

THE HOME BUILDER

DallasBuilders
ASSOCIATION

www.DallasBuilders.com



VOLUME LXV

No. 11

November 2018

Dallas BA's Industry Investors for 2018



BRIEFLY

Eat, drink and be merry at the annual Multifamily Builders Council Christmas party presented by Samsung. The fun gets underway at 6 p.m. Dec. 4 at the Westin Galleria Dallas. Admission is free with a new, unwrapped toy (\$20 minimum value) or a \$20 cash donation to Toys for Tots at the door. Reservations are required and can be made on the Calendar at DallasBuilders.org. Partnerships for this popular event start at \$1,000.

The 2019 Marketing Guide is now online! The Guide provides a snapshot of all the various advertising and promotional opportunities available to members. It gives information on partnership levels, event details and benefits to expect with your marketing investment. You'll find the Guide under the News & Media tab of DallasBuilders.org.

As the holiday shopping season approaches, you can make donations to Operation FINALLY HOME by simply buying through smile.amazon.com. Log in with your usual Amazon credentials and when the screen pops up, choose your own charitable organization. A portion of everything you spend will be donated to Operation FINALLY HOME, an organization that provides mortgage-free homes to combat wounded veterans.

Periodicals Postage Paid at Plano, TX, and Additional Offices

John Todd is 2018 Prather Award Recipient

The Dallas Builders Association has awarded the 2018 Hugh Prather Trophy to John Todd of Elite Remodeling. The award is the highest honor bestowed by the Association and has been presented annually for the past 68 years to a builder, remodeler or developer member who has done the most for the betterment of the North Texas region.

The 2018 presentation was made during the Dallas BA's Oct. 26 Leadership Retreat.

The award was named for the Association's first president, Hugh Prather, in hopes that his principles would serve as a guide for future generations of builders. It is not meant to be simply a "Builder of the Year," but something more that reflects credit to the building industry.

Past recipients include home building icons such as Dave Fox, W.W. Caruth Jr., Bob Folsom, Fred Roach, Kent Conine, Tommy Ford, George Lewis and Harold Pollman.

2017 Prather recipient Donnie Evans of Altura Homes presented the award.

John Todd is a very strong supporter of numerous charitable efforts, the Dallas BA and the housing industry

as a whole. He has been a very active member for 14 years and was elected an Honored Life Director in 2016.

The honoree not only donates new and gently used materials to local community organizations, but also offers donations in his clients' names, regularly contributing funds to Genesis Women's Shelter, City Place and The Small World Charity.

Todd organized a bathroom remodel at no cost for a disabled veteran who needed accessibility. He also organized a kitchen remodel — again at no cost — for Frisco Family Services, a local organization that helps individuals facing hunger, homelessness and other urgent needs.

"He strives to raise accountability industry-wide and is a great champion of setting standards of excellence," stated Evans during the presentation. "John Todd collaborates with other leaders within the remodeling and building industry for the purpose of enhancing better business practices.

Todd is a significant supporter of the associate membership. He served as a very hands-on chairman of both the Dallas BA's Education Committee for several years and for the ARC Awards.



John Todd of Elite Remodeling, left, is the 2018 recipient of the Hugh Prather Trophy, the highest award presented by the Dallas Builders Association. Donnie Evans of Altura Homes, last year's recipient, presented the award Oct. 26 during the Association's annual Leadership Retreat.

Show floor sells out for Dallas Builders Show presented by Milgard Windows & Doors

Exhibit space is sold out for the 2018 Dallas Builders Show, presented by Milgard Windows and Doors, to be held from 1 to 6 p.m. Tuesday, Nov. 13, at the Plano Event Center. This annual trade show offers members an incredible lineup of educational opportunities.

The day kicks off with a Pre-Show Millennials Master Class presented by StrucSure Home Warranty that will give builders valuable insights into this burgeoning segment of the homebuying public.

Almost 60 percent of all new home sales in the Dallas housing market are attributed to millennials. Paige Shipp with Metrostudy will give statistics and market trends on this demographic.

The Master Class will also cover:

- Marketing to Millennials;
- Closing the Millennial Through Design & Staging; and
- Millennial Smart Home Specs.

This class is from 10 a.m. to 12 p.m. in the Northbrook Room of the Plano Event Center. The fee is \$40; all

builders attending the class will receive a free pass to the Dallas Builