

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



VOLUME LXIV

No. 11

November 2017

Dallas BA's Industry Investors for 2017



BRIEFLY

Opportunities to promote your company come in numerous forms at the Dallas BA. From online advertising to networking events of all sizes, the Association has options that fit any marketing budget and focus. Yearlong Partnership options provide you with a presence throughout the year at many Dallas BA events and functions.

Please take a look at the 2018 Marketing Guide and reach out to the appropriate staff contact listed in the booklet. Many are in limited supply so refer to the link often to see which remain available. You'll find the Guide under the Membership tab of DallasBuilders.com.

The Multifamily Builders Council will hold its annual Christmas Party Dec. 5 at the Westin Galleria Dallas. The event is presented by Samsung Appliance - Builder Channel. Enjoy complimentary valet parking, heavy appetizers and adult beverages, photo booth, DJ, casino tables and great prizes including a 60" Samsung TV. The Superintendent of the Year Award will be presented, and the Multifamily Builders Council Board will present a check to the Samaritan Inn. Visit the calendar at DallasBuilders.com to register.

Periodicals Postage Paid at Plano, TX, and Additional Offices

November is Spike Appreciation Month

November is National Spike Appreciation Month, and on Nov. 9 members are encouraged to join in the celebration by recognizing one of the most active and dedicated groups in the Association. Thanks to the efforts of Dallas BA Spikes and membership recruiters, the local, state and national associations are growing, and the industry voice is STRONG!

Lee Lighting will host the annual celebration for Spike Appreciation Month with a special After Hours event at their showroom in Frisco on Nov. 9. Enjoy a fun evening of networking, food, beverages and prizes. This event is FREE to attend, but reservations are needed. Visit DallasBuilders.com to register.

The National Association of Home Builders recognizes and rewards peer-to-peer recruiting through the Spike Club. Members of the Spike Club receive several benefits and recognition throughout the year, including a coveted invitation to the Spike Party at the International Builders' Show. The

2018 IBS will be held Jan. 9-11 in Orlando. A special Spike Concert featuring Chicago will be held the final day of the convention.

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

The Dallas BA has some of the highest ranking Spikes in the nation. The Association's Top 10 Spikes are:

T.W. Bailey - 1952.50
John Bynum - 1271.00
Bob Cresswell - 1170.00
Clyde Anderson - 1020.00
Gary Hubbard - 687.00
Geanie Vaughan - 517.00
George Lewis - 453.00
Barbara Bynum - 351.00
Michael Mishler - 303.50
Phil Jobe - 281.00
Tim Jackson - 241.50

Thank you to Yearlong Membership Partner StrucSure Home Warranty,

Builders & remodelers: Help the Dallas BA help you find your next client

The Dallas BA launch its consumer website. The centerpiece of this new member benefit will be an interactive builder search tool that will allow consumers to find Dallas BA members in the area, price point and style they are looking for.

"With nearly 400 builder members, the Dallas BA is uniquely positioned to be the go-to resource for consumers looking to build new or remodel in the Dallas area," states Executive Officer Phil Crone.

"Like any website, it is only as valuable as the depth and breadth of the information contained in it. Therefore, builder members are encouraged to take a couple of minutes to fill out their profile in advance of the site's launch. Doing so will enable you to take maximum advantage of the marketing campaign that will be associated with its introduction," Crone said.

Simply go to DallasBuilders.com and click on the MEMBERS tab in the top navigation bar. Click on LOG IN. If you cannot remember your login credentials, click on "Click here for personal login information," which will send them to you via email. Once you are in your member profile, you will be able to update both your individual profile and your company profile. Make sure you are in the company profile and be sure to click on UPDATE YOUR PREFERENCES to select cities where you do business, price range and other search limiters. Contact staff at 972-931-4840 if you need assistance.

Finish 2017 with three great classes

Upcoming classes are made possible by StrucSure Home Warranty, the 2017 Education Title Partner.

Designation Course - Basics of Building - November 15

Basics of Building is a must attend class for anyone new to the construction industry and those who want to expand their knowledge in order to better communicate with builders about the build process.

This course is designed to provide the student with a basic understanding of the project management process and the basics of that process. Focusing on six sections, Basics of Building will thoroughly cover common terminology, the sequence of events throughout the construction process, materials and methods typically used in residential construction and the roles stakeholders take during a new construction build or a remodel.

This is a REQUIRED COURSE for anyone working toward obtaining a Certified Graduate Associate, Certified Green Professional and Certified Sales Professional designation.

This course is made possible by the partnerships of StrucSure Home Warranty, DuPont/Tyvek Weatherization Partners and APA the Engineered Wood Association.

Designation Course - Universal Design/Build - December 5 & 6

This two-day course focuses on integrated home design features and product specifications that account for client differences due to circumstance, physical characteristics, health issues and aging.

Comfort and convenience regardless of age, stature or ability is the hallmark of inclusive design. Designers,

continued on page 5

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CASINO TABLES SILENT AUCTION

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The HomeFront
-Gov't Affairs News and Info

Fall Is Providing Cornucopia of Membership Advocacy Opportunities

David Lehde
Director of
Government
Affairs



With area municipalities looking at revisions to neighborhood design strategies, comprehensive plans and tree ordinances, there are plenty of examples of why Association members should participate in advocacy efforts.

For some time now, Dallas BA has been monitoring and weighing in on the revision process for the City of Frisco's neighborhood design strategy. A study that is a template for likely amendments to development standards includes provisions that raised concerns from the residential development community. One of those being the decrease of lots, an acre or less, that are allowed to front major creeks to 20 percent. After the Association weighed in, the study was approved, but with a change to keep the city's current percentage of 40 percent. Concerns still remain, including one-size-fits-all ratios for open space requirements and street layouts. As the process now becomes one of drafting an ordinance, there are still opportunities for builders and developers to weigh in.

McKinney's Engineering Department has also been working to update that city's design manual. Proposed revisions include updates and clarifications of requirements for general design, street design, pavement and sub-grade design, stormwater design, water and wastewater design, structural design and environmental design. Dallas BA is seeking input from developers and builders in the area.

And at a recent work session, Rockwall signaled it may consider revisions to the city's comprehensive plan.

Even with the passage of House Bill 7 during the recent special session of the 85th Texas Legislature, local governments still have opportunities to make changes to tree ordinances, and will. Dallas and Denton have been reviewing amendments for their tree and landscape ordinances for some time, and now McKinney and Prosper are considering changes as well. Members of the McKinney City Council voiced displeasure with how restrictive and costly the city's current tree ordinance is and have instructed city staff to go back to the drawing board. City staff was already looking at creative ways to reduce the cost of tree surveys. It is important that all municipalities that charge fees related to mitigation include credit provisions in their ordinances that adhere to the new state law that becomes effective on Dec. 1, 2017.

Due to another new law that also

becomes effective on Dec. 1, multiple cities have been racing to annex areas in their extraterritorial jurisdiction. The response has been heated. The new law, made possible by the passage of Senate Bill 6 in the recent special session, is meant to afford property owners their voting right to decide if they wish to be added to the city limits by city councils who took office in elections where these same property owners were never afforded a vote.

Senate Bill 6 amends the Texas Local Government Code's provisions on annexation. It designates cities that are located in tier 2 counties with a population of at least 500,000, or are located in lesser populated counties but plan to annex an area wholly or partly located in a tier 2 county, as a tier 2 municipality. SB6 requires a tier 2 municipality wishing to annex an area with population of less than 200 to obtain the consent to annex through a petition signed by more than 50 percent of the registered voters in the area. If the registered voters of that area do not own more than 50 percent of the land, the petition must be signed by more than 50 percent of the area's landowners. To annex an area with a population of 200 or more, a tier 2 municipality is required to hold an election at which a majority of the votes received from the area's qualified voters must be obtained. SB 6 also authorizes a tier 2 municipality to annex an area if each owner of land requests annexation.

Even as the legislation was being considered, cities began the rush to annex areas. Many property owners feel the only thing they will see in return is higher taxes and unwanted regulation.

State law requires public hearings on the matter. The municipal race to annex ahead of the new statute's deadline is evidenced by one North Texas city holding those public hearings just a week apart, and yet another holding

the public hearings on back-to-back nights. This just brings criticism that the cities may not have any intention of considering the concerns of those they are annexing.

Celina, McKinney and Mesquite are municipalities that have recently informed property owners that annexation proceedings are beginning.

Regardless of reason or process for annexation, Dallas BA encourages its members to alert the Association regarding proposed annexation or other regulatory concerns in the areas they build.

The Dallas Builders Association is not an opponent of local control. It is local out-of-control, and the resulting negative impacts on housing and local economies, that have us so concerned.

With so much happening on the regulatory front, membership participation in Association advocacy efforts are crucial. You are the boots on the ground that can truly explain the impacts regulation has on home building and small business. Attending Government Relations Committee meetings, being the eyes and ears for the industry in the many cities we cover and offering real world information regarding the impact of policy are key opportunities members should take advantage of.

Another avenue to help build a regulatory environment that is friendly to housing is participation in HOMEPAC of Greater Dallas, the Association's political action committee. In recent years, we have seen the positive results of ensuring area officials understand the value home building brings to their community, as well as the challenges that can come from cumbersome regulation.

Dallas BA members interested in the Association's advocacy efforts should contact the Director of Government Affairs.



Turner Receives Shorty Howard Award

Spike Club Chairman Geanie Vaughan of Lee Lighting presents the 2017 Shorty Howard Award to the year's top membership recruiter, Michael Turner of Classic Urban Homes. The award was presented at the Installation of Leadership, presented by StrucSure Home Warranty.



Acree Becomes Honored Life Director

Tiffany Acree of StrucSure Home Warranty has been elected an Honored Life Director. The presentation was made by incoming Vice President/Secretary Justin Webb of Altura Homes and First Vice President Matt Robinson of Walton Development & Management.

Deal Is New Honored Life Director
President Alan Hoffmann presents a plaque to Bill Deal of Centricity, who has been elected an Honored Life Director.



Varsalone Celebrates 10th Anniversary

Executive Officer Phil Crone and Immediate Past President Michael Turner present staff Director of Member Services Misty Varsalone with a gift in honor of 10 years of service to the Dallas BA.



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

THE HOME BUILDER

Dallas Builders Association
www.DallasBuilders.com

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BARCIE VILCHES, Editor



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Dallas Builders Show, presented by Milgard Windows & Doors, engages future industry professionals

Dozens of area high school students enrolled in vocational trade programs were special guests at the 2017 Dallas Builders Show presented by Milgard Windows and Doors. Joining them were hundreds of Dallas BA members, several dozen exhibitors and Dallas Cowboys Defensive End Tyrone Crawford, who made a special guest appearance.

The day kicked off with words of inspiration from Past Dallas BA President Michael Turner of Classic Urban Homes, himself a graduate of a vocational program.

MetroStudy Regional Director Paige Shipp provided some unique insight to the students on their future prospects in our industry. Later in the

afternoon, she presented a more in-depth look at the labor market and material pricing in the wake of the recent hurricanes.

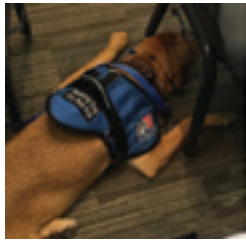
The day concluded with a spotlight on the Show's charitable partners, Operation FINALLY HOME and Patriot PAWS. Operation FINALLY HOME recipient Sgt. Jerry Holcomb staffed the booth for the Dallas BA's preferred charity. Holcomb and his family reside in Rockwall in a home built by Mishler Builders. Also based in Rockwall, Patriot PAWS trains service dogs to assist wounded veterans by providing them

Phil Crone, JD, CGP, GSP Executive Officer

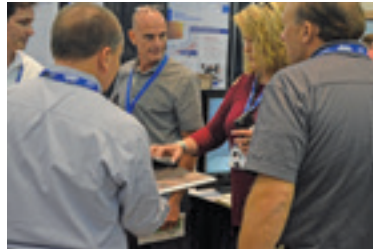


with much needed independence and companionship. Their one-year-old labrador trainee, Sunny, entertained attendees by showing off some of the tasks the dogs can be trained to perform.

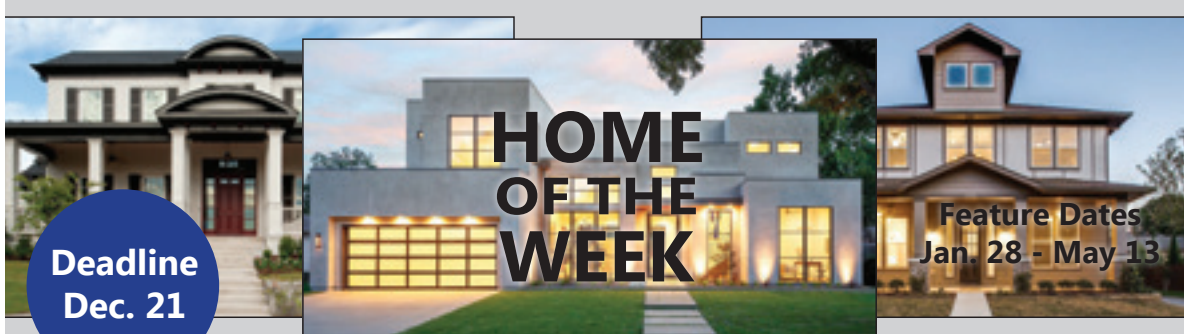
After an active and productive afternoon, Sunny wasn't the only one ready to relax and rewind.



The Milgard team with NFL defensive end Tyrone Crawford.



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HOME OF THE WEEK

Feature Dates Jan. 28 - May 13

Get your home featured in The Dallas Morning News. This service is FREE to Dallas BA builder members.

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DALLAS BUILDERS SHOW
DALLAS BUILDERS ASSOCIATION

Kevin Key is November Designee of the Month

Each month the Education Committee highlights a different designation and an outstanding member who is committed to continuing their education and promoting their designation.

Remodeler Kevin Key of Key Residential, Ltd. was selected as the November Master Certified Green Builder. A Master CGP designation is the most advanced green designation a builder can obtain through the National Association of Home Builders. Graduates must have at least 5 years of green building experience, holding a Certified Green Professional designation, and have built or remodeled at least three dwellings that have been certified to the International Code Council 700 National Green Building Standard. They also must sign and adhere to the NAHB Master CGP code of ethics.

Kevin decided to become a MCGP because he and his company know that being environmentally conscious is an important, growing movement in our business region. Green standards are dealt with daily with building code regulations and inspections, and are often significant parts of their clients' personal values.

Kevin Key has over 25 years of experience in the remodeling industry. Kevin began construction work in Lubbock, then moved to the Dallas area, where he has been involved with the remodeling industry for the past 18 years. To fully embrace opportunities to build custom homes for past remodeling clients, he established Key Residential, Ltd. in the fall of 2010. Previously, Kevin was an owner partner of Key Renovations, opened in January 2004, and project manager for a Dallas remodeling company. Kevin holds numerous building accreditations including Certified Graduate Builder, Certified Graduate Remodeler, Certified Aging-In-Place Specialist and Master Certified Green Professional. Kevin was also named the Dallas



Builders Association's Remodeler of the Year for 2017.

Key Residential, Ltd. markets Kevin's designation by listing it on the company website. They link the NAHB National Green Building Program website to their membership page so clients can conveniently read more about the affiliation and the Green Building Program itself. He believes the designation further increases Key Residential's credibility as a building company.

Kevin states, "Our Master Certified Green Professional designation increases our remodeling versatility and communicates that we are engaged in current home design trends, particularly the environmental movement that becomes more prevalent each year. It shows that we can not only renovate your space to look great, but we are also knowledgeable about environmentally beneficial elements that can be added to your home during your renovation project."

If you want to learn more about designations and the value they can bring to your business, contact Sheena Beaver at education@dallasbuilders.com or 972-931-4840.

Upcoming Education Classes



continued from page 1

suppliers, builders, remodelers, and health care professionals will benefit from the creative design concepts and practices presented to develop market-driven projects that are highly functional, yet integrated and aesthetically appealing.

This course is made possible by the partnerships of StrucSure Home Warranty, DuPont/Tyvek Weatherization Partners and APA the Engineered Wood Association.

Building a Better House Series: Happy Home, Happy Homeowner - December 13

This class will take into consideration the lifestyle of the occupant. Does the home meet the owner's needs? We will discuss eco-systems performance, energy efficiency, flow (with an emphasis on kitchens and baths), entertainment (including home technology), safety, and security. How do your homes perform? Get the 411 on High Performance in this class.

Hours are 10 a.m. to 1 p.m. with lunch included; the cost is \$35 with advance registration.

The Building a Better House Series is presented in partnership with StrucSure Home Warranty. Lunch partners include: Dow Building Solutions, Texas Builders Resource Group, Paragon Structural Engineers and ProSource Wholesale Flooring.

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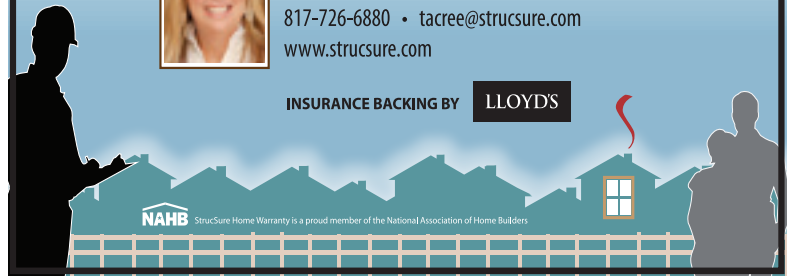
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Remodelers Council holds Texas Hold 'em Tourney



Remodelers Council Chairman Jim Wilkins congratulates tournament champion Caleb Rydbeck of E Stream Digital.



Door prize winner Eric Hadley with the Bath & Kitchen Showplace



Patriot PAWS puppies, service dogs trained for wounded veterans, get in on the action. Jazz distracts the dealer while Nugget steals some chips

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AFFILIATES

Bauhaus Custom Homes, LLC
Sarah Moore
214-256-4846

Westwood Professional Services
Matthew Lee
214-473-4640

Westwood Professional Services
Randy Pogue
214-473-4640



Membership Recruiters

Yearlong Membership Partner Tiffany Acree of StrucSure Home Warranty presents \$50 gift cards to Michael Turner, Classic Urban Homes; Alan Hoffmann, Hoffmann Homes; and Jeff Dworkin, JLD Custom Homes, who have each brought in four new members.

Promote your home for free: register for Home of the Week

In conjunction with the *The Dallas Morning News*, the Dallas Builders Association offers its builder members the chance to have a project featured as the Home of the Week. Builder members who are interested simply apply. Those who are selected submit an article depicting their home and a high quality photograph/rendering.

The Home of the Week program has been reformatted to include homes in all stages of completion. From conceptualization to on the market homes, it's never been easier to promote your project for free. This represents a value of more than \$2,000 in advertising dollars and offers prime exposure.

Those whose names are drawn and who qualify, can expect the photo and story to be featured in *The Dallas Morning News*' New Home section.

Additionally, the project will be promoted on DallasBuilders.com, Houzz and other Dallas BA social media sites.

Applications are now being accepted through Dec. 21. Names of 15 builder members will be drawn and their projects will be featured to appear between Jan. 28 through May 13.

To register your project into the drawing, contact the Dallas BA office at 214-624-3176 or send an email to holly.pemberton@dallasbuilders.com.

If You're Not Using the Member Rebate Program You're Leaving Money on the Table



Dallas BA builder and remodeler members are eligible to participate in the Member Rebate Program, which offers quarterly rebates by using products from more than 50 participating manufacturers and suppliers.

Registering for the program is easy and the claiming process is simple — no receipts required! Many of our members are already taking advantage of this benefit and saving hundreds.

With participating manufacturers such as Panasonic, Daltile, Honeywell Security and Velux, you are likely using many the participating manufacturers' products already. This program couldn't be any easier; just a few minutes of your time can save you hundreds.

Visit HBArebates.com.

Dallas Metro Building Permit Summary				Dallas Metro Single Family Builders	
Year-to-Date 10/18/2017				Year-to-Date 10/18/2017	
Residential	Permits	Value	Units	Builder	Value
Single Family Homes	22,136	\$6,343,064,082	22,136	1 DR Horton Custom	2257 \$419,448,966
Duplexes & Twin Homes	57	\$19,749,243	114	2 First Texas Homes	962 \$321,890,183
Apartments & Condos	237	\$1,051,024,696	12683	3 Highland Homes	962 \$306,713,942
Cabins	2	\$40,000	0	4 DR Horton	1159 \$281,984,329
Other Residential Structures	334	\$19,860,900	0	5 Lemnar Homes	806 \$227,119,257
Swimming Pools & Spas	4,154	\$179,072,865	0	6 Bloomfield Homes	757 \$183,772,530
Alternative Residential Energy	968	\$14,556,606	0	7 Pulla Homes	753 \$160,082,788
Garages & Carports	168	\$27,196,192	0	8 Toll Brothers Inc	235 \$128,987,418
Res Rm'd, Addn, Int Fin	3,522	\$268,962,431	0	9 Breaker Homes	412 \$128,526,753
Reroof Residential	2,602	\$82,042,822	0	10 Darling Homes of	298 \$118,965,285
Total Residential Const	34,130	\$8,095,779,240	34,933	11 CalAtlantic Homes Of	348 \$113,403,743
				12 K Houranian Homes	298 \$111,266,412
				13 History Maker Homes	489 \$102,274,707
				14 Grand Homes	257 \$99,548,766
				15 Megatal Homes	336 \$91,315,670
				16 Britton Homes	181 \$87,485,946
				17 Ashton Woods Homes	262 \$86,633,275
				18 American Legend	313 \$85,914,842
				19 David Weekley Homes	240 \$83,621,899
				20 LGI Homes	469 \$80,418,053
				21 Megatal Homes Inc	271 \$78,731,249
				22 Landon Homes	238 \$78,575,648
				23 Shaddock Homes	188 \$78,039,319
				24 GeHan Homes	288 \$75,990,246
				25 Dress Custom Homes	217 \$74,849,316
				26 Heritage Homes	166 \$64,286,125
				27 SH Partnership	207 \$57,345,897
				28 Durall Homes	184 \$57,708,657
				29 Meritage Homes	185 \$55,431,956
				30 Impression Homes	261 \$48,488,610
				31 MS Homes	169 \$48,388,638
				32 Abura Homes Lp	171 \$44,395,946
				33 Horizon Homes	158 \$41,600,880
				34 Taylor Morrison of	101 \$40,962,389
				35 David Weekley	96 \$39,642,817
				36 CB Jeni Homes	169 \$37,852,656



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TruFlor
SUB-FLOORING

PINNACLE
PREMIUM SUB-FLOORING SUSTAINABLE PERFORMANCE

TruFlor and Pinnacle are available in both $2\frac{3}{32}$ " and $1\frac{1}{8}$ "

Quality Texas sub-floor systems need two things – skilled and knowledgeable builders, and great products. Those Texas builders know Norbord’s TruFlor T&G delivers the performance and quality they expect and need to get the job done including its 25 year limited warranty. Builders looking for a premium T&G sub-floor choose Pinnacle Premium Sub-flooring with its 100 day no-sand guarantee & 50 year limited warranty.



REDUCE MISTAKES, CALLBACKS, AND COSTS.

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