RE YOUR COMMUNICATIONS FOREMAN

BellSouth® Community Technologies



Local/Long Distance Wireless Digital TV High-speed Internet

BellSouth® Community Technologies: making your priorities ours.

- BellSouth is a leading provider of voice and data in the Southeast
- Get a dedicated team focused on meeting your construction timeline
- Receive the latest in integrated fiber-based solutions
- We provide expertise through consultation early in the planning process

Contact us for more information:
1.888.899.9043 or visit us at bellsouth.com/develop

BELLSOUTH®

©2007 BellSouth Corporation. All trademarks contained herein are the property of BellSouth Intellectual Property Corporation.

For FREE info go to http://pb.ims.ca/5318-55

Simple. Complete. Life Saving.

Install Rapid Response Home Fire Sprinkler System!!



Sprinklers are quickly and easily installed using CPVC piping hidden behind walls and ceilings.



Sprinklers are less obtrusive than most light fixtures, vents and smoke alarms.



Customized builder programs are available including: model home support, sales & technical training and home buyer marketing materials.

The **Rapid Response™ Home Fire Sprinkler System,** designed specifically for the home, is **the most complete system on the market today** – meeting all the requirements specified in NFPA 13, 13R and 13D.

The Rapid Response System features:

- **Sprinklers** – a wide range of styles and colors to fit any décor or home design
- **BlazeMaster® CPVC Pipe and Fittings** – lab tested for outstanding fire performance
- **System Components** – a full line of risers, valves and accessories to support the entire system
- **10-Year Limited Warranty** – so you can install with confidence

The Rapid Response Home Fire Sprinkler System is economical and easy to install. A standard installation by a qualified professional installer should take no longer than one to two days.

Help Them Protect Their World. Recommend Rapid Response Home Fire Sprinkler Systems to your home buyers.

For FREE info go to http://pb.ims.ca/5318-56

rapid response™
HOME FIRE SPRINKLER SYSTEM

To learn more about Tyco's **Rapid Response Home Fire Sprinkler System,** or to request an educational DVD and brochure, call Tyco Fire & Building Products at **1-877-GET TYCO (1-877-438-8926)** or visit **www.tyco-rapidresponse.com**

BlazeMaster is a registered trademark of the Lubrizol Corporation.
Refer to www.tyco-rapidresponse.com for full limited warranty information.

tyco
Fire & Building Products



The most impressionable art is behind the wall

HEALTHIER QUIETER MORE ENERGY EFFICIENT

It's a stroke of genius the way Icynene® seals a home and protects homeowners from expensive energy loss. Icynene insulation, thanks to its soft spray foam application, effectively minimizes energy-robbing air leakage because it's a perfect fit for any shaped cavity.

Saving today's energy-conscious consumers up to 50% on their energy bills makes Icynene a highly attractive investment. And it delivers incremental cost savings for builders too. Constructing an airtight thermal envelope can be achieved in fewer steps, saving you time and money.

The Icynene Insulation System®

Healthier, Quieter, More Energy Efficient®

Visit **Icynene.com/IBS2007.aspx** to learn why Icynene® is the insulation of choice for the 2007 Show Village Baby Boomer Home, or see us at **booth #W3089** at the International Builders' Show

For FREE info go to http://pb.ims.ca/5318-57

Proactive Solutions

>> BY MARK JARASEK, SENIOR EDITOR

Web Site at Your Service

Redesign for Smith Family Homes includes online concierge — and she's doing her job well.

An online concierge named Kim takes center screen when online visitors arrive at the Web site for Tampa, Fla.-based home builder Smith Family Homes. Judging from industry accolades and the increase in traffic the site has experienced, this virtual concierge is doing her job well.

Frustrated by what had been an underwhelming amount of visitor traffic to their Web site, Smith Family Homes decided to take action. "We asked our Web developer to create a Web site for us that would make an online visitor want to stay and find out more about what Smith Family Homes has to offer them," says Marcus Smith, regional vice president for Smith Family Homes.

The result is a Web site with a concierge and other interactive elements that has not only significantly boosted online traffic but has also garnered awards. "Ever since the new Web site launched, we have been thrilled with the number of closings resulting from it," says Smith. The Web site recently won the 2006 Southeast Building Conference (SEBC) Gold EXCEL Award for Best Website for a Builder. The redesign of the Web site has also improved page dwell times and is attracting more than 8,000 unique visitors every month, according to the firm.

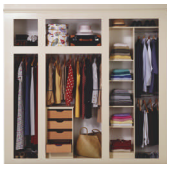
"Kim helps people feel comfortable," says Rob Neumann, president and CEO of Customer Velocity, a Web development firm based in The Woodlands, Texas, that has been working with Smith Family Homes for several years. "Kim is approachable. It's like having a friendly conversation or seeing a familiar friendly face as you navigate through the Web site," says Neumann, adding that the concierge was designed to appeal to a target market of 40- to 50-year-olds who may be thinking about retirement or looking for a second home. "We wanted to make things interesting enough that visitors would stay and come back to visit again," says Neumann.

Created utilizing green screen technology, Kim appears in other areas of the Web site and offers guidance to visitors. Interactive elements allow visitors to click and view variations of home elevations, floor plans and lot locations offered throughout the Smith Family Homes communities.



The firm's resting on the laurels of success the concierge concept has brought to the Web site; an upgrade has already been created. The upgrade, which allows Smith Family Homes home buyers to view construction progress photos of their homes and send construction progress photos to their family members and friends, is currently in the beta testing stage.

Designed with a Woman in Mind



WHO WOULD HAVE EVER GUESSED that storage areas could be a girl's best friend? All these years we thought it was diamonds.

Research conducted by Women-Centric Matters, a division of Omaha, Neb.,-based home plan design firm Design Basics, has shown certain things can capture women's attention more than others. That's where women-centric design concepts offer a blueprint.

At last year's International Builders' Show in Orlando, consulting firm Smith-Dahmer Associates revealed that "women directly purchase or have controlling influence in the purchase of 91 percent of all new homes." So it stands to reason that it would benefit home builders and designers to pay close attention to the details that wow women.

The firm's market research, surveys and focus group activity that has been ongoing since early 2003 taught Women-Centric Matters that certain aspects of a home's design can really capture the hearts and minds of women. More specifically, research told the company that women evaluated designs through four primary filters: how the home entertains, how the home helps her de-stress, the flexibility of the home's design and the home's storage.

Women-Centric Matters maintains that focusing on these areas can create a powerful potion that causes women to fall in love at first sight. "If builders can clearly illustrate and communicate the woman-centric design of their home plans to the all-important woman buyer," says Linda Reimer, president of Design Basics, "then they have a better chance of making a positive impression that can help them make their competition irrelevant."

— Mark Jarasek, Senior Editor

Coverings IS MOVING TO Chicago!



At Coverings 2007, you'll uncover an international marketplace of tile and stone solutions that is unparalleled. You'll also:

DISCOVER NEW PRODUCTS AND SUPPLIERS. Preview the hottest products, trends, tools and fabrication technologies from over 1,200 of the world's leading manufacturers and suppliers.

FIND NEW SOLUTIONS. With over 70 **free** seminars, you will learn new techniques and solutions to enhance your tile and stone business, while being inspired by masters in the field.

CONNECT WITH BRILLIANT MINDS. Coverings brings together the leaders, innovators and rising stars in our industry at the hottest networking events in the country.

Only Coverings has the resources you need to drive your business into the future. Plan now to join us in Chicago. YOU CAN'T AFFORD TO MISS IT.

APRIL 17-20, 2007 CHICAGO, ILLINOIS USA

coverings sm
THE ULTIMATE TILE & STONE EXPERIENCE

REGISTER TODAY AT WWW.COVERINGS.COM.
BE SURE TO ENTER VIP CODE CTD01 WHEN REGISTERING ONLINE.

For FREE info go to http://pb.ims.ca/5318-58



For FREE info go to http://pb.ims.ca/5318-59

>> BY MARK JARASEK, SENIOR EDITOR

Healthy house — and business

Differentiation is the name of the game for home builders looking to successfully compete in a crowded market. However, finding that elusive "thing" is the major challenge. The American Lung Association wants its Health House program to help builders do just that.

"Builders are looking for ways to stand out from others in their markets," says Robert Moffitt, spokesperson for the American Lung Association (ALA).

Initially launched in 1993, the ALA has trained thousands of builders from across the U.S. under the Health House program. The strict guidelines include specifications for details including window U values and defined tolerances for duct leakage and insulation requirements. They also call for smart engineering features such as air ventilators to be located in furnace rooms.

A recent ALA survey of residents in a Health House community built by the Sacramento, Calif., division of D.R. Horton showed respondents' overall family health improved, sleep became more restful and allergies affected them less. "We feel like when we enter our house it's a breath of fresh air," one homeowner said.

Builders interested in becoming a Registered Health House Builder can visit the ALA's Health House Web site at www.healthhouse.org for more information. The ALA even offers customized on-site training for builders and their staff.

Once they receive an ALA Health House designation, builders can tap into a variety of marketing opportunities that can help them rise above the competition.

Tear here

©2007 Danze, Inc.



See us at booth W3449.

Designs you'll want to remember. Danze® surprize!™

For FREE info go to http://pb.ims.ca/5318-60



>> BY **BILL LURZ,** *SENIOR EDITOR*



Carolina Charmer

Fast-growing McCar Homes makes a bold statement in the Raleigh, N.C., move-up market with a brick colonial masterpiece.

Aggressive Atlanta-based builder Keith McSwain knows how to coax Southerners into buying houses. With more than 2,200 sales in six cities last year, his McCar Homes is showing the world how to grow a private home builder fast — organically. This 3,172-square-foot colonial model, the Hanley, is a key element of his market entry strategy in Raleigh, N.C. And it has tongues wagging in the Research Triangle.

It's the sales center for McCar's 670-unit, 215-acre master planned community, Stonegate, located just beyond Raleigh's new I-540 outerbelt freeway on the southern edge of Wake Forest, N.C. "The location is outstanding," says Bob Kosnik, McCar's Raleigh division vice president. "It's surrounded by commercial and retail development, just minutes away from Triangle Town Center mall. Our success comes from a combination of factors, including location, architecture and a strong value proposition."

Stonegate is McCar's fourth community in the Raleigh area since his 2003 entry into the market, but it's the first in the northeastern growth corridor pushing toward Wake Forest. The large scale of the project took locals by surprise. "We're the new kids in town," says Steve Check, McCar's president of land acquisition and development, who found the deal. "We wanted to make a statement that would establish our brand in the Raleigh market."

MCCAR HOMES' HANLEY MODEL, a brick colonial two-story, sits on a corner lot and has a side-entry garage. The home's location in Wake Forest, N.C.'s, Stonegate community has stunning curb appeal for Southern move-ups

Think Big

Although the move is aggressive, it's also part of a disciplined market entry initiative. "We were looking for land in that quadrant of the market," Check says.

VITAL STATS
Stonegate

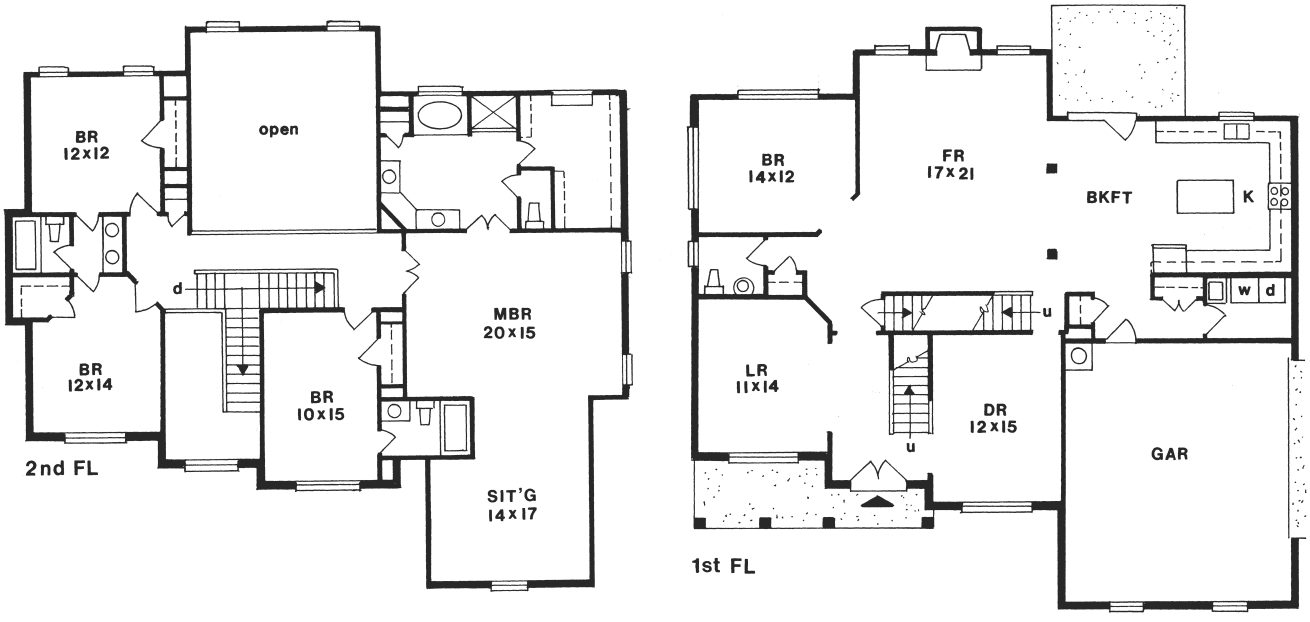
Community: Stonegate
Location: Wake Forest, N.C.
Builder: McCar Homes, Alpharetta, Ga.
Developer: Stokes Land Group, Jacksonville, Fla.
Architect: In-house, Jeff Stallard
Interior merchandiser: In-house, Tanya Romine
Home type: Single-family detached
Lot size: 75 by 130 feet
Model: Hanley
Square footage: 3,172
Base price: $365,000
Model price: $450,000
Opening date: February 2006
Total sales: 66
Hanley sales: 19
Buyer profile: Move-up families
Hanley hard costs: $52 per square foot (materials and labor only)





PHOTOGRAPHY BY MICHAEL LOWRY

MCCAR HOMES' IN-HOUSE MERCHANDISER Tonya Romine dresses the Hanley in lavish traditional furnishings that convey class and upward mobility to Carolinians.



"Our first projects were west, in Cary and Apex. We wanted to get into that northeastern growth corridor, which has great access and schools. We drew a circle on the map and started looking, but not for something this big. Our goal was to find a position of 100 to 200 lots, not 500."

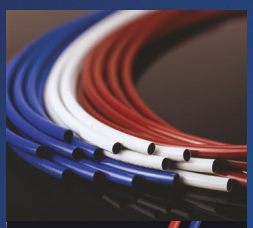
McCar looked long and hard at the deal, then brought in an investment and development partner, Jacksonville, Fla.-based Stokes Land Group before pulling the trigger. "We knew we'd have to do multiple product lines to segment pricing," Check says, "in order to get the absorption to make such a big project feasible. That's why we have four series of homes, each on different lot sizes, and we'll also have a townhouse phase, which we haven't started yet."

McCar closed on the deal in early 2005. Stokes Land Group brought some financing to the table, along with development expertise. "We signed the land over to them, then contracted to buy the lots they develop," Check reveals. "Only the public builders were doing projects of this size in

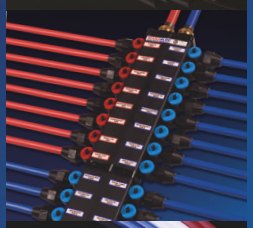
Two strong companies join forces.



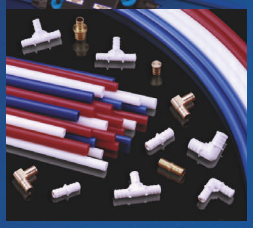
Viega and Vanguard...



Vanguard…first to introduce red and blue PEX tubing and CL-R rating with NSF.



Vanguard…first to develop home run plumbing with the MANABLOC®.



Vanguard…first to develop the corrosion resistant Poly Alloy fittings for PEX.

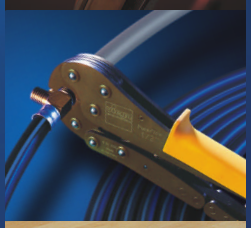
Industry leaders bringing new technology to plumbing and heating.

Currently the Viega and Vanguard plumbing systems are two independent product offerings not to be combined... however...
stay tuned for our next "first".

Viega…first to bring press technology to copper plumbing and heating.



Viega…first to bring press technology to PEX plumbing.



Viega…first to develop "dry" hydronic radiant heating technology with the Climate Panel® System.



AD-V+V-06/06

Vanguard
Piping Systems, Inc.
A Viega Company

service@vanguardpipe.com
1-800-774-5237
vanguardpipe.com

SVO7 Professional Builder SHOW VILLAGE 2007

service@viega.com
1-877-VIEGA-NA
viega-na.com

viega

For FREE info go to http://pb.ims.ca/5318-61



MCCAR PRESIDENT KEITH MCSWAIN has a keen understanding of the style and status yearnings of Southern move-ups. It shows in the rich detailing of the Hanley kitchen and breakfast nook.

Raleigh," he says. "Stonegate shows we have some financial muscle, and it opened a lot of doors for us on future opportunities."

Emotional Appeal

The Hanley model is one of five plans in Stonegate's Masters Series, which runs from 2,600 to 3,300 square feet, base-priced from $335,000 to $380,000, on 75- by- 130-foot lots. There are two series at Stonegate priced below the Masters and one above it. At a base price of $365,000, the Hanley is the upper middle price point for the Masters, although McCar made a calculated decision to appeal to the emotions of shoppers by loading the Hanley with options and upgrades that bring the model's final price tag to $450,000.

It's not an innovative house plan, but it packs bang for the buck along with the solid traditional architecture the South still favors. "It has a lot of square footage for the money, especially at the base price," says Kosnik. "Buyers also like the flexibility of the Hanley. The sunroom on the back corner of the house can be a study, or we can turn the adjacent powder room into a full bathroom and incorporate it into a guest bedroom suite. Upstairs, the vault above the family room can be turned into a bonus room for buyers driven to get the most floor space possible for their money."

The model is also on a corner lot, which allows it to have a side-entry garage — and an uncluttered front elevation that creates extra curb appeal. Those not-so-subtle emotional appeals are working to pry open the wallets of Raleigh move-ups and relocating transferees. Stonegate has already sold 104 houses, including 66 in the Masters Series and 19 Hanleys. The Park Series, at an entry price point of $250,000, has 26 sales. And the highest-priced product line, the Registry Series that starts at $400,000, has 12 sales.

What Slowdown?

The Old South is one of the bright spots on an otherwise staggering national housing scene. "Where we're building, it hasn't been as bad as elsewhere," McSwain admits. That's obvious from the pace of his company's growth. McCar is now in six cities



For FREE info go to http://pb.ims.ca/5318-67

— Atlanta; Greenville, S.C.; Charlotte; Greensborough; Raleigh, N.C.; and Tampa, Fla. — and the firm has just entered Columbia, S.C.

A fledgling operation in Jacksonville, Fla., has been put on hold until that market recovers. The company ranked No. 56 on *Professional Builder's* Giant 400 list last year, with 4,400 closings for $538.1 million in revenue.

McSwain, 44, says when the books are closed on 2006, he expects revenues in excess of $600 million. That's likely to propel McCar to a higher rank when the Giant 400 is unveiled this spring. Not bad for a company started 50 years ago by Dan and Elaine McSwain in Vidalia, Ga., where the family firm built 10 to 15 houses a year. It was the entry of former University of Georgia football player Keith into his father's business that put McCar on the fast track in 1985, the same year the firm moved from Vidalia to Atlanta. "My father and I came to Atlanta because he wanted the opportunity to do more, to provide more jobs for more families," McSwain says today. (The McCar name is a combination of McSwain and former partner Clyde Carter, who was part of the initial push into Atlanta.)



MCCAR PUTS ON THE RITZ in the Hanley model, with $85,000 worth of options and upgrades that stir Raleigh move-ups to crack open their check books.

In Raleigh, McCar has moved from 128 closings in 2005 to 280 in 2006. "I'm excited about what we can do there in 2007," McSwain says. He's also got his eye on Charleston, S.C., and Birmingham, Ala. "Those are Southern cities where we'd be very comfortable," he says, "but right now, we'll concentrate on getting Columbia up and running." **PB**

LOG ON To find more plans and projects, visit us online at **www.ProBuilder.com**



For FREE info go to http://pb.ims.ca/5318-63



Shown with GM Accessories. *Based on 2006 GM Large Pickup segment. Excludes other GM vehicles. †Whichever comes first. See dealer for details. Z71 is a registered trademark and Chevy is a trademark of the GM Corp. ©2006 GM Corp. Buckle up, America!

ALL NEW CHEVY SILVERADO New 170-degree opening rear doors open wider than any other Extended Cab pickup* and have full-drop power windows, making our truck hardworking and innovative. And now, every 2007 Silverado® is backed by the GM® 100,000 mile/5-year Powertrain Limited Warranty†. America, meet your truck at chevy.com **THIS IS OUR COUNTRY. THIS IS OUR TRUCK.™**

For FREE info go to http://pb.ims.ca/5318-69



Black tie optional.

Come as you are…

Tuesday, February 6, 2007, 7-10 p.m.
Sea World—Orlando

The 23rd Annual **BALA Awards** celebrating America's best residential designs.

Wander the lush Sea World garden gallery and peruse the exhibit of winning projects.

Meet and greet penguins, parrots, and sea lions — architects, builders and designers, too!

Cocktails • Buffet • Awards

Best In American Living AWARD

Tickets

$125 per person. Purchase tickets online at www.ProBuilder.com/BALA by **January 15, 2007.**

Co-sponsored by *Professional Builder* and the NAHB Design Committee

Professional Builder

NAHB design COMMITTEE



With graceful features like low-profile metal balusters, Latitudes decks never detract from the view.

Latitudes offers everything you need to design and build truly extraordinary decks. Enhance any outdoor living space with these long-lasting, easy-to-care-for products. Latitudes composite decking and railing products come in a range of styles, colors, and finishes. Finish your Latitudes project with your choice of ornamental options like metal balusters and post caps. The designs are virtually endless, which make homeowners very happy – and interior designers a little jealous.



latitudes®
decking & railing

888-500-7704
www.latitudesdeck.com/pbj

SV07 Professional Builder SHOW VILLAGE 2007

For FREE info go to http://pb.ims.ca/5318-66



THE HENLEY MODEL AT THE ESTATES at the preserve incorporates classic revival style with flexible spaces; natural light; and a high regard for proportion and scale.

>> BY **FELICIA OLIVER,** *SENIOR EDITOR*



Creature Comforts

The Blue Mountains' majesty surrounds one developer's well-appointed estate homes.

The Estates at the Preserve's 25 estate homes are tucked into the natural topography of Hampden Township in Cumberland County, Penn. – high living in the shadow of coal-mining country.

The model offers creature comforts amid luxury features, including a studio space that includes both a washer/dryer and plasma TV. It's a workroom that allows for play, so it's never dull. Among the other perks: a first-floor owner's retreat, a basement spa and a home theater.

Opportunities

"Hampden Township is one of a few desirable townships on the west shore of Harrisburg," says Robert Bowman, president of Central Pennsylvania's Charter Homes and Neighborhoods, the developer of the Estates at the Preserve. It's located near the Susquehanna River in the highly sought-after Cumberland Valley School District. Restaurants, parks and other amenities lie nearby.

"We completed several other neighborhoods in Hampden Township and decided that the [topography] of the property as well as the location — its easy access to Interstate 81 — made for a unique opportunity to build what we believe is the premier neighborhood for this area," says Bowman. "The larger home sites, the open space and the floor plans we introduced were a step up from what we had done before."

The Estates at the Preserve sit on 87 acres, 27 of which have been preserved as open space with walking trails, including an on-site creek and stream.

"The property includes black outcropping," says Bowman. "It has a historic building on it, and it sits right on the side of what's known as Blue Mountain, which is the first significant ridge line that runs through the capital region to the northwest. You have this tremendous view looking up the hill," Bowman adds. "We thought it would be a neat opportunity to take advantage of building homes here."

The Henley has been the most popular floor plan at the Estates, in both Phase I and Phase II, the current phase.

VITAL STATS
Estates at the Preserve

Location: Hampden Township, Cumberland County (Enola, Penn.)
Builder/Developer/Architect: Charter Homes and Neighborhoods, Lancaster, Pa.
Interior design: Charter Homes and Neighborhoods
Neighborhood: The Estates at the Preserve, Phase II
Model: The Henley
Home type: Single-family detached
Model opened: July 2006
Square footage: Up to 6,000
Base price: $500,000
Community size: 100 lots
Buyer profile: Early '40s, families; many from outside of the region.
Sales results: Four Henleys sold; $20 million in sales for both phases of the project to date.



THE BREAKFAST NOOK and kitchen open to a great room with lots of natural light from plentiful windows.



PHOTOS COURTESY OF LARRY LEFEVER

Doug Phillips, design director for Charter Homes, says there are four design principles the company strives to incorporate into every home plan: flexible spaces, natural light, site lines and timelessness, "which we like to define as architecture that has the correct proportions and scale and has an architectural integrity about its language."

"With the Henley, what we looked at was a classic revival-style," says Phillips. "We tried to look at proportions and scale and come up with a design that is very time-tested. And we always try to come up with a couple of features that are unique in the marketplace in general."

Intriguing Spaces

"There are lots of windows, which goes to our design principle of natural light, as well as our site lines," says Phillips. "You'll notice when you come in the foyer, you can look the whole way through into the great room. The great room has lots of glass out to the rear. That enables you to look through the house.

"I remember looking at the owner's retreat and carving it up in ways so you just don't have one view to look at,' he adds. You look to your right and you see something that's beyond that. It's intriguing and it makes you want to know what's behind that wall. That's what makes spaces interesting."

The studio is a unique feature available in the Henley plan.

"It would have normally been a very large laundry room," says Phillips, "but instead we looked at it as a space that could be used for laundry, sewing or doing crafts with the kids. We ended up taking this larger space that measured somewhere around 11 1/2 by 16 feet and put in counter space for homework. We have a central island for crafts with plenty of storage space."

"It includes the laundry appliances and a sink," says Bowman. "But we were smart enough to include a 42-inch big screen TV as well. So while you're in there doing laundry or crafts or holiday presents, you don't feel like you're in some part of the house that's far removed from the activity.

"The studio connects into the main hallway into the house, and then through the garage," adds Bowman. "That provides an opportunity for homeowners to dump whatever they have coming into the home, fix anything they need to fix, store light bulbs, etc. People used to have a junk drawer; this is kind of like a junk room."

Challenges

Charter cultivated a neighborhood feel in the shadow of the mountains.

"The property had a lot of natural features," says Bowman, "so we allowed those to organize where to put the home sites and the streets. The homes are grouped together to create not just one large mass of housing. There are groups of homes within the neighborhood that connect with each other.

ATRIUM®
COMPANIES, INC



On-time delivery doesn't start with delivery. It starts by making your windows right the first time. And following through from the initial order, manufacturing, and shipping. Atrium understands your commitment to your homebuyers, it's why we make your windows right, ship them complete and deliver them on time. Our national presence allows us to deliver millions of windows and doors to job sites all across America, every year. We deliver on delivery.

install ATRIUM instill
confidence

atrium.com

ATRIUM WINDOWS AND DOORS · HR Windows · DANVID Windows Doors · Thermal Industries, Inc. · SUPERIOR Windows & Doors · CHAMPION WINDOW · Darby Doors

For FREE info go to http://pb.ims.ca/5318-62

The Atrium Family of Brands | IBS Show — Booth W5045

STERLING® Accord™ Bath/Shower Module

The **STERLING Accord bath/shower module** made with durable Vikrell® material is built to take a lot of abuse. It's also beautifully designed, easy-to-clean, and simple to install. It's the perfect choice for every family.



VIKRELL
MATERIAL STRENGTH TO ENDURE A LIFETIME

Accord's Real Tile Look

The Vikrell Difference:

- Solid material color-molded throughout
- Four-piece modular design that's great for remodeling and new construction
- Supportive structural ribs eliminate "bounce" in floor
- Caulk-free, seamless design installs directly to stud walls
- Easy-to-clean high-gloss finish

For FREE info go to http://pb.ims.ca/5318-68

Find your nearest plumbing store at SterlingPlumbing.com/wheretobuy or call 1-800-STERLING.

STERLING
A KOHLER COMPANY

Inspired by the realities of life.





THE ESTATES AT THE PRESERVE HAS 27 acres of open space; the Henley is the most popular plan.

"Because the edges of the property are more heavily wooded, we have and are continuing to make a significant investment in the landscaping," Bowman adds. "Everything from the front entry to the street trees, the planning of the open space — all things we are either doing or enhancing in some way with landscaping. We do that in most of our neighborhoods, but in this case it demanded a lot of thought in terms of how we could bring the existing landscape into the neighborhood."

Outcome

A total of 36 homes have sold to date for both phases of the development, for a total of $20 million. Four of the homes sold were Henleys.

"We have one of the highest price points in the Harrisburg region," says Bowman. "It speaks to both the location and the quality of the product."

"We try to make our architecture what I refer to as not a one-trick pony," says Phillips. "Everyday when you wake up ... here in the Henley, you say, 'Wow, I'm so glad I got this,' because you never tire of it. There's something that you discover each day about it that you like." **PB**

LOG ON For this and more plans and projects, visit us online at **www.ProBuilder.com**



Durable enough to handle whatever comes its way.

Accord™ Bath/Shower Module Beautifully designed. Easy to clean. And unbelievably tough. The perfect bath.

Inspired by the realities of life.

STERLING
A KOHLER COMPANY

Find your nearest plumbing store at SterlingPlumbing.com/wheretobuy or call 1-800-STERLING.

For FREE info go to http://pb.ims.ca/5318-91

Building on TRADITION







The Nationals℠ 2007

Order Your Tickets Today!

Don't miss out on your chance to attend The Nationals℠—the largest and most prestigious competition in the homebuilding industry. Order your tickets online today and be a part of the celebration of achievement in the sales and marketing of new homes.

Visit TheNationals.com today to order your tickets.

THE NATIONALS℠ 2007

Presented by the National Sales and Marketing Council

GALA
February 7, 2007
Rosen Shingle Creek Resort–
NEW for 2007!

Cocktails-5 p.m. to 6:15 p.m.
Dinner-6:30 p.m. to 7:30 p.m.
Awards-7:30 p.m. to 11 p.m.

TICKETS:
$175 per person
$1750 for table of 10

FOR MORE INFORMATION
Call 800.658.2751
or 909.987.2758
or E-mail
lparrish@thenationals.com

EXCLUSIVE CO-SPONSORS

GLADIATOR GARAGEWORKS
KitchenAid
Whirlpool
FOR THE WAY IT'S MADE.®

ELITE SPONSORS

Countrywide HOME LOANS
National Builder Division
RYNESS COMPANY
HOUSING GUIDES of America
THE BUILDER MARKETING SOCIETY
LASSO Data Systems Inc. Target. Capture. Close.
Quest
THE HOUSEWARMING CARD
WELLS FARGO HOME MORTGAGE
centerpoint cs
Professional Builder

PREFERRED SPONSORS

FIRST HORIZON HOME LOANS
move the new HomeBuilder.com
WDS Weekend Directional Service

Presented by NAHB's
National Sales and Marketing Council

IRM The NAHB Institute of Residential Marketing
NSMC National Sales & Marketing Council
A Council of NAHB National Association of Home Builders

For FREE info go to http://pb.ims.ca/5318-70



Black tie optional.

Come as you are…

Tuesday, February 6, 2007, 7-10 p.m.
Sea World—Orlando

The 23rd Annual **BALA Awards** celebrating America's best residential designs.

Wander the lush Sea World garden gallery and peruse the exhibit of winning projects.

Meet and greet penguins, parrots, and sea lions — architects, builders and designers, too!

Cocktails • Buffet • Awards

Best In American Living AWARD

Tickets

$125 per person. Purchase tickets online at www.ProBuilder.com/BALA by **January 15, 2007.**

Co-sponsored by *Professional Builder* and the NAHB Design Committee

Professional Builder

NAHB design COMMITTEE



Professional Builder SV07

SHOW VILLAGE 2007





>> BY **LAURA BUTALLA,** *SENIOR EDITOR*





Across the Generations

Show Village — *Professional Builder*'s annual model home display at the International Builders' Show — features real homes loaded with building products builders can use, all showcased in the show parking lot of the.

This year our "Across the Generations" showcase features homes catering to home buyers driving your business: baby boomers, Generation X and echo boomers.

Nationwide Custom Homes of Martinsville, Va., will build the baby boomer house, and Palm Harbor Homes of Plant City, Fla., will build the Generation X and echo boomer houses. All you have to do is, follow the signs to the outdoor exhibits within the West Hall to parking lot D.

All three houses will be modular — built in a plant and set up at IBS.

Why Feature Modular Homes?

Modular "provides a level of quality and cost control," says James Seekford, vice president of the builder division for Nationwide. "Builders will find we're able to construct equal quality with the amenities they're seeing in the field. They will not have to sacrifice any quality or any features that they are currently utilizing.

"This is a viable alternative to labor concerns, build time concerns, and weather concerns," says Seekford. "A builder who utilizes building systems will be able to construct a home at a more cost-competitive bottom line than he can in most other applications."

Many builders who visit Show Village are shocked they were touring modular homes. "A lot of people may think of a modular home as being boxy," says Mike Draper, division president of Palm Harbor Homes. Modular houses today are far from that. They have "more quality, more features and more style for a lower price point," says Draper.

Before checking out these modular homes in person, look through the next few pages to see the different features and floor plans each house will offer at the show this year.

For Your Viewing Pleasure

You can view manufactured products on the show floor, but at Show Village, you can see what they can do for your homes. All three model homes use the newest products to construct, decorate and furnish each home. See how the latest in technology can fit within the homes you build.

How Do You **WIN** A Custom Chopper?

Go to where ***Speed*** meets **Strength**



Solid joists are just plain difficult and time consuming when it comes to installing plumbing, electrical and HVAC. Plus, sawing and drilling into solid joists can compromise their structural integrity. OPEN JOIST® through-the-web access makes the installation of mechanicals fast and easy. And OPEN JOIST offers builders and their subs the opportunity to build stronger, faster and more efficiently.



For more information about OPEN JOIST and to register for a chance to win a custom OJ Chopper built by Arlen Ness, call 866.243.3381 or visit www.openjoist.com/pbj.

For FREE info go to http://pb.ims.ca/5318-73

- Open-web configuration allows fast and easy installation of plumbing, electric and HVAC
- All-wood construction. No heavy metal nail plates to snag electrical wires or cut hands
- 11" trimmable ends allows for size flexibility and eliminates waste
- Stock sizes always available at your dealer
- Wide flanges provide a sizeable surface for fasteners and adhesives to ensure a quiet floor
- Lifetime warranty

OPEN JOIST®
WHERE SPEED MEETS STRENGTH

SVO7 Professional Builder SHOW VILLAGE 2007

Universal Forest Products®

NO PURCHASE NECESSARY TO ENTER OR WIN. Open Joist Chopper Giveaway Sweepstakes begins on 6/1/06 and ends on 4/15/07. Open to residents of the contiguous 48 states, 18 years or older, who are licensed contractors or derive 70% of their gross income from contracting, licensed architects and full-time employees of building material distributors and dealers. Void where prohibited. For entry and official rules, go to www.ojchopper.com. Actual prize bike may differ from image above.



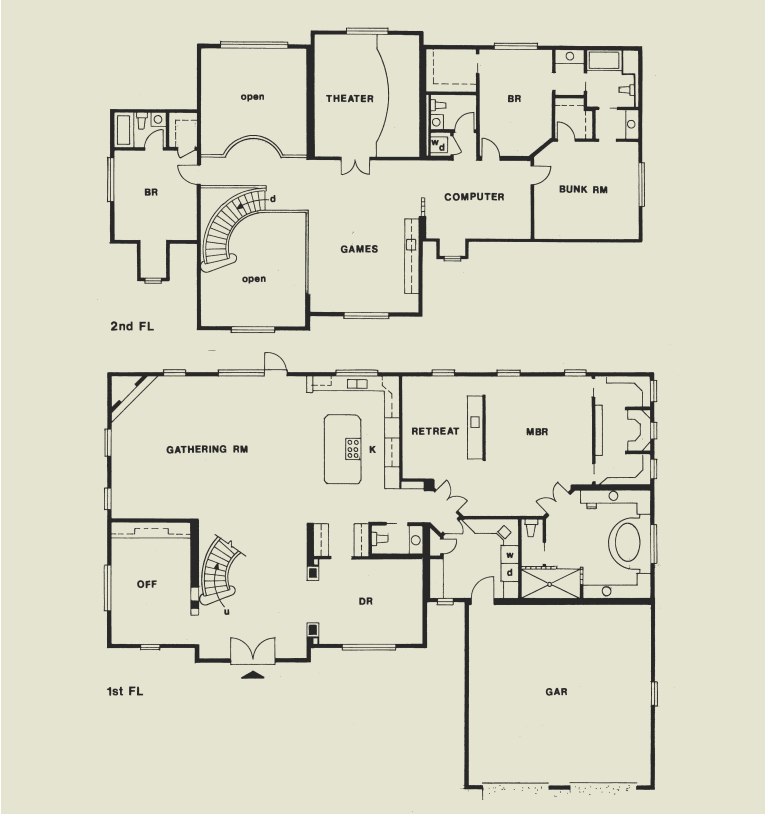
For the Boomers

NATIONWIDE CUSTOM HOMES' baby boomer house caters to buyers ready for retirement who want a home with luxury, comfort and space all in one. Nationwide's research of baby boomers detailed what this generation expects to find in their homes — something as simple as making sure homeowners have a fireplace and space for their families in family rooms and kitchens to move around and grow can go a long way.

WHAT YOU'LL FIND IN THIS HOUSE:

- Natural materials and aged wood, mosaic tile and stone
- Gourmet kitchen with custom cabinetry and plenty of storage space
- Library with complete computer center
- Home theater with step-down seating
- Game room with second kitchen for entertaining
- Private upstairs suite for children and grandchildren

SHOW VILLAGE 2007



THE POWER OF YELLOW.℠



Fewer hassles, more quality time. Pella representatives are some of the most highly trained and knowledgeable in the industry. You can depend on your Pella rep for valuable expertise every step of your project. We even provide service to your buyer after the sale. Learn more about other ways The Power Of Yellow℠ can make your job a day at the beach.

866-209-4216 www.pella.com/pro

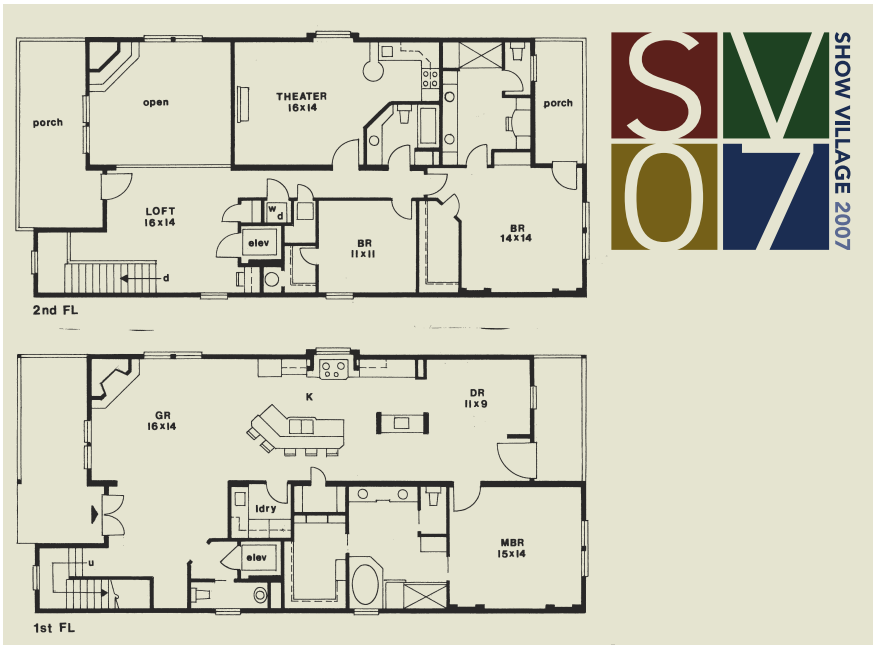
Pella

VIEWED TO BE THE BEST.®

For FREE info go to http://pb.ims.ca/5318-74

© 2006 Pella Corporation





SHOW VILLAGE 2007

The Generation X Home

PALM HARBOR HOMES' Generation X house is geared to buyers who don't have a lot of free time and need to balance busy schedules with family life. The Generation X house design features open floor plans for family and entertaining. The products in this model will have durability for any coastal environment.

WHAT YOU'LL FIND IN THIS HOUSE:

- Exterior environment meshed with interior materials
- A large great room, kitchen and dining area for family and entertaining
- Upstairs and downstairs laundry rooms
- Two master bedrooms: one on each level
- Loft area for entertaining
- Home theater with seating and bar area for entertaining

THE POWER
OF PERSUASION.



Pella's beautiful Mahogany, Alder, Douglas Fir and Pine windows and doors have the amazing ability to turn house hunters into homebuyers.
That's The Power Of Yellow.℠
Call 866-209-4216 or
visit www.pella.com/pro.

SV07 Professional Builder SHOW VILLAGE 2007

Pella

VIEWED TO BE THE BEST.®
For FREE info go to http://pb.ims.ca/5318-25

© 2007 Pella Corporation

The beauty *of* wood. The brilliance *of* Fypon®.



Introducing the Southwest Collection from Fypon®. An authentically styled collection of shutters, corbels, knee braces, rafter tails and beams that looks just like wood, but without wood's inherent problems. Crafted in lightweight, labor-saving, long-lasting urethane, each blends the rustic style of the southwest with the low-maintenance demands of today's homeowners. To view the full Southwest Collection product line, visit fypon.com.

FYPON®

The Right Stuff.™

For FREE info go to http://pb.ims.ca/5318-76

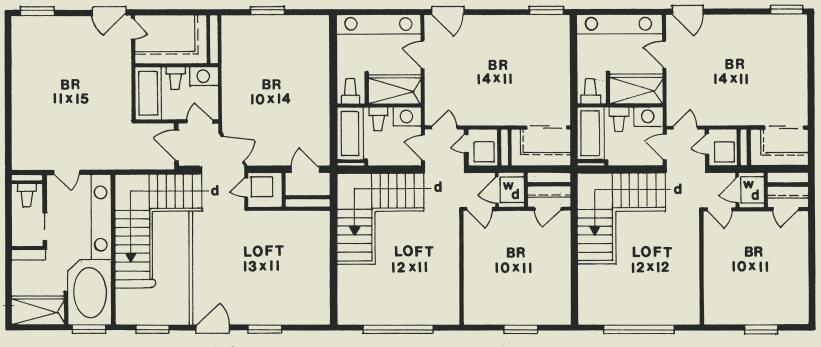


Echo Boomer's Domain

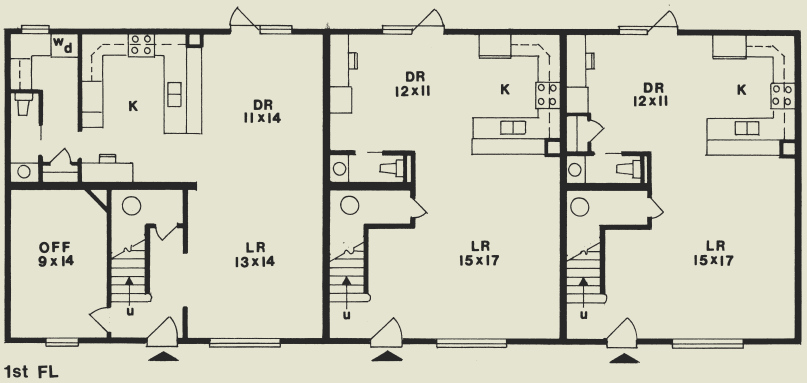
PALM HARBOR designed a townhouse with three units focusing on the echo boomer generation. Many echo boomers are buying their first home. Affordability plays into this plan; the selections show what can be accomplished with affordable products. The units will cater to a buyers looking for townhomes with an urban loft or cottage feel.

WHAT YOU'LL FIND IN THIS HOUSE:

- Urban look, loft feel
- High-tech working space
- Energy-efficient products and materials
- Rich, dramatic colors for interior and exterior
- Loft for entertaining
- Multi-purpose space throughout entire floor plan



2nd FL



1st FL

SV07 SHOW VILLAGE 2007

Why Your Home Should Have A Residential Elevator



Provides Access to All Levels

May Reduce Construction Costs

1-800-238-8739
www.waupacaelevator.com

Packy THE WAUPACADERM

WAUPACA ELEVATOR COMPANY, INC.
Specify the Specialists®

Passport Please!

Don't forget to participate in the Show Village passport contest. Pick up a passport at any Show Village sponsor's booth or pick one up at Show Village, then get your passport stamped by all participating sponsors at their booth on the show floor. When you've received all stamps, return the passport to Show Village before 4:30 p.m., Friday, Feb. 9, for your chance to win a major prize in the passport drawing.

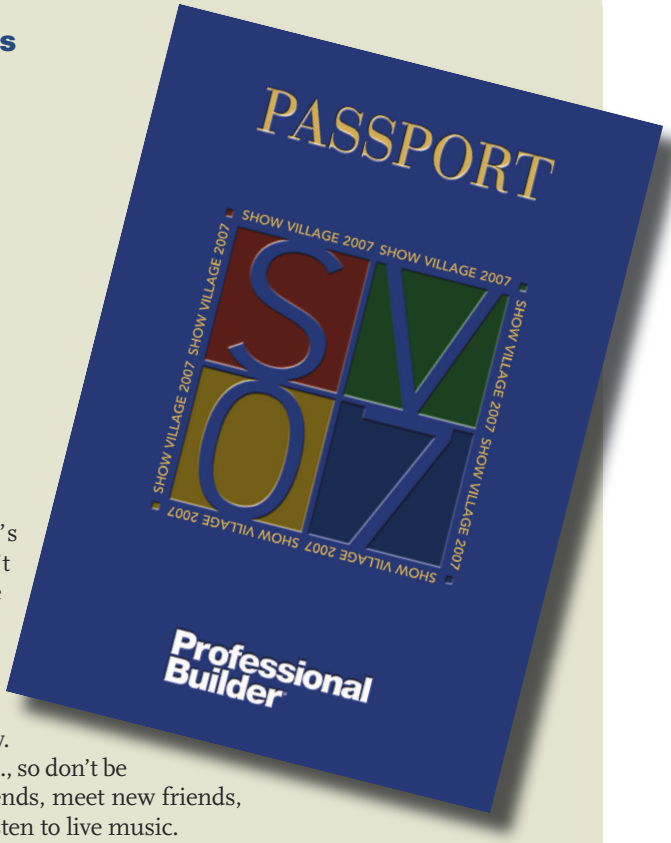
Times and Dates to Know

Show Village runs Wednesday, Feb. 7, to Friday, Feb. 9

IBS Show Hours
9:30 a.m. to 5 p.m.

Show Village Hours
8:30 a.m. to 6 p.m.

Block Party Hours
4 to 6 p.m.



Block Party

Professional Builder's Show Village doesn't just show off the model homes. Daily block parties take place from 4 to 6 p.m. Wednesday, Thursday and Friday. The bar opens at 4 p.m., so don't be late! Socialize with friends, meet new friends, tour the houses and listen to live music.

LOG ON Want to learn more abouto Show Village? Head to our Web site to get up-to-the-minute information **www.ProBuilder.com**

For FREE info go to http://pb.ims.ca/5318-77

Thousands of Attendees • Hundreds of Exhibits • Innovative New Products • Inspiring Hands-on Demonstrations

GET INSPIRED. GAIN MOMENTUM. GO!

Get Inspired. Gain Momentum. GO!

JOIN THE REGION'S LEADING BUILDERS AND THEIR BEST SUPPLIERS

AT THE MIDWEST'S PREMIER TRADE SHOW AND CONFERENCE



Now Celebrating Our 5th Year

The Midwest Builders Show® & Conference
Donald E. Stephens Convention Center – Hall G, Rosemont, Illinois

March 21-22, 2007

THE FUTURE IS WHAT YOU MAKE IT!

MIDWEST BUILDERS SHOW®

For FREE info go to http://pb.ims.ca/5318-78

Take charge of your future, today. **Visit www.MidwestBuildersShow.com.**

Superior Educational Sessions • Compelling and Motivational Speakers • Energized Networking Opportunities

Meeting basement egress requirements is about to get a whole lot easier.

stakWEL™

Come see us at IBS Booth # W5945 to find out how.

Bilco®

Building on Our Tradition®

www.bilco.com

For FREE info go to http://pb.ims.ca/5318-79

>> BY **NICK BAZJEK,** *PRODUCTS EDITOR*



NUHEAT'S electrically conductive plastic mats are applied to the subfloor.

PRODUCT NEWS

Floors Heat Up

NuHeat's electronic radiant floor heating technology offers an alternative to older systems.

Warm air rises, cold air falls. That made heating a house from the floor up — using radiant floor heating in particular — seem like a sound idea for years.

However, failures in a piping system in the 1980s and 1990s threw doubt on the soundness of hydronic heat systems. In response, radiant floor systems, such as NuHeat, stepped up marketing efforts, touting the option as a safe, reliable and simple solution to keep floors nice and toasty.

"The NuHeat system was invented in the late 1980s as a 3 by 2 heating mat of sorts," says John Rose, president of NuHeat. The original inspiration, interestingly, had nothing to do with flooring. "The idea was for secretaries at their desks to keep their feet warm. The mats weren't very attractive, and it didn't do well," he admits.

Water Works

Rose says his friend, John Ames, owner of Ames Tile & Stone, saw the NuHeat system as an answer to one of the only complaints he had with hard surfaces — namely how cold they are to walk on. He bought the company and put together an outside board of directors back in 1991 to solve the problem. "Then the original problem facing us was how to market the product," says Rose.

Several high-profile lawsuits against some Denver-area installers and the Goodyear Tire Corp. had a significant impact on the business. "The blemish on the industry ... was that there was a series of lawsuits against hot water radiant system manufacturers in the late 80s or early 90s. Goodyear Tire made tubing for a number of manufacturers that were putting in the hydronic system, and unfortunately they changed the formula of the rubber tubing and it broke down over time. And unfortunately, many of those systems were the sole source of heating in that house," Rose says.

Despite the checkered past of radiant flooring, several key markets, mainly in Minneapolis and pockets in the Midwest and Chicago, have seen growth in radiant flooring. "Ease of installation and simplicity is what builders and remodelers want on a job site. After all, contractors hate callbacks. That's why NuHeat caught on," says Rose.

How it Works

Electric radiant floors, also known as dry installations, typically comprise electric cables built into the floor. Systems like NuHeat feature mats of electrically conductive plastic and are mounted onto the subfloor below a floor covering such as tile. The NuHeat system is thin — pre-built like an electric blanket that's divided into sections and wired to a central location.

Because of the relatively high cost of electricity, electric radiant floors are usually only cost-effective if they include a significant thermal mass, such as a thick concrete floor, and if the utility company offers time-of-use rates, which allows radiant systems to "charge" the flooring with heat during off-peak hours. The heat stored in it will keep the house comfortable for hours without any additional electrical input. The system, however, only draws 12 watts per square foot at full power consumption and pulses on to maintain the temperature the homeowner set. An Energy Star-rated thermostat and a ground-fault circuit integrate to prevent electrical fires.

Industry Challenges

Safety is a major concern for homeowners. "They ask us, 'Am I going to get an electrical shock?' That was a major obstacle when we launched this in the mid 1990s," Rose says.

Although Joe Rutkowski, owner of Custom Tile and Marble Installations out of Lemont, Ill. now uses radiant floor heating particularly because it's easy to install, he didn't always think so highly of the product. "I actually steered people away from heated floors because of my earlier experiences," says Rutkowski.

With other radiant flooring offerings in the past, many customers complained the heat was "spotty," he says. "We had one customer who called and told us she felt the floor was unbearably hot near the sink, and if she went over by the stove, it wasn't even hot at all." Installation errors and the difficulty of working with roll systems kept Rutkowski away from other products. "It concentrates on the floor. You don't put it where you don't need it," says Rutkowski. "It works different than hydronic systems or heating roll mats, where you have to nail down brackets and snake the wiring in an S-pattern. Then you're gaining 5/16 of an inch in floor. You have to pour self-leveling concrete there, and that eats up the concrete like you wouldn't believe."

The system seems to work best under thin ceramic and porcelain tile. "Interestingly, if you put it under slate, people say it makes the slate feel soft. Limestone and marble work well, too," Rose says.

The product comes with a 25-year warranty. "And we stick with it," says Rose. "Our job is to be there to support the builder and make sure it's an easy installation. Once people have had it, they can't live without it." **PB**

LOG ON For more product news, head online to **www.ProBuilder.com**



build more margin





Closed-cell spray foam insulation with Honeywell Enovate blowing agent — attract buyers, reduce construction costs, reap the rewards.

Not only does closed-cell spray foam allow you to build more energy-efficient homes that today's buyers want, it also helps you do it for less. Thanks to its superior insulating and building envelope capabilities, you can effectively downsize HVAC equipment and eliminate steps for airtightness while achieving premium sales prices. Plus, it allows for added flexibility in framing and covers a wide range of applications, like wall, roof, basement, rim joist, and architectural details. And compared to other insulation, it can reduce your overall construction time – making closed-cell spray foam a differentiator that can add more to your business.

ECHO BOOMER HOUSE
CLOSED-CELL SPRAY FOAM INSULATION PARTNERS
Honeywell DURAFOAM ENERGY-EFFICIENT INSULATION SYSTEMS GRACO

www.echoboomerinsulation.com

SVO7 Professional Builder SHOW VILLAGE 2007

For FREE info go to http://pb.ims.ca/5318-81



moderna® LOGO CEILINGS

Add ambiance and character to any room!

- Glueless laminate planks
- Beautiful look and warmth of wood
- Available in five rich patterns
- Installs easily with clip system
- Easy maintenance

SVOZ Professional Builder SHOW VILLAGE 2007

moderna® by BHK

Your Way of Living

800-663-4176

bhkofamerica.com

moderna® FLOORING

HARDWOOD ◆ CORK ◆ LAMINATE

- *Glueless Hardwood Click System Now Available*
- Easy to install & maintain
- Over 50 colors & patterns
- Matching molding & accessories
- Tight seams, strong joints

UNICLIC JOINERY SYSTEM

For FREE info go to http://pb.ims.ca/5318-82

>> BY **GLEN SALAS,** *PATH PARTNERS*

PATH REPORT

A Great Wind is Blowing

Wind power can work for single-family homes.



Wind power is the world's fastest-growing energy technology. Could it be too futuristic or too expensive for your clients? Because energy prices are volatile and concerns about energy dependence exist, it might not be.

Small wind turbines generate power for homes in almost every state, and a lot of people are willing to spend the extra money to generate their own electricity. So before you blow off this idea, let's look at the state of wind power for single-family homes.

Up and Blowing

According to the NAHB Research Center, homes in at least 47 states now use 100 percent renewable, non-polluting wind to generate power.

The typical residential application is a wind-powered generator, or turbine, situated atop an 80- to 100-foot tower with blades approximately 10 feet long. The power from the turbine connects to the home's main electric service.

Some wind turbine installations are independent of the grid, using batteries for storage of excess electricity. But the majority of customers choose a grid-connected system because most electric utilities will credit the homeowner's account for excess power that feeds back to the grid. This is known as net metering.

"Our electric rates are in tiers: the more electricity you use, the more you pay for each kilowatt-hour (kWh)," says Beverly Guasti of Guasti Construction in Oak Hills, Calif. "With net metering, when wind generates more power than the house needs, the electric meter spins backwards. That means they're saving as much as $0.30/kWh," for example.

MOST OF GUASTI CONSTRUCTION'S 80 wind turbine customers sit on lots 2.5 acres and larger.

The Wind Blows for Thee

Wind turbines are best suited for remote or low-density residential lots of one acre or more. For a typical home, a unit rated between 5 and 15 kW will meet most electricity needs. If the owner wants to save on energy costs, the property should have at least a 10 mph average wind speed, and the homeowner should be paying at least $.10/kWh for electricity.

Build Them and They Will Turn

Most dealers offer installation and ready-to-operate systems, and you have the option to purchase directly from the

factory and install the system yourself. The biggest challenge for the uninitiated builder is assembling and erecting a 100-foot tall, 4,000-pound steel tower.

To make it easier, many builders choose tilt-up towers, guyed lattice or pipe towers that are assembled on the ground with the wind generator in-place and raised to a standing position from ground level with a winch, truck or tractor. If the wind turbine needs maintenance, the tower can be lowered back to the ground, eliminating the need for climbing. Even if you're terrified of heights, you can install and service your own.

Do Your Homework

If you're considering a wind system, the first step is to check wind resource maps. Next, review local zoning, building codes and neighborhood covenants, and obtain required permits or variances. Some developments have adopted restrictive covenants that do not allow wind turbines. The manufacturer usually can provide supporting technical information. Not surprisingly, the most typical variance needed is for height restrictions.

For an on-the-grid system, the local utility needs to be involved in setting up the connection. The complexity of this connection depends on local regulations and the utility's desire to streamline the process.

Maximize the Benefits

Installed, a complete, grid-interconnected, 10-kW wind turbine usually costs between $40,000 and $50,000 and will produce between 800 and 2,000 kWh per month (depending on the wind resource). This translates into monthly savings of $80-$200 when electricity costs $0.10 per kWh.

Many states and localities offer tax incentives or rebates that reduce the real cost significantly. Guasti says the firm's typical 10-kW system costs about $50,000 to install, but California offers a rebate of $21,150. In New York, incentives are based on the size of the system and the installed cost. For a 10-kW system, incentives cover 50 percent of the installed cost. The New York incentive goes directly to the installer.

Why Bother?

Why devote the time and money to installing a turbine? Because you can differentiate yourself from other builders.

Look at the future from a financial and environmental perspective, and anticipate what that means to homeowners.

Sure, the decision to install a wind turbine can be driven by return on investment and payback, but there are more compelling reasons: energy independence, energy price stability and a desire to contribute to a cleaner environment.

Over its life, a small residential wind turbine can offset about 1.2 tons of air pollutants and 200 tons of greenhouse gases, according to the American Wind Energy Association.

Maybe these wind turbines make sense after all. The owners of Guasti Construction think so. After all, their home has two of them. **PB**

Glen Salas writes about better building practices on behalf of the Partnership for Advancing Technology in Housing (PATH). PATH is administered by the U.S. Department of Housing and Urban Development. Learn more at www.pathnet.org.

LOG ON To obtain additional online resources or to learn more about this and other PATH Reports, visit us online at **www.ProBuilder.com**

ARE YOU XXXL?

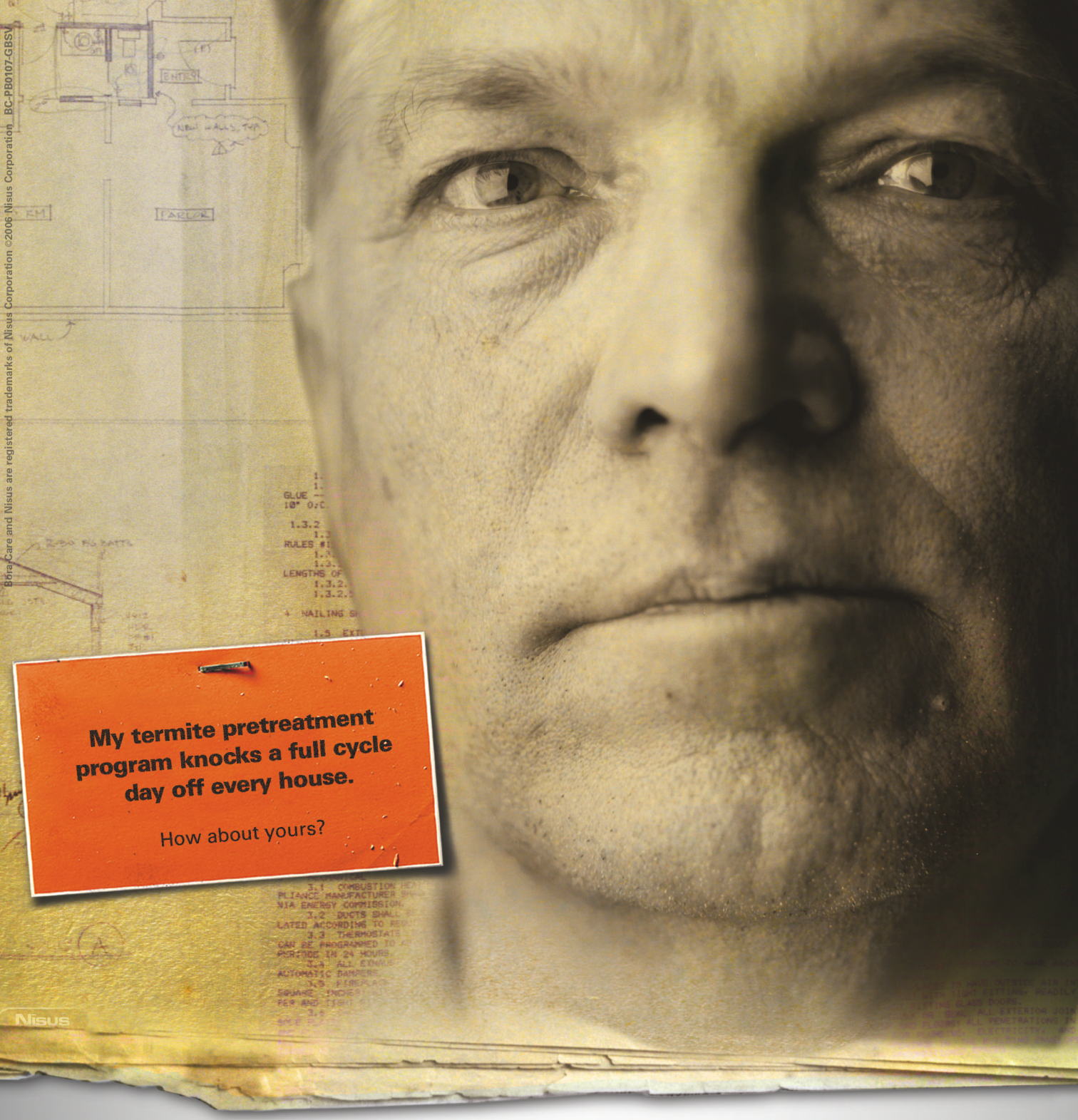
Then you could be in the 2007 *Professional Builder* Giant 400, the industry's definitive ranking of the nation's 400 biggest residential builders.

Make the list, and your company appears in our **40th Annual Report of Housing Giants** and on the Giant 400 Poster in the May 2007 issue of *Professional Builder.* That's heavy.

Check out the survey at www.ProBuilder.com/400survey.

It's your big chance to show how you **measure up.**

Professional Builder



Bora-Care and Nisus are registered trademarks of Nisus Corporation ©2006 Nisus Corporation BC-PB0107-GBSV



Bora-Care® is the fastest growing termite pretreatment in the nation. That's why all of the top ten builders are using Bora-Care on some of their projects. With Bora-Care, a crew doesn't have to leave the job site. You don't have to coordinate schedules between the pest control company and the cement company. It's a highly effective termiticide, insecticide and fungicide pretreatment that is applied to the wood, not the soil. So you never shut down until you've finished the job. **If your pest control company doesn't use it, hire one that does.**

For FREE info go to http://pb.ims.ca/5318-84

GREEN BUILDER BEST OF SHOW

GREEN BUILDER MAGAZINE®
2006 OVERALL GRAND PRIZE
NATIONAL GREEN BUILDING CONFERENCE

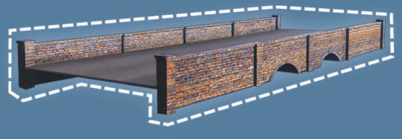
Professional Builder SVO7 SHOW VILLAGE 2007

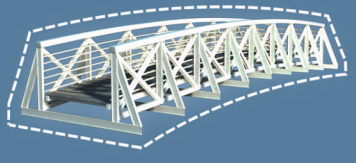
Nisus CORPORATION®

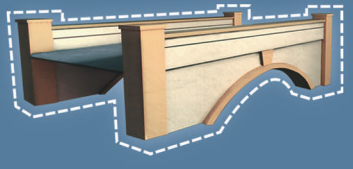
nisuscorp.com • 800.264.0870

IBS 2007 Booth # S10745









Continental®, Steadfast®, BEBO®, CON/SPAN®, SUPER-SPAN® and other signature bridges, from CONTECH® Construction Products Inc., can help you differentiate your development. Vehicular or pedestrian, CONTECH bridges come in a variety of styles, from vintage to classic, to modern and more. So no matter what style you're building in, there's a CONTECH bridge that fits the bill. Safe. Simple. Surprisingly cost-effective. CONTECH bridges. One more way to create a development precisely like nobody's. To see what we can do for you, call 1-800-338-1122, or visit contech-cpi.com.

CONTECH® CONSTRUCTION PRODUCTS INC.

Visit us at the International Builders Show, Booth #W2471 and Professional Builder SHOW VILLAGE

For FREE info go to http://pb.ims.ca/5318-85

Jagoe Homes



Scott Jagoe,
Co-owner
Owensboro, Ky.





GE Appliances

GE appliances, including the Monogram series of ovens, use the company's Precise Air Convection System fan that reverses direction for optimal air and heat circulation. For free information, go to http://pb.ims.ca/5318-125

In My Own Words

"GE has great price points, cool features, durable products. An issue with a dishwasher came up — it was a starter home and we were using Brand X's first tier product. The homeowner complained the dishwasher didn't clean well. The service rep suggested another top tier dishwasher for more money would have been a better choice if she wanted clean dishes."

Schlage-Dexter

Schlage-Dexter deadbolts and handle sets provide enhanced security features that meet all ANSI/BHMA Grade 3 strength and performance standards. They're also backed by a 25-year mechanical warranty. Deadbolts have a 1-inch hardened steel core that resists kick-ins, a free-spinning metal cylinder collar to prevent prying attempts, and a drill-resistant faceplate. For free information, go to http://pb.ims.ca/5318-127

In My Own Words

"Door knobs are the one product in the home you touch on a daily basis. These solid, weather-resistant knobs come in any shape, size, color and style. Their product selection works in our production and custom homes."



Owens Corning

The Berkshire roofing shingles from Owens Corning are algae- and wind-resistant and come in eight natural slate colors and textures. coverage. For free information go to http://pb.ims.ca/5318-126

In My Own Words

"Three reasons we offer Owens Corning Roofing: One, our customers have the choice of broad price point selection with a variety of color choices. Two, they are extremely quick with response to issues. Three, they help us manage the supply channels. It's the Pink Panther! Brand recognition! When it comes to insulation, their collaboration with us allows us to deliver an energy-efficient home."

>>Jagoe Homes cont'd

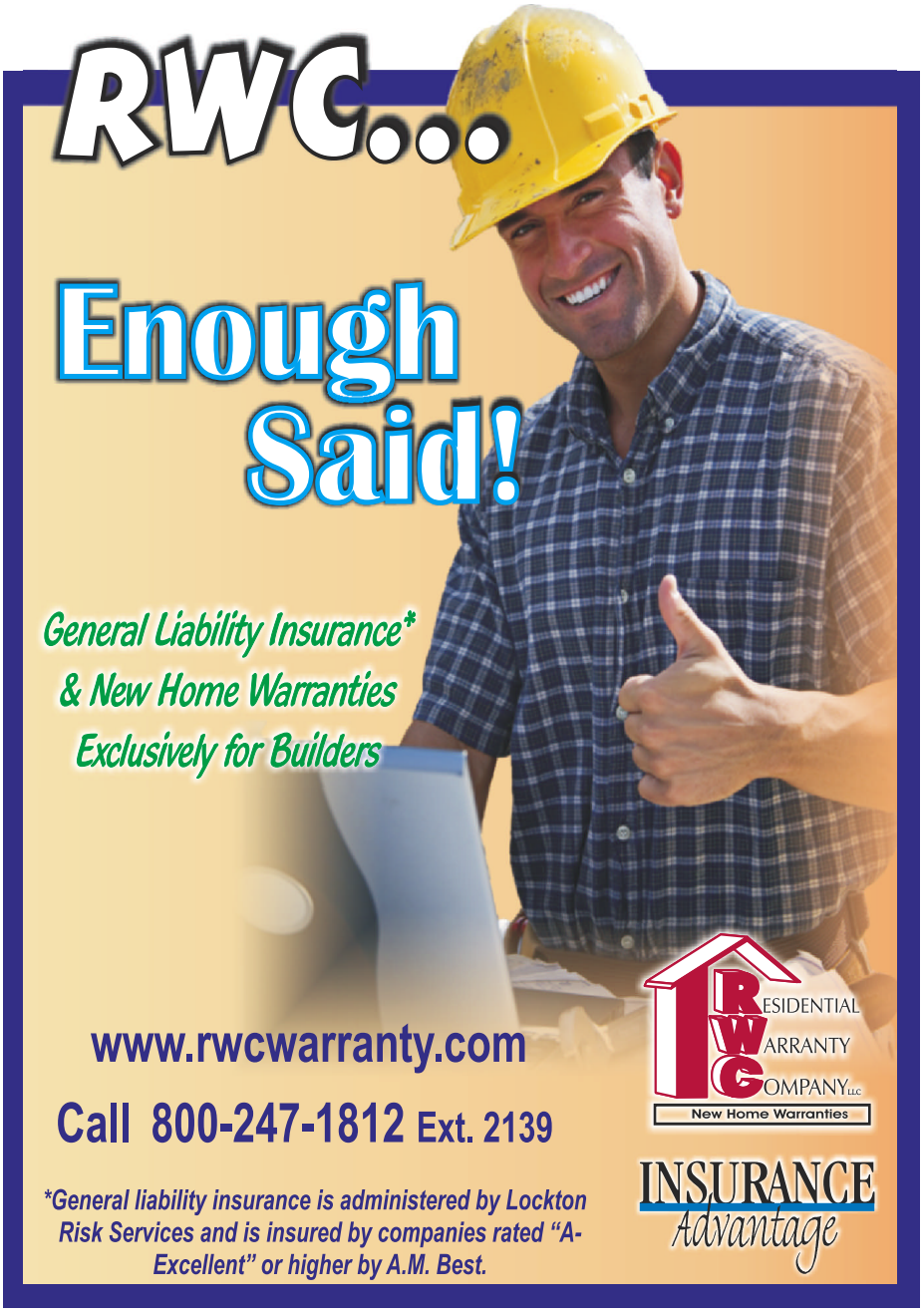
Trane

Trane's line of HVAC products includes new highly energy-efficient models such as the XL19i air conditioner. For free information, go to http://pb.ims.ca/5318-128

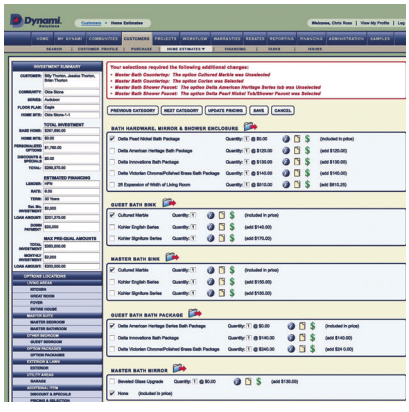


In My Own Words

"We have a long-term relationship with Trane. Our customer surveys report end user satisfaction."



For free info go to http://pb.ims.ca/5318-101



Dynami Solutions

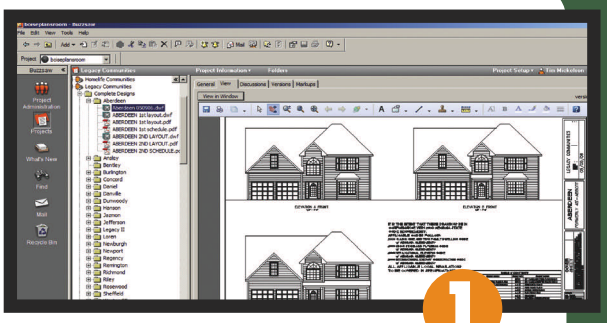
*(*ed. Note: Jagoe and his firm are collaborators on Dynami)*

Dynami Solutions business solution software allows for the coordination of schedules from every step of the building process. For free information, go to http://pb.ims.ca/5318-129

In My Own Words

"Dynami allows me to coordinate all non-construction activities with internal and external associates, from the time a prospect walks into the door through warranty."

4 WAYS TO BUILD MORE PROFITABLY IN 2007:



1

MANAGE YOUR PROJECTS ONLINE WITH BOISE PLANS ROOM.

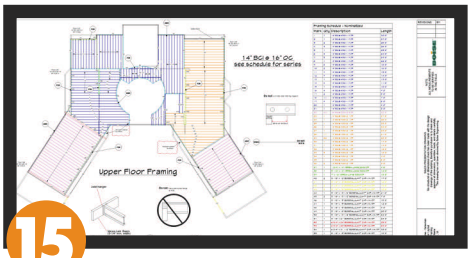
With Boise™ Plans Room, post your projects online to communicate, track, update redlines, do take-offs and organize for future use. Team members – dealer, designer, subcontractors and product vendors – can view plans anytime. Everyone works with the most current set of plans, and it's available at no cost when you build with Boise Engineered Wood Products.



5

REDUCE FRAMING MATERIAL COSTS: RUN PLANS THROUGH BC FRAMER.

BC Framer® integrated analysis lets you experiment with design parameters to find the optimal way to frame without overbuilding. Takes excess material out without reducing quality, and simpler framing can cut labor costs. Precise cut lists mean less material to buy and lower disposal costs. No charge for BC Framer when you build with Boise Engineered Wood Products.



15

PREVENT FRAMING MISTAKES WITH BOISE BUILDING SCHEMATICS.

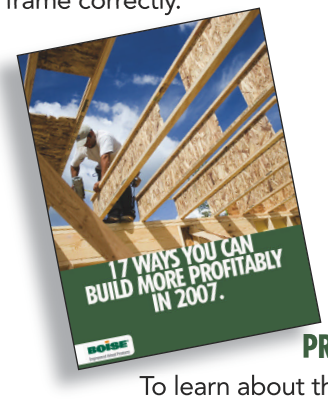
Boise placement plans locate foundation and sill plates to 1/16". Squaring diagrams mean perfectly square structures. Color-coded placement plans show precise location of floor framing and help less-skilled crews frame correctly.



12

HAVE FRAMING DELIVERED TO YOUR JOBSITE READY TO INSTALL.

Some Boise dealers can P.E.T. (precision end-trim) to length and pre-cut utility holes based on exact BC Framer dimensions. Or, if you prefer, trim one end and leave the other to be cut at the jobsite. It installs faster and gives you arrow-straight HVAC and plumbing lines.



GET YOUR COPY OF "17 WAYS TO BUILD MORE PROFITABLY IN 2007."

To learn about the other ways to build more profitably in 2007, contact your Boise dealer or Area Manager, or call 800-232-0788 today. We'll send you the information ASAP.

For FREE info go to http://pb.ims.ca/5318-86

BOISE ENGINEERED WOOD

Great products are only the beginning.™

BOISE®
Engineered Wood Products

© 2007 Boise Building Solutions Manufacturing, L.L.C. Boise is a registered trademark of Boise Cascade, L.L.C.

OFFER THEM WHAT THEY WANT.

Blackout victims from the Gulf Coast to New York and from D.C. to Seattle are demanding personal protection from spoiled food, extreme heat and cold, broken communications and no morning coffee. And they don't want a portable generator.

Whether they're from Mother Nature or the local utility, power outages can be overcome by your customers with a GUARDIAN automatic standby generator. Hurricanes, ice storms and an overtaxed power grid won't leave them without - and they won't have to run extension cords or make trips to the gas station.

THE EASIEST WAY POSSIBLE

GUARDIAN automatic standby generators lead the market in offering reliable electrical backup power. Plus, GUARDIAN includes pre-wired, pre-packaged components making them the easiest and least expensive to install.

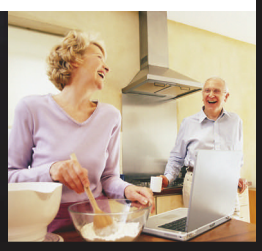
FULLY AUTOMATIC • HANDS FREE OPERATION • NO MANUAL STARTING OR POWER CORDS

Take advantage of the standby generator market today and help your next customer protect their home from power outages around the clock. You can either become a dealer or utilize one of over 4,000 GUARDIAN Dealers across the country to customize a program for you.

24/7 PROTECTION FOR BLACKOUTS







For more information on the product, the opportunity and a really cool t-shirt, visit **www.guardiangenerators.com/professionalbuilder.**
For FREE info go to http://pb.ims.ca/5318-87

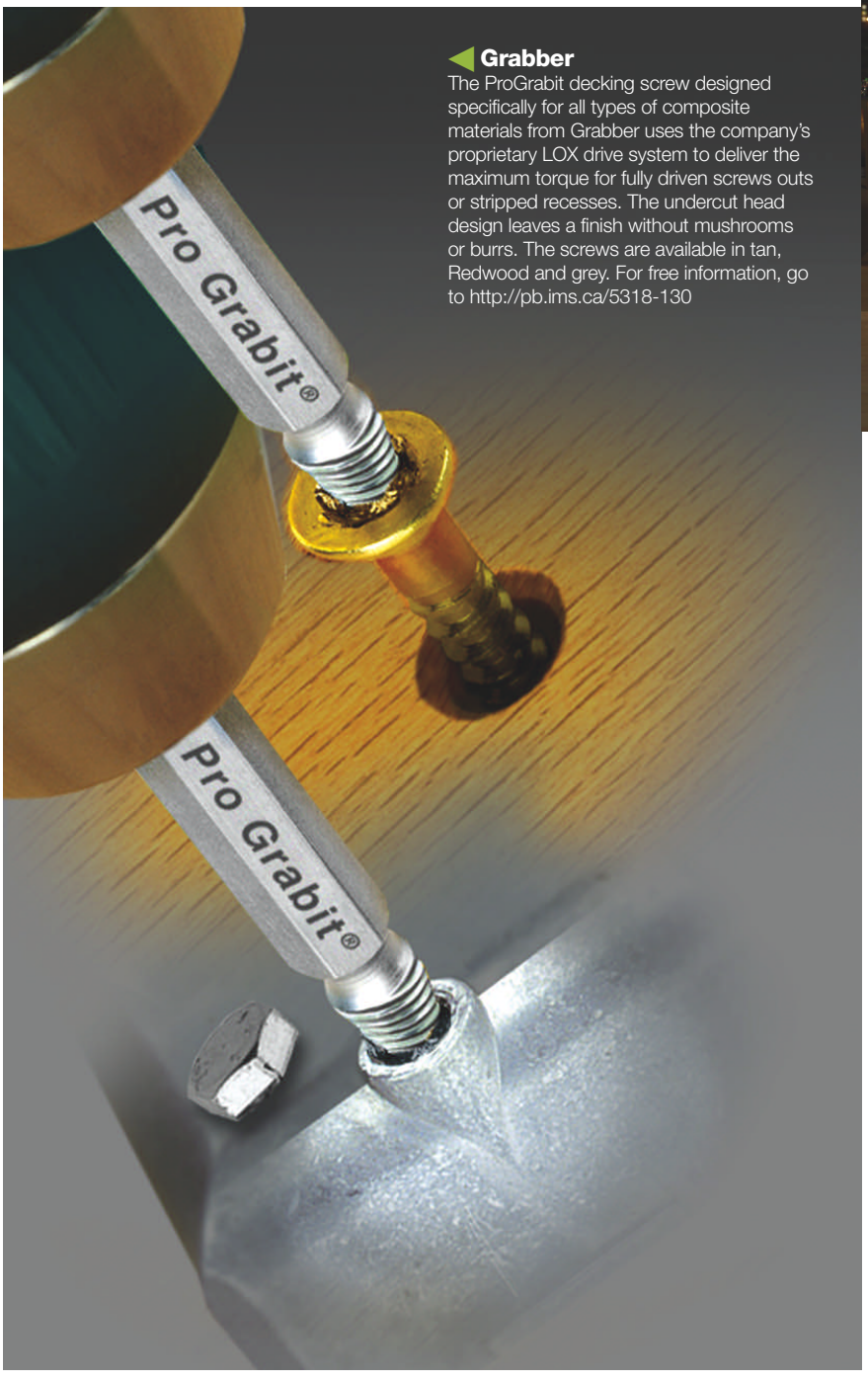
SVO7 Professional Builder SHOW VILLAGE 2007

See us outside at Show Village at the International Builder Show for a chance to win a GUARDIAN standby generator.

REAL HOMES DON'T BLACK OUT.™

>> BY **NICK BAJZEK,** *BUILDINGPRODUCTS@REEDBUSINESS.COM*

ProBuilder Product Report: **New Products**



Grabber
The ProGrabit decking screw designed specifically for all types of composite materials from Grabber uses the company's proprietary LOX drive system to deliver the maximum torque for fully driven screws outs or stripped recesses. The undercut head design leaves a finish without mushrooms or burrs. The screws are available in tan, Redwood and grey. For free information, go to http://pb.ims.ca/5318-130

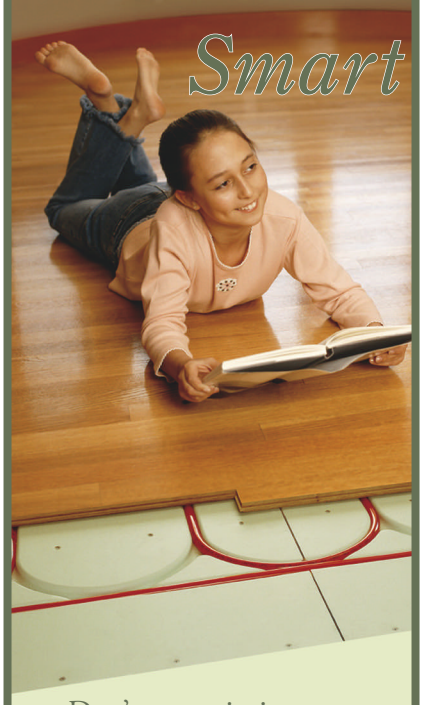


Zuma
The Blueline series of bath tubs from Zuma are inspired by Japanese soaking tubs. Crafted in rectangle and oval styles, both have channels to allow water to overflow. Chromatherapy, optional angle pillows, grab bars and heaters are also available. The tubs are backed by a 20-year limited warranty. For free information, go to http://pb.ims.ca/5318-131

Starrett
The ProSite Miter Saw Protractor from Starrett instantly transfers any angle directly to the miter saw. The red scale and arrow (miter cut function) provides the exact miter saw setting to make perfect miter joints. The tools are made from ¼-inch aluminum alloy for durability and are compact enough to fit in a back pocket. For free information, go to http://pb.ims.ca/5318-132



Radiant Heat... Smart



Don't comprimise your choices of floor coverings for indoor air quality.

Get *both* by choosing Warmboard.

The only structural subfloor and radiant panel, all-in-one.

Hardwood, carpet, tile - no problem!

warmboard®
RADIANT SUBFLOOR

"Simply Smarter Radiant Heat"

www.warmboard.com
877.338.5493

For free info go to http://pb.ims.ca/5318-90



MGS
The stainless steel thermostatic shower valve with hand shower from MGS is offered as an exposed or in-wall mixer with built-in diverter that controls the hand shower unit and fixed showerhead. The company also offers a hand-held rinse-down spray head and a single-control mixer with wall spout and a 2-hole wall mounted set for the sink or countertop. For free information, go to http://pb.ims.ca/5318-133



Zinsser
The Perma-Guard Mold and Mildew-Proof Interior Sealer from Zinsser is a clear coating guaranteed to prevent the growth of mold and mildew for 5 years. The sealer combines EPA-registered mildewcides with the company's proprietary acrylic resin system. It adheres to ASTM D5590 and D3273 standards and is intended for interior wall cavities, trusses, frame and interior side OSB lumber. For free information, go to http://pb.ims.ca/5318-134

SEVERE WEATHER SOLUTION









We can't control the weather, but Maze Nails can withstand it!



- Maze ***STORMGUARD®*** Double Hot-Dipped Galvanized Ring Shank Roofing Nails are ***"Miami Dade County Product Control Approved."***
- Maze ***STORMGUARD®*** Nails meet the 2006 nternational Building Code 1507.2.6 and comply with ASTM F1667.
- Maze ***STORMGUARD®*** Nails withstood and exceeded the ASTM G85 test protocol required for Miami Dade County.
- Maze ***STORMGUARD®*** Ring Shank Nails provide more than twice the holding power of smooth shank nails.

Miami-Dade County, Florida NOA (Notice of Acceptance) No: 06-0517.08 Expiration Date: 08.17.11

SVO7 Professional Builder SHOW VILLAGE 2007

1.800.435.5949

100% made in the USA

www.mazenails.com

For FREE info go to http://pb.ims.ca/5318-88



what's lurking in your bathroom?

Airborne pollutants. Unpleasant odors. Mold-causing moisture. They can invade your bathroom in no time. And the effects can be damaging. Not only to structures and surfaces, but to your health. Panasonic ventilation fans work silently and efficiently to help clear the air. So you can worry less—and breathe a whole lot easier.

No bathroom project is complete without a Panasonic ventilation fan. Let us help find the right fan for you with our interactive fan selector at **panasonic.com/ChooseYourFan**



ENERGY STAR

WhisperGreen™ VENTILATION FAN

SV07 Professional Builder SHOW VILLAGE 2007

Panasonic ideas for life

ENERGY STAR is a registered trademark.

For FREE info go to http://pb.ims.ca/5318-89

>> BY **NICK BAJZEK,** *BUILDINGPRODUCTS@REEDBUSINESS.COM*

ProBuilder Product Report: **Flooring**





Preverco

The Exotic Series of hardwood flooring from Preverco uses hardwood from areas of South America and Africa, including Brazilian Cherry/Jatoba, Santos/Cabreuva, Sapele and Tigerwood. The Brazilian Cherry has a reddish-brown tone and is offered in three colors: natural, bourbon and espresso. The Exotic Series is available in 3¼-inch widths in both engineered and solid hardwood. The Sapele species is available in engineered flooring only. For free information, go to http://pb.ims.ca/5318-135

BHK

The Moderna Hardwood Collection from BHK includes the Moderna Solid Wood and Engi-neered Wood Glueless Flooring Systems. These floating floor systems have a tongue- and groove-joint system with no glue or nails required. Hardwood flooring planks install by clicking into place. Both lines also feature the company's four-sided micro bevels. For free information, go to http://pb.ims.ca/5318-136



Laufen

The Bergamo and Murano tiles from Laufen are made of porcelain and feature three colors: haze, cashmere and fawn. The Bergamo is a 13 by 13 and 17½ by 17½-inch glazed tile with coordinating 10- by 13-inch wall tile. The trim includes a 3¼ by 13- inch floor bull nose, a 3 by 10-inch wall bull nose and a 3 by 3-inch bull nose corner. For free information, go to http://pb.ims.ca/5318-138



Mediterranea

Inspired by the worn look of the Caribbean style wood shutters, the Havana flooring tile line from Mediterranea is available in 6- by 24-inch and 12- by 24-inch sizes in five colors: sugarcane, cohiba, mambo, tobacco and tropicana. According to the company, several different colored clays were used in the manufacturing process of the thru-body porcelain, on each tile. For free information, go to http://pb.ims.ca/5318-137

>> BY **NICK BAJZEK,** *BUILDINGPRODUCTS@REEDBUSINESS.COM*

Coverings Etc.

The Eco-Terr tiles from Coverings Etc. contain up to 80 percent post-industrial recycled content and the newest lines feature glass chips. The tiles are available in polished finish with honed, antique and sandblasted options available upon special order. The line is non-toxic, frost-resistant and contributes to LEED MR 4.1 and 4.2. They are available in 16 by 16 by 5/8-inch or 24 by 24 by 3/4-inch sizes. For free information, go to http://pb.ims.ca/5318-139





Wilsonart

The expansion of Wilsonart's Red Label collection includes four distressed finish designs, two of which are available in two-plank widths, a 5-inch narrow plank or 7¾-inch-wide full board. Finish options include the beveled-edge Portland butternut, rustic El Dorado, amber-and-brown Rio Grand and the founder's oak. For free information, go to http://pb.ims.ca/5318-144

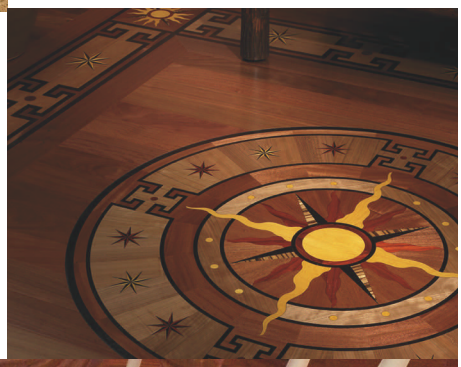


Armstrong

The CushionStep flexible flooring alternative from Armstrong is meant to flex with foot traffic with the company's CushionCore technology. It is protected by the VisionGuard urethane wear layer. It can be installed with an adhesive or modified with loose-lay flooring tape. It is available in three design collections: stone, impressions and wood. For free information, go to http://pb.ims.ca/5318-140

Oshkosh

Three new flooring designs from Oskosh's signature collection includes the Ashanti, a stone and metal inlay inspired by ancient African cultures; the Del Sol, an inlay of exotic woods representing the universe as viewed by Pre-Columbian cultures; and the Devotion, an inlay composed of stone and colored glass inspired by the spirituality of Eastern religions. The line was created in conjunction with designer Eli Olivarez. For free information, go to http://pb.ims.ca/5318-141





Junkers Hardwood

The Nature's Beauty line of solid and engineered hardwood flooring from Junckers Hardwood has 18 plank options. Each board is 9/16-inch thick and 5 11/32-inch wide in 6- or 7-foot lengths. The planks are made as a three-ply system with a sawn cut top wood surface, hardwood center core and finished with aluminum oxide for durability. For free information, go to http://pb.ims.ca/5318-143



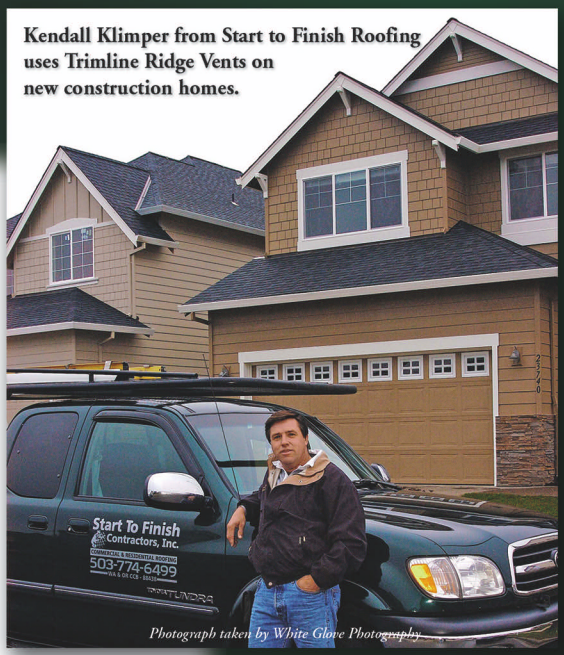
Stairtek

The pre-finished wood stairs and hand rails from Stairtek include wood treads, risers and hand rails that, according to the company, match the colors of pre-finished hardwood floors. The product is delivered in a protective layer of hardboard covered with water-resistant cardboard. The stair components are made with the company's Nanotek finish for durability and are backed by a 25-year warranty for residential wear. For free information, go to http://pb.ims.ca/5318-142

Featured Users: Riverside Homes and Start to Finish Roofing - Portland, OR

Trimline Ridge Vent is a Good Value!

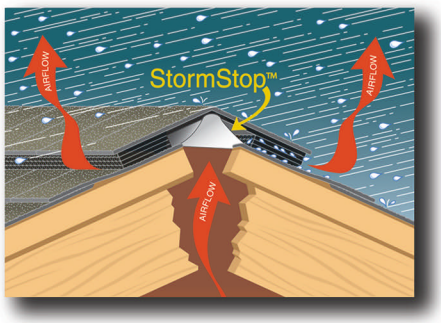
Trimline® Ridge Vents offer Quality Performance, Great Appearance and Quick Installation.



Kendall Klimper from Start to Finish Roofing uses Trimline Ridge Vents on new construction homes.

Photograph taken by White Glove Photography

Trimline Ridge Vents provide superior ventilation by creating a balanced system that continuously releases hot, moist attic air while drawing fresh air through soffit vents. Creating a balanced, continuous ventilation system increases a home's total energy-efficiency while extending the life expectancy of its roof material – a great selling point for your customers. Engineered from a unique corrugated plastic



material, Trimline vents fit a variety of roof styles including shingle, cedar, tile and metal. Designed to vent at the ridge – the hottest point of the roof – the Trimline vent system has the added benefit of creating a smooth roofline, eliminating the unsightly louver vents commonly found on many homes.



Trimline is the Best Ridge Vent

Kendall Klimper, president of Start to Finish Roofing in Portland, OR, says that Riverside Homes exclusively uses Trimline Ridge Vents on all new construction homes. Klimper says "We are convinced that the Trimline Ridge Vent is the best ridge vent and provides great results when the ventilation is balanced at both the ridge and the soffit." Klimper says whenever he presents Trimline Ridge Vent to a builder he educates them on the benefits of using Trimline, stating the quality performance, great appearance and quick installation.

Trimline Adds Value to the Home

Klimper says houses are being built so they are sealed tight these days and become a moisture collector. However, ridge vents help move airflow throughout the house, including the attic. The builders that work with Klimper know that Trimline Ridge Vents protect the investment of the home and add value to the entire house. Klimper believes in the Trimline Ridge Vent product so much that he promotes the product to builders and distributors in the Northwest.

Trimline is so confident that builders everywhere will be satisfied with its ridge vents, it offers a limited lifetime warranty. Trimline is the most certified product in the industry, meeting all building code certification requirements for Miami-Dade County, ICBO, BOCA, TDI, and UL Class A or C.

For more information call 1-800-438-2920 or visit www.trimline-products.com.

For FREE info go to http://pb.ims.ca/5318-64

"We are convinced that Trimline Ridge Vent is the best ridge vent and provides great results when the ventilation is balanced at both the ridge and the soffit."

Kendall Klimper
Start to Finish Roofing

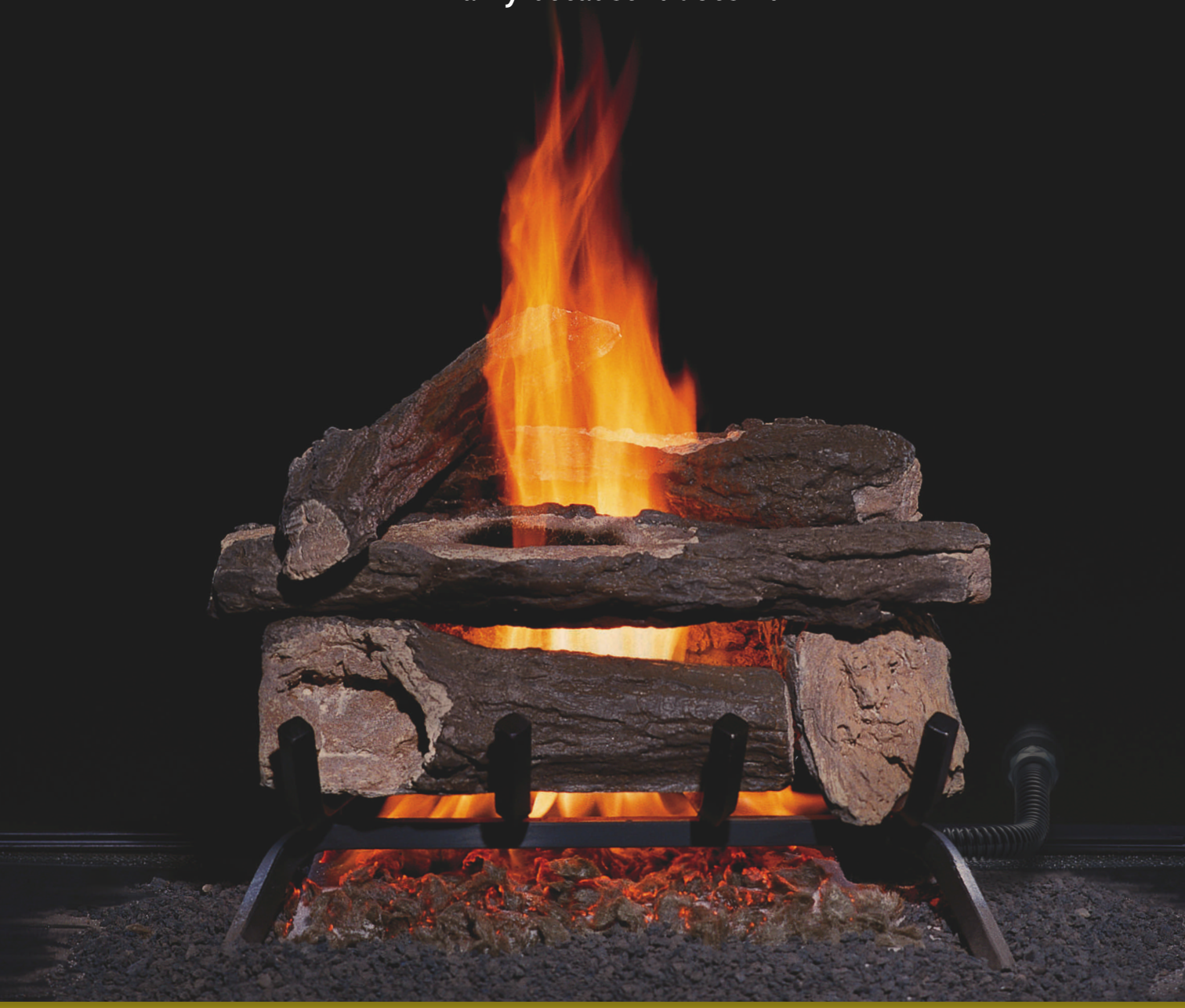
TRIMLINE® BUILDING PRODUCTS
A division of Diversi-Plast

1-800-438-2920
www.trimline-products.com

Certified for Performance

Our new gas connector is a real standout.

Primarily because it doesn't.





Our newest ProCoat® gas connectors are virtually invisible. Which makes them ideal for gas log fireplaces and decorative hearths where you want to see the fire, not the piping. Designed with the flexibility you'd expect from BrassCraft, ProCoat connectors can be installed indoors or outdoors. What's more, our proprietary coating resists corrosion from a variety of household cleaning and masonry products. To find out more, contact BrassCraft at **248-305-6000**, or visit **www.brasscraft.com**. ProCoat gas connectors. Now in black. They stand out, because they don't.

For FREE info go to http://pb.ims.ca/5318-92

Made in the USA

©2007 Brass-Craft Mfg.

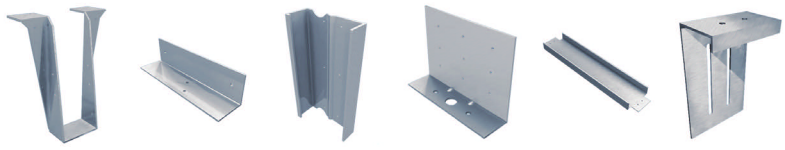
BrassCraft. Committed to Quality, Driven by Innovation.

BrassCraft®

Visit us at Booth #1037 at the AHR Expo and
at Booth #W1101 at the International Builders Show

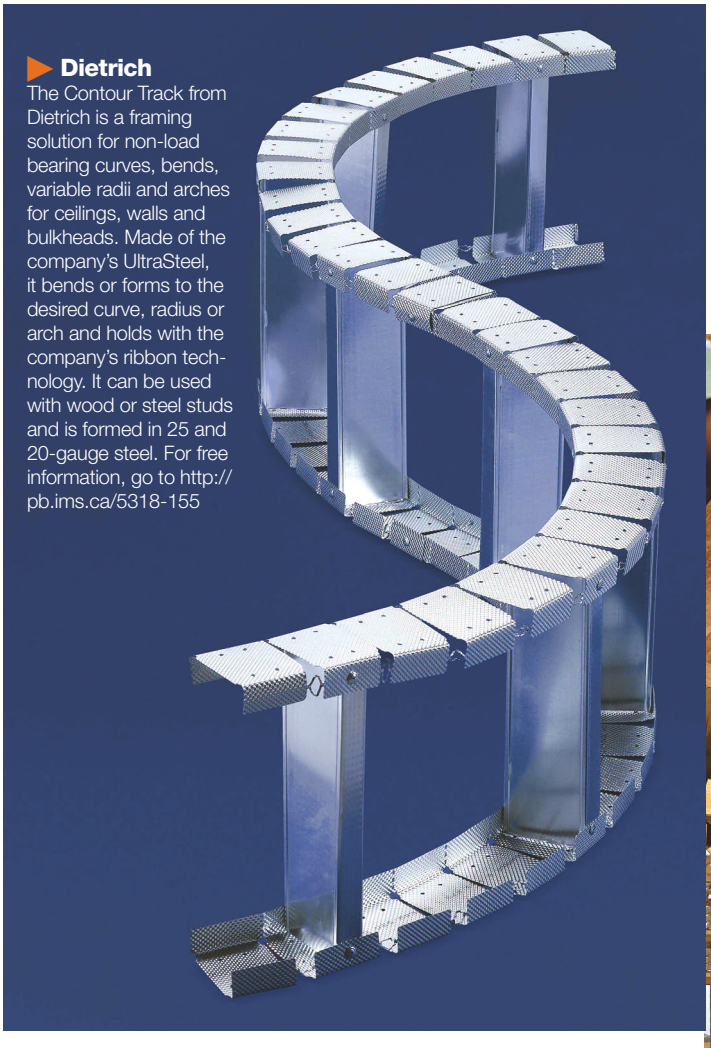
>> BY **NICK BAJZEK,** *BUILDINGPRODUCTS@REEDBUSINESS.COM*

ProBuilder Product Report: **Structural**



Dietrich

The Contour Track from Dietrich is a framing solution for non-load bearing curves, bends, variable radii and arches for ceilings, walls and bulkheads. Made of the company's UltraSteel, it bends or forms to the desired curve, radius or arch and holds with the company's ribbon technology. It can be used with wood or steel studs and is formed in 25 and 20-gauge steel. For free information, go to http://pb.ims.ca/5318-155



Marino\Ware

The FrameRite connectors from Marino\Ware are fashioned from cold-formed steel and include the three-piece Solid Blocking joist blocking that is an alternative to installing conventional clips and solid web members. The company's web stiffeners provide reinforcement of joist webs to prevent crippling and are installed on the outside of C-Joists. For free information, go to http://pb.ims.ca/5318-156

Weyerhaeuser

The iLevel TimberStrand LSL Beam from Weyerhaeuser is able to accommodate holes up to 4 ⅝ inches in a 14-inch deep beam. The beam allows for drilling of multiple holes – the number of which is determined by the length of the beam and the size of the holes. Fewer elbows help provide a more direct flow of water in plumbing applications. The TimberStrand LSL beam comes in widths of 1 ¾ inches or 3 ½ inches. For free information, go to http://pb.ims.ca/5318-157





Temple-Inland

The FiberBrace structural wall sheathing from Temple-Inland now includes 10-foot lengths along with its current 8- and 9-foot lengths. This extended length allows builders to apply FiberBrace sheathing from the bottom plate to the top of the upper floor joists without cutting or piecing on floors with 9-foot ceilings. It offers noise reduction and an insulation R-value of 1.22. For free information, go to http://pb.ims.ca/5318-158

SV07 Professional Builder®

SHOW VILLAGE 2007
IBS®, ORLANDO

Across the Generations:

Three new homes to please today's buyers.

Stroll through the finished models to pick up design ideas for:

- great rooms
- gourmet kitchens
- library/computer centers
- home theaters
- game rooms
- upstairs laundry rooms
- dual master suites
- green products and materials



Check out **new products**, look **behind the walls** and **get answers to your questions** straight from the manufacturers.



PRESENTED BY:

Professional Builder · Professional Remodeler · CUSTOM BUILDER · housing giants · HousingZone.com

Show Village 2007 Calendar of Events:

Wed., Feb. 7 - Fri., Feb. 9

8:30 am -
Show Village '07 doors open

- Tour Baby Boomer Home by Nationwide Custom Homes
- Tour Echo Boomer and Gen-X Homes by Palm Harbor Homes
- Check out the NASCAR sponsored by **Rinnai**– Special appearance by NASCAR driver Matt Kenseth Friday afternoon!
- See the Professional Bass Boat sponsored by **GE Sealants & Adhesives**!
- Pick up your SV07 passport and get it stamped by sponsors to be eligible to win great prizes like a **Panasonic** plasma TV and more!

4 pm - 6 pm -
Show Village Block Party!
Wednesday - Friday

- Hot music by Albert Cummings
- Ice cold drinks

It's the best time you'll have at IBS®. C'mon over!

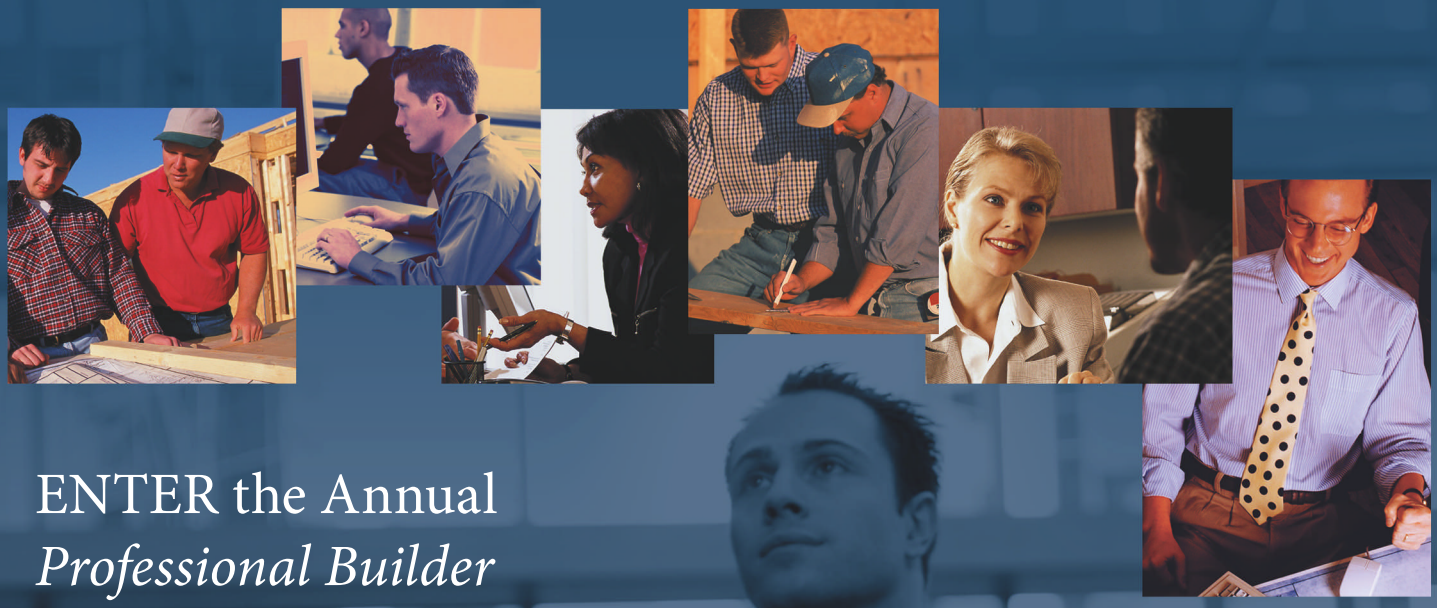
Schedule subject to change.

Look for these fine sponsors at Show Village 2007:

PITTSBURGH CORNING GLASS BLOCK · BHK OF AMERICA · Amarr GARAGE DOORS · MAZE NAILS · celotex Knight-Celotex Fiberboard · THE ICYNENE INSULATION SYSTEM · TAMKO BUILDING PRODUCTS · SONY · LG · LG HI-MACS Acrylic Solid Surface · Masonite · ThyssenKrupp Access ThyssenKrupp · EverGrain Composite Decking TAMKO · LP SmartSide · FYPON The Right Stuff · DOW Building & Construction · Armstrong CABINET PRODUCTS · Crane PERFORMANCE SIDING · JELD-WEN WINDOWS & DOORS · GE Sealants & Adhesives · Panasonic ideas for life · Nisus CORPORATION The World's Leader in Borate Technology · The Inside Advantage Whirlpool · USG · OnsiteAGENT · MOEN Buy it for looks. Buy it for life.® · CONTECH CONSTRUCTION PRODUCTS INC. · Rinnai · DOW SYMMATRIX Composites · GUARDIAN by Generac Power Systems, Inc. · MITSUBISHI ELECTRIC HVAC Advanced Products Division · Vanguard Piping Systems, Inc. · Pella · James Hardie · LASCO BATHWARE · Honeywell · AlphaProTech Engineered Products, Inc. · CULTURED STONE The Preferred Name In Stone · BEAM CENTRAL VACUUM SYSTEMS · OPENJOIST WHERE SPEED MEETS STRENGTH · VT INDUSTRIES Fine Laminate Countertops · latitudes decking & railing · TechTrim EXTERIOR TRIM BOARD

GREAT COMPANIES, GREAT PRODUCTS, GREAT FUN

Feb. 7 - 9, 8:30 am - 6 pm
Feb. 10, 8:30 am - 3 pm
West Hall Parking Lot D



ENTER the Annual
Professional Builder
Search for

BEST WORKPLACES

Building a great new house is one thing. Building a great business environment is quite another. Do they go hand in hand? We're looking to find out.

Tell us how your new-home building business stacks up when it comes to:

- **Recruitment and retention**
- **Professional development, education and training**
- **Social and corporate responsibility**
- **Workplace culture and environment**
- **Compensation and benefits**
- **Job satisfaction**
- **Leadership ability of management**
- **Customer service**

To nominate your new-home builder workplace as one of the best go to **www.probuilder.com/bestworkplaces.**

Entry deadline is March 23, 2007.

If selected, your company will be featured in the August 2007 issue of *Professional Builder.*

Help us find the BEST new-home builder workplaces in the country. Enter your new-home building company today!

Professional Builder®

THINK GREEN

Think Seagull IV Water Purifier: A Healthier Lifestyle with a Responsibility to the Environment

Water purity and conservation are key elements in the improvement of one's home. SEAGULL®IV water purifiers provide great-tasting, purified water for drinking, cooking and ice cubes, **without using chemicals, electricity or wasted water**. These compact, easy-to-install purifiers remove bacteria, cysts and viruses*, plus foul taste, odor and chemical pesticides such as chlorine. Enjoy instant "better than bottled" water right from the kichen sink.



SEAGULL®IV
800-441-8166 E.S.T.
www.generalecology.com

For FREE info go to http://pb.ims.ca/5318-200

COLUMNS BY OUTWATER



Wood • Fiberglass • Aluminum • Polyurethane

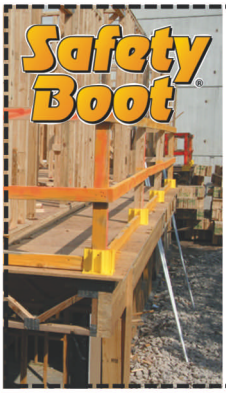
FREE 1,100+ PAGE MASTER CATALOG!

LOWEST PRICES...WIDEST SELECTION... ALL FROM STOCK!

ARCHITECTURAL PRODUCTS BY OUTWATER
Call **1-888-772-1400** (Catalog Requests)
1-800-835-4400 (Sales) • Fax **1-800-835-4403**
www.outwater.com
New Jersey • Arizona • Canada

For FREE info go to http://pb.ims.ca/5318-201

Safety Boot



Safety Boot temporary guardrails simplify installation by eliminating bracing. Its free-standing design is simple, low-cost and exceeds OSHA fall protection requirements. The Safety Boot is tested, proven and certified effective by a third-party engineering testing firm.



SAFETY MAKER™
Safety Maker, Inc.
1-800-804-4741
www.safetyboot.com

For FREE info go to http://pb.ims.ca/5318-202

Protective Products



Makes Surface Protection & Dust Control ...easy.



- The Best Surface Protection Values.
- Two Huge Warehouses – Back Order Hassles Virtually Eliminated.
- On-time Delivery.
- Save Time & Money. Improve Customer Satisfaction.

New **PRO-VENT**

- Keep Dust, Dirt & Debris Out of Duct Work.
- Custom Imprint Available. Call for More Info!

Protective Products International Inc.
Surface Protection Solutions



Call for our FREE Surface Protection Guide
1-800-789-6633
www.protectiveproducts.com

Lowest Price & Satisfaction **GUARANTEED!**

For FREE info go to http://pb.ims.ca/5318-204

Manage Your Business - Bring Balance to Your Life

Finally! Management Systems & Solutions for Builders that Really Work!

Now you can easily implement effective operational procedures utilizing a single comprehensive solution. CBMS features an organizational chart and clearly defined responsibilities for every necessary task, inside the office and at the jobsite, regardless of the size of your staff. This ready-to-use MANAGEMENT SYSTEM is designed for builders who are committed to delivering real value to their customers and improving the bottom line.

CBMS MANAGEMENT SYSTEMS

Free Trial - Money Back Guarantee!
CBMSsystems.com – (419) 882-8320

For FREE info go to http://pb.ims.ca/5318-203

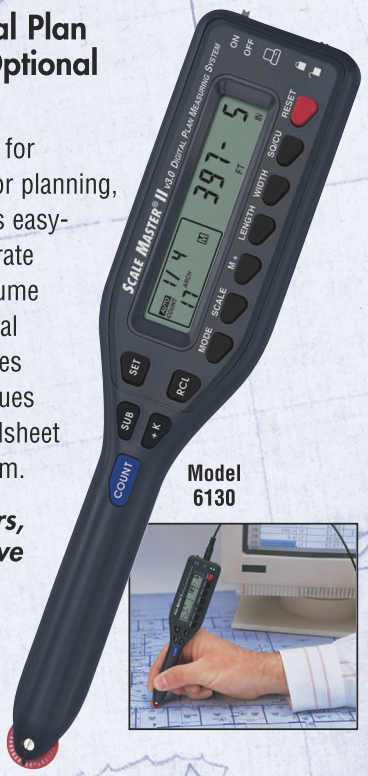
The Estimating Tool Pros Rely On...

SCALE MASTER® II

Advanced Digital Plan Measure with Optional PC Interface

If you're responsible for estimating, bidding or planning, the *Scale Master II* is easy-to-use for fast, accurate Linear, Area and Volume take-offs. The optional *PC Interface Kit* makes it simple to input values directly into a spreadsheet or estimating program.

You'll Reduce Errors, Save Time and Save Money!



AWARD WINNING ESTIMATING TOOL!

- 91 Built-in Scales: 50 Imperial (Feet-Inch) and 41 Metric for architectural, engineering and civil/map scaling
- Eight "Custom" Scales: define any scale for out of scale plans
- Wide range of Dimensional Units: Decimal Feet, Feet-Inches, Decimal Yards-Feet-Inches, Miles, Nautical Miles, Acres, Millimeters, Meters, Kilometers, Hectares — square and cubic formats
- Dedicated Length, Width and Height Keys: instantly find rectangular Areas and Volumes
- Manual or Auto Count Feature: "Count" how many times a distance has been rolled

OPTIONAL PC INTERFACE KIT

The PC Interface Kit is fully compatible with Win 3.0 and up, Windows 95, 98, 2002, NT and XP. Reduce the potential for costly transcribing errors.
Model 6215



For the dealer nearest you, call today 1-800-854-8075

CALCULATED INDUSTRIES®

Visit us on the web at: www.calculated.com

4840 Hytech Drive, Carson City, NV 89706 • 1-775-885-4900 • Fax: 1-775-885-4949

Promo Code: PROBSM-107

For FREE info go to http://pb.ims.ca/5318-205

Nautilus Cabinetry

OUTDOOR CABINETS
LIFETIME WARRANTY



For FREE info go to http://pb.ims.ca/5318-206

COMMERCIAL CASEWORK

CabParts produces easily assembled, frameless, modular cabinet boxes, custom-sized casework, drawer boxes, adjustable shelves, slab-type doors and drawer fronts plus a modular, wall-hung closet/storage/organizer system. Service nationwide has been provided since 1987.

