

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



VOLUME LXIII

No. 5

May 2016

Dallas BA's Industry Investors for 2016



BRIEFLY

The Multifamily Builders Council Golf Tournament presented by Huber Engineered Woods is sold out, but a few partnerships remain. The event is scheduled for May 13 at the Luna Vista Golf Course.

Speed Networking is scheduled for Thursday, May 26, from 11:30 to 2 p.m. at Association offices. At this event, associate members get four minutes of face-to-face time with up to 20 builders and remodelers. The fee is \$250 for associates, who are encouraged to bring door prizes for builders. Builders and remodelers participate for free. Visit DallasBuilders.com to register.

The Dallas BA is now on Instagram! Explore the Association through the images and stories we are sharing on Instagram. Have a peek behind the scenes, see highlights from our events, view inspiring projects from around the world, and stay up to date with Association happenings. Follow us at @dallasbuildersassociation. The Dallas BA is also on Facebook, Linked In, Twitter, Houzz and YouTube. If you aren't connected, you're missing lots of news, updates and photos!

Periodicals Postage Paid at Plano, TX, and Additional Offices

Spring Membership Drive offers incentives!

The Dallas Builders Association is a strong, growing member-driven organization that seeks to expand its membership through an exciting member recruitment campaign.

The Spring Membership Drive officially kicked off May 1 and will end May 31, and all members are encouraged to participate! Thank you to the Association's Yearlong Membership Partner, StrucSure Home Warranty.

The Dallas BA will provide members with resources and tools to assist in their recruitment efforts, educate non-members on the great work our Association does to support the home building industry, and communicate the value of membership.

Members who recruit in May will receive triple Spike credits in addition to a host of other benefits. The top recruiter for the month will receive the coveted parking spot in front of the Dallas BA offices, and those who recruit three or more members will receive a Dallas BA Yeti tumbler. Each recruiter is credited toward the Membership Trip eligibility for their member recruits — only 8 new members are re-



quired to earn a trip to a beautiful beach resort. For complete guidelines on trip eligibility, please visit the Membership Tab on DallasBuilders.com.

Additionally, the Dallas BA is offering numerous incentives to non-members who join in May, including waiving the application processing fee — a savings of \$60. May's new members will also be entered to win a host of added benefits including events

tickets, a booth at the Dallas Builders Show, lunch with leaders of the Association and more.

New incentives will also be offered to current members during this spring drive. When current members sign up for the yearly auto renewal, they will receive \$50 off their 2017 membership dues. Each member who elects to renew their 2016 membership by May 31 will receive \$50 off their renewal fee (June through December 2016 renewals only).

Be an active part of the success of the Dallas BA and help your Association grow.

For more information on the incentives offered or recruitment resources, visit DallasBuilders.com.

Fifth Operation FINALLY HOME project underway

Representatives from more than 40 member companies turned out April 19 for the Dallas BA's Operation FINALLY HOME Town Hall meeting. The meeting officially launched the Association's fifth project to build a custom, mortgage-free home for a combat wounded veteran.

Town Hall participants learned the details of the upcoming project along with what's needed from trades and subcontractors — from products and services to monetary contributions.

Dallas BA President Donnie Evans of Altura Homes is spearheading the project. Many of the project's details have been finalized, including lot selec-

tion, the floor plan and budget development. Much of the needed product and labor donations have been made.

"We are beyond honored to be approached to help build a brand new home for one of our military heroes and his family," said Donnie Evans. "The generosity of our members is what makes these projects possible and we've already seen an outpouring of support."

The fifth project is located in



Greenville. The 2,225-square-foot home contains four bedrooms, two baths, a study, formal dining and two-car garage, all built on an oversized homesite on a cul-de-sac. The home will meet all ADA requirements along with additional VA specifications.

Operation FINALLY HOME representative Ronnie Lyles announced that a recipient has been selected and will be notified at an upcoming reveal event. Date and time of the

reveal event will be announced through DallasBuilders.com and Punch List.

"This gentleman's service and commitment to protecting our country is something we will never be able to repay," added Evans. "But we hope that each time he steps foot inside his home, he is reminded of how grateful we are for his service."

A list of needed items for this project, as well as information on previous projects the Dallas BA has participated in, can be found at DallasBuilders.com under the Giving Back tab. For questions or to make a donation, contact Sheena Beaver at sheena.beaver@dallasbuilders.com or 214.615.3881.

Early Bird deadline for ARC Awards is June 10

Early entry deadline for the 2016 ARC Awards, presented by Bonded Builders Warranty Group, is June 10.

The ARC Awards recognize excellence for associates, remodelers and custom builders.

"Take a walk on the blue carpet as we recognize the best of the best in custom home building Aug. 20 at the Westin Galleria Dallas," said Chairman John Todd of Elite Remodeling.

The cocktail hour will be presented in partnership with Stellar Home Theater and Beyond. *D Home* will present the blue carpet, a new, special feature this year where attendees will walk



down a "paparazzi" line during the cocktail hour.

Starting this year, ARC Award winners will be denoted in *D Home's* annual Best Builders in Dallas issue.

New categories this year include Best Master Suite and Best Dining Room for remodelers and Best AV Package in the specialty categories. Again this year, ARC Award winners will be featured in the November/December issue of *D Home*.

Final deadline is July 8. Finalists will be announced during a special reception on July 21.

Todd reports that the ARC Awards

Committee is working with Realty Pro Shots to offer two reduced-rate packages for entry photography. Contact Charles Lauersdorf at charles@realtyproshots.com or visit www.RealtyProShots.com/DBA.

D Home will offer reduced advertising rates for their post event coverage.

ARC Awards partnerships are available ranging from \$250 for a Silver Partnership to \$750 for a Category Partnership (or \$1,250 for two categories).

For information, contact Director of Member Services Misty Varsalone at 214-615-5012 or misty.varsalone@dallasbuilders.com.

Finalize or reinstate your CAPS recertification

On average, members who hold the Certified Aging-in-Place Specialist (CAPS) designation report higher company revenues than that of their competition who hold no designations. According to the NAHB builder member census, evaluated by NAHB Economics, CAPS designation holders saw an increase of \$110,838 in company revenue. By holding a CAPS designation members not only see increased profits but also gain credibility among consumers.

By becoming CAPS designated you will gain insight into understanding the technical, business management

and customer service skills essential to competing in the fastest-growing segment of the residential remodeling industry: home modifications for the aging-in-place market.

The Dallas BA will present CAPS II: Design/Build Solutions for Aging and Accessibility on May 25, from 9 a.m. to 5 p.m. Register online at DallasBuilders.com or contact Sheena Beaver at 214-615-3881.

This CAPS course is made possible by 2016 education title partner StrucSure Home Warranty. Yearlong designation partner is DuPont Tyvek, Weatherization Partners, Ltd.



Don't golf? Be a tee box partner. Set up a table at the tee box and network with the golfers as they come by.

\$125 individuals
\$500 per team

For more information on this event, please contact Misty Varsalone, Director of Member Services at 214-615-5012.

2016 Dallas Builders Association Open



Monday, June 13, 2016
12:00 pm - 1:30 pm Registration/Lunch
1:30 pm Shotgun Start

Over 200 golfers expected!

Dallas BA seeks nominations for 2017 Board of Directors

Each year the Dallas BA searches the ranks of its members to find those who want to take an active role in the leadership of the Association and the evolution of the home building industry in the area.

The Association Board of Directors is selected by the membership in an election at the end of each summer. This is accomplished through a series of steps that will first seek out interested candidates, then affirm their willingness to become a leader, not just a Board member.

Once the Nominating Committee completes the review of the interested candidates, it then prepares recommendations and the ballot.

If you are interested, or know someone who is, now is the time to let the Nominating Committee know. Jeff Dworkin of JLD Custom Homes is chairman of the committee this year.

Expectations of a Director

Each director is elected for a one-year term, starting around Oct.

1. He/she is expected:

1. To attend the monthly Board meetings;
2. To attend all Dallas BA general functions;
3. To invest in HOME PAC of the Dallas Builders Association;
4. To take an active role in the committee structure of the Dallas BA;
5. To be active in recruiting new members; and
6. To support the special events of the Dallas BA (e.g. Speed Networking, ARC Awards, Dallas Builders Show).

Express your interest or make a nomination by emailing Sheena Beaver at sheena.beaver@dallasbuilders.com. Please put "Nominating Committee" in the subject line.

Dallas BA / Meyers Research Housing Outlook - April 2016

The Dallas Builders Association's outlook for the area's housing market is very good despite the state suffering the effects of low oil prices. The diversity of the North Texas economy enables it to overcome the challenges posed by the oil and gas market. According to Destination DFW, seven of the area's 10 largest employers are in aeronautics, banking and healthcare.

The tech sector is one of the largest growing fields with a 384% job growth from 2012 to December of 2015. North Texas is arguably the second-largest technology business hub in the country, behind California's Silicon Valley. "Homes are where the jobs sleep at night, and with thousands of jobs coming into the area from major players such as State Farm and Toyota, we are well positioned for a strong housing market into the foreseeable future," said Dallas Builders Association Executive Officer Phil Crone.

The rise in employment has had a broad-based impact on the residential building industry. The housing demand has never been higher, leaving builders backlogged and struggling to keep up. Nearly all Dallas BA member builders are reporting delays caused by the lack of available labor and/or skilled trades. Home prices remain high as a

result of the industry's struggle to meet such high demand. In 2015, the median closing price for a new detached home in the region increased 4.9% year-over-year to \$295,506, while the median closing price for a new detached home increased 41.4% to \$353,522 from the same year-ago period. The most popular price range for homes in the area is between \$160,000 and \$240,000. However, builders are struggling to supply homes in that price point.

"In nearly 40 years as a production builder in this market, I've never seen lot prices escalate as quickly as they have," said Dallas BA President Donnie Evans of Altura Homes. "All of the economists are telling us that we need to do a better job supplying homes under \$250,000, but in many places we just cannot deliver that due to lot prices."

As a testament to the demand, permit activity increased 23% year-over-year. These numbers are figured based on the number of residential permits pulled in 2015, which increased to an annualized rate of 51,244 units in February (23,413 single-family and 27,831 multifamily).

The increase in activity is beginning to satisfy market demand as evidenced by a steady decrease in the Employment to Permit Ratio over

the past few years. The E/P ratio is a barometer of the industry's ability to supply market demand attributable to job growth. It is derived from dividing job growth by total permits. The E/P ratio hit 1.7 in January, an 8.5% decrease from this time last year.

"If we can avoid a repeat of last year, weather-wise, we might begin to catch up to demand and approach some sort of normalcy in the market by the end of the year," Crone said. "We are looking for those who have lost their job in the oil fields to find employment in home building. That could alleviate the situation short term, but we are keeping a wary eye on the Presidential Election and its potential long-term impact on the supply of labor."

The significant increase in construction activity has been driven by the large influx of people moving to the area for work. Last year, the Dallas area added nearly 100,000 jobs. Experts anticipate even higher rates of job growth in 2016.

**Unless otherwise noted, data included in this article is produced by Meyers Research, the real estate consulting partner of the Dallas BA, via their Zonda application. Zonda offers approachable and intuitive real time housing data across the United States.*

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

THE HOME BUILDER

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The Home Builder (USPS 579-680) is published monthly by the Dallas Builders Association at 5816 W. Plano Pkwy., Plano, Texas 75093. Telephone 972/931-4840. Supplemental subscription rate is \$36.00 per year. Periodicals postage paid at Plano, Texas, and additional offices. **POSTMASTER:** Send address changes to The Home Builder, 5816 W. Plano Pkwy., Plano, Texas 75093.

BARCIE VILCHES, Editor

Dallas Division hosts April Houzz workshop

At April's Dallas Division meeting, attendees heard from Houzz representative Ryan Guaderrama on pro tips to get their profiles noticed. Builder members were invited to stay after and get personalized feedback on becoming a power user and leveraging their presence on Houzz.com.

Houzz's renowned platform for connecting homeowners and home professionals is one that has transformed the design industry. The visual community has helped to drive business and provides additional exposure for projects that showcase the very best of interior design. The best part is it's completely free.

Houzz and the National Association of Home Builders (NAHB) have formed a strategic alliance to provide benefits for NAHB members, including personalization support and special discounts on local advertising and Houzz Shop.

Here are Ryan's three pro tips on building a strong profile:

- 1) Complete company information
- 2) Upload photos
- 3) Get Reviews

To read the complete story and details on best ways to accomplish these tips, click on the "News" tab at DallasBuilders.com.

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Is your company keeping up with the education curve?

As the Sept. 1 deadline approaches, the industry has begun gearing up and educating themselves on the details contained within the 2015 IECC.

“So far, 304 individuals have taken advantage of the Association’s energy class series,” said Dallas BA Director of Education Sheena Beaver. “We applaud the industry’s efforts and dedication on educating themselves and their employees to this new set of rules.”

September is the deadline by which municipalities must have adopted the 2015 IECC. Several cities have already begun the process of adoption and will begin enforcement prior to the deadline.

The City of Carrollton adopted the new code on Jan. 1, along with the City of Plano, who adopted the code April 1.

“To avoid red tags and inspection failures, we encourage you to take advantage of the experts we have assembled by attending this Energy series,” said Beaver.

The Dallas BA’s next Energy class will concentrate on proper home ventilation under the new 2015 code. “Home Ventilation by Design, not by Accident” will be held on May 17 from 10 a.m. to 1 p.m. at Association offices. Register



online at DallasBuilders.com or by calling Sheena Beaver at 214-615-3881.

The following class in the series will discuss the costs associated with moving to the 2015 code and a comprehensive analysis will be given by a

Dow scientist from the Dow Systems Laboratory in Michigan on the Twelve Energy Efficient Test Homes project they developed to gauge different efficiency techniques. The second half of the class will be led by a panel of expert builders discussing how they market these homes to consumers and

where they feel money is best spent on products and design. “The Bottom Line of Efficiency” will be held on June 14 from 10 a.m. to 1 p.m.

This series is made possible by education title partner StrucSure Home

Warranty. Their commitment to the industry’s education is vital to our Association’s education program. Energy Series lunch partners are Dow Building Solutions, Texas New Mexico Power and Texas Builders Resource Group.

Tile Shop hosts March After Hours



Michael Berberick of The Tile Shop presents a Dallas BA Yeti tumbler to Fay Wilson, USHEALTH Advisors.



Donna Foran, Foran Interior Design, won a Dallas BA Yeti



TW Bailey, Bailey Family Builders, won a \$100 Tile Shop gift card.



Forrest Woods of JetStream Outdoor Cooling was the cash prize winner.



Michael Berberick of The Tile Shop and Barbara Bynum of John P. Bynum Construction, who won an iPad Mini.



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Crawfish Boil hosted by Bonded Builders Warranty, Texas Door & Trim April 28



Craig Cobb of Texas Door & Trim presents a \$3,000 gift certificate to Land Pro Creations to Michael Turner, Classic Urban Homes.



Eric Dyess of Suncoast Post-Tension, right, won two tickets to the Rangers, courtesy of Greg Paschall, Intex Electrical Contractors.



Kevin McLain, of Dow Building Solutions was the cash door prize winner.

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Team of Murphy and Gray win HOME PAC Washers Tournament



Dallas BA Director of Government Affairs David Lehde, center, congratulates tournament winners Will Gray of Oak Mortgage Group and Frank Murphy of Wynne/Jackson, Inc. for winning the April 28 HOME PAC of Greater Dallas Washers Tournament.

HOME PAC of Greater Dallas held a Washers Tournament on April 28 at the Association's Annual Crawfish Boil. Teams competed for the opportunity to represent the Association in TAB's HOME PAC FUNdango and Statewide Washers Tournament on Aug. 2 at the 2016 Sunbelt Builders Show in Grapevine.

Representing HOME PAC of Greater Dallas this summer will be the team of Frank Murphy of Wynne/Jackson, Inc. and Will Gray of Oak Mortgage Group. A special thank you to Chris Rowe of Trus-Joist/Weyerhaeuser for refereeing the tournament.



2nd Place: Cameron Abelson & Thomas DeLeo, Pepco Sales & Marketing



3rd Place: Mark Neal, Andersen Windows and Doors & Sean James, Builders FirstSource



Of Fees and Trees

David Lehde
Director of
Government
Affairs



In recent months, ordinance proposals that directly impact home building, and the cost of homes to home buyers, have seen a flurry of activity. A pace matched by Dallas Builders Association's advocacy efforts.

