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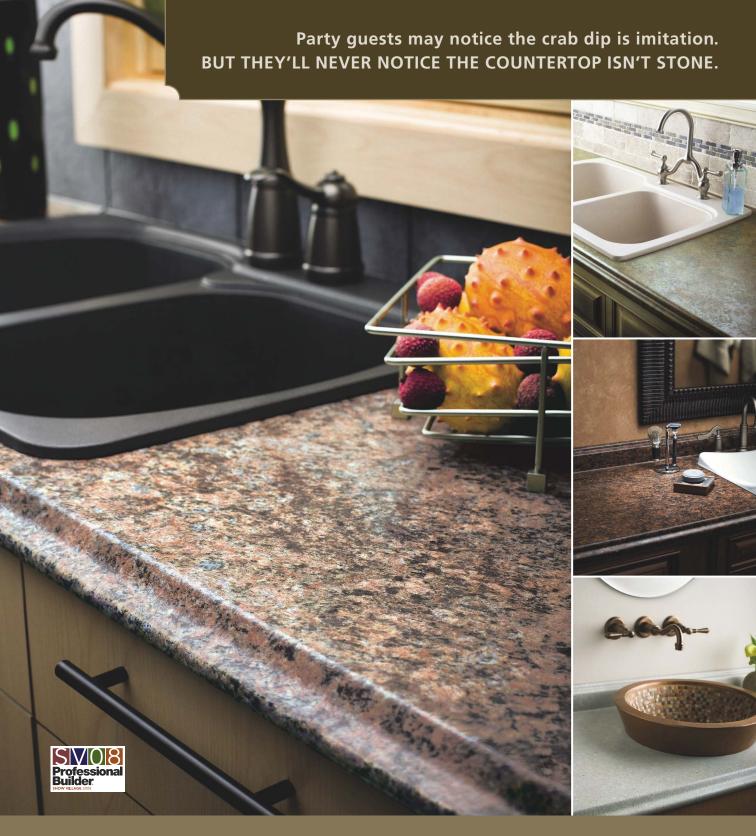
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y now, you have recognized that something about *Professional Builder* has changed. It looks different. It even feels different. In truth, we have reformulated and redesigned the entire magazine, and we did so to better serve you.

For 70 years, PB has built a reputation of helping builders operate better companies. We want to be inside your companies, side-by-side, not just reporting on the industry swirling around you. We express this feeling clearly in our new tagline that reflects both our goal and our promise to our readers.

Challenge. Inspire. Inform.

In my mind, that is what great trade magazines do. We challenge our readers to improve their businesses, to innovate and adopt best practices. Our long association with the National Housing Quality Awards and the Best in American Living Awards represent the best of our sense of challenge. We can all be better.

We also look to inspire our readers. Our new feature, Best Address, is the centerpiece of the magazine. In this feature, we look at one model in a great community and tell its story from inside out. Why does it look the way it looks? What compromises were made? How did the land package get put together? Is it selling? From these insights, you can draw inspiration and direction that will translate directly to your business.

That attitude infuses the whole magazine and is the foundation for our desire to inform. We have divided the magazine into four departments: Run it, Sell it, Design it and Build it. Each department directly connects with the areas of focus in your own business. In addition, each area may be of interest to one particular member of your staff, making four magazines within our one magazine. The goal is to give you and your staff information you can use on a daily, weekly and monthly basis.

The names of the departments also symbolize our new attitude. You'll find our writing

Our watchwords of **Innovation**, **Best Practices**, **Quality and Customer Service**suffuse our entire magazine

more conversational and more enjoyable. You'll see pages with shorter articles that give you quick bits of information you can use. We recognize the time crunch of business life and want you to be able to gather information on the skim level. But we're

not sacrificing depth for shallowness. You'll see a feature in every department that deep dives into a topic important to you.

Our watchwords of innovation, best practices, quality and customer service suffuse our entire editorial product and I hope you find this new PB more accessible, more informative, and more enjoyable.

I would love to hear back from you. Please don't hesitate to drop me an email with your feedback.

Tanl Defful augh

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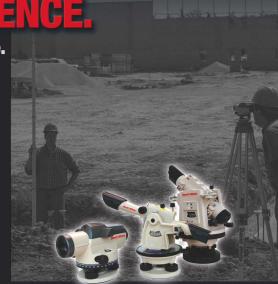
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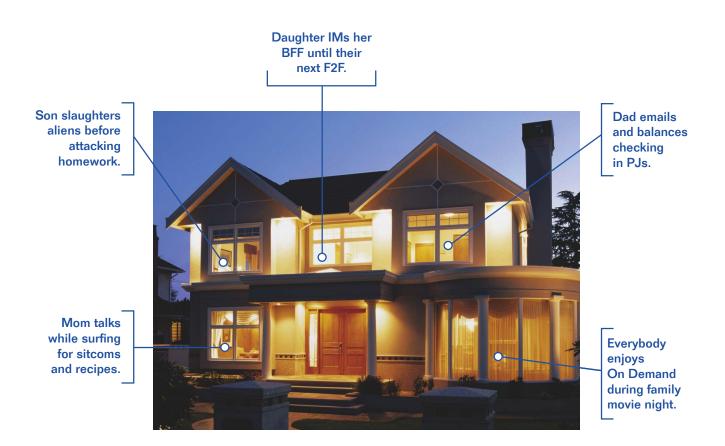
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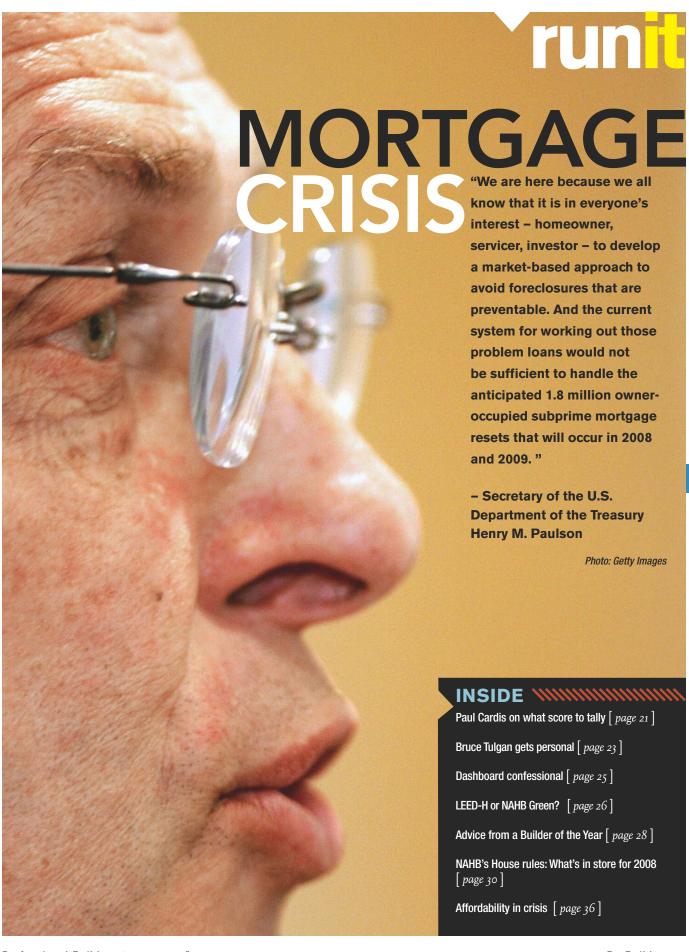


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run

- Secretary of the U.S. **Department of the Treasury** Henry M. Paulson

Photo: Getty Images

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[CUSTOMER LOYALTY]

A Score Worth Keeping



Though the widely used Net Promoter Score has come under attack, there are good ways to adapt this customer loyalty metric to the home building industry. By Paul Cardis, Avid Ratings Co.

n a December 2003 article in Harvard Business Review, loyalty consultant Fred Reichheld introduced his Net Promoter metric, and customer satisfaction was forever changed.

Reichheld determined there is one customer question that will determine a business's ability to grow: How likely are you to recommend XYZ Company to family and friends? Using a 0-10 scale, with 10 being very likely to recommend, companies are able

Recently, the Net Promoter Score and Reichheld's research have come under attack. In a July 2007 article in the Journal of Marketing, the authors describe how their replication of Reichheld's research yielded no concrete evidence that Net Promoter Score was better at indicating future business success than other measures. The article states, "using industries Reichheld sites as exemplars of Net Promoter, the research fails to replicate his assertions

Having all of the information is what it takes to succeed in today's market.

to determine their Net Promoter Score by subtracting the percentage of customers who are detractors (those who answered o-6) from the promoters (those who answered 9 or 10). The 7s and 8s, which have a neutral impact on the company's growth, are ignored in the calculation.

Our industry incorporated this tool in 2006, when Avid Ratings integrated Net Promoter Score in its Customer Loyalty Management Program. The tool categorizes homeowner survey responses by how likely the buyer is to make referrals.

regarding the 'clear superiority' of Net Promoter compared with other measures."

This did not come as a surprise to us: our Referral Potential score differs from Net Promoter in that it examines the individual's rather than organization's overall referral index. We built the tool so that home builders could identify individuals who have a high probability of making referrals, those who are neutral and those who are likely to make negative referrals. By coding individual buyers, builders are able to design targeted follow-up marketing based on each buyer's Referral Potential. This is much more effective than building a single marketing strategy around a composite score for the entire organization.

We found that buyers who indicated they would make referrals were not doing so at the same rate. What prompted some "promoters" to make more referrals than others was the level of their overall experience. Those customers who had referral intentions and a great experience made the most referrals, whereas those who had referral intentions but a mediocre experience made fewer referrals.

Simply put: Although Reichheld's Net Promoter is an important theoretical contribution, it's only one piece of the equation. A holisticpractical approach to measuring customer delight and loyalty clearly yields more Net Sales for builders than those using Net Promoter or doing nothing at all. Indeed, having the right information is what it takes to succeed in today's market. PB

Paul Cardis is CEO of Avid Ratings Co., a research and consulting firm specializing in customer satisfaction for the home-building industry. He can be reached at paul. cardis@avidratings.com.

Cardis' Tips

DISTINGUISH

Although Fred Reichheld's Net Promoter is an important theoretical contribution, it's only one piece of the equation. Be careful when making causal relationships with just one question.

MARKET

To boost referrals, target customers who are likely to make recommendations and are extremely delighted with their buying experience.

DELIGHT

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[PEOPLE]

Don't Take It **Personally**



You'll build a better rapport with employees if you keep your workplace conversations focused on business.

BRUCE TULGAN

By Bruce Tulgan, Rainmaker Thinking

ou spend a lot of time talking with your employees about everything under the sun. Maybe you discuss personal matters to build a friendly rapport with them — until a difficult task comes up or worse, there's a problem that needs to be addressed. So you suddenly shift gears and start talking seriously, urgently sometimes heatedly and about the work. That's when the employee is likely to say, "Hey, I thought we were friends!" And all the rapport goes out the window.

If you build your rapport with employees by talking to them as if you're friends, when the conversation turns If you want to be a friend to your employees, go out

for a beer with them after work. During business hours, your role is to keep everybody focused on the job and performing their best every day.

You can build rapport with your employees by talk-

ing about work that's been done and the work that needs to be done. Talk about avoiding pitfalls, finding shortcuts and making sure the employee has the resources necessary to do the job. Talk about goals, deadlines, guidelines and specifications.

"You can **build rapport** with your employees by talking about the **work that's been done** and the **work that needs to be done**."

serious (as it always does), you have to go from being Mr. Nice-Guy-Friend to Mr. Jerk-Boss. Then, after the dust settles, you go back to being Mr. Nice-Guy-Friend again. The problem is that Mr. Friend starts feeling like a fake and Mr. Boss struggles for legitimacy, especially because all the rapport-building was done with Mr. Friend.

Conversations between managers and employees should be interactive dialogues, not one-way conversations. Ask questions such as, "What are you going to do, and how are you going to do it? What steps will you follow? How long will each step take? What does your checklist look like?"

Use your growing knowl-

edge of each person, his or her tasks and responsibilities and the overall situation

> each conversation. The more you do it, the stronger and more informed your judgments will be about what can and cannot be done; what resources are nec-

to guide you in

essary; what problems may occur; what expectations are reasonable; what goals and deadlines are sufficiently ambitious; and what counts as success versus failure.

Answer employees' questions as they arise. Get input from them throughout the process. Benefit consistently from what employees are learning on the front lines. And strategize together. Provide advice, support, motivation and yes, even inspiration once in awhile. **PB**

Bruce Tulgan, founder of RainmakerThinking, is an advisor to business leaders all over the world and a sought-after speaker and seminar leader. Tulgan is the author of several books including, most recently, "It's Okay to be the Boss." He can be reached at brucet@rainmakerthinking.com.

Tulgan's Tips

During office hours, keep focused on work. If you want to befriend your employees, grab a drink after work.

Talk about work that's been done. Talk about avoiding pitfalls, finding shortcuts and obtaining the right resources.

Keep conversations interactive. An employee/employer dialogue should not be one-sided.

Answer employees' questions as they arise. Get constant input and benefit from what your employees are saying.



Your Business is NO Laughing Matter





[REED CONSTRUCTION DASHBOARD]

Dashboard Confessional

by Mark Jarasek, Senior Editor, E-Media

aunched in September 2007, the Reed Construction Dashboard (www.reed-constructiondashboard.com) is being used by home building firms across the U.S. as a tool to benchmark their performance against others in the industry.

Here are five insights these firms have that you want to know about.

- 1) Instant Virtual Networking: RCD provides a My Connection forum where industry peers and advisers can connect. First-hand experiences, opinions on strategies, challenges and opportunities within the home building industry can be shared. You can also customize news feeds on your personal page and take part in industry surveys and community discussions. My Connection is free; you simply need to sign up.
- 2) Industry Intelligence: When firms sign up for the Company Connection, they have the ability to get an insider's look at industry trends and discover those trends that could have a direct impact on their business in areas such as revenue growth, gross margins and cost per employee.
- **3)** Trending Analysis: By using the dashboards, your firm can generate charts and graphs that illustrate key financial metrics, making it easy to present or share

information with managers, shareholders or board members.

- **4)** Financial Benchmarking: This is where users are comparing their financial trends to their home building industry peers. How? The tools in Company Connection allow you to anonymously put your numbers up against competition by viewing expense ratios, revenue growth, margins and revenue-per-employee trends. Peer groups can be isolated by region and company size.
- **5) Security:** Your company's information remains private and secure. It's important to note that all benchmarking reports are anonymous and show aggregate industry trend averages not individual company performance. No company-identifying information is collected, only financial metrics. Additionally, the data servers that contain your company's information are set up with firewalls to thwart any type of outside probing. And Secure Socket Layer Data Encryption ensures that if data were to somehow be intercepted during transmission, it would be unintelligible and unidentifiable.

Now that you know what you didn't know about the RCD — and know what others out there in the home building industry who are using the RCD tool are up to use industry benchmarking to your advantage.

Strength in Numbers

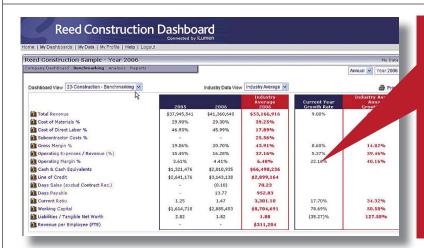
470 Members signed up in the RCD My Connection community as of mid-December.

Topics open for discussion in the Community Discussion forums

10 Widgets you can use to customize your personal newsreader page in My Connection

15 Metrics you can use for benchmarking against other home building industry firms

Firms
connecting within
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When your firm signs up for the Company Connection in the Reed Construction Dashboard, you can compare your performance against other home builders as well as by region or size. The Benchmarking reports are anonymous and only include industry trends — not individual company performance.



[POINT/COUNTERPOINT]

Builders Sound-Off on LEED-H and NAHB Green by Susan Bady, Senior Editor, Design

wo builders debate the merits of two major green building programs:

PB: Michael, you've worked with both the LEED-H program and the NAHB program, correct?

MICHAEL CHANDLER: Yes, we score our houses to three programs — NAHB Green, LEED-H and our local program, HBA-DOC Green — plus Energy Star. But at this point in time we don't certify to LEED.

PB: Steve, have you worked with the NAHB program at all, or just LEED?

STEVE GLENN: Just LEED-H, and Energy Star.

PB: Let's talk about the strengths and weaknesses of the two programs.

CHANDLER: The NAHB program offers 14 pages of optional ways to get points in the seven basic categories. LEED-H and NAHB have similar categories, except that LEED-H includes an innovative design category that NAHB does not have. But LEED-H has 15 more mandatory items than NAHB Green does.

What I like about NAHB's program is the flexibility. For instance, there's a builder in our town who's building a \$153,000 starter home that's way beyond Energy Star. He racks up lots of points in energy efficiency, which is what's most important to his customers.

GLENN: We're a niche home builder targeting people who care deeply about design and health and sustainability in the products they buy, but who can't easily find homes that reflect those values. We've found the LEED program to be far more comprehensive than any other, including NAHB's.

PB: How much is it costing you to certify your houses?

GLENN: It costs us \$5,000 to LEED-certify a home. But a production builder could certify a home for \$500, and then each subsequent home — assuming it's the same model — is just \$200.

With LEED, it's not just a matter of filling out forms; you literally are inspected and you

have to submit data. Some say this ensures a higher degree of certainty that the home is being certified appropriately, but that's where that cost comes in.

For us it's been a no-brainer because we're targeting people who we think will pay extra for all this stuff. For someone doing affordable housing, it's probably hard to justify.

PB: What misconceptions have you encountered?

CHANDLER: One big misconception is that the NAHB program is self-certifying. In reality, you have to provide a document to back up every point, whether it's a digital photograph with a date stamp showing the can of paint by the front door or the Manual J calculation showing that the air-conditioning system is sized right for the house.

The auditor may not necessarily visit every house that is certified, but you run the risk of being audited if you put something down that looks a little dubious.

GLENN: Consumers have shown time and time again that they prefer objective third-party certification programs, such as LEED-H, over industry-based rating systems. Rightly or wrongly, the perception among most consumers is that industry associations are not going to be as good at reviewing and certifying themselves as a third party.

PB: Wouldn't it be better if just one program was adopted as the standard?

CHANDLER: There needs to be consolidation, because having 200 green programs in America is completely outrageous and unsustainable. But two green programs plus Energy Star is sort of the natural order of things.

GLENN: I think consumers will coalesce around one program, and I think it's going to be LEED-H. But that doesn't mean that there can't be other programs, too, because they serve important niche opportunities. **PB**

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[BETTER BUILDER]

Market Leader's Advice: **Stick to Your Niche**

even years ago, Professional Builder editors chose The Olson Co. as its Builder of the Year. The firm attacked the infill market with an approach it called "in-town" and had a knack for strong partnerships with local government.

That strategy still works for the company — ranked 75 on PB's Giant 400 list today — though it's adapted to the market and the economy. CEO Stephen Olson describes the approaches behind the Seal Beach, Calif., company's success.

■ It knows its niche

"It's a time period for builders to pay attention to what they do best and let go of experimenting," Olson says. For his firm — a stronghold in the California transit building market — that means constantly sitting in on government planning meetings with transit agencies and then adding homes along expanding rail systems. Residents don't use the

train merely to get to work; they're traveling in both directions and for entertainment, too.

■ It follows its market conditions

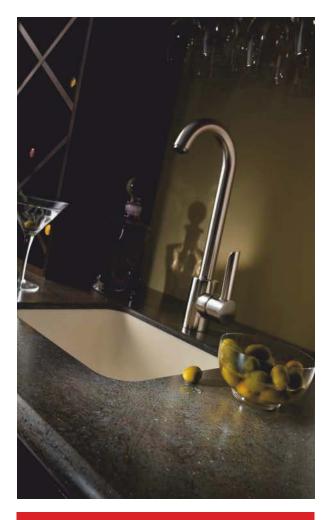
California prices are up, and they need to come down if people are going to buy. That's the reality of the market, Olson says — and construction, design and land acquisition costs need to drop to meet that need.

■ It responds to its demographic

Two words: Live/Work. Designs that include an entirely separate office space adjacent to living space comprise 40 to 50 percent of The Olson Co.'s business these days. The company's communities include a large number of consultants who work from home — some with an employee or two — who need more than a home office to run their business.

by Sara Zailskas,
 Assistant Managing Editor





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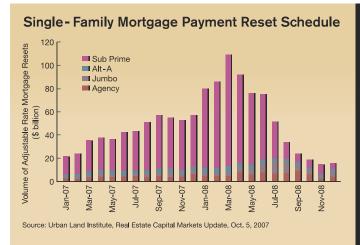
House **Rules** By Felicia Oliver, Senior Editor

t's a new year. A new session of Congress is as good a time as any to take a look at the legislative and regulatory agenda items for the housing industry in 2008. Bill Kilmer, vice president of advocacy for NAHB, gave us the top priorities for the association.

FHA reform to address subprime mortgage fallout

Subprime providers thrived because statute limitations kept the Federal Housing Administration from offering more flexible loan options. To make FHA loans more appealing, the Expanding American Homeownership Act of 2007 was passed by the House of Representatives in September and is in committee with the Senate.

Some provisions of the bill will allow the



THE PREDICTED **VOLUME OF ARM RESETS by mid-2008** is expected to reach \$100 billion. NAHB hopes proposed FHA reforms will help alleviate this and other fallouts from the sub prime lending crisis and get buyers into more new homes.

FHA to establish a mortgage insurance premium pricing structure that rewards higher-risk borrowers who establish a track record of timely payments and create 40-year mortgages to reduce borrowers' monthly mortgage payments

Protecting home buyer-friendly provisions of the tax code

Tax deductions such as those for mortgage interest and for state and local taxes — of which property taxes are a big part — must continue.

"As the housing sector seeks to rebound," says Kilmer, "about the worse thing they could do is tinker with any of these provisions in the tax code."

Green building

John Dingell, chairman of the House Energy and Commerce Committee, proposed a bill to eliminate mortgage interest deductions for homes larger than 3,000 square feet — considered prime offenders in the production of green house gas emissions.

In 2008, the NAHB will roll out its National Green Building Standard based on its Model Green Home Building Guidelines. With the U.S. Green Building Council's LEED for Homes program being considered and adapted in various municipalities and regions, NAHB wants to get its voluntary guidelines accredited and accepted before standards based on LEED or other programs are mandated. PB





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The Housing Affordability

Builders have found ways to work with cities and states to build affordable homes without losing their shirts.

By Felicia Oliver, Senior Editor

Affordable housing is in crisis, and it looks like there's no end in sight. Even as sales have slowed and home prices have come down, home ownership is still out of reach for many. So-called workforce housing — for city workers and public servants such as police officers and teachers — is scarce in urban areas, forcing many to purchase homes in the suburbs and exurbs and face long commutes. And as the subprime lending crisis has shown, many folks were able to qualify for loans that will come back to bite them as their rates adjust upward and they can no longer afford their monthly mortgage payment.





Photos: Left: Marc Sullivan, Marc Sullivan Photography; Bottom: Alexandra Kinol, Stillwater Investment

HANNAH REAL ESTATE DEVELOPERS' Adams Mill River House (left) and Mill River House (bottom) luxury condominium complexes include a percentage of for-sale affordable units within an integrated housing model as part of an inclusionary housing ordinance in Stamford, Conn.



Where does the home builder fit into this picture? What can and should home builders, who are facing their own crisis, do to help buyers afford their own home? A combination of creative business solutions in collusion with state, local and federal government incentives can make a difference and create a win/win/win situation for builders, potential home buyers and society at large. Though it sounds like an unlikely alliance, there are builders of affordable home projects that have done it and are willing to share their secrets of success.

The root of the problem

Several factors contribute to the lack of affordable homes. During the housing boom, there was high demand for homes

and lack of available land on which to build.

"We all remember Levittown [New York] after World War II," says Conrad Egan, president and CEO of the National Housing Conference, an affordable housing advocacy organization. "Mr. Leavitt went out to the potato fields of Long Island and built acre after acre of small but attractive homes. ... We don't have those kinds potatoes fields anymore."

The dearth of land has driven up home costs, and available land can be difficult to acquire through permitting processes that are often slow and complex — or land is zoned for commercial and industrial use or low densities that make it a poor candidate for building affordable homes.

While the cost of the average home has increased signifi-

HOW THEY DID IT

THE FRANCISCUS CO., VIRGINIA BEACH, VA.

WORKFORCE HOMES EARN A RETURN FOR THE CITY— AND BUILDERS PROFIT, TOO

FRANK SPADEA, CEO OF THE FRANCISCUS CO. IN VIRGINIA BEACH, VA., has built workforce housing within his market-rate developments in both Olive White and Virginia Beach, Va., under each municipalities' affordable housing program. His developments set aside a certain percentage of homes for sale at discounted prices for qualified workforce/affordable home buyers who earn between 80 and 120 percent of the area median income of \$64,100.

Spadea says his endeavors aren't just the right thing to do; it's good for business. His ten-plex attached home design is one of the highest profit structure developments he builds.

"Our ratios of construction costs to sale price and land to sale price are good enough to give us the higher margins we need," he says.

The program gives builders density bonuses when they allot a certain number of their units to affordable or workforce housing. In Virginia Beach, for example, the density allotted increases 30 percent if you set aside 17 percent of your units for workforce housing. If you're planning a 100-unit project you could up it to 130 units, and if 17 percent of those units were set aside for workforce housing, that project could move forward.

"When you ... reduce the price by 25 percent on 17 percent of those houses, overall we've only reduced the sales volume by 4 percent in the project," Spadea says.

The discount on the workforce units is taken as a second mortgage on the home and is held by the city. So when the buyer eventually sells the house, that second mortgage gets paid off by the purchaser. This way, the affordable housing program becomes a revenue generator for the city. The second mortgage keeps the appraisal value of the discounted homes at the same level of the market rate homes.

"It's a win for the builder in that he gets higher density," Spadea says. "It's a win for the city in that they get affordable housing. And it's a win for the buyer in that he gets a market-rate house at a lower price."

Photos courtesy of Franciscus Homes









cantly over the last few years, incomes have not. Harvard University's Joint Center for Housing Studies' 2007 State of the Nation's Housing Report says five years of stagnating or declining incomes have added to housing affordability problems. In spite of meager gains in 2005, the median real income for all households fell 2.7 percent between 2000 and 2005.



inancial experts say expenses for housing should not exceed a third of income. But today many people spend 40 to 50 percent of their income on housing. According to "Housing for Working Families," a report published by The Center for Housing Policy, some five million working families spent half or more of their monthly incomes on the costs of owning or renting a home in 2003 — an increase of 60 percent since 1997.

So it's not just those on welfare, the underemployed and undereducated who are in need of affordable housing. Moderate income, college-educated professionals are feeling the pinch and often can't afford to live in the urban areas where they work.

Why you should care

The problem of affordable housing is understandable and unfortunate, but builders have businesses to run. Is it builders' responsibility to provide solutions to America's social ills?

Not necessarily, but in the long run it's in your best interest. There is a connection to the availability of affordable housing and the economic viability of the cities in which builders build.

Major employers don't want to relocate to and invest in communities where potential employees can't afford to live. These places won't be able to attract jobs, and fewer jobs mean fewer people who can spend money on goods and services and pay taxes —or buy homes.

"You have places like Phoenix that, at one time, was very attractive to employers, and it experienced a significant economic boom as a result," says Egan. "Now the people the city is trying to attract ... are beginning to have second thoughts. And those who relocated their companies or part of their operations there find that their employees are having a real hard time."

Government and the private sector share a vested interest in providing affordable housing in their communities. Ironically, their best bet at getting them built is in partnership with each other. The public sector needs the expertise of professional builders to produce quality homes. And as builders know, the public sector has a lot of say over what, where and when builders can build.

HOW THEY DID IT

THE VILLAGE AT DELRAY, AUBURN DEVELOPMENT GROUP, DELRAY BEACH. FLA.

CITY, BUILDER UNDERSCORE IMPORTANCE OF UNDERSTANDING EACH OTHER

THE AUBURN DEVELOPMENT GROUP has been building affordable homes in



"We are a for-profit company, but we have a social mission to provide affordable workforce housing," says Cito Beguiristain, vice president of Auburn

Florida for the past 19 years.

Development Group. Auburn's latest foray into this arena is The Village of Delray in Delray Beach, Fla. The development's 1,000 new homes will be built on 60 acres — 400 of them sold as workforce units — and will rank as Florida's largest workforce housing project. The \$200 million project was partly funded by the state's Community Workforce Housing Innovation Pilot Program.

"The city of Delray is extremely innovative in its approach," says
Beguiristain. "They created a workforce housing ordinance, and within this
ordinance they created overlay districts on behalf of various developments.
If you create workforce housing, you're able to get density increases in
these districts. The ordinance also allowed for some variance in terms of
setbacks that made this density buildable while maintaining the scale of the
community."

The CWHIP program specifies partnerships that involve at least one public sector entity and one private sector for-profit or nonprofit entity. Auburn is working with the Delray Beach Housing Authority, which is contributing land it owns to this project. Beguiristain says there is a culture and protocol in public versus private sectors, and each needs to understand and communicate its differences to best work together.

"A lot of that can be resolved through effective communication between the parties and through a cooperative approach — each group focused on what they do best," he says. "You need trust. You need honest partners who do what they say they are going to do. The cities and private developers that figure that out are going to win in the end."



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"When we build a three-bedroom, two-bathroom town home in an inner city in New Jersey where the land is cheap, it's going to cost us probably about \$235,000 to \$250,000 per townhouse," Fink says.

"We're going to sell that for about \$140,000 or less in order to reach into this demographic. So you can see that unless there are some government incentives involved to close that capital gap of about \$80,000 to \$100,000 a unit, there's no possible way to do it."



Incentives and challenges

There are almost as many grants, loans and programs to address the production of affordable homes as there are municipalities in which such homes can be built. There are mandated and voluntary inclusionary zoning ordinances. Some of

HOW THEY DID IT

HANNAH REAL ESTATE DEVELOPERS, STAMFORD, CONN.

BUILDERS PAY AN 'AFFORDABLE' PREMIUM TO BUILD

A FEW YEARS AGO, Stamford, Conn., created an inclusionary housing ordinance that required all developers within the city to do one of three things. They could include a certain percentage of affordable units in their projects; they could buy out of the program entirely by making a contribution to a not-for-profit organization that would build affordable units; or they could build affordable units off-site in another location relative to the development under discussion.

Seth Weinstein of Hannah Real Estate Developers says he chose what he describes as the most challenging option: including the affordable units within his projects.

"I just think it's a better way to go," says Weinstein. "It's more community-

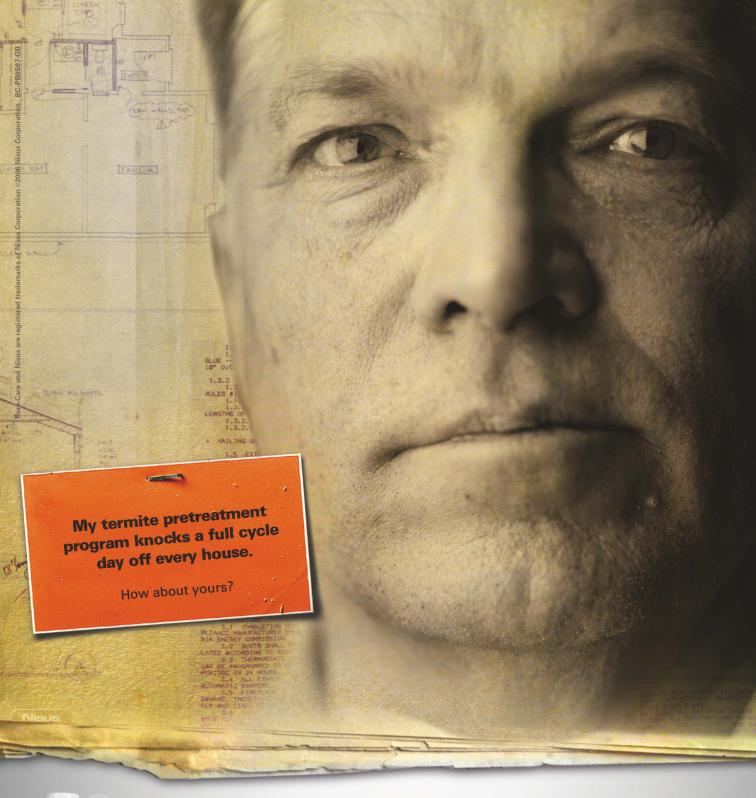
oriented. I also think it helps us in our relationships with our zoning boards and continues our standing in the community as good corporate citizens of Stamford.

"And philosophically I believe it's important to have integrated economic housing," he adds. "Having grown up in New York I now see the effects of so-called project-style housing; it has a very negative impact on lifestyle in terms of people in economically, not to mention racially segregated housing. Mixing affordable units with high-end units is good. There's benefit for both to live in proximity to each other."

Whatever option builders choose, they are making a contribution to the cost of building affordable homes in Stamford.

"The brilliance of Stamford's program is that you have to do it," says Weinstein. "You have to use one of those three options to get the approval. From my perspective, it's a development cost just like environmental cleanup or buying the land."

"The brilliance of Stamford's program is that you have to do it." — Seth Weinstein, developer





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these ordinances include density bonuses; if builders agree to set aside a specific amount of units in a project for affordable buyers, they are allowed to build more units on the land. There are financial incentives, housing funds and subsidies, Low Income Housing Tax Credits (geared toward rental units) and the like.

Many local and state governments will specify what buyers qualify for discounted housing. To qualify for workforce housing in New Jersey, Fink says your income must be between 35 and 120 percent of median income for the area.

"It ranges from about \$45,000 a year up to about \$80,000 a year," says Fink. "It depends upon the year, too. It can go as high as \$95,000 a year. That's the median. For low income, it would be up to 50 percent of that. And for moderate income it's up to 80 percent of that."



he more builders know about what programs are available locally — and the pros and cons of each — the better position they are in to combine them to come up with a development deal that makes local government get on board.

And you'll need to win over communities with folks who may agree in principle that it's a good thing — just not in their backyard. Builders

should be prepared to make the case to these groups about the mix of people in need of affordable housing: working families, elderly couples on fixed incomes, singles beginning their careers — even children or parents of people currently living in a community may need affordable housing so that they can continue to live there.

Developments with a mix of market-rate and discounted units are often better-received by communities and municipalities than projects that propose all affordable homes.

"We as developers have been separating people by income since World War II," says Cito Beguiristain, vice president of Auburn Development Group. "In order to create sustainable communities — sustainable socially, historically, culturally, and socially — a mixed-income approach is the proper approach. When you isolate people by income, especially in the lower ranges, kids grow up without financial role models — the business owner, the young lawyer. At the lower income ranges they don't even have the school teacher or police officer living next to them." PB

What else can home builders do to address the affordability crisis? Join the conversation on www.ProBuilder.com

HOW THEY DID IT

SPRING ARTS POINT. NEW URBAN VENTURES. PHILADELPHIA

BUILDER SURVIVES AN UNWIELDY LAND ACQUISITION PROCESS



SPRING ARTS POINT is an urban neighborhood of town homes priced in the \$300,000s. The first 16 units of this 60-unit project are complete, and the second phase has begun.

"We're very proximate to Chinatown in Philadelphia," says developer New Urban Ventures' President Lawrence Rust. "It's a very mixed neighborhood: Hispanic, black, Asian and white.

"The permitting process was not as difficult as the land assembly process," Rust says. "When you acquire property through any of the agencies in the city of Philadelphia, you can be approved by the agency, but you cannot acquire the property without a resolution in city council. You have to appeal to and work closely with the political interests to get it done."

And the politicos steer you back to the NIMBYs to garner favor. There was a 4-year process from concept to acquisition of the land, during which there were approximately 24 meetings with the neighbors' organization.

"We initially went to the neighbors with the idea that we would subsidize 10 percent of the units that we build out-of-pocket to make the units affordable for people making



LAWRENCE RUST, President, New Urban Ventures

80 percent or more of median income," says Rust. "At this point, we are subsidizing six town homes to the tune of \$150,000 per house."

He could afford to do so because when the deal was originally made, the price of the land was low relative to a then-rising market.

Rust would like to see the city of Philadelphia develop master plans for affordable housing on the land that it owns. The city could do the advance work of getting the political and neighborhood approvals for zoning and coming up with a cohesive plan that works economically for everyone.

"I'd like to see that property offered for sale to builders with pre-approvals," says Rust, "and with the understanding that the price would be reduced, the densities increased or some quid pro quo so that the market-rate builder can then afford to do subsidies like we're doing now.

"As a builder I need significant amounts of property to make this work in order to generate subsidies. I can't build onesies and twosies in various locations."

Photos: Lyn, LLC



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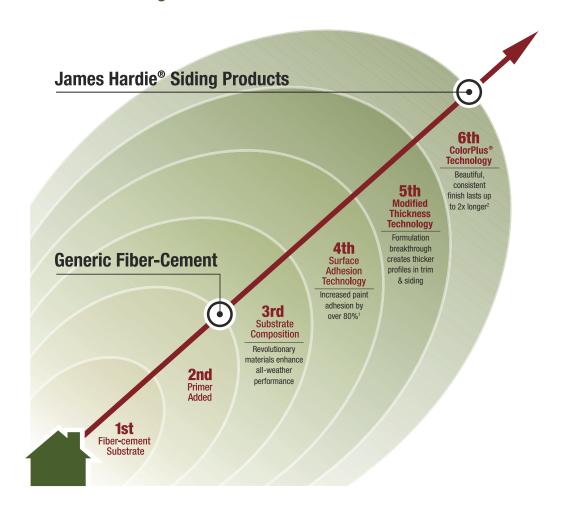


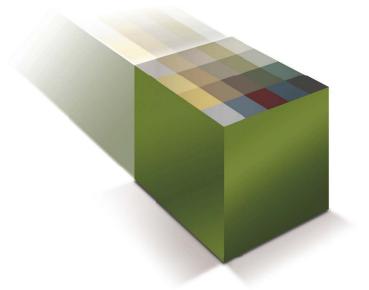
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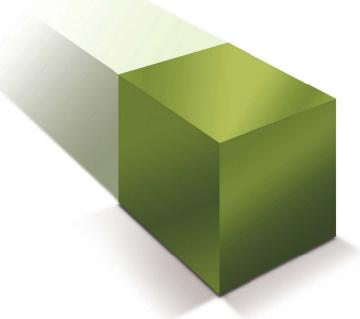
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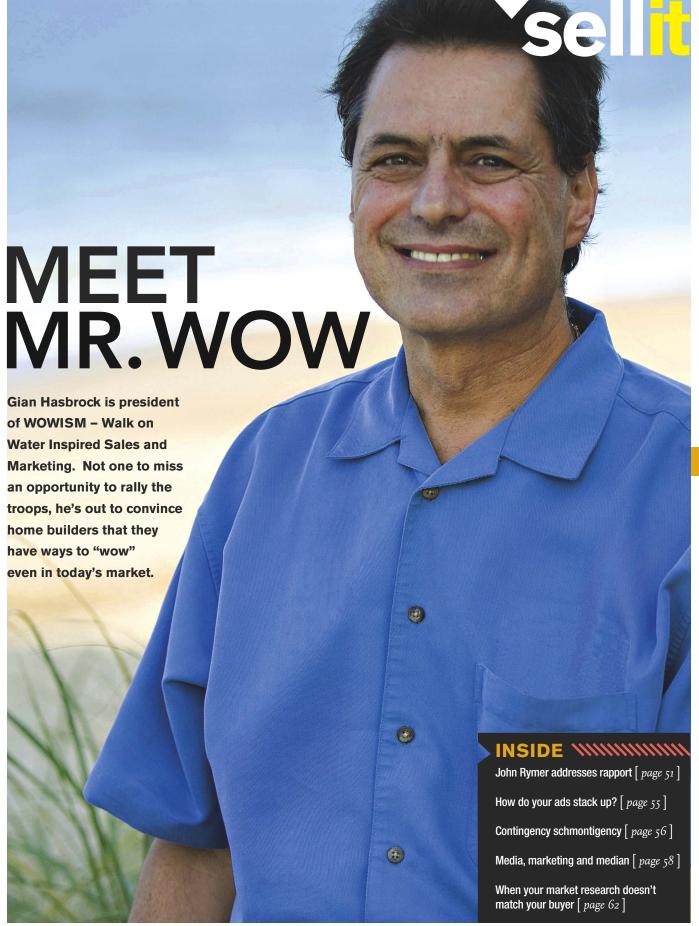


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[SALES TRAINING]

New Rapport



Invest in rapport to increase your sales.

By John Rymer, New Home Knowledge

hink about the last time you were in a restaurant and the chef came out to ask each customer how they liked the meal. What did you say in the rosecond conversation? Odds are you nodded your head and said the food was great.

What if the chef spent 10 minutes with you, explaining he is trying new recipes and really wants your feedback. Would you be more open and honest with your answers? Sure you would.

What you've just experienced is rapport.

Have you ever tried to establish rapport with someone and got basic, surface responses instead of true that now so he can take steps to correct the problem.

When building rapport, you should be the kind of person who shows true concern for the customer's needs as opposed to just being pleasant. That is going to help you get inside the customer's mind as you work to get important information.

How to build rapport

Connecting with the customer is more than saying hello and answering questions. It's about reading clues from the customer so you can plan how to proceed.

Here are a few tips to remember:

Focus exclusively on

Establishing true rapport saves time and energy. Customers are willing to be direct in discussing their true needs and will provide you with what they need for homeownership.

feelings? That kind of conversation doesn't do anyone any good.

At the restaurant, I may think that even though I said everything was fine, I really didn't think it was outstanding. I probably won't be back. For the chef, it's better to hear your customer. Multi-tasking is the enemy of rapport building.

Don't qualify your buyers; let your buyers qualify you. Assume that everyone who enters your sales office will be your next sale. Showing true concern for every

customer will become a habit and you will learn that many sales are made to those who did not look the part of a buyer when they entered your sales office.

- Assume success. Your buyers want to buy a home from a builder who believes it has the best product to offer. Having people support your company is the best solution to your customers' needs.
- Be genuine in your concern for your customers. People can detect a phony a mile away. It's your job to assist buyers in purchasing a new home not to count the minutes it will take to earn a commission. If you believe in the value you bring to your customers, it will show through, and they will open up and let you truly understand their needs.

Establishing true rapport saves time and energy. Customers are willing to be direct in discussing their true needs and will provide you with what they need for homeownership. **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@newhome-knowledge.com

Rymer's Rules

FOCUS

Focus on your customer; don't multi-task.

QUALIFY

Let your buyers qualify you; don't qualify your buyers.

BE AUTHENTIC

Be genuine in your concern for your customers.





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Professional Builder SIVO 7



[AD CRITIQUE]

How Do You Sell a Dream?

By Erin Erickson, Group Managing Editor

harlotte-based Simonini Builders tries to allure buyers to Heydon Hall with a dream-like ad. Does it work? Marketing experts weigh in.

Gian Hasbrock

The first thing I noticed was the subtle composition of the photo, both its verticality and the prominence of the wrought iron gate in the foreground, reinforced by the copy and the fact that the home itself was in the background with the context in mid-ground.

The only thing I thought was missing was the director of sales' e-mail address.

The ad was clean with white space utilized through line spacing. Perhaps that could have been modified to be tighter and show a miniature map graphic.

Dominique Sampson

I love the vertical image and its depth of field. You feel as if that gate is the entry to a very special property. I don't feel quite as enthusiastic about the text portion. I like the elegant font, but the ad feels a little text heavy. It's also a little small for really comfortable reading.

I liked the positioning at the bottom of the ad and the reference to both the home's award and the builder's. I also liked just having the phone number for the director of sales.

John D. Sims

I thought the ad copy delivers all of the essentials needed to enlighten the curious and inquiring mind of a potential new-home buyer. I also felt the references to Stephen Fuller were terrific.

However, the news that Heydon Hall is "the New Release of Prime Homesites" gets lost at the top of the ad. The photo doesn't attract the proper attention because the cropping is a bit too narrow. The photo would have a greater impact if it were larger.

I would also highlight the Best in American Living Award and National Builder of The Year 2006 Award more prominently. Those honors demonstrate great credibility for a home builder.

John Gumas

The layout of the ad conveys the elegant image needed to properly position a property of this level. I don't feel the headline and copy achieve the same level of success as the layout and photo. They do a great job of romancing the buyer, but I believe they could also have been harder hitting and engaged the reader to a higher degree.

Did this ad grab the attention of its target and did it sell properly? I think the ad scores an 8 out of 10 for its layout, and a 5 out of 10 for its headline and copy execution.



About the Ad

Heydon Hall is a gated infill community of 135 custom-built residences priced between \$600,000 to \$1.8 Million. The community was introduced mid-2003 and has approximately seven home sites unsold. The community is built around a large central green park, depicted in the photograph in the ad.

The Experts

Dominique Sampson is vice president of The Green Company. She is responsible for all marketing and sales for the company. NAHB named Sampson Marketing Director of the Year in

John D. Sims is president and founder of Builder Marketing Services Co., a new-home marketing and sales company. Builder **Marketing Services** specializes in on-site sales management, on-site sales staffing, marketing management, merchandising management and market research.

JG John Gumas is president of Gumas Advertising, an award-winning strategic marketing, branding and advertising agency headquartered in San Francisco.

Gian
Hasbrock is president
of WOWISM (Walk On
Water Inspired Sales
& Marketing) and is
director of training at
Rose & Womble New
Homes in Suffolk, Va.,
and sales director at
Franciscus Homes of
Virginia Beach, Va.

[CONTINGENCIES]

Knocking Down the Contingency Objection by Jennifer Powell, Staff Writer

he housing downturn means you have to be creative and smart with your financing options. A big obstacle right now is the contingency objection. Jim Deitch, co-founder, chairman and CEO of American Home Bank, breaks it down for you and discusses several options to overcoming this issue.

1. What is a contingency objection?

A contingency objection usually takes this form: Your potential customer has a home to sell, so he'll buy your new home contingent upon the sale of his old home. This means you don't have a sale of your new home and may not want to tie up your spec or begin new construction while waiting for his home to sell.

What are some banking solutions builders can use to combat this objection?

See if the customer can qualify carrying two mortgages. Sometimes a lender can qualify the customer as capable of making both payments, but the underwriter has a standard condition of must-sell old home.

If the lender won't qualify the customer with both payments, then you as the builder might consider making the purchase of your home attractive by providing an interest subsidy to your customer. On a 30-year loan, a two percent subsidy in year one can reduce the monthly payment for a \$150,000 mortgage from approximately \$998 to \$805. This saves your customer about \$2,316 the first year.

Most importantly, the subsidy may reduce the income necessary to qualify for the loan by almost 10 percent. Subsidies offer more "bang for the buck" than almost any other incentive, and they help your customer qualify at a lower interest rate.

Suggest that the customer explore guaranteed sales programs with real-estate agents. You might have to help the customer with the guarantee fee, but this fee could mean a sale for you. Then suggest the customer take the guaranteed sale contract to the lender and have the lender remove the stipulation of the home to sell.

Offer first-time home buyers the buy-out of an apartment lease provided your customer signs your contract and gets a binding mortgage commitment letter from a lender.

Consider making the payments on the old home until it is sold or the guaranteed sale kicks in. Because you're making interest payments on your spec house anyway, get it sold and help the customer at the same time. Document your willingness to make the payments on the old home in a letter to your lender, and the home-to-sell contingency may disappear.

4. How should a real-estate agent use these tools?

The agent has to determine whether the potential customer can't or won't buy now. "Can't buy now" means the lender won't lend the customer the money because of the home to sell. "Won't buy now" means the customer is uncomfortable buying now, even though he is qualified to do so.

Today's potential customers know that they are in a great position, so the agent should ask, "If I could arrange for the builder to guarantee the sale of your old home, can we go forward?" or, "If the builder would pay some of your interest for the next year, will you consider buying now?" or "If the lender would qualify you with both payments, can we make a non-contingent offer?"

5. What is the most common mistake salespeople make when they come across this objection?

They take the contingency objection at face value. Salespeople first have to determine whether the customer can't buy or won't buy. Many salespeople don't explore how to help buyers who can't buy because of mortgage qualification issues with an unsold old home. The builder and sales team need to develop a predefined plan of action with their preferred lender to capture the sale. PB



WHO IS JIM **DEITCH?** Jim Deitch

is co-founder, chairman and CEO of American Home Bank, a national bank headquartered in Mountville, Pa. American Home Bank closed about \$3.5 billion of mortgage loans since opening in August 2001 and specializes in new-home construction/permanent and end-loan financing.



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Sales, Marketing and the Builders' Show, Oh My!

53

Sales and marketing seminars offered at the Builders' Show this year

20

Builders' Show Presenters and speakers with MIRM (Member, Institute of Residential Marketing) attached to their name

3

Seminars at the Builders' Show dealing specifically with marketing on the Web. They are: "From Mouse to House: Reinvent Your Sales Process;" "Online Marketing Tips and Tools for Custom and Small Volume Builders;" and "Pay Per Click Strategies."

1

There is one advanced class in this year's Builders' Show: "The X Factor: Do You Have Sales Superpowers?" Hear Meredith Oliver, CSP, MIRM, and Jeff Kaizer, MIRM, on Feb. 13 from 3:30 p.m. to 5 p.m. in South 330 E-H.

10

Classes offering strategies and tips for survival and success

2

Offerings of the seminar "108 Marketing Ideas for the Year 2008." The first one is on Feb. 15 from 3:30-5:00 p.m. and the second on Feb. 16 from 10:30 a.m. to noon.

[MODEL BEHAVIOR]

Ignore the Mainstream Media; **Just Sell Homes**

t's a frontal assault: many news outlets are confidently advising — and sometimes screaming — that now is not the time to buy a new home. New home sales consultant Gian Hasbrock's advice is to ignore the doubters, because the best tool a new homes agent has is a positive attitude.

"Sixty years ago as our soldiers landed on the shores of France at Omaha Beach, they were under orders to maintain their positions on the beach, even though they were sitting ducks," says Hasbrock. "The ships that brought them across the English Channel also had their orders to not get so close to

shore that the ships themselves would be jeopardized by the German minefield and shoals. But their guns were out of range of the German machine gun nests in their 'safe' position. On D-Day, our soldiers and our ships' captains disobeyed orders, and as a result we are not all speaking German.

"Now it's H-Hour (Home-Hour) and it's time for new home salespeople to step up and disobey the orders of the media that it is a terrible time to buy a home. Just like the G.I.s did the job that had to be done, our job is clear. Let's get it done."

- by Felicia Oliver, Senior Editor

Builders: Step it up on the Web



According to a recent survey, home builders allocate less than one fifth of their marketing budgets to Internet-based media, while online consumers spend one half of their time using online media such as builder Web sites and the like.

Source: www.nahb.org.

Median Home Sales Prices, 1998 – 2007
(in 2006 dollars)
\$250,000
\$225,000
\$200,000
\$175,000
\$150,000
\$150,000
\$125,000
\$125,000
\$100,000
\$75,000
\$50,000
\$250,000
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THE CLIMB of median home sales prices reversed in 2006 as home sales took a downturn.



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Whether you build 50 houses a year or 500, whether the market is up or down, if you want to increase your sales and make more profit on every home you build, contact Dynami SolutionsTM today. Let us help you make success easier.

Go to www.dynamisolutions.com and click on the Dynami Benefit Calculator™ to estimate your additional profit potential. Or call 1-888-744-5418 and let's explore how you can add dollars to your bottom line with Dynami Solutions™.



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Jorge Perez



Van Rose



Guess Who's Duying Your houses?



Sometimes, despite what market research indicates about potential buyers, a very different group shows up at the sales office.

Here's how builders can take out some of the guesswork by using research tools and not just the numbers.

By Susan Bady, Senior Editor, Design

At the grand opening of City Square, a townhome community in downtown Escondido, Calif., as many empty nesters as young professionals showed up to view Barratt American's multilevel units — despite their lack of elevators. And at Dahlia Park in Issaquah, Wash. — a community of small-lot, single-family homes with first-floor master suites — Bennett Homes has racked up more sales to younger buyers than older ones.

Although both projects have been successful, their markets were not what they intended; and tales of the "surprise buyer" are not uncommon in the industry. It takes a comprehensive research effort done well in advance to accurately nail down buyer profile, and numbers don't tell the whole story.

Builders need to investigate other options the targeted buyer might have in the marketplace, says Brad Clason, a Coatesville, Pa., consultant. For example, are competing communities closer to work, shopping and entertainment? "If you're going to build townhouses in a more rural location, you'd better be price-sensitive if you want to get that younger buyer out there," says Clason. And it's not enough to look only at new-home comparables; also study the resale and rental markets



Photos: Getty Images, Jeffrey Aron (Barratt American)





HITACHI



















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and how they relate to employment centers and transportation corridors.

Brenda Desjardins, principal of New Home Marketing Services in Annapolis, Md., says that given what's been happening in the marketplace today, builders would be wise to check out resale comparables.

"Home buyers are saying, 'If I move into a new community, I don't know who my neighbors are going to be between

now and when the community is built out, but if I move into an established neighborhood, I already know who lives there. I might not be able to get a brand-new home, but maybe I can get something that's 5 to 7 years old,'" says Desjardins.

Builders usually don't start research early enough, says Andy Detterline, a consultant based in Rose Valley, Pa. "Once they buy a piece of ground, it's really too late," says Detterline. "They should be figuring out where the holes are in their market and looking for opportunities there rather than buying something that's on the market, then doing a study to see if it works."

You've got to do much more than assess the sales rate of existing jobs — and do it thoroughly, she says. "The most voluminous study done in a rush, or by a research person who does not know the area like the back of their hand, can be torpedoed by one missing variable," warns Detterline.

The Delaware story

A few years ago, Detterline encouraged a client to purchase a 55-and-over subdivision in Middletown, Del., that a national builder wanted to sell. The seller had received a report from a respected research firm indicating that no one from Wilmington, Del., would cross the bridge over the Chesapeake and Delaware Canal to move to Middletown, a former agricultural area. Local builders and Realtors agreed, and they were right: of the 362 homes in that community, only 5 percent were sold to Wilmington residents.

"What the market research missed was that Delaware's realestate taxes were the lowest in the country, while New Jersey's and Pennsylvania's were the highest," she says. "Retirees concerned about living on a fixed income could move an hour away, get more house for their money and save \$5,000 to \$10,000 in taxes each year. And they did just that — in droves, driving prices up nearly 60 percent over the life of the job."

The other factor overlooked was a new zoning district in northern Delaware that would make it impossible to build a competing job closer to the aforementioned "tax refugees." Detterline knew about the ordinance because she was helping her client evaluate raw ground for purchase in the Wilmington area.

The point is that builders need to study demographics; housing prices and supply; new zoning districts; and a multitude

of other factors. "Unless you can understand trends and figure out where buyer motivation is headed, there are always going to be surprises," says Detterline. "You have to look at things that may be coming out of left field."

Expect the unexpected

To maximize the investment they've made in their designs, big national builders try to duplicate floor plans as much as

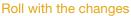
possible in different locations, says Desjardins. "They want to know if their site will fit an existing product," she says. "I don't see as many errors in judgment when someone is designing a new product to fit a site as when the builder is trying to shove a square peg in a round hole."

Then there are times when the market adapts itself to the product being offered. At The Residences at Bulle Rock in Havre de Grace, Md., single-family homes with first-floor master bedrooms were expected to attract pre-retirees and retirees. But families, too, loved the idea of not having to deal with lawn-mowing and other exterior maintenance. They account for 15 percent of home sales at Bulle Rock.

"Sometimes the sense of community is more important than the floor plans," says Desjardins, who conducted the original market study for Bulle Rock. "What the developers are dealing with now are property management issues and how to manage the buyers' expectations. They have a big com-

munity center that was designed for older adults, yet there are all these people with kids that want to run around the pool."

Indeed, in a large planned-unit development, adapting to change is usually part of the developer's business plan. "They know they're going to start with one buyer profile and then have to adapt throughout the community," she says. A builder also needs to be sensitive to market shifts that can alter buyer profiles. Take condominiums, for instance, which have traditionally been geared to first-time buyers and empty nesters. "First-time buyers aren't necessarily interested in condos anymore — they want to go right into a townhome or a single-family home," Desjardins says. "And they're not so willing to wait and move up; they want it right away. So a lot of single people are buying smaller single-family homes."



If builders are able to adapt to a "surprise buyer" scenario, they can actually expand their buyer profile rather than limiting it. "It can be an opportunity rather than a negative," says Desjardins. And if their home designs are flexible enough to appeal to more than one buyer segment, so much the better.

Such was the case at Dahlia Park, where move-downs were the target market, but — at least initially — the project attracted more move-ups. "We assumed we'd get move-down



DETTERLINE warns that key variables can be overlooked if research is done hastily or by someone who doesn't know the market.

buyers because there are dual master suites in every house: one upstairs and one down," says Gayl Van Natter, vice president of sales and marketing for Bennett Homes of Bellevue, Wash. "We were expecting empty nesters who wanted a really nice guest suite on the second floor, and also dual-generation buyers because we had seen all this research about boomers whose parents were going to move in with them or whose adult children were coming back to the nest."

When sales started, however, Bennett found that singles, dinks and single parents were latching onto the initial release of smaller houses. "They're well-laid out and on small lots, so there isn't much to maintain," says Van Natter. "People with active lifestyles who ski one weekend and camp the next, [or] were starting a business, or had just gotten divorced and had a child at home were all interested in those homes."

Sometimes it takes an additional investment on the builder's part to cope with the unexpected buyer. About 50 percent of prospective buyers at City Square are "the baby boomer/empty nester/retiree," says Lenette Hewitt, vice president of sales and marketing in Barratt American's Carlsbad, Calif. office. Those buyers are particularly concerned about Plan Three, a four-story unit. They love the square footage (1,906), the vaulted ceilings and the lock-it-and-leave-it lifestyle, says Hewitt, but climbing three flights of stairs is another matter. So in the next phase of the project, Barratt is adding, as a standard feature, private elevators to Plan Three at a cost of \$25,000 per unit.

Hewitt thinks actual buyer profile (versus what's expected) has to do with location and market demand. "When you're in a situation where people are just happy to get a house or condo in a downtown environment, they're more tolerant of [a high-density] product," she says. "But because City Square



FEEDBACK FROM REALTORS and residents is a valuable tool in a builder's research, says consultant Sandra Kulli.

is one of the first developments in downtown Escondido, buyers are not as conditioned and willing to accept density because they're not surrounded by it."

Malibu, Calif., marketing consultant Sandra Kulli adds: "When the unmet need in the consumer is met in a way that is palpable or tangible, they'll pick a floor plan that may not seem right for them in order to be in the place they desire."

Back in the mid-1990s when One Ford Road opened in New-

port Beach, Calif., 80 percent of the bungalows designed for empty nesters were snapped up by couples with children. What the developers didn't realize, Kulli says, was that "they had this incredible social fabric woven in beyond the sticks and bricks. People were willing to shoehorn their families into small cottages to get what came with the small cottage."

5 Common Market-Research Missteps

- Allowing sticker shock to dissuade you. Many builders prefer not to invest a lot of time and money in pre-development research, says Annapolis, Md., consultant Brenda Desjardins. "If I quote \$25,000 for a market research project, it would be prudent to understand this is a fraction of 1 percent of the investment they are making in a property. Failure to understand the nuances in the market will cost them much more."
- 2. Not starting early enough. Market research has the most significant effect when you're in a due diligence period.
- Overlooking the value of focus groups. If you're building something the market has never seen before, focus groups can reap huge benefits, says Coatesville, Pa., consultant Brad Clason. That said, the project has to be sizable enough to justify the cost because among other things you're going to have to hire a professional moderator. Smaller builders planning smaller projects can accomplish this less expensively by getting together with a group of local Realtors. "You need to co-op with Realtors all the time, whether the market is good or bad," says Sandra Kulli, a Malibu, Calif., consultant.
- Not taking resale statistics into account. Market researchers need to have a handle on the resale market, now that newer resale homes can be discounted by homeowners who have built up equity and may be willing to trade some of it to speed up the selling process.
- Ignoring what's in the pipeline. Builders need to anticipate the competitive environment 12, 18 or 24 months down the road, Clason says. "Try to keep tabs on the available land in your market area."

Even in a down market, thoughtful research — both quantitative and qualitative — can have an enormous payoff when the community opens two years later. By "thoughtful research," Kulli means spending time with the target audience, and on more than a phone questionnaire. "Workshops with existing homeowners can give you great insight into improvements to make for a new community," says Kulli. **PB**

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Pat Woods, president of Cooper Mountain Roofing Inc in the Portland, Ore. area says Trimline's low profile originally attracted his team to the ridge vent system. "But we continue using Trimline because of the ease of installation." Cooper Mountain Roofing considers Trimline Ridge

Vent a competitive advantage over other ridge vents. Woods says, "Roofing contractors have become more sophisticated in their presentations and adding Trimline Ridge Vents to the lineup can separate us from our competitors."

Trimline Adds Value to the Home

Woods says today's homes are being built tighter than ever. The installation of proper ventilation is critical to prevent damaging moisture build-up in the attic. Trimline Ridge Vents, placed at the roof's ridgeline, help move hot, moist air out of the attic. The builders who work with Woods know that Trimline Ridge Vents protect the owner's investment in the home and add value to the entire

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Pat Woods from Cooper Mountain Roofing uses Trimline Ridge Vents on new construction



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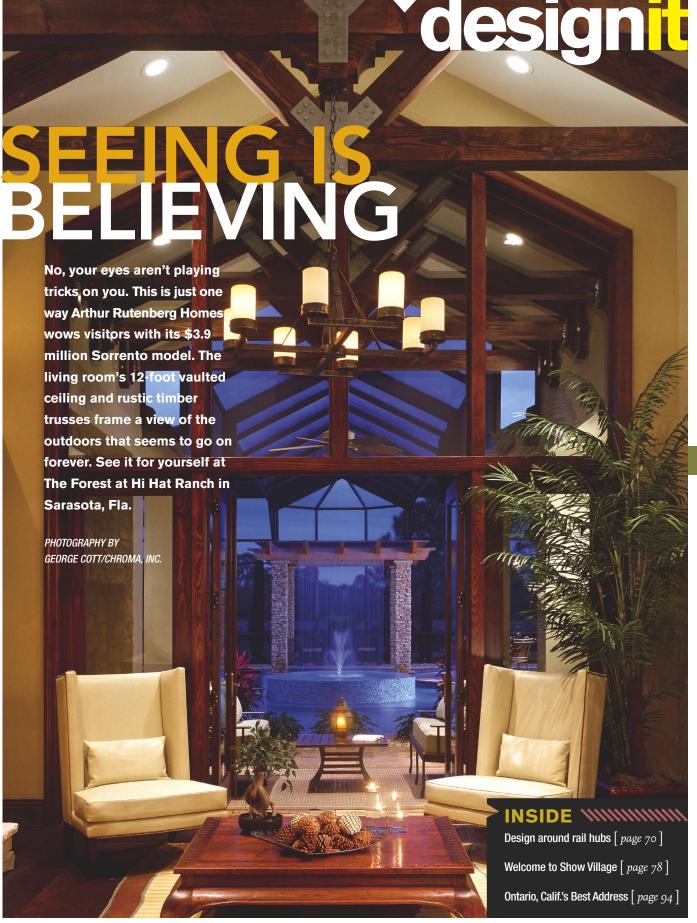
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RAIL Housing designed and built around rail stations has be-We examine the

PHOTO: STEVE HINDS

components of successful developments near rail hubs and offer 10 guidelines builders and planners should consider.

By Ann Matesi, Senior Contributing Editor

come an appealing antidote to long commutes and suburban sprawl. And top builders label the in-town design associated with urban development around rail stations as an important niche to fill, particularly in our economy.

But too many builders believe success comes easily in rail hubs; a builders playing field is different than typical projects in its portfolio. Succ<mark>ess, s</mark>ay urban planning experts, city officials and building industry leaders, involves being able to navigate a complex framework of competing interests. That includes everything from financing strategies to zoning ordinances that dictate affordability, density requirements, architectural style and materials.

"Developments around transit lines are harder to design, entitle, finance and build than any other kind due to the sheer variety of elements that are part of their makeup, function and execution. However, because they can be a valuable asset to their community as a new identity and activity center, they also offer the potential for high economic return on investment," says Marilee Utter, president of Denver-based Citiventure Associates. The private consulting firm works with municipalities and developers nationwide as they forge into the relatively new territory of transit-oriented and transit-adjacent development.

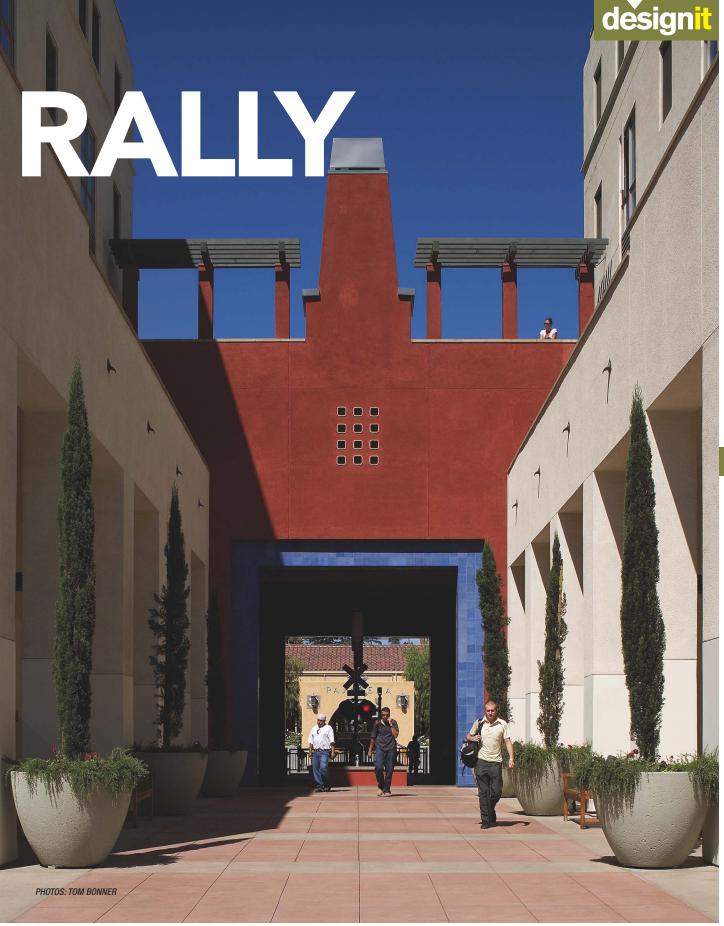
"Transit-oriented development is really an effort to recapture the sense of community-type lifestyle

that once characterized our inner cities," she says.

Urban areas are re-emerging as popular places to live and work. Over the past century, the percentage of urban residents in the U.S. doubled from 40 percent to 80 percent. Between 2000 and 2005, eight of the country's 10 largest cities experienced an increase in population based on data complied by the U.S. Census Bureau. City centers and new transit "villages" offer an appealing alternative to life in the suburbs, particularly for affluent singles and empty nesters who embrace

a lock-and-leave lifestyle or who want to live

RESIDENTIAL COMMUNITIES around light rail include Vallagio at Inverness, which is south of Denver (top, center), and Del Mar Station (right, far right) in Pasadena.



close to work. Centers and new transit "villages" offer an appealing alternative to life in the suburbs, particularly for affluent singles and empty nesters who embrace a lock-and-leave lifestyle or who want to live close to work.

Residents in transit-oriented development (TOD) communities benefit from a better quality of life through reduced commute times, lower transportation costs, lower dependence on cars, reduced environmental impact, less traffic congestion and more affordable housing.

"Developers and builders are like any American company. They identify a market inefficiency or need and work to fill it," says Art Lomenick, managing director of Dallas-based Trammell Crow Residential and High Street Residential, who is a highly respected authority on pedestrian-oriented neighborhood design. "These include underdeveloped areas [and] tired or worn parts of town or suburbs that want their own downtown."

One of today's most popular and environmentally friendly transit options is light rail, where electrically-powered train cars travel along a fixed-rail system that connects a city's downtown with its surrounding shopping, entertainment and employment centers.

Here are 10 tips for builders looking to enter the rail arena.

1. Develop a strong public/private partnership.

The complicated and often lengthy public rezoning and review process required to lay the foundation for residential projects in mixed-use communities near rail stations can discourage developers from seeking these kinds of projects.

"I get the sense that many developers that I talk to these days are angry about the difficulty of building around light rail," says Gloria Ohland, vice president of communications for Reconnecting America, a national non-profit organization dedicated to the

integration of transportation systems within communities they serve.

The ideal solution is a cooperative relationship between the public and private sector that recognizes the benefits for both. "In almost every case, successful transit-oriented development is dependant on a solid public/private partnership," says Utter.

The decision-making process is different for the public and private sectors because the economics for each is different, Lomenick says. "Private developers are really looking at a 3- to 5-year investment, while the city's timeline goes on and on."

"Coordination, cooperation and collaboration are essential in a good public/private partnership," says Harold Stitt, community development manager for the city of Englewood, which is located along the Southwest corridor of Denver's light rail system. Stitt was involved in the development of City-Center Englewood, the first project in

Colorado to replace a defunct shopping mall with a mixeduse downtown that includes a light rail station, rental housing and civic, retail and office space.

Smart developers, say the experts, look for municipalities such as Englewood that already recognize the benefits of mixed-use development around their light rail stations and support it through their zoning and design standards as well as offer regulatory incentives.

WHAT IS LIGHT RAIL? THE TERM LIGHT RAIL refers more to the simplicity and operational flexibility than to actual vehicle weight or cost. With an overhead power supply, light rail systems can operate in traffic and widely ranging alignment configurations. Source: Reconnecting America, as

defined by the Federal Transportation

Architect Elizabeth Moule, a principal with MP Architects in Pasadena, Calif., and a co-founder of the Congress for the New Urbanism, agrees. "Developers are going to have different opportunities depending on the extent to which the municipality has invested itself into the project.

2. Understand that building a neighborhood around a rail station is part of a bigger picture.

Residential development around rail stations does not exist in a vacuum but should respond to and reflect the local and regional sense of the broader community.

"It is essential that developers and builders recognize that they are making a very profound investment in what essentially is a new part of town — one that is going to live on and define that community long after they are gone," says Moule.

Characteristics of Light Rail

Service type: Regional, urban

Station type: Sidewalk sign, station, platform **Distance between stations:** About 1 mile

Service frequency: 5 to 30 min. **Operating speed:** 20 to 60 mph

Alignment: Center or side of street corridor on separate

right-of-way

Right-of-way width: 19-33 feet (double track); 11-13

feet (single track)

Turning radius: 50-100 feet

Vehicle length: 50-80 feet per car, up to 4-car trains

Typical power source: Electric

Federal Railroad Administration compliant: No Projected costs per mile: \$20 to \$60 million

High System Cost: \$65 million,

Los Angeles Gold Line (2003)

Low System Costs: \$34 million, Houston (2004)

Source: Reconnecting America

3. Recognize mixed-use communities.

The most successful transit oriented communities have the following components: residential; office/work; service/retail; civic; and cultural.

Achieving the correct mix creates an active community with people on the streets throughout the day and into the evening. Mixed-use development also promotes peak and off-peak ridership for transit, with office workers using rail lines to commute to and from work during the day and others making use of transit opportunities during the evening for cultural and entertainment-related activities.

Other benefits of mixed-use development include:

- Less traffic congestion
- Better pedestrian, bike and transit opportunities for local residents
 - Support for a variety of housing



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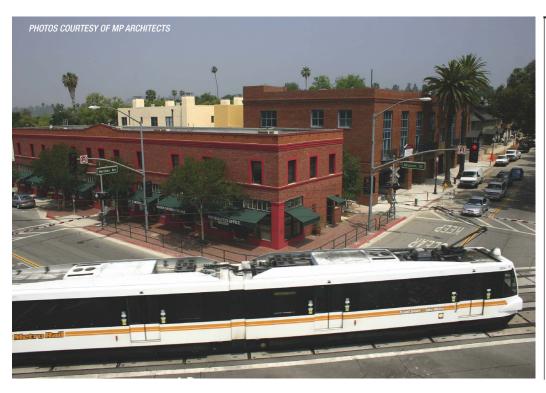






Visit us at The International Builders' Show Booth W883, Feb. 2008, Orlando Florida

Panasonic ideas for life



MISSION MERIDIAN VILLAGE, SOUTH PASADENA, CALIF.

Developer/Builder: Creative

Housing Associates, Los Angeles; Lambert Development, Pacific Palisades. Calif.

Architect: MP Architects,

Pasadena, Calif.

Public involvement: State of California, Los Angeles County, Metropolitan Transit Authority, Caltrans, City of South Pasadena

Types of residential rousing: Lofts, duplexes, single-family

Total number of residential

units: 67

Price range: \$300,000 to

\$840,000

Retail: 5,000 square feet
Parking: 324 underground

parking spaces

Date Completed: June 2005

opportunities that increase diversity in the Community

- Greater economic flexibility within the community to respond to market cycles
- Distribution of the financial risk among a wider variety of equity investors and lenders by allowing development in smaller increments rather than a single large project

4. Infrastructure must be in place from the start.

"Most builders are used to building homes first and following up with the necessary support infrastructure at the close of the project," says Utter. "That formula does not work for transitoriented development where the element of 'place making' is important right from the start."

This means it is critical that the basic community infrastructure, including the rail lines and station, access roads and parking facilities are in place before the residential component is developed.

"People believe in what they see," adds developer/builder Michael Dieden, principal of Creative Housing Associates in Los Angeles, who has established a national model for creating transit-oriented developments. "They don't buy based on 'the train may come...'. They want to understand exactly what the neighborhood will look like before they move in."

5. Location is everything.

The local and regional orientation of TOD projects make them different from other kinds of residential developments.

Developers should assess a potential site for location considerations that will make their project more attractive to buyers or renters, including:

- Many mobility options such as walking and biking
- Good transit connections to the rest of the region

MISSION MERIDIAN VILLAGE

LOCATED ON A 1.65-ACRE
TRANSIT STATION-adjacent
parcel that occupies half of
a city block in downtown
South Pasadena, Calif., Mission Meridian Village serves
as one of the top examples
of how to blend a new transit-oriented development
into an existing community,
according to Gloria Ohland,
of Reconnecting America.

Designed by Pasadenabased architectural firm, MPArchitects, the development transitions smoothly from a traditional residential neighborhood of singlefamily homes to the city's recently revitalized historic commercial center.

Visionary developer,
Michael Dieden of Creative
Housing Authority in Los
Angeles, courted residents
to allay their concerns about
the entry of a high-density
project into their community
by regularly updating them
on the project and offering
them a forum for their
concerns. The project sold
out in under a month.





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- Jay Robinette, Robinette Builders • Charlotte, NC

SERVICE



Excellent Choice

VALUE

QUALITY PRODUCT SELECTION

- Potential to reduce auto use and ownership
- Sufficient retail development to fulfill the daily needs of both residents and employees working nearby
- The ability for residents to live, work and shop within the same area

6. Understand what makes a walkable neighborhood.

At the top of the list of things that make development around rail hubs work is the establishment of a walkable neighborhood, say urban planning experts. In a broad sense, a walkable neighborhood is one in which walking, biking or mass transit serve as the primary modes of transportation over the automobile. Residents live within an easy five- to 10-minute walk to shopping, school, work, public space and transit.

7. High-density development works best for TOD.

According to the informational Web site NewUrbanism.org, developers can benefit from high-density mixed use projects oriented around transit stations in a number of ways, including:

- More leasable square footage, more sales per square foot and higher property values and sales prices
- Faster approval process in communities that have adopted smart growth principles
- Cost savings by requiring less parking per residence and promoting day/night uses
 - Reduced impact fees
 - Lower utility costs
- Faster sell-out rates by providing a variety of product lines that appeal to a broader spectrum of consumers

8. A variety of product lines can boost affordability and increase buyer diversity.

As the economic and environmental costs associated with owning and driving cars continues to rise, the savings from living in a high-density, transit-friendly community can be significant. According to the Center for Transit Oriented Development and Center for Neighborhood Technology, transportation is the second largest household expenditure after housing, ranging from less than 10 percent in transit-rich areas to nearly 25 percent in outlying areas.

High-density development around transit also lends itself to multiple housing options resulting in diverse and dynamic communities. This includes single-family, multifamily, condominium, mixed-use/residential, rental and live/work options.

9. Consider the pedestrian, but don't forget parking.

Although the ultimate goal is to create walkable neighborhoods around rail stations, developers also need to consider how they will accommodate residents who are reluctant to give up their cars or commuters who drive to the station and park, says Ohland.

Providing parking is high in urban areas, ranging from \$15,000 per space in development costs for structured parking to \$40,000 to \$50,000 a space for private, undercover space.

Options for providing parking while keeping costs down include:

Unbundling housing and parking costs to make housing more affordable

- Housing units with lower-than-average parking ratios
- Below-grade structured parking where the street-level land can still be used for other purposes
 - A mix of uses that permits parking to be shared

10. Transit connections spread the value.

"One way that transit adds value to the land around it," says Ohland, "is by creating connections that did not exist before. And builders can take value from these new connections and capitalize on it."

The land surrounding transit stations also provides the public sector with a significant amount of value in terms of its potential for higher density, more affordable housing and civic uses, says Ohland.

The big picture

With all the challenges associated with residential development around rail hubs, why do it?

"One important goal is to get people out of their automobiles. The auto is strangling our inner cities, and mass transit offers a salvation for our urban cores," says Dieden. "On the economic side, properties located along rail lines will hold their value in the future." PB





VALLAGIO AT INVERNESS

Inverness Business Park, unincorporated

Arapahoe County, Colo.

Developer/builder: Metropolitan Homes,

Denver

Residential architect: Kephart, Denver

Public involvement: Regional Transportation

District, CDOT, Arapahoe County

Types of residential housing: Townhouses,

flats lofts

Total number of for-sale residential units:

Apartments (by separate developers): 553

Price range: \$200,000 to \$900,000

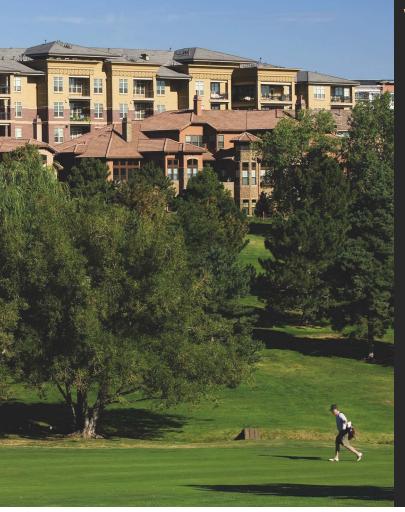
Retail: 25,000 square feet (begin occupancy

in early 2008)

Parking: Structured parking lot, per-unit

narking

Sales began: March 2007



VALLAGIO AT INVERNESS

DEVELOPED BY DENVER-BASED METROPOLITAN HOMES, Vallagio at Inverness is the first residential community situated adjacent to a new light rail stop along the Denver area's new Southeast development corridor. This light rail line links two of metropolitan Denver's largest employment centers: downtown Denver and the Denver Tech Center.

The community's connection to light rail is one of the key amenities, along with its proximity to important employment centers, retail shopping, and golf — all of which cater to the lock-and-leave lifestyle of its target market of affluent singles, young professionals and empty nesters. It features a mix of townhouses, flats and lofts in a wide range of styles and square footages to ensure diversity.

Vallagio is one of the few TOD projects in the country to combine resort-style living, loft living, retail, a golf course and an office park within distance of a light rail station, according to Chris Grady, land planner and associate principal for Kephart, the Denver-based architectural and planning firm that designed the project.

The community currently connects to the light rail stop via a covered pedestrian bridge crossing a major thoroughfare. An extension of the rail line, which is under construction, will provide a stop in the heart of the community's retail center.

Because of its outlying location, the developer maintained a higher-than-normal parking ratio of 2-plus spaces per unit, which is more than for a conventional TOD project. "We recognize that this is Denver and people love light rail on Monday through Friday when they are commuting to work, but on the weekends they still want their cars for golf or skiing," says Brett Blank, land development manager for Metropolitan Homes.

Sales have been brisk, says Blank, with more than 75 percent of the constructed properties sold.

If you've ever considered infill, look no further. We've got it covered.

he overriding theme for the 2008 Show Village is City Environments, which in most cases would translate to infill development. Within that theme, three concept homes are featured: the High Tech Home, Green Design/Green Build Home and the Comfortably Affordable Home.

Many times when builders or developers hear "infill" they think "problems." Over the years, well-regarded think tanks, including the Urban Land Institute and Harvard University's Joint Center for Housing Studies, have tackled the infill development topic in depth. Findings from their thorough studies have put the infill myths verses realities in perspective.

There certainly are housing developers who are taking advantage of infill opportunities in both city and suburban environments across the U.S. A good example is Los Angeles-based CityView, which serves both as a direct developer and as a lending source for other established home builders. A majority of CityView's projects are focused on urban redevelopment.

And if there is any low-hanging fruit to be picked from the bare limbs of today's thorny housing market, it just might exist in infill development opportunities, according to CityView President Joel Shine. "In many cities, the urban markets tend to rebound much stronger and faster since there is less competition," says Shine, who has been in the business long enough to have witnessed several housing cycles. "The urban markets also are places where people want to live." He adds that proximity to city amenities such as museums, theaters, restaurants and coffee shops can be a very desirable drawing card.

However, the challenges that have traditionally kept hordes of builders from converging on infill development still exist. "The NIMBYs are still there, and the political delays," says Shine. "But those are all significant components that work to keep the supply down."

Shine says that although builders and developers might complain about the challenges associated with infill development, they act as "a wonderful filter" for keeping competition in check.

Given widely published population data from the U.S. Census Bureau, it has been no secret that both large and small cities across the U.S. have been experiencing significant gains in population. According to the Urban Land Institute publication "Urban Infill Housing: Myth and Fact" the back-to-the-city movement has been "a clear trend that



LAGE

appears poised to continue well into the 21st Century."

For those home builders and developers that shy away from infill because of perceived problems, the ULI studies can serve as an eye-opening revelation. Take for example one of the objections cited in ULI's Myth and Fact publication that assembling land for urban infill is likely to be difficult and time-consuming, and land costs are likely to be prohibitive.

Digging deeper, the ULI authors found that although issues related to land acquisition vary from city to city, there are many city governments that offer developers assistance with the acquisition and assembly of land. Additionally, many cities are more than willing to work with builders on creative solutions in order to accommodate new housing development.

The ULI takes eight such myths associated with infill development and then reveals the facts along with case study examples, the end result being that infill isn't necessarily the prohibitive monster it sometimes purported to be.

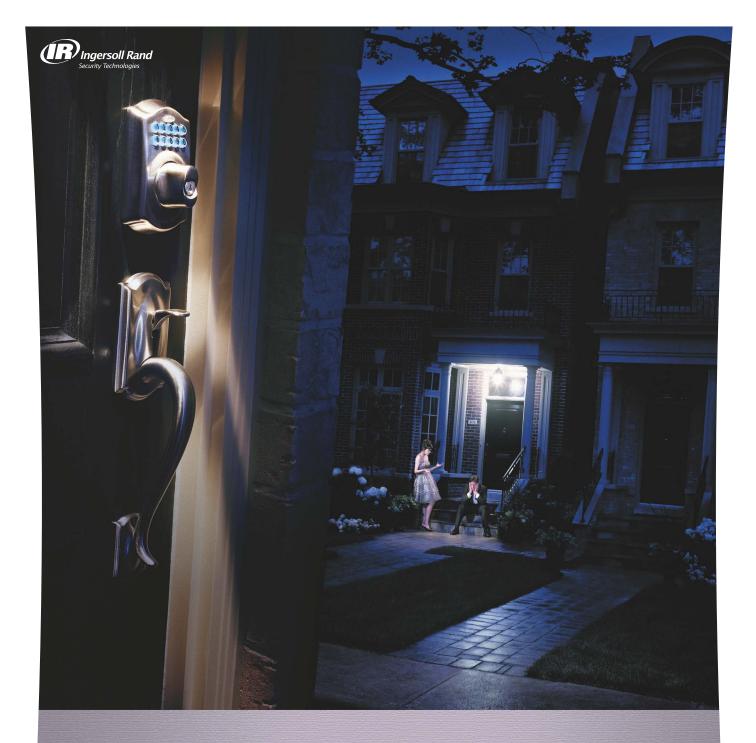
As home builders visit this year's Show Village showcase homes they can keep in the back of their mind; the various elements of design, size and materials can work for them when they decide to tackle infill development.

By Erin Erickson, Group Managing Editor and Mark Jarasek, Senior Editor, E-Media

11 Reasons to Visit Show Village

WE KNOW YOU CAN'T WAIT TO VISIT. In case you needed the extra nudge, we've concocted a list of 11 reasons why you'll want to visit our little village.

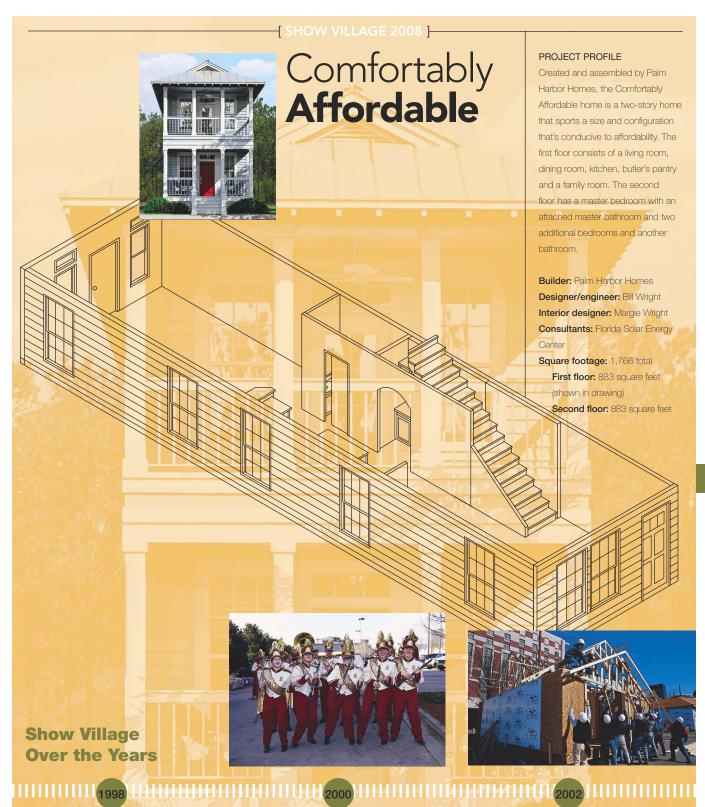
- It's your big chance to break out of the Orange County Convention Center for some fresh air and
- hopefully warm sunshine.
- It's an excellent environment for networking. Here's where you can strike up a friendly conversation in a relaxed, festive setting with other home builders, manufacturers and product representatives.
- You can experience blues guitarist Albert Cummings and his talented band. Hand-in-hand with the live entertainment treat will be complimentary refreshments (you'll just need drink tickets). It's like a giant block party on steroids.
- You have the opportunity to meet the editorial staff of *Professional Builder, Custom Builder, Housing Giants* and *Professional Remodeler* magazines. You'll also want to seek them out to get drink tickets (small-talk is optional).
- Why not witness the end result of the amazing feat of homes that have been constructed on a parking lot in 10 days. See for yourself how the factory-built and system-built homes of today look with innovative designs and seamless construction.
- You can observe how more than 53 products from more than 37 manufacturers work within the various Show Village homes.
- Be among the first to see brand new products being introduced by DuPont, Microposite, Electrolux and Pittsburgh Corning.
- You can win in a huge prize! And we mean huge, dude: A propane-powered Roush Ford F-150 Light Duty pick-up filled with propane appliances, including a Rinnai tankless water heater, Peterson Fire Magic grill, Guardian generator, and more will be raffled off at 4 p.m. on Friday, Feb. 16th. Who wouldn't want to win that!?
- Wait, there's more! Prizes, that is. Fender Stratocaster Guitars will be given away at sponsor booths and Show Village.
- You can check out the Green Built home that showcases both the latest green design and products. Check out all the cool gadgets that make the High Tech Luxury Home come alive.
 Discover what makes the Comfortably Affordable
 Home both comfortable and affordable.
- If you don't go, then you'll be missing all of the above.



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With the new electronic keypad lock from Schlage, you're never locked out of the house. It opens with a PIN code, and every family member can have their own. It's easy to install and fits any standard door prep. And it's a Schlage, so you know it's secure. Which means losing the key will never again make you lose your cool. Real Security Sets You Free. SCHLAGE

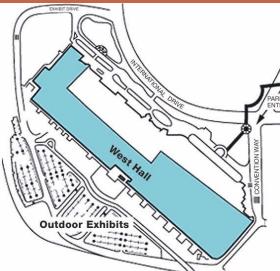
www.schlage.com



"Behind the Walls" House Professional Builder partners with APA on its "Behind the Walls" house at the 1998 Builders' Show. The home is positioned in the parking area across from the Dallas Convention Center. Two years; two homes
Still in Dallas, PB partners with
APA to produce two homes: one
behind-the-walls and one finished
home built by Champion.

Habitat and The Group Build
More than 1,000 people, including PB staff,
help Habitat for Humanity build five homes
in the Atlanta Convention Center parking lot.
A tear-jerking dedication ceremony welcomes
five families to their new homes.





Not-So-New-Kid on the Block

Did you know that Show Village has also been dubbed the Builders' Show Party Central? Thanks to blues guitarist Albert Cummings, our neighborhood has become the place to be seen during our infamous block parties.

In 2001, Albert Cummings made his inaugural appearance at Show Village, which launched him onto the road of becoming a blues legend. Unfortunately, he fails to include this little-known factoid on his website www.albertcummings.com (but we at Professional Builder know the facts).

In all seriousness, Show Village has been extremely fortunate to have Albert and his talented band play at our block party for the past six years. His performances have help make the Show Village block party a "can't miss" event at IBS. Well, that and maybe the free

In addition to his blues guitar playing alter ego, Albert is also an award-winning custom home builder. It makes his presence at Show Village a perfect fit. Be sure not to miss Albert and his band this year where he'll be playing cuts from his latest CD, "Working Man."

If you'd like to see Albert perform, stop on by. Block Party hours are 4 p.m. to 6 p.m. Wednesday, Thursday and Friday evenings.

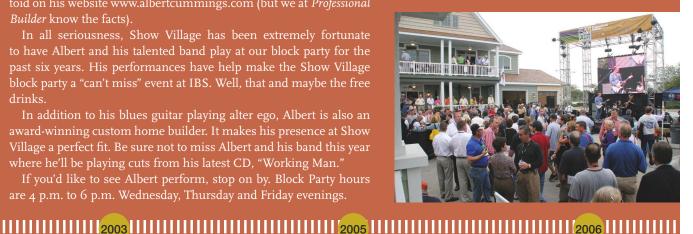
WHERE DO I FIND SHOW VILLAGE?

You've heard about Show Village and always wanted to attend. Problem is, you could never find it. Put those bread crumbs away and follow our lead.

To get to Show Village, you'll first want to situate yourself in the West Hall: Hall D. Not sure where that is? It's in the neighborhood of the W1900 and W2100 aisles. Follow the carpet (and the signs above) to the Outdoor Exhibits.

Once outside, bask in the warmth of the sun and cross the street to the parking lot.

We're in the colorful cul-de-sac with bandstand.



Vegas Baby!

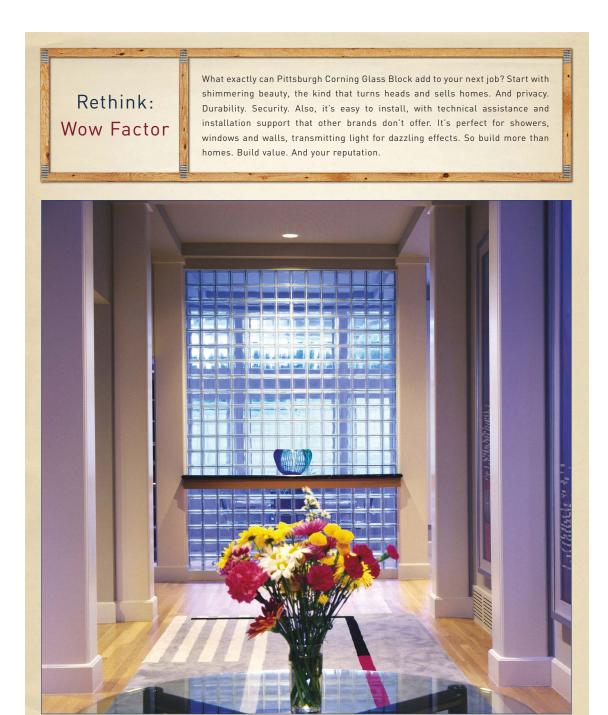
Residing in the parking lot of the Las Vegas Convention Center, PB adds block parties for the first time. Elvis impersonators mingle amid the four show homes.

Mickey's Modular Homes

Modular home builders Nationwide Custom Homes and Palm Harbor Homes team up with PB for the first time. Both homes are factory-built and shipped to Orlando via truck.

A Theme to Build a House on

PB establishes themes for Show Village homes, using the theme to inspire designers and visitors. The first theme set is First-Time Home, Move-Up Home and Custom Home.



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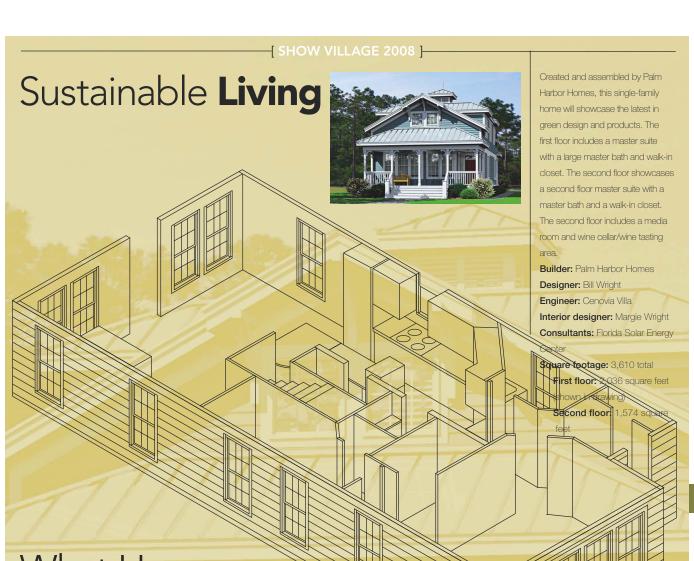
thelev.com

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See us at **IBS Booth #W2191** for the premier of the Volant home elevator...experience the smooth, quiet ride firsthand. Also see us in **The New American Home** and **Show Village**.



What Happens After the Show?

It's one of the most frequently asked questions. Visitors who tour the Show Village homes are curious about what happens to the homes after the show is over. The answer, believe it or not, is that they are deconstructed and moved to wherever their new owner wants them.

That's right. These homes are already sold. They are meticulously pulled apart, loaded back up on the flat bed trucks that got them to their Orlando, Fla., location and taken to a new site. They will then be unloaded and put back together again.

The Green Home has been sold to Stalwart Built Homes and will head to Panama City, Fla., for its permanent location. The Comfortably Affordable Home has been sold to New Era Homes. That one will end up at The Oasis, which is a housing community located in Springfield, La. Palm Harbor Homes, the firm that manufactured those two homes and put them together on the Show Village parking lot site, says it will take only 2¹/₂ days to deconstruct the homes and have them ready to ship to their final location.

Nationwide Custom Homes' High-Tech Luxury home has been sold to an undisclosed builder and will be moving to a location about 40 miles northwest of Orlando.

How'd We Do That? A Show Village

Construction Primer

At first, we contemplated sharing our construction timeline. The multi-step, year-long process is not proprietary — it's hardly even unique to us. However, we didn't want to ruin the fun for our visitors.

But then we thought about how many builders, designers, architects and product manufacturers have asked us about the process, and we reconsidered.

What you'll find on the next page is a step-by-step process that our builders — Palm Harbor Homes and Nationwide Custom Homes — endure as we gear up for the Builders' Show.

Day

Day 5

Palm Harbor Homes: Comfortably Affordable Home and Sustainable Home

Two months prior to the show

Floor framed and decking installed Cabinets built Countertops built Interior walls framed

Drywall installed on interior walls *Interior* walls fastened to the floor Exterior walls framed, paneled and insulated Exterior walls fastened to the floor Rough plumbing installed Rough electrical installed Roof framed and drywall installed off line

Drywall finished and painted on ceiling Roof set on walls Cabinets and countertops installed Cabinet doors and drawers installed Exterior sheathing installed

Roof decking installed Underlayment and shingles installed Plumbing finished Electric finished Windows and doors installed Exterior siding installed

Tape and texture process begins

Tape and texture finished

Walls painted Floor tile installed

Interior doors installed Trim installed Wall tile installed Floors gouted

Electric and plumbing tested

Day 8 Final finishes (mirrors, shower doors, window coverings, etc.)

> Final Inspection Punch out

> > Function test

Nationwide Custom Homes: High-Tech Home

February/March 2007

Recap of 2007 show

Follow up with participating vendors for feedback. Discuss signing up as vendors for 2008.

March/April 2007

Determine the theme for 2008 show

Discuss impact of theme to design and potential vendors. Resolve the theme and scope of each home to support theme of show village.

December 19, 2007

Show home starts on line in the production facility

It will take 15 working days to construct in the plant. Due to holidays, the home will come off line on Jan. 17, 2008.

January 30, 2008

Transport begins

Start delivery of six trailers for home and four support trailers to the Orange County Convention Center. Delivery will take 21/2 days. Arrive on Saturday, Feb. 2 and stage units near the site.

February 3, 2008

The Set-up

12:01 A.M. Nationwide Custom Homes and Professional Builder take possession of West Parking Lot D at the Orange County Convention Center.

4:00 A.M. NCH team arrives on-site with equipment trailer and foundation.

Set up spotlights to light the parking lot.

Set foundation; Crane arrives on site and is assembled for the set.

10:00 AM Crane on site; start the setting process.

2:00 PM All six modules of the home are set complete on foundation.

6:00 P.M. Home set complete on foundation.

Roof components are raised in place and roof is dried in for the night.

February 4-10, 2008

On-site completion

Completion of roof; start on-site completion of home. Electricity is hooked to the home and the house is powered. Material received for the show home on site: siding, roofing shingles, stone, etc. Completion of home for the show. All vendors on site to assist in preparation of their products and ensure ready for the show.

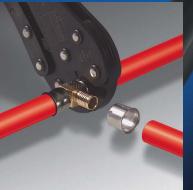
February 11, 2008

Move-in Ready

Final touch up; move furniture into the home. Final placement of furniture; final touch ups: ready all facets of home for show opening.

PEX connections? No sweat.

Viega PureFlow brings you three proven systems to connect PEX.







Viega Bronze PEX Press Fittings

The ultimate PEX fitting system, fast, reliable and designed to connect with ViegaPEX™ and FostaPEX® tubing.

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- Marketing Materials



Hurry... all materials are due February 29th!





For questions or to request entry materials, please e-mail 50plushousingawards@nahb.com or call 800-368-5242 x8220.

Presented by the National Association of Home Builders and the NAHB 50+ Housing Council.

a dramatic foyer with a curved staircase. The first floor has a master

bedroom with a master bathroom

Created and assembled by

bedroom. There are two bedrooms, two bathrooms, a utility room and a sitting room. The High-Tech home

Design engineers: Donald Aheron and Cindy Ray

Interior designer: Margie Wright Square footage: 4,747 total

> First floor: 2,448 square feet (shown in drawing)

Second floor: 2,299 square feet

Show Village Hours

High-Tech Luxury

Show Village Hours: 8:30 a.m.- 6 p.m. IBS Show Hours: 9:30 a.m. - 5 p.m. Block Party Hours: 4 p.m. - 6 p.m.

SHOW VILLAGE 2008 }

Show Village Hours: 8:30 a.m.- 6 p.m.

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Show Village Hours: 8 a.m.- 2 p.m. IBS Show Hours: 9 a.m. - 1 p.m.

Now Appearing At Show Village

Show Village 2008 is the destination where several new products will be making their public debut. Be among the first to check them out.

Microposite will launch a brand new product that the firm says represents a major breakthrough in siding technology and introduces a totally new category for siding. According to Microposite representatives, the new product will give builders a "more durable, easy to install, energy efficient and attractive choice in premium siding." It will be used on the High Tech Home at Show Village 2008 during the International Builders' Show.

"For the first time in a long time, there's a new alternative for premium siding," said builder Dean A. Franchi of Windmill Homes in Farmington Hills, Mich. "When you've been in the business as long as I have, any improvement in siding materials is a big deal. But a completely new category? That's a whole new ballgame for anyone ready to give their homes an edge on the competition. We're very excited to see its debut at Show Village."

DuPont Surfaces: As part of the largest multi-surface launch in their firm's history, DuPont Corian is introducing 13 new colors for countertops used in kitchens and bathrooms. According to DuPont promotional information, its new Corian colors represent a range of light neutrals with sophisticated, warm veining to sun-kissed yellows, silky blues and rustic stone and seashell grays. Eight of the new colors are part of the DuPont Corian Private Collection. They include Aztec Gold, Burled Beach, Cinnabar; Clam Shell, Egyptian Copper, Lava Rock, Sonora and Rain Cloud. Five of the new DuPont Corian colors are additions to the existing palette. These include Aloe Vera, Gobi, Medea, Raw Silk and Stone Harbor. DuPont's countertop surfaces will be used in the High-Tech Home at Show Village.

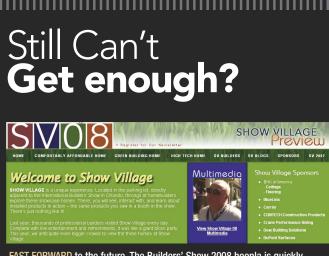
Also look for the **DuPont Zodiaq-OKITE** collection, introducing an aesthetic that blends the latest in Italian design with the elegance of quartz surfacing. Nine intricately marbled quartz colors range from rich terra cotta to deep lapis lazuli, all of which combine the look and feel of marble with the durability of a quartz surface. Two additional DuPont Zodiaq colors, a pure white and a black-gold fusion, are also being added to the palette.

"We've searched the globe to find the colors and aesthetics on the cutting edge of what U.S. consumers want right now," said Maureen McGeehan, marketing manager with DuPont Surfaces. "The collection is a considerable departure from the look and feel that Zodiaq is currently known for, bringing an exoticism that will turn countertops into conversation pieces for those homeowners who discover them."

Electrolux: Select appliances from the Electrolux ICON Designer and Professional Series will be featured in the High-Tech Home at Show Village 2008. Brand new products from Electrolux will be unveiled at Show Village, but the firm is keeping specific details under wraps until the event, giving you an even more compelling reason to visit Show Village to find out the big secret.

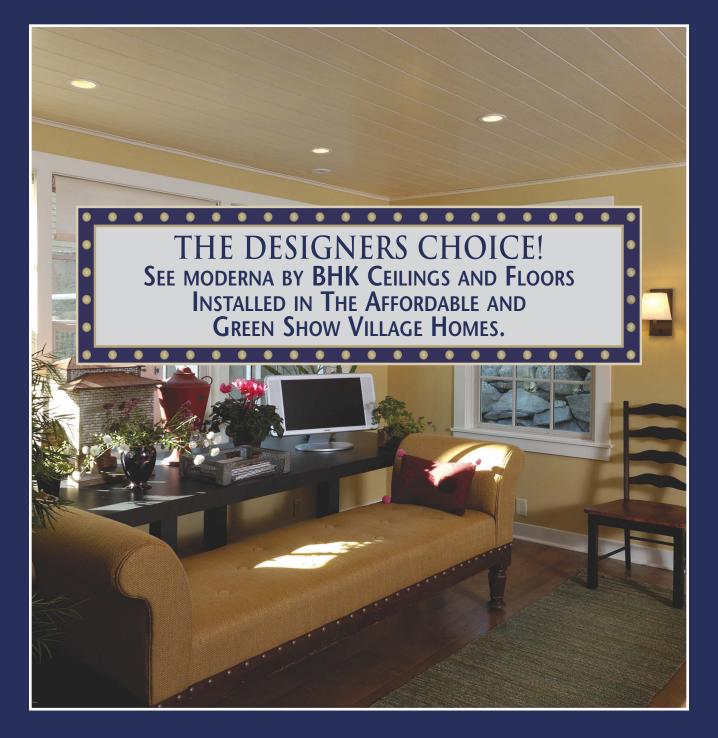
Pittsburgh Corning: Select patterns from the newly launched glass block Designer Select Bevel Series from Pittsburgh Corning will be featured in the Show Village High-Tech home. The Designer Select Bevel Series touts 11 new designer patterns that can be combined to create dramatic effects in any kind of project.

The Pittsburgh Corning Designer Select Bevel Series glass block combines their popular clear VUE pattern with the features of the crystal-like bevel design, providing a multitude of options for wall and window designs.



FAST FORWARD to the future. The Builders' Show 2008 hoopla is quickly becoming a memory, and the Show Village homes have magically disappeared from their special spot on parking lot D. How could it have all gone by so quickly? You can barely remember those cool products you saw used at the Show Village homes. You need more information. Now what? Not to worry. You can find everything you need to know and more at the Show Village pages on the HousingZone Web site (www.housingzone.com/showvillage), including:

- Videos that capture the Show Village experience start to finish
- Insightful blogs authored by the key Show Village movers and shakers
- Detailed information on each of the featured homes
- Articles that relate to featured home themes
- Information on and links to the Village home product sponsors



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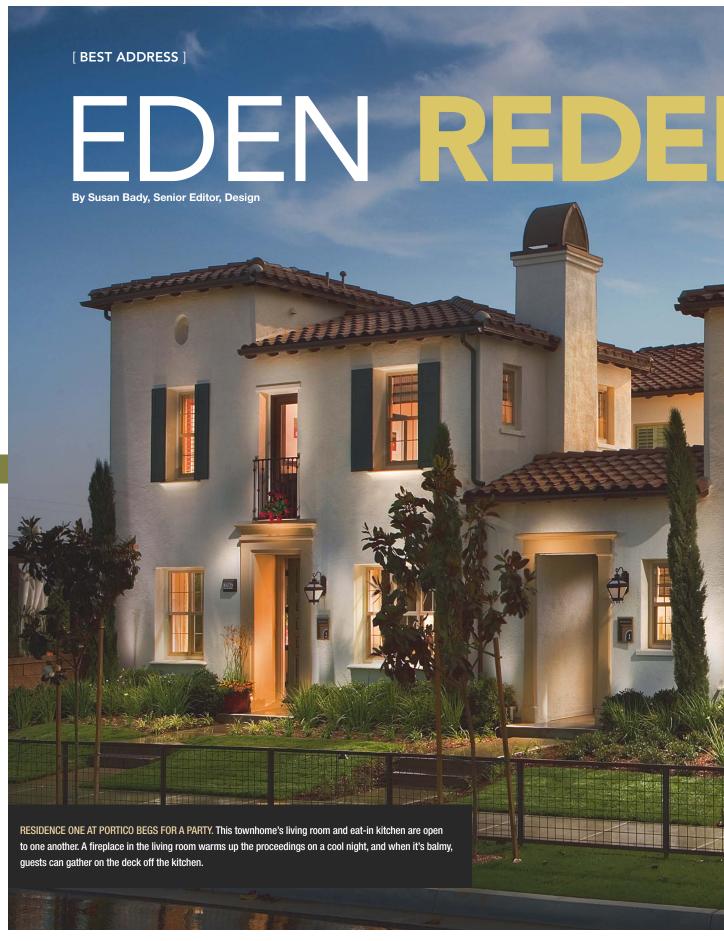
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As grazing cows give way to new homes, parks and treelined avenues, city planners in Ontario, Calif., are beginning to see the fruits of their labor pay off. One very important component of the city's growth plan: the New Model Colony, a master-planned community that will eventually comprise 31,000 new homes and several million square feet of retail and commercial space. It all got off to a rousing start when Edenglen, the first residential neighborhood in the New Model Colony, opened in April 2007.

Adrian Foley, president of Brookfield Homes Southland in Costa Mesa, Calif., says Edenglen is unique from a number of perspectives. "In the greater sense, it's a microcosm of the New Model Colony in that it has a variety of product types all contained within a master plan heavily oriented toward traditional neighborhood design," says Foley.

Edenglen occupies the site of a former dairy once owned by the Pinheiro family. The dairy was part of the San Bernardino Agricultural Preserve annexed by the city of Ontario in 1999 as part of its plans for the 8,200-acre New Model Colony. Recognized as one of the largest infill developments west of the Mississippi River, the New Model Colony is expected to add 120,000 residents to Ontario over the next two decades.

Edenglen itself will comprise 542 homes on 61 acres. To date, 58 homes have been released, with 28 sold. That's a respectable figure given today's market, Foley says, noting that the community is generating plenty of foot traffic. "Desire and appreciation for what we've done and love for the details has been very, very strong. Physical sales have been hampered by



A SITE TO SEE

ONTARIO'S CROWN JEWEL IS EUCLID AVENUE, a grand boulevard with a tree-lined median. "We took that idea and plugged it into Edenglen," says Dave Bartlett, vice president of land entitlement for Brookfield Homes. "Edenglen Avenue is a north-south street divided right in the middle of the community by Pinheiro Park, and it becomes a one-way street at that point." It's all laid out in the site plan at right.

Edenglen harks back "to the days of walkable, tree-lined streets dominated by street-friendly architecture," says Adrian Foley, president of Brookfield Homes Southland. "It's centered around a large clubhouse that is very accessible from all parts of the community."

Wide parkways and sidewalks integrate with the trail network. "We were able to create a community based on the best elements of Ontario's historic neighborhoods," says Bartlett. "The density is higher than what has been typically done in the Inland Empire, but the community is much more amenitized." He estimates gross density at 7 dwelling units per acre and net density at 9 dwelling units per acre.

The clubhouse anchors Pinheiro Park, which features an outdoor amphitheater; playgrounds and tot lots; swimming pools; and half basketball courts. Edenglen also has a dog park, trail system, neighborhood pocket parks and a plaza with barbecues for outdoor dining. Residents can stay connected in cyberspace via Wi-Fi hotspots and a state-of-the-art, fiber-optic network that will be offered to all the homes and businesses in the New Model Colony.







PROJECT PROFILE: PORTICO AT EDENGLEN

Builder: Brookfield Homes
Southland, Costa Mesa, Calif.
Architect: Kip Klayton Architects,

Irvine, Calif.

Interiors: Studio Design Group

- Interiors Inc., Costa Mesa, Calif.

Construction time: 41/2 months

(Phase 1)

PRODUCTS USED

Appliances: Whirlpool
Windows: Elite

Entry doors: T.M. Cobb French doors: Therma-Tru

Cabinetry: RSI

Plumbing fixtures: Briggs; Delta; Sterling by Kohler

VERANDA BY STANDARD PACIFIC HOMES taps the move-up market at Edenglen. Below, the site plan for Ontario's New Model Colony plots the diverse elements that will transform the city in 20 years.

the challenges of the market — primarily due to buyers who have a home to sell."

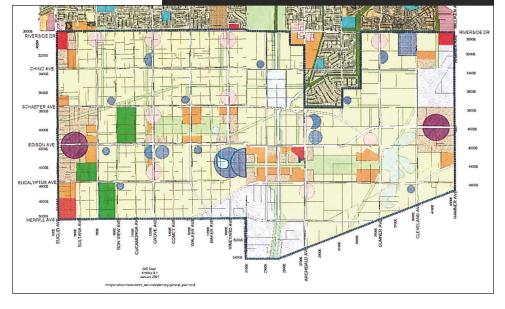
Some buyers have objected to the lot sizes — not surprising because Ontario is traditionally a market of large-lot subdivisions. "We've dedicated surplus lot area to a common recreational facility," he says, "and we explain to buyers why spending the weekend maintaining your backyard isn't necessarily the best idea when you can instead be enjoying a multimillion-dollar recreational facility with your family."



Master-planned by a joint venture of Brookfield and Standard

Pacific Homes of Irvine, Calif., Edenglen offers a range of housing, from entry-level, 1,100-square-foot condominiums to 4,000-square-foot-plus single-family homes. Housing types are intermixed within the community rather than segregated. Brookfield is building three product lines — Portico, Belcourt and Gatehouse — and Standard Pacific is building two: The Cottages and Veranda. All are single-family detached homes except for Portico, which consists of townhomes, and Belcourt, a condominium product.

The design team at Edenglen consists of JZMK Architects,

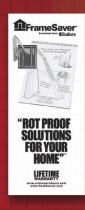


Kip Klayton Architects, Robert Hidey Architects and William Hezmalhalch Architects.

Portico is based on an award-winning townhouse community called Treo at Woodbury, originally designed for Brookfield by Robert Hidey Architects. The buildings at Treo were triplexes, with a carriage unit over the back and two townhouse units in the front. Irvine, Calif.-based Kip Klayton Architects took the Treo plans, removed some features and added others. Italianate styling gave way to Portico's Spanish Colonial facades. Minor modifications were made to the floor plans to

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SINGLES CAN
ENTERTAIN a large
group of friends in
the living room of
Residence One at
Portico. Stretching
out to watch a
football game on
Sunday is easy.

Photos: Eric Figge

create more open living environments.

Kip Klayton says the modeling focus for Portico is unique. Each building has three plan variations, with Residence One aimed at singles ("the bachelor pad" as he calls it), Residence Two at young families and Residence Three at families with older children as well as empty nesters.

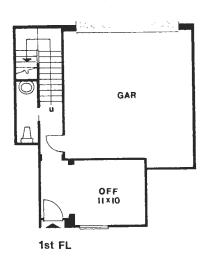
"As exciting as Residence One was at Treo, I think it's even better at Portico," says Klayton. "Residence One is a single-level plan, though most of the living area is on the second floor. That's where the real excitement is: when you approach the top of the stairs and it opens up to that great, wonderful living space."

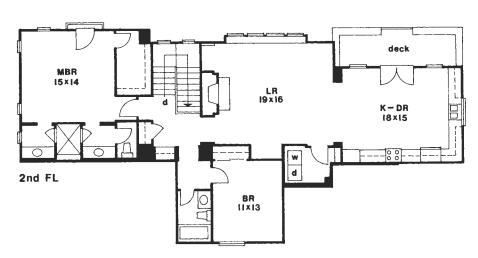
The long-term picture

Brookfield has approximately 10 percent of the land at the New Model Colony under contract and plans to build roughly 3,000 homes in addition to schools, retail space and parks. Currently on the drawing boards is a neighborhood called The Avenue that features a mix of townhomes, condominiums and small- and large-lot detached homes. The Avenue will also include a pedestrian-friendly shopping district.

"I don't think people truly realize how much the city is going to change in the next 10 years. The New Model Colony is going to be a pivotal part of its supply chain of housing," says Foley.

Dave Bartlett, Brookfield's vice president of land entitlement, adds, "The city of Ontario is a fantastic place for us to do business. They understand good planning and the value of density and what it takes to make a long-lasting community. That's the vision we share." As the cornerstone of the New Model Colony, Bartlett says, Edenglen will set the standard for what's to come. **PB**

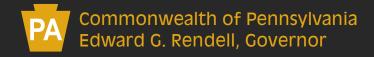




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[FLOORING]

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Something to Stare At

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[FLOORING]

Step it Up



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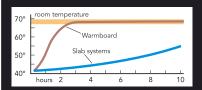


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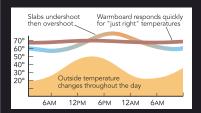


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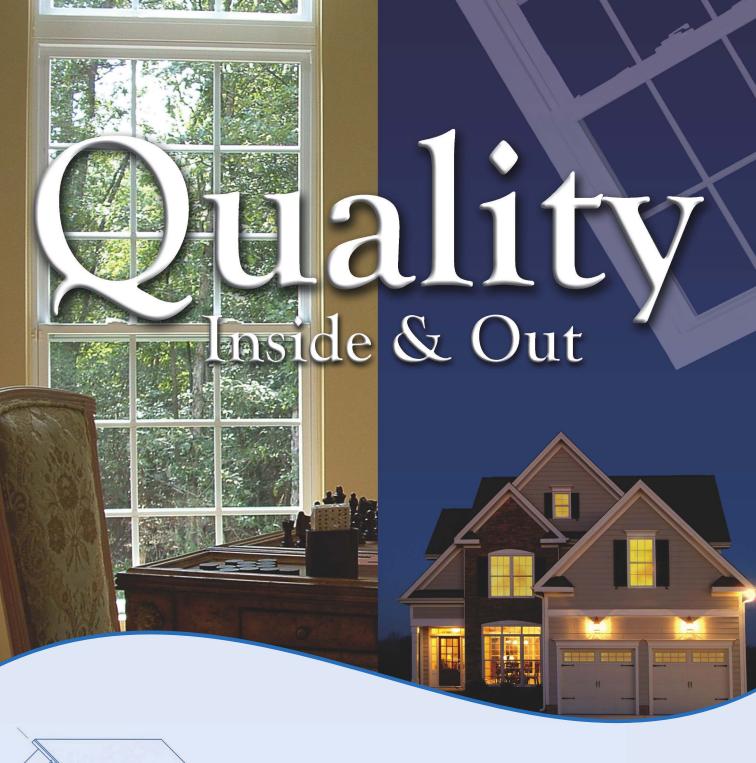
by the Sustainable Forestry Initiative, LP's SolidStart LSL is a new wood line made from compressed thin wood strands protected with both end- and edge-seals. The product offers a dimensional strength of 1.75E and, according to LP, outperforms dimensional lumber.

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[INDUSTRY NEWS]

Testing, **Testing**

By Nick Bajzek, Products Editor

he construction industry accounts for some 20 percent of work-related deaths. The leading causes of these deaths aren't dramatic in nature — most of the time it's a collapsed wall, improperly assembled scaffolds or a worker's failure to wear proper safety equipment that leads to an accident.

But an alarmingly large number of these incidents have something in common: workers were intoxicated or still under the influence of narcotics. The role that alcohol and drugs play in a construction workplace accident varies, but figures can run as high as 50 percent, as a 2006-2007 study by the National Council on Compensation and Insurance and Cornell University shows.

Drug and alcohol-related problems plague builders and contractors large and small in residential construction and it begs the question: Are we doing enough?

OSHA's role

It's no secret that drinking and illicit drug use on the job is fairly common. Workers reporting for duty "buzzed" or hung over represent one of the single largest threats to your bottom dollar. The Substance Abuse and Mental Health Services Administration, a division of the U.S. Department of Health and Human Services, cites an unusually high rate of past-month substance abuse among full-time workers in the construction industry: illicit drug use has a rate of 13.7 percent and heavy alcohol use comes in at 15.9 percent. This is wildly higher than the 7.8 percent and 8.1 percent, respectively, than the general population, according to the 2000 National Household Survey on Drug Abuse.

According to OSHA's Communications Office Director Kevin L. Ropp, "OSHA, working with the Department of Labor's Working Partners Program, has formed an Alliance with several International Labor Unions, contractor associations and the Mine Safety and



Health Administration to promote drug-free construction work sites. But OSHA currently has no standard or regulation on mandatory drug testing." Even so, OSHA can't police every site and evaluate every worker.

Agency representatives, however, say the agency does make on-site inspections a top priority. "OSHA uses a targeting system to inspect high-hazard industries and construction job sites. The agency also conducts inspections when a fatality occurs, when a referral is made to the agency and when a formal complaint is filed with the Agency," says Ropp, adding that 39,039 federal inspections and 55,666 state plan inspections occurred in fiscal year 2007.

OSHA recommends employees who test positive for drugs or a blood-alcohol concentration of 0.02 or above must immediately be removed from the project and placed on inactive status. The body also recommends workers who tested positive either successfully complete a rehabilitation program or be deemed eligible by a counselor to return to work.

How widespread is the problem?

Author Peter Cholakis, vice president of Avitar., which develops, manufactures and markets oral-based drug testing products, says the drug problem in the New England markets is particularly widespread. "Consider these sobering statistics: while 10 percent

Common OSHA Violations

Falling is both a primal fear and one of the most commonly-cited OSHA violations. Of those violations, the ones reported most often are:

Failure to protect workers from falls of 6 feet or more off unprotected sides or edges, e.g. floors and roofs 1926.501(b)(1); (b)(10); and (b)(11)

Failure to protect workers from falling into or through holes and openings in floors and walls 1926.501(b)(4) and (b)(14)

Failure to provide guardrails on runways and ramps where workers are exposed to falls of 6 feet or more to a lower level 1926.501 (b)(6)



Photos: Getty Images



of workers aged 18 to 49 years old abuse drugs — whether they're using illicit drugs including cocaine, heroin and methamphetamine, or misusing prescription drugs such as Oxycontin and Vicodin — reported use in the construction sector is as high as 30 percent of workers," says Cholakis.

Raw data in support of sobriety

In his study "An Evaluation of Drug Testing in the Workplace: A Study of the Construction Industry," researcher Jonathan Gerber proposed to test how effective drugtesting programs at construction companies were in making the workplace safer. He developed a survey that he sent in December 1999 to a randomly selected national sample of officials at 405 construction companies. Officials at 71 companies responded.

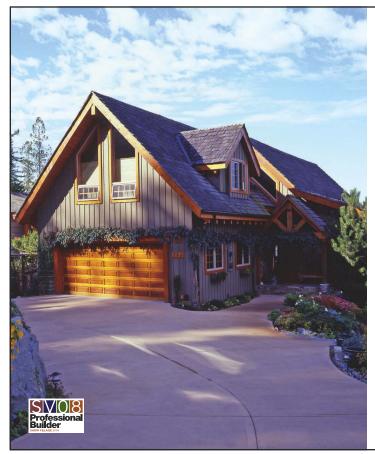
Gerber examined the data on injury incident rates and workers' compensation experience-rating modification factors compiled over a five-year period and supplied by the National Council on Compensation Insurance. Among the study's findings was that, on average, those companies in the study that tested workers and job applicants for drugs experienced a 51 percent reduction in injury rates within two years of implementing a drug-testing program,

compared with only a 14 percent decline in injury rates in the average construction company in general during the same twoyear period.

Rising work-related injuries have brought the cost of insurance for contractors to a point where many builders and contractors have been forced out of the game. On the punitive side, costly OSHA citations can pile up if your crews perform sloppy work because of their extracurricular activities. After all, why would you want a job site full of drunks and druggies? **PB**



THE MISUSE OF PRESCRIPTION DRUGS such as Oxycotin and Vicodin is well-known and affects builders large and small.



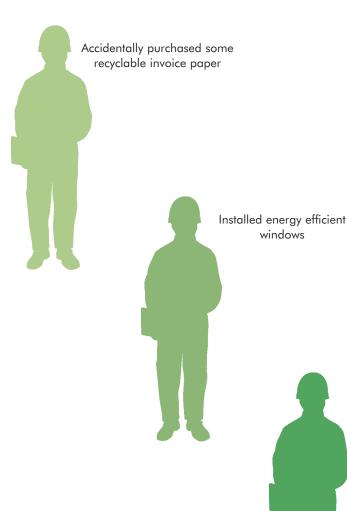
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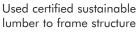
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[PATH REPORT]

3 Minutes/3 Easy Lessons

By Kelly Cutchin, PATH Partners

he trim is on, the site cleaned up. The tools are packed away. Few feelings are more rewarding than stepping back and looking at a job well-done.

But is that job really done well? Your crew may have fumbled some building basics without even knowing it.

The Partnership for Advancing Technology in Housing emphasizes practical, cost-effective building solutions that support your goal of selling more homes. With that in mind, read about these common mistakes in ductwork planning, home siting and building wrap.

Ductwork

The conventional method: Run ductwork through an unconditioned attic.

Job well-done: Either run ducts in conditioned space or insulate them really well in unconditioned space.

According to the NAHB Research Center, placing ductwork in conditioned space can

reduce heating and cooling loads by 20 to 35 percent. It also reduces overall ductwork length because supply register locations are more flexible. Wrap ductwork in conditioned spaces with R-4 insulation to prevent condensation.

Joe Gregory, purchasing manager for Bob Ward Companies, recently built the near zero energy Maximum Efficiency Home series in Baltimore. He ran a duct-blaster test to show his crew how leaky the ducts were. Now he says his subcontractors understand the level of work required to in-stall ducts with 4 to 5 percent leakage rates, instead of the more typical 10.

Floor plan design

The conventional method: Design the floor plan with no concern for site orientation.

Job well-done: Orient the home to take advantage of natural day lighting — and some free solar heating in the winter.

IF POSSIBLE, always design ductwork to run through conditioned spaces. These ducts had to be run through the unconditioned basement, but properly sealing and having adequate insulation minimizes energy loss.

Photo: PATH PARTNERS





The benefits of natural lighting have been well-documented: people work better, students learn better, and people are healthier in general. And designing a daylit home needn't add expense to your projects.

In all but the hottest southern climates, orient the building so the long axis runs east to west. Place a row of windows along the south wall for winter gain. Size roof overhangs to block the summer sun, but let in light and warmth from the winter sun. Cluster the main living areas along the south wall and mechanical and storage areas to the north.

Skylights are energy hogs that can make a room uncomfortably hot. Try sun tubes, or tubular sky-lights, to bring light into dark corners, interior rooms, or even the basement without as much energy loss.

Building wrap

The conventional method: Put building wrap up as quickly as possible, and don't worry about tape or careful installation.

Job well-done: Follow the manufacturer's instructions.

When you get this wrong, you risk mold and mildew; rotting window jams; and drafty walls and floors.

To get it right, overlap all seams at least 6 inches in shingle fashion so

they shed water. Seal with code-approved contractor sheathing tape to make a weather tight bond. Use proper fasteners (plastic cap nails are the best), and make inverted Y cuts (also called modified I cuts) to wrap window openings. **PB**

Kelly Cutchin writes about better building practices on behalf of the Partnership for Advancing Technology in Housing (PATH). PATH is adminis-tered by the U.S. Department of Housing and Urban Development. Learn more at www.pathnet.org.



WHAT WE SEE: A housewrap seam flapping in the wind, with a 2-inch overlap.

WHAT WE SHOULD SEE: The top roll should overlap the bottom by 6 inches, and the seam should be taped.

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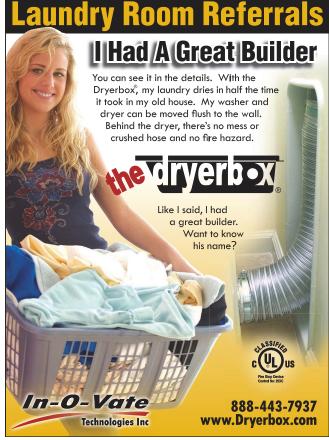


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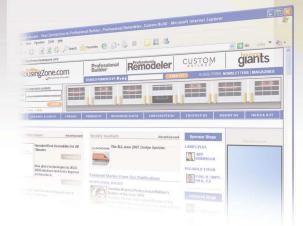
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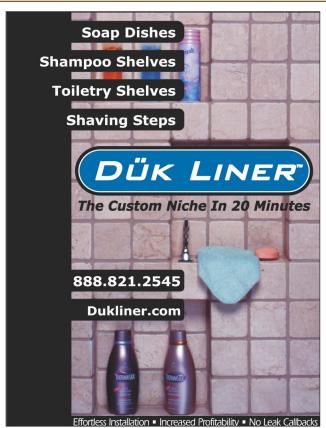
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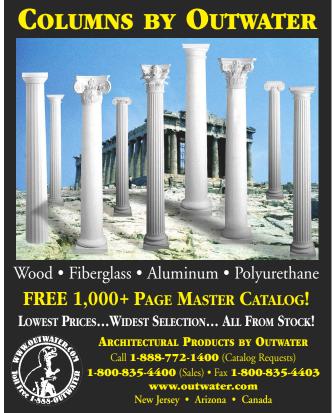
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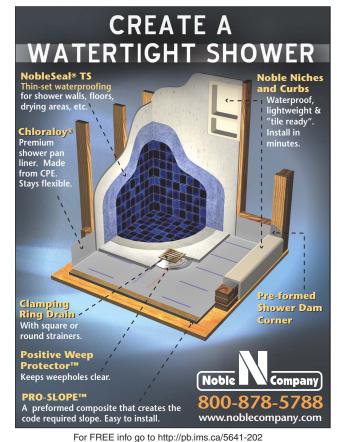








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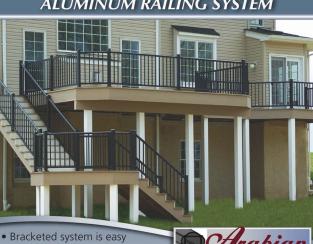
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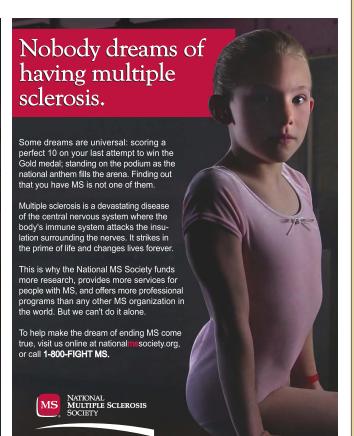


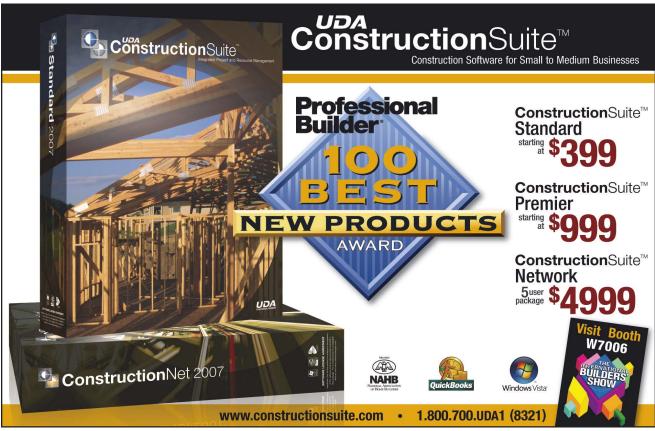
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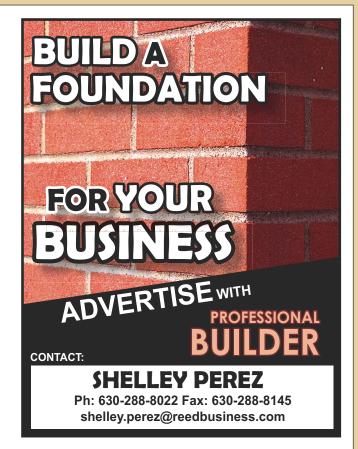
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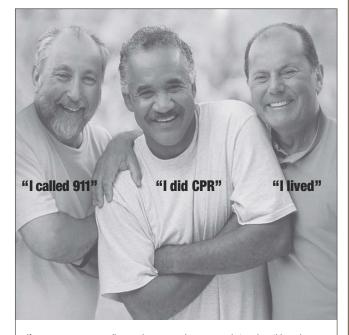
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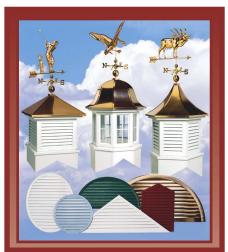
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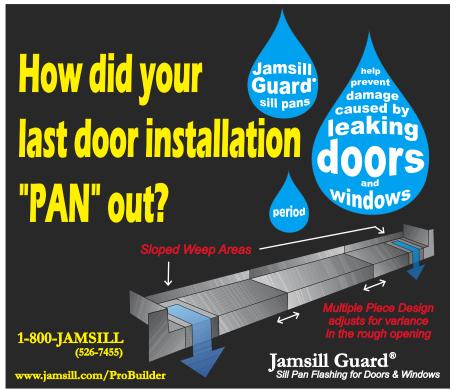


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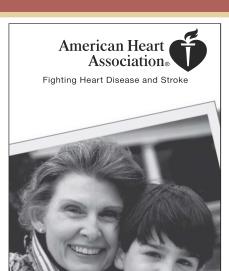


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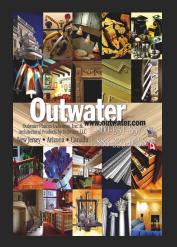
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Toyota Motor Sales	32-33	10	800/TOYOTA	http://pb.ims.ca/5641-10
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Windsor Window Co.	75	17	800/887-0111	http://pb.ims.ca/5641-17
+REGIONAL ADVERTISEMENT				
SHOW VILLAGE				
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Carrier Corp.	57	42	800/4-CARRIER	http://pb.ims.ca/5641-42
Contech Construction Products	54	41	800/338-1122	http://pb.ims.ca/5641-41
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Therma-Tru Doors	20	33	800/THERMA-TRU	http://pb.ims.ca/5641-33
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VT Industries Inc.	10	31	800/827-1615	http://pb.ims.ca/5641-31
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numbercrunch)

Think About It

30

How many times your employees are likely checking email during the day, according to a study by the University of Glasgow and Paisley University in Scotland.

4.7%

The unemployment rate in the United States in September 2007, according to the Bureau of Labor Statistics. In September 1982, the unemployment rate was 9.7 percent.

\$165 million

The asking price for the most expensive home in the United States in 2007 as of October, as reported by Forbes.com.

2020

Living on the moon may be a possibility sooner than you think. NASA hopes to have a habitable lunar base by 2020.

65

The spot on Professional Builder's 2007 Giant 400 that belongs to Arthur Rutenberg Homes of Clearwater, Fla. See one of their designs on page 69.

303,129,820

The U.S. population in millions as of Oct. 15, 2007, according to the Census Bureau. It projects the U.S. population to be more than 400 million by 2050.



65

Years the NAHB has provided resources to builders. Founded in 1942, NAHB currently has more than 235,000 members



10.2 million

The number of results on Google in October when searching for the key words "home builders."

3648

The Mortgage Forgiveness Debt Relief Act H.R. 3648 passed in the Senate on Dec. 14, 2007. The act provides relief to homeowners by excluding the debt forgiven following mortgage foreclosure from tax liability. At our deadline, it awaits the President's signature.

\$47 million

U.S. Secretary of Labor Elaine L. Chao awarded \$47 million to 96 YouthBuild groups in October. YouthBuild puts at-risk youths to work on construction projects, helping them acquire education, training and leadership skills for future careers.



2/8/2007

Show Village 2008 planning began on this date last year. To learn more about this year's homes, see page 78.



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