The CabParts product line is specifically suited for use by Cabinet and Millwork Shops, General and Remodeling Contractors, Building Maintenance Departments, Design/Build Firms, Architects and Project Managers.

Outsourcing your casework requirements from CabParts means:

- **increased profitability**
- **higher productivity**
- **better cost control**
- **consistent quality**

RESIDENTIAL CASEWORK

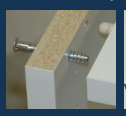
CabParts®

Your Case Work Made Easy



www.cabparts.com

Confirmat Joinery



Dowel Joinery



When properly assembled & installed CabParts meets or exceeds AWI custom grade

For the full story on CabParts or to download a FREE digital catalog please visit our website www.cabparts.com or give us a call at 970.241.7682

VISA MasterCard DISCOVER

For FREE info go to http://pb.ims.ca/5318-207

create a **watertight** shower
in less time with products from Noble Company

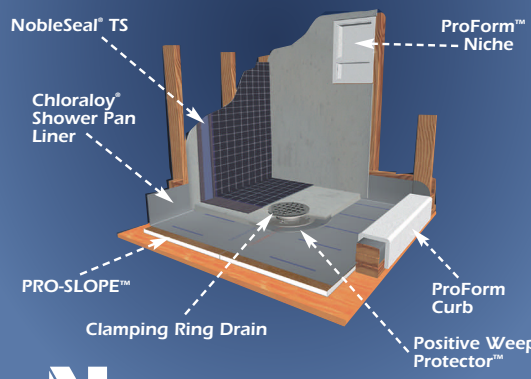
ProForm Niches and Curbs
Waterproof, lightweight and "tile ready".
Available in a variety of shapes & sizes.

PRO-SLOPE
Creates the slope required under the shower pan.

Chloraloy
Shower pan liner made from CPE. Guaranteed to last.

NobleSeal TS
Thin-set waterproofing for shower walls, drying areas, floors, etc.

Clamping Ring Drain
Available with either a square or round strainer.



Noble Company
800-878-5788
www.noblecompany.com

For FREE info go to http://pb.ims.ca/5318-208



Finlandia Saunas
are a Cut Above The Rest...

...with the highest quality materials and old country craftsmanship. In fact, we still use 1" x 4" wall and ceiling boards, while our competitors use only 1/2" x 4". That's why more architects and builders come back to *Finlandia Sauna* again...and again...for easy and trouble free installation of any standard or custom size, as well as best finished product.

Contact us at
800-354-3342
www.finlandiasauna.com
Nationally recognized since 1964!

For FREE info go to http://pb.ims.ca/5318-209

Designs That Perform

epro **Waterproofing Solutions**
For The Most Demanding Conditions



- Blindside Waterproofing
- Brown Field Barriers
- Reinforced Deck Waterproofing
- Cavity Wall Air Barrier
- ICF Waterproofing

A World of Difference
epro ™
Waterproofing Systems

epro *Services, Inc.*
• 800-882-1896 •
www.eproserv.com

Dealer, Installer, and Representative Inquiries Welcomed. Visit Our Booth #W-7147 at the NAHB/ISB

For FREE info go to http://pb.ims.ca/5318-210

woodport
INTERIOR DOORS™
woodport.com



Select Woodport™ interior doors for your new or remodeled home.

Visit woodport.com for designs and retailers in your area.

TIMELESS BEAUTY • CLASSIC CRAFTSMANSHIP
INSPIRED DESIGN

For FREE info go to http://pb.ims.ca/5318-211

In-Wall Security Cabinets



UNIQUE HOME SELLING FEATURES

- Profit opportunity using value add option
- Offer products others do not offer
- Simplistic home security for your customers
- Provide peace of mind
- Home design benefit which can be built into the mortgage

Contact us for special builder pricing.

TIFFIN METAL PRODUCTS

Tiffin Metal Products Co.
450 Wall Street
Tiffin, OH 44883
800-537-0983
www.tiffinmetal.com

For FREE info go to http://pb.ims.ca/5318-212

Hard to Find Information?

Discover must-have, hard to find information at the Research Store on HousingZone.com.

Purchase the proprietary data you need to run your business — reports include:

Professional Builders' Annual Giants Reports (99-03)
Professional Builders' Customer Satisfaction Survey
Professional Remodelers' Home Remodeling Study
Professional Builders' Internet Usage Study

HousingZone

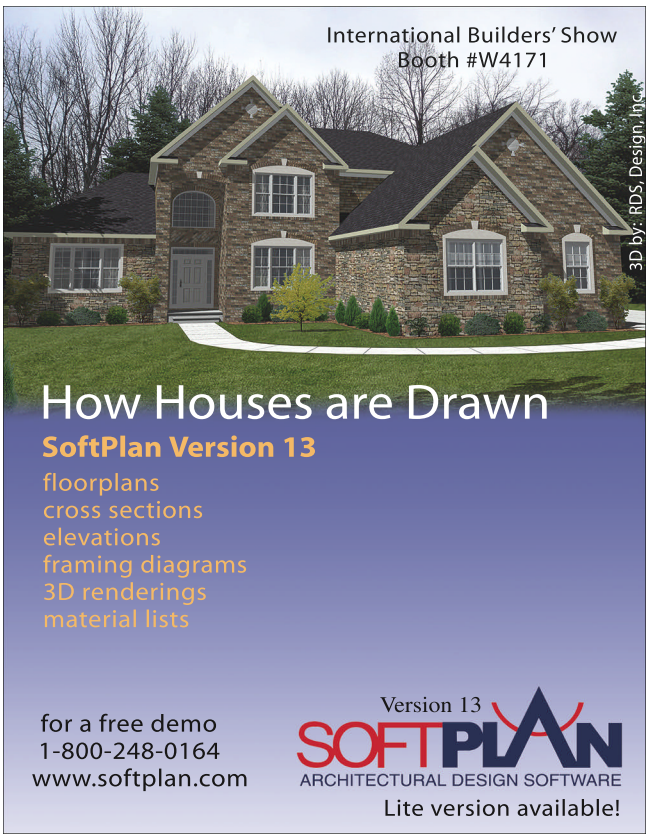
www.housingzone.com/research



For FREE info go to http://pb.ims.ca/5318-213



For FREE info go to http://pb.ims.ca/5318-214



For FREE info go to http://pb.ims.ca/5318-215

Weather Shield Rounds Out Door Offerings



Designed for those who refuse to compromise on design, Weather Shield® introduces the new aluminum-clad full radius hinged patio door. Unlike thin roll form cladding, the heavy-duty 060" extruded aluminum cladding on the frame and panels offers dent resistance. And the frames may be matched to the aluminum exterior panels in one of 55 standard and designer colors. Discover more at www.weathershield.com or call 1-800-477-6808.

Weather Shield Windows & Doors

For FREE info go to http://pb.ims.ca/5318-216

Bilco's Ultra Series Basement Door



Bilco's new Ultra Series Basement Door features high-density polyethylene construction that never needs painting and is impervious to the elements. Its simulated wood texture and driftwood color will complement the exterior of any home and the interchangeable side panel inserts allow homeowners to add light and/or ventilation to their basement area way. The Ultra Series door satisfies IRC2003 standards for emergency basement egress and carries a 25-year manufacturer's warranty. For more information, call 203-934-6363 or visit www.bilco.com.

Bilco

For FREE info go to http://pb.ims.ca/5318-217

iLevel™ Trus Joist® TimberStrand® LSL



iLevel Trus Joist TimberStrand laminated strand lumber (LSL) is a high-quality engineered wood product available for a wide range of applications, including beams, rim board, treated sill plate, headers, columns and studs. Builders choose TimberStrand LSL because it is consistently strong, straight and true. www.iLevel.com; 1-888-iLevel8

iLevel by Weyerhaeuser

For FREE info go to http://pb.ims.ca/5318-218

YOUR TICKET TO MUST-HAVE, HARD TO FIND INFORMATION



Visit the *Research Store* on HousingZone.com to purchase proprietary data you need to run your business:

Professional Builders' Annual Giants Reports (99-03)
Professional Builders' Customer Satisfaction Survey
Professional Remodelers' Home Remodeling Study
Professional Builders' Internet Usage Study

HousingZone

www.housingzone.com/research

Professional Builder | Professional Remodeler | CUSTOM BUILDER | GIANTS | HousingZone.com

present

SV07

Professional Builder® Products In Action

SHOW VILLAGE 2007

Visit us at the Builders' Show in Orlando
Feb. 7-10, 2007

SEE!
- Products from the Builders' Show in action, in real homes
- Echo Boomer home
- Gen-X home
- Baby Boomer home
- All in the parking lot outside the IBS show

GREAT COMPANIES, GREAT PRODUCTS, GREAT FUN

Pella | Amarr Garage Doors | BHK of America | Pittsburgh Corning | EverGrain Composite Decking | Celotex Knight-Celotex Fiberboard | James Hardie | Lasco Bathware | USG | Sony

Maze Nails | Vanguard Piping Systems, Inc. | Dow Building & Construction | The Icynene Insulation System | Fypon The Right Stuff | ThyssenKrupp Access ThyssenKrupp | Armstrong Cabinet Products | LP SmartSide | Honeywell

Open Joist Where Speed Meets Strength

Beam Central Vacuum Systems | LG | LG Hi-Macs Acrylic Solid Surface | Cultured Stone The Preferred Name In Stone | Moen Buy it for looks. Buy it for life.® | Tamko Building Products | OnsiteAgent | Whirlpool | Crane Performance Siding

Masonite | Panasonic ideas for life | Contech Construction Products Inc. | TechTrim Exterior Trim Board | Rinnai | latitudes decking & railing | Nisus Corporation | MI Industries Fine Laminate Countertops

YOUR TICKET TO MUST-HAVE, HARD TO FIND INFORMATION



Visit HousingZone.com for the latest news product information & the latest research in the building industry.

- News & Articles
- Latest Product Trends
- Forums & Web Casts
- Plans & Projects
- HZ University
- Cost Estimators
- Awards & Events
- Business Tools
- Research & Data
- Subscriptions for Digital Editions of Magazines
- Subscriptions for Digital E-Newsletters

Housing Zone

www.housingzone.com



For FREE info go to http://pb.ims.ca/5318-251



For FREE info go to http://pb.ims.ca/5318-252



For FREE info go to http://pb.ims.ca/5318-253



For FREE info go to http://pb.ims.ca/5318-255



For FREE info go to http://pb.ims.ca/5318-256

Download Your 2007 Craftsman Site License Now!



It's not often you find a bargain in construction estimating software. But the Craftsman Site License is just that. For only $64.99 you get the complete databases of all ten Craftsman Book Company 2007 construction estimating references, as well as an estimating program that lets you change the prices, export to MS Word, Excel, or QuickBooks Pro. A FREE multimedia video is available that shows you how easy it is to use this program. You can even download your Site License to two computers. Monthly updates are free on the Web during all of 2007. You get unlimited downloads of these ten 2007 editions for only $64.99. Don't guess on another estimate. Have the costs you need. **Download today!**

www.craftsman-book.com Use promo code pb107 and save 10%
Find out more on www.craftsmansitelicense.com.

For FREE info go to http://pb.ims.ca/5318-254

American Heart Association®
Fighting Heart Disease and Stroke

Keep more than memories alive with memorials and tributes.

AMERICAN HEART ASSOCIATION MEMORIALS & TRIBUTES

1-800-AHA-USA1

This space provided as a public service.
©1994, 1997, American Heart Association

ADVERTISING MEANS BUSINESS. PLACE YOUR AD TODAY!

THE ULTIMATE DOOR & WINDOW
SILL PAN SYSTEM
ASTROpan™
Patent Pending
1-800-334-4474
www.astroplastics.com

For FREE info go to http://pb.ims.ca/5318-257

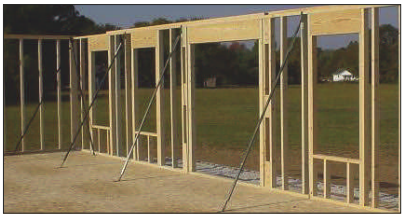
Contractors: too much Stress?
... too many headaches?
...work too many hours?
Becoming a Construction Consultant is the ANSWER...

- Put your experience to work making more money
- Reduce your stress by eliminating owner complaints and deadlines.
- Cut your work load in half while maximizing profits.
- Enjoy knowing you've helped people get the most house for their dollar.
- End competitive bidding.
- Feel appreciated instead of blamed.

National Home Building CONSULTANTS
CALL : 1-877-422-6728
www.NHBConsultants.com

For FREE info go to http://pb.ims.ca/5318-259

PLUMB-JACK WALL BRACE

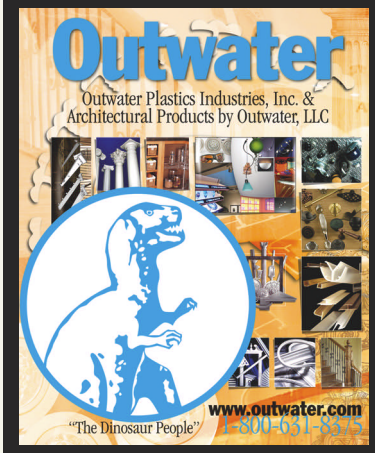


Vinco Manufacturing
Phone: 866-557-6244
www.vincomfg.com

- Cost-Effective
- Adjustable
- Reusable
- Contractors Buy Direct!

For FREE info go to http://pb.ims.ca/5318-258

2007 Master Catalog by Outwater
65,000+ Decorative Building Products



Architectural Mouldings & Millwork • Columns & Capitals • Balustrading • Wrought Iron Components • Lighting • Stamped Steel & Polymer Ceiling Tiles • Brass Tubing & Fittings • Period & Contemporary Hardware • Kitchen & Bathroom Accessories • Cabinetry • Cabinet & Furniture Components • Knobs & Pulls • Surfacing Materials Wainscoting • Wall Coverings • Plaster Architectural Elements • Fireplace Surrounds • Plenty of Other Stocked Items

Free 1,100+ Page Master Catalog!
Lowest Prices... Widest Selection... All From Stock!
Architectural Products by Outwater
Call 1-888-772-1400 (Catalog Requests)
1-800-835-4400 (Sales) • Fax 1-800-835-4403
New Jersey • Arizona • Canada
www.outwater.com

For FREE info go to http://pb.ims.ca/5318-260

Hard to Find Information?
Discover must-have, hard to find information at the Research Store on HousingZone.com.
Purchase the proprietary data you need to run your business — reports include:
Professional Builders' Annual Giants Reports (99-03)
Professional Builders' Customer Satisfaction Survey
Professional Remodelers' Home Remodeling Study
Professional Builders' Internet Usage Study
HousingZone
www.housingzone.com/research

Don't Forget To Advertise
Call Shelley Perez at 630-288-8022 • Fax: 630-288-8145



For FREE info go to http://pb.ims.ca/5318-261



For FREE info go to http://pb.ims.ca/5318-262

FEATURING FLEX-C ARCH

Another of Flex-Ability Concepts' innovative products. Creating high quality arches is a snap with Flex-C Arch. Use it to build window, doorway, pass-through arches and more. Find out for yourself how easy it can be to build round, oval and even asymmetrical arch designs.

2"x4"
2"x6"
2"x8"
2"x10"
2"x12"
5' and 8' Lengths









FLEX-ABILITY CONCEPTS

Contact Flex-Ability Concepts, **The Curved Wall People**™ for complete instructions, product specifications, load capacities and allowable heights. Assistance is also available for finding all your curved framing resources and for finding a dealer near you.

Tel 405.996.5343 E-mail info@flexabilityconcepts.com or visit flexabilityconcepts.com

For FREE info go to http://pb.ims.ca/5318-263



Nobody dreams of having multiple sclerosis

Some dreams are universal: scoring a perfect 10 on your last attempt to win the Gold medal; standing on the podium as the national anthem fills the arena. Finding out that you have multiple sclerosis is not one of them.

Multiple sclerosis is a devastating disease of the central nervous system where the body's immune system attacks the insulation surrounding the nerves. It strikes adults in the prime of life – and changes lives forever.

This is why the National MS Society funds more research and provides more services for people with multiple sclerosis than any other organization in the world. But we can't do it alone.

To help make the dream of ending MS come true, call **1-800-FIGHT MS** or visit us online at nationalmssociety.org.

MS NATIONAL MULTIPLE SCLEROSIS SOCIETY



Maintenance-Free Cupolas and Louvers

Maintenance-Free, stock & custom cupolas from New Concept Louvers are wrapped with PVC coated aluminum and copper. Made from the same materials as our custom louvers, they never require painting like wood products. They arrive in three easy to install pieces pre-cut to fit any roof pitch, and can be ordered in stock sizes or to custom specifications. Over 400 colors are available, as well as many different weather vanes and accessories.

New Concept Louvers
800-635-6448
www.NewConceptLouvers.com

For FREE info go to http://pb.ims.ca/5318-264

TECSUN® PLUMBING

- Elegant and contemporary designs
- Quiet powerful flushing performance
- Fully glazed passage way
- Low water consumption (6Lpf/1.6Gpf)
- Packaged complete with tank, tank cover, fittings and chrome plated trip lever
- ANSI/ASME compliant
- Limited lifetime warranty



626-968-7566
FAX: (626) 968-7576
425 S. Sixth Ave. • City of Industry, CA 91746
WWW.TECSUNBUILDING.COM

For FREE info go to http://pb.ims.ca/5318-265

Fill, bond, and laminate AZEK® Trimboards!



TrimBonder™ Bonding System

- Fills nail holes, joints, and gaps quickly and permanently
- Bonds/laminates AZEK® Trimboards, metal, wood, and PVC
- Non-yellowing, sandable, paintable
- Easy to use, fits standard caulking gun

Devcon®
Construction Products Group
1-800-933-8266
www.trimbonder.com

AZEK is a registered trademark of Vycom Corporation.
Devcon and TrimBonder are registered trademarks of Illinois Tool Works.
©2006 ITW Devcon. All rights reserved.

Available through your local AZEK® Trimboards dealer

For FREE info go to http://pb.ims.ca/5318-266

Place Your Ad TODAY!



The construction industry can be full of headaches and holdups. This isn't one of them. Custom closets are easy to design, simple to install and extremely profitable. We make it easy to join the thousands of construction professionals who are offering closets to their customers. Put a closet like this into your next job and make some real money in closets.



ProClosets
The Professional's Choice for Closets
877-BUY-A-PRO

For FREE info go to http://pb.ims.ca/5318-267


Save Space • Save Energy • Reduce Fire Hazard
Over 1.3 Million Installed
Available at Over 1,500 HVAC Supply Houses
CLASSIFIED C UL US
Fire Stop Device
Control No: 25XC
the dryerbox®
• Approved for 1 Hour Wall
• Minimize Service Calls
• Eliminate One Elbow
In-O-Vate Technologies Inc
888-443-7937
www.Dryerbox.com

For FREE info go to http://pb.ims.ca/5318-268


How did your last installation "PAN" out?
Jamsill Guard® sill pans
help prevent damage caused by leaking doors and windows
period
Sloped Weep Areas
Telescopes for adjustability during install
1-800-JAMSILL
(526-7455)
www.jamsill.com/ProBuilder
Jamsill Guard®
Sill Pan Flashing for Doors & Windows

For FREE info go to http://pb.ims.ca/5318-269


Professional Builder
Professional Remodeler
CUSTOM BUILDER
GIANTS
HousingZone.com
present
SV07
Professional Builder®
Products In Action
SHOW VILLAGE 2007
Visit us at the Builders' Show in Orlando
Feb. 7-10, 2007
SEE!
• Products from the Builders' Show in action, in real homes
• Echo Boomer home
• Gen-X home
• Baby Boomer home
• All in the parking lot outside the IBS show
GREAT COMPANIES, GREAT PRODUCTS, GREAT FUN
Amarr
BHK OF AMERICA
PITTSBURGH CORNING
EverGrain
Celotex
James Hardie
LASCO BATHWARE
USG
SONY
MAZE NAILS
Vanguard Piping Systems, Inc.
OPENJOIST
Building & Construction
FYPON
ThyssenKrupp Access
Armstrong
LP SmartSide
Honeywell
BEAM
LG
HI-MACS
MOEN
TAMKO
OnsiteAGENT
Crane
Masonite
Panasonic ideas for life
CONTECH
TechTrim
Rinnai
latitudes
Nisus
Fine Laminate Countertops


©2005 The National Arbor Day Foundation

Closer to Nature, Closer to You

One of the best things you can give your child or grandchild doesn't come from a store. It's time spent with you exploring the gifts of nature, discovering that what's really important in life...is life itself.