Fees

Multiple cities have been considering fees as they look at ways to fund infrastructure. Roadway Impact Fees are on the menu of consideration in Denton and Sanger. As Denton looks at a sizable list of proposed capital improvement projects, an impact fee averaging near \$3,000 for single-family homes is at the center of discussion. Dallas BA, and other stakeholders, have weighed in that the fee is too high and can negatively impact the new home market in Denton. And a recent public hearing, the Denton City Council signaled a cautious approach on Roadway Impact Fee amounts. The council decided to continue the hearing process until a later date in order to further study what would be the appropriate fee to assess on new home and commercial construction.

Builders in Denton already face challenges in keeping new home prices within the range of Denton's price sensitive market. Increasing lot prices, labor and material costs, as well as the factor that home buyers in the area are price conscious, are among the concerns the industry has as it works to keep Denton competitive. Sanger is also considering Roadway Impact Fees and has a public hearing scheduled for the town's Capital Improvements Plan in early May. The hearing, the first of two in the impact fee decision process, will consider land use and road projects that would be, in part, funded by roadway impact fees.

The Dallas Builders Association will continue to reach out to both cities. Builders wishing to weigh in on this issue are encouraged to contact the Association's Director of Government Affairs. The Association believes that residential builders and developers should only be responsible for providing the infrastructure commensurate with the impact of new development. Forward thinking municipalities view development as an asset and not an encumbrance. New home development is already a strong economic generator for municipalities, providing a lasting revenue base for the community's coffers.

Trees

Another regulatory area that is having a direct impact on residential development and construction is the implementation of landscaping and tree ordinances.

Plano is currently considering amendments to the city's tree ordinance. The city has historically made exemptions on single-family and multifamily lots in an effort to not encumber the construction process. Hackberry, Bois d'Arc and Cottonwood trees are currently exempt from the city's tree preservation requirements. However, the proposed amendments would remove the exemption for those three less-than desired species. This raises concerns about the effect it will have on the residential construction process, and if this ordinance is more about fees than it is about trees.

Amendments to a landscaping and tree ordinance are also being considered in Dallas. While there has been an effort to provide flexibility, the process of planning and applying the proposed alternative methods seem quite complicated.

Among concerns is the cost of mitigation. The list of tree species that were exempt for the tree preservation requirements is proposed to be removed. Those species include Hackberry, Eastern Red Cedar, Bois d'Arc, and Mesquite trees. There could be projects in Dallas, even after applying credit points and alternatives, that could see the inches of trees required to be mitigated increase significantly. There are also spacing issues that could arise due to ordinance requirements.

The costs of tree ordinances to development projects is not measured in the hundreds of dollars, it is measured in the hundreds of thousands to, perhaps millions, depending on the size of the development. For residential construction, the cost is borne by the home buyer. These costs will have a disproportionate impact on South Dallas where new development would otherwise occur.

Denton is also in the process of reviewing tree ordinances. The Association will continue to offer input on these ordinances. Members with questions on these and other regulatory issues should contact the Director of Government Affairs.



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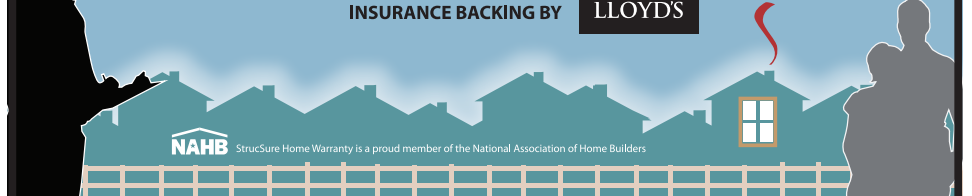
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Hats Off to Our Newest Spike Honorees!

Congratulations to Marvin Schneider with Stewart Title Company, North Texas Division (Spike), Mike Phillips with ProSource Wholesale Floor Coverings, Inc. (Green Spike), and Jim White with Omni View Window and Door (Green Spike), on their Spike achievements awarded at the Dallas BA Board of Directors meeting on April 26 President Donnie Evans with Altura Homes, far left, and Membership Committee Chairman Bob Cresswell, far right, presented the awards. For information on the Spike program, visit DallasBuilders.com.

AFTER HOURS

Thursday, May 26
 6-8 p.m.
 Hosted By



1500 Dragon St., Suite B, Dallas

Enjoy complimentary food & beverages while networking in a casual atmosphere. Prizes.

Builders Jackpot – \$900

Builder must be present at time of drawing to be eligible to win the Builder Jackpot.

It is FREE to attend, but please make reservations.

www.dallasbuilders.com

Dallas Metro Building Permit Summary Year-to-Date 04/20/2016			
Residential	Permits	Value	Units
Single Family Homes	5,798	\$1,701,331,933	5798
Duplexes & Twin Homes	29	\$9,809,827	58
Apartments & Condos	53	\$121,548,463	1547
Other Residential Structures	99	\$5,084,129	0
Swimming Pools & Spas	1,268	\$65,576,500	0
Alternative Residential Energy	374	\$5,988,895	0
Garages & Carports	50	\$2,980,108	0
Res Rmdl, Addn, Int Fin	1,232	\$93,616,441	0
Reroof Residential	113	\$8,128,714	0
Total Residential Const	9,016	\$2,014,064,896	7,403

Dallas Metro Building Permit Summary Week 16 - 04/14/16 to 04/20/16 (permits over \$20,000)			
Residential	Permits	Value	Units
Single Family Homes	650	\$178,010,730	650
Demolition	28	\$14,475	0
Footing & Foundation	71	\$597,270	0
Duplexes & Twin Homes	3	\$890,000	6
Apartments & Condos	4	\$3,944,100	42
Other Residential Structures	7	\$272,849	0
Swimming Pools & Spas	177	\$9,105,881	0
Alternative Residential Energy	60	\$1,049,749	0
Garages & Carports	6	\$255,001	0
Res Rmdl, Addn, Int Fin	120	\$9,416,558	0
Reroof Residential	24	\$740,450	0
Total Residential Const	1,150	\$204,097,072	698

Dallas Metro Single Family Builders Year-to-Date 04/20/2016		
Builder	Homes	Value
1 Highland Homes	257	\$81,197,246
2 D R Horton Custom	451	\$78,774,212
3 First Texas Homes	214	\$67,052,855
4 Lennar Homes	227	\$63,467,787
5 Pulte Homes	317	\$61,285,207
6 Darling Homes of	143	\$57,332,777
7 K Movnarian Homes	134	\$56,850,575
8 DR Horton	240	\$50,055,638
9 Bloomfield Homes	176	\$43,059,579
10 Beazer Homes	154	\$41,447,119
11 Grand Homes	109	\$34,181,031
12 Landon Homes	104	\$33,967,135
13 American Legend	130	\$29,889,611
14 Dunhill Homes	92	\$27,725,147
15 Megatal Homes Inc	79	\$24,862,786
16 David Weekly Homes	60	\$24,723,031
17 History Maker Homes	111	\$24,412,070
18 Gehan Homes	66	\$24,337,245
19 Toll Brothers	48	\$23,547,227
20 Standard Pacific	56	\$23,490,086
21 Meritage Homes	51	\$20,541,443
22 KWA Const	4	\$20,000,000
23 Shaddock Homes	41	\$16,945,843
24 David Weekly	35	\$15,022,677
25 Ashton Woods Homes	60	\$14,610,077
26 Calatlantic Homes	47	\$14,158,405
27 Impression Homes	72	\$12,899,548
28 MHI Partnership	48	\$12,874,710
29 Our Country Homes	31	\$12,261,162
30 Horizon Homes	56	\$12,073,137
31 CB Jeni Homes	50	\$11,918,144
32 Sumeer Homes Inc	52	\$11,770,085
33 Meritage Homes	38	\$11,479,048
34 Drees Custom Homes	31	\$10,776,945
35 Robson Ranch	34	\$10,513,933
36 Megatal Homes	41	\$9,855,315
37 Stonegate Ventures	13	\$9,572,405
38 Antares Homes	46	\$9,081,091
39 Sharif & Munir	4	\$9,030,000
40 Ryland Homes	35	\$9,019,303

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In addition to addressing new legislatively mandated notices for water front homes, many improvements have been made to the 2015-2017 package, which include:

- a new lot sale contract addendum, a new consultant-designs agreement, an even shorter remodel contract, added advertising and media permissions, revisions to the independent contractor agreements, and a needed revision to the termination damages language;
- performance standard updates and numerous other changes that reflect best practices and up to date construction transactions and;
- revised warranty and performance standards to reflect current engineering and construction practices.

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