Go to arborday.org and check out The National Arbor Day Foundation's Kids Explore Club. Your family will have fascinating adventures right in your neighborhood, and you'll gain a deeper appreciation for the wonders of nature, and for each other.

Whether you live in the city, the country, or anywhere in between, the Kids Explore Club has fun activities just right for you. Go online to arborday.org/explore, or write Kids Explore Club, National Arbor Day Foundation, Nebraska City, NE 68410.

The National Arbor Day Foundation®

Ad Index

Company	Page #	Circle #	Phone	Web Site
Aareas Interactive Inc	56	31	888/613-2677	http://pb.ims.ca/5318-31
+Ainsworth Lumber Co Inc	18	9	877/661-3200	http://pb.ims.ca/5318-9
Architectural Grille	52	28	718/832-1200	http://pb.ims.ca/5318-28
Armstrong Cabinets	53	29	800/588-1703	http://pb.ims.ca/5318-29
Atrium Windows & Doors	115	62	800/421-6292	http://pb.ims.ca/5318-62
Bell South Community Tech	96	55	888/899-9051	http://pb.ims.ca/5318-55
Bellacor.com	132	80	877/688-7039	http://pb.ims.ca/5318-80
Bilco	130	79	203/934-6363	http://pb.ims.ca/5318-79
Boise Engineered Wood Products	141	86	800/232-0788	http://pb.ims.ca/5318-86
+Boral Bricks	18	10	770/645-4510	http://pb.ims.ca/5318-10
BrassCraft	150	92	248/305-6000	http://pb.ims.ca/5318-92
Brick Industry Association	24-25	15	703/620-0010	http://pb.ims.ca/5318-15
Broan-NuTone	87	50	800/548-0790	http://pb.ims.ca/5318-50
Canac	83	48	800/CANAC-4U	http://pb.ims.ca/5318-48
CertainTeed WeatherBoards	73	42	800/233-8990	http://pb.ims.ca/5318-42
Chevrolet Truck	107, 109		800/950-2438	
Coverings 2005	100	58	866/285-3691	http://pb.ims.ca/5318-58
Moen Inc.	85	49	800/BUY-MOEN	http://pb.ims.ca/5318-49
Delta Faucet Company	42	24	800/345-DELTA	http://pb.ims.ca/5318-24
Dynami Solutions, LLC	28	17	618-972-7052	http://pb.ims.ca/5318-17
Environment One Corp.	11	5	518/346-6161	http://pb.ims.ca/5318-5
Exaktime Inc.	108	63	888-788-8463	http://pb.ims.ca/5318-63
+Forbo Flooring	77	44	866/627-6653	http://pb.ims.ca/5318-44
Fypon	126	76	800/446-3040	http://pb.ims.ca/5318-76
Kadant Composites Inc	21	12	877/804-0137	http://pb.ims.ca/5318-12
Georgia-Pacific Corp. - Structural Panels	57,58		800/BUILD G-P	
Danze	101	60	877/530-3344	http://pb.ims.ca/5318-60
Home Fire Sprinkler Assn.	51	27	888/635-7222	http://pb.ims.ca/5318-27
iLevel, A Weyerhaeuser Company	8	4	800/887-0748	http://pb.ims.ca/5318-4
JELD-WEN	c4	100	800/535-3462	http://pb.ims.ca/5318-100
Keystone Retaining Wall Systems	14-15	7	800/747-8971	http://pb.ims.ca/5318-7
Kohler Company	75,76		800/4KOHLER	
Marvin Windows & Doors	12-13, 19,20	6, 99	800/435-0013	http://pb.ims.ca/5318-6
Masonite International Corporation	60-61	36	800/663-DOOR(663-3667)	http://pb.ims.ca/5318-36
Merillat Industries Inc.	4-5		517/263-0771	
Midwest Builders Show	129	78	630/627-7575	http://pb.ims.ca/5318-78
NAHB	36, 37-40, 118	22, 70	800/368-5242	http://pb.ims.ca/5318-22
+Nationwide Homes Inc	59	34	800/216-7001	http://pb.ims.ca/5318-34
NRS Corp.	62	37	800/851-5823	http://pb.ims.ca/5318-37
Owens Corning	67	39	800/GET-PINK	http://pb.ims.ca/5318-39
Peachtree Doors & Windows	c2-3	1	888/888-3814	http://pb.ims.ca/5318-1
Pella Corp.	124	74	888/84-PELLA	http://pb.ims.ca/5318-74
+PGT Industries	119	71	877/550-6006	http://pb.ims.ca/5318-71
Propane Education & Research Council	22	13	202/261-2200	http://pb.ims.ca/5318-13
Residential Warranty Corp.	140	101	717/561-4480	http://pb.ims.ca/5318-101
Salsbury Industries	56	32	800/624-5269	http://pb.ims.ca/5318-32
Samsung Staron	49	26	800/795-7177	http://pb.ims.ca/5318-26
Silver Line Windows	81	47	800/234-4228	http://pb.ims.ca/5318-47
Simonton Windows®	c3	98	800/542-9118	http://pb.ims.ca/5318-98
Simpson Strong-Tie Co. Inc.	31	19	800/999-5099	http://pb.ims.ca/5318-19
Sterling Plumbing	116, 117	68, 91	800/STERLING	http://pb.ims.ca/5318-68
Therma-Tru Residential Entry Systems	32-33	20	800/THERMA-TRU	http://pb.ims.ca/5318-20
Trimline Building Products	100, 149	59, 64	800/438-2920	http://pb.ims.ca/5318-59
Tyco Fire & Building Products	97	56	877/438-8926	http://pb.ims.ca/5318-56
Uponor	71	41	800/321-4739	http://pb.ims.ca/5318-41
Vanguard Industries, Inc.	69	40	800/775-5039	http://pb.ims.ca/5318-40
Warmboard	144	90	877/338-5493	http://pb.ims.ca/5318-90
Waupaca Elevator Company Inc.	128	77	800/238-8739	http://pb.ims.ca/5318-77
Windsor Window Co.	54	30	800/887-0111	http://pb.ims.ca/5318-30
+REGIONAL/DEMO ADVERTISER				
SHOW VILLAGE				
BHK of America	134	82	800/663-4126	http://pb.ims.ca/5318-82
Contech Construction Products	138	85	800/338-1122	http://pb.ims.ca/5318-85
Dow Chemical Company	6-7, 79	3, 46	888/668-3801	http://pb.ims.ca/5318-3
Guardian Automatic Standby Generators	142	87	800/526-2871	http://pb.ims.ca/5318-87
Honeywell	133	81	973/455-3265	http://pb.ims.ca/5318-81
Icynene	98	57	800/758-7325	http://pb.ims.ca/5318-57
Knight Celotex	63	38	800/375-0289	http://pb.ims.ca/5318-38
Latitudes	122	73	888-270-0750	http://pb.ims.ca/5318-73
Louisiana-Pacific Smartside	91	52	800/648-6893	http://pb.ims.ca/5318-52
Maze Nails	145	88	800/435-5949	http://pb.ims.ca/5318-88
Nisus Corp.	137	84	800/264-0870	http://pb.ims.ca/5318-84
Open Joist	111	66	866-243-3381	http://pb.ims.ca/5318-66
Panasonic Home Buildings Group	146	89	800/211-7262	http://pb.ims.ca/5318-89
Pella Corp.	125	75	888/84-PELLA	http://pb.ims.ca/5318-75
Pittsburgh Corning Corp.	95	54	724/327-6100	http://pb.ims.ca/5318-54
Rinnai America Corp.	47	25	800/621-9419	http://pb.ims.ca/5318-25
Sony Electronics Inc.	93	53	201/358-4272	http://pb.ims.ca/5318-53
TechTrim	89	51	877-463-8379	http://pb.ims.ca/5318-51
ThyssenKrupp Access	16	8	800/829-9760, ext. 9578	http://pb.ims.ca/5318-8
VT Industries Inc.	34	21	800/827-1615	http://pb.ims.ca/5318-21
Vanguard Industries, Inc.	105	61	800/775-5039	http://pb.ims.ca/5318-61
Whirlpool Corp.	26-27	16	800/253-1301	http://pb.ims.ca/5318-16

Reed Business Information, A Division of Reed Elsevier Inc. | Specialized Business Magazines for Building & Construction | Research | Technology | Electronics | Computing | Printing | Publishing | Health Care | Foodservice | Packaging | Environmental Engineering | Manufacturing | Entertainment | Media | Home Furnishing | Interior Design | and Lodging. Specialized Consumer Magazines for Residential Design. PROFESSIONAL BUILDER (ISSN-1072-0561, GST #123397457, C.P.C. Intl Pub Mail #280631) Vol. 72, No. 1 is published 14 times a year, monthly except semi-monthly in October and December by Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126. (subscription includes all issues). Reed Business Information is a Division of Reed Elsevier Inc., 360 Park Avenue South, New York, NY 10010. Tad Smith, CEO; Jeff Greisch, President, Chicago Division. Periodicals Postage Paid at Littleton, CO 80126 and additional mailing offices. Circulation records are maintained at Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126-2345. Phone: 303/470-4445. POSTMASTER: Send address changes to PROFESSIONAL BUILDER, P.O. Box 7500, Highlands Ranch, CO 80163-7500. Publications Mail Agreement No. 40685520. Return undeliverable Canadian addresses to: Deutsche Post, 4960-2 Walker Road, Windsor ON N9A 6J3. Email: subsmail@reedbusiness.com PROFESSIONAL BUILDER copyright 2004 by Reed Elsevier Inc. Rates for nonqualified subscriptions: USA, $109.90 1-year; Canada, $179.90 1-year (includes 7% GST, GST#123397457); Mexico, $164.90 1-year; foreign surface, $224.90 1-year; foreign air expedited surcharge $292.90 1-year. Except for special issues where price changes are indicated, single copies are available for $10 US and $15 foreign. Please address all subscription mail to PROFESSIONAL BUILDER, P.O. Box 7500, Highlands Ranch, CO 80163-7500. PROFESSIONAL BUILDER and ANNUAL REPORT OF HOUSING'S GIANTS are registered trademarks of Reed Properties Inc., used under license. Printed in the USA.

Advertising Sales

Associate Publisher/Director of Sales
Tony Mancini, 610/205-1180
Fax 610/205-1183
armancini@reedbusiness.com

Regional Manager Northeast
CT, DC, DE, ME, MD, NH, NJ, NY, PA, RI, VT, VA, WV
John Huff, 630/288-8189
Fax 630/288-8145, john.huff@reedbusiness.com

Regional Manager Southeast
AL, FL, GA, MS, NC, SC, TN
Shannon Darmody, 630/288-7963,
Fax 630/288-8145,
shannon.darmody@reedbusiness.com

Regional Manager Great Lakes
IN, KY, MI, OH, Eastern Canada
Jeff Elliott, 616/846-4633
Fax 616/846-4802, jelliott@reedbusiness.com

Regional Manager Southwest
AZ, AR, Southern California, CO, HI, LA, NM, OK, TX
Dan Dwyer, 210/824-2409,
Fax 210/826-5841,
dan.dwyer@reedbusiness.com

Regional Manager Midwest
IA, IL, KS, MN, MO, NE, WI
Tim Gillerlain, 630/288-8168
Fax 630/288-8145,
tim.gillerlain@reedbusiness.com

Northwest
AK, ID, MT, NV, ND, Northern CA, OR, SD, UT, WA, WY, Western Canada
Tony Mancini
610/205-1180, Fax 610/205-1183
armancini@reedbusiness.com

Inside Sales
Shelley Perez, 630/288-8022
Fax 630/288-8145
shelley.perez@reedbusiness.com

Business Development
KT McNamara, 563/332-9231
Fax 630/288-8145,
ktmcnamara@reedbusiness.com

Administrative Support
Rebecca Breskman, Administrative Assistant
610/205-1179
rebecca.breskman@reedbusiness.com

Arlean Talley, Administrative Assistant
630/288-8183, arlean.talley@reedbusiness.com

Events/Custom Publishing Director
Judy Brociek, 630/288-8184
Fax 630/288-8145, jbrociek@reedbusiness.com

Custom reprints and electronic usage
800/290-5460 x136
professionalbuilder@reprintbuyer.com

Advertising Production Manager
Paul Brouch, 630/288-8074

Advertising Contracts
Jerilyn Schmitz, 630/288-8072

Editorial & Publishing Office
Professional Builder

2000 Clearwater Drive, Oak Brook, IL 60523

Phone: 630/288-8000, Fax: 630/288-8145

To Advertise: See above for the office closest to you, or write to the Publisher. Best in American Living Award: To enter this design contest, contact address above. Annual Report of Housing's GIANTS®: To request a survey form, contact GIANTS400@reedbusiness.com. For subscription inquiries and change of address: Customer Service, Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126-2345; phone: 303/470-4445; fax: 303/470-4280; e-mail: subsmail@reedbusiness.com; phone: 303/470-4445; fax: 303/470-4280



The Acid Test

What's the real deal in the customer satisfaction game?

>> BY **SCOTT SEDAM,** *TRUENORTH DEVELOPMENT*

I once wrote about a client who described the state of quality and service in the industry and lamented, "It's just build 'em up, fix 'em up — build 'em up, fix 'em up!" It was what his grandfather taught his father and what his father taught him (See "The Cost of Puppies," October 2004).

When asked if he were teaching his own kids the same approach, he stated emphatically, "Oh no! We have learned from our mistakes!" He declared that it's still "Build 'em up, fix 'em up," but now we "Buy 'em a puppy!"

This revelation came to him when he was upset with one of his teenagers, trying to stay mad, until his wife placed their new 8-week old golden retriever in his arms. "It is impossible," he said, "to stay mad when you are holding a puppy!" For this client, the only real change was that the industry was plying the homeowner with puppies — an expensive combination of personal attention, rework and bribery to fix things after the home closes and good survey scores collected.

That gem has found its way into countless presentations I have done since and it always rings true with the audience. After describing the "Buy 'em a puppy!" strategy, I notice 20 or 30 people whispering to their neighbor, then laughing uneasily. When I ask them to share, it's always some version of, "Yeah, that's exactly what we do." My client's fear was that the downturn was coming and soon we'd no longer be able to afford those cute little puppies, in whatever form.

It turns out, he was right. Most of you are seeing your worst margins in 15 years. Thus builders in America now face the acid test on quality and customer satisfaction, when you can no longer afford to give away puppies (as if that was ever the answer). I will admit that back-end, fix-it-after-it's-broken approaches and personal attention can buy you short-term improvements in scores, but that will never sustain your effort. You will either learn how to build and maintain an operating culture focused on customers from the beginning to the end of the homeownership process — doing things right the first time — or you will suffer.

You also have to learn to manage costs and do it the right way. Almost half of my columns in 2006 were on just that subject. It is that critical because squeezed margins are forcing the elimination of not only the puppies but the elements that are essential in the process of building the culture, such as training. People are quite adept at "reading the tea leaves," and the messages sent in these times are unmistakable. When you back off, they follow your lead.

Depressing — or is it? What if you are the company that holds the line — doing the right things, maintaining customer focus while keeping productive relationships with employees, suppliers and trades? You face another magnificent opportunity to stand out from the pack. There is absolutely nothing better for a business than tough times when you do the things your competitors can't — or won't.

After huge gains in J.D. Power ratings every year since 2000, the scores for 2006 were flat. I'll predict that next year they will go drop on a national basis. Yet, there will be a few companies in each market that shine, and those are the ones that will show us the way to true quality and customer delight.

In the absence of puppies, the genuine article will emerge. I look forward to it. **PB**

There is absolutely nothing better for a business than tough times when you do the things your competitors can't — or won't.



Scott Sedam is president of TrueNorth Development, a nationwide consulting and training firm focused on quality, process improvement and organizational development. He can be reached at scott@truen.com

LOG ON Read all of Scott's columns online at **www.ProBuilder.com**



If you think all window companies are the same, there are thousands of builders and remodelers who would have to disagree.

Professionals who choose Simonton Windows know there's a big difference. They know that customer satisfaction is our highest priority—from the moment they place their order with ease, to the moment their shipment arrives on time. They know that once our beautiful windows are installed, the homeowner will be more than impressed. And they know that the performance of our windows makes the greatest impact on their bottom line. Perhaps that's why in the 2006 J.D. Power and Associates study, professionals recognized Simonton Windows as the "Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers." So choose Simonton Windows. Not only will you be more productive and profitable, you'll be more satisfied than ever. That's something everyone can agree on. To learn more, call 1-800-SIMONTON or visit www.simonton.com.

SIMONTON®
WINDOWS
We make lasting impressions®

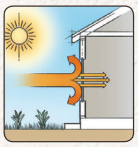
For FREE info go to http://pb.ims.ca/5318-98

Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2006 Residential Window and Patio Door Builder and Remodeler Satisfaction Study.℠ Study based on 2,343 responses measuring 10 companies and measures opinions of new home builders and remodelers. Proprietary study results are based on experiences and perceptions of new home builders and remodelers surveyed in May through July 2006. Your experiences may vary. Visit jdpower.com.

VISIT OUR BUILDERS' SHOW BOOTH W883 FOR MORE INFORMATION.



JELD-WEN offers a wide range of windows and doors that include energy efficient Low-E glass.



In warm weather, Low-E glass reflects the sun's energy and reduces heat gain in the home.



In cold weather, Low-E glass reduces the amount of heat loss by reflecting it back inside.

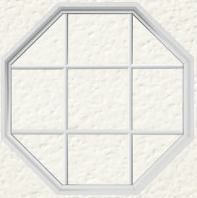
We were energy efficient before it was cool. Or hot.



Premium Wood 512 4-Lite Patio Door



Wood Casement Window



Vinyl Geometric Window



Steel 9-Lite Patio Door

For years, homeowners have relied on JELD-WEN for energy efficient windows and doors. Now Low-E glass comes standard in our wood windows and patio doors, and in our Steel patio exterior doors. It's also an affordable option in our vinyl or aluminum windows, and in our Premium Wood doors. Low-E glass is just one of a variety of energy-saving choices you can offer from a company that's been an ENERGY STAR® Partner since 1998. To learn more about any of our reliable windows and doors, call **1.800.877.9482** ext. **4314**, or go to **www.jeld-wen.com/4314**.

ENERGY STAR

RELIABILITY *for* real life®

JELD-WEN WINDOWS & DOORS

For more information and complete product warranties, see www.jeld-wen.com. ©2005 JELD-WEN, inc. JELD-WEN and Reliability for real life are registered trademarks of JELD-WEN, inc., Oregon, USA. All other trademarks are the property of their respective owners.

For FREE info go to http://pb.ims.ca/5318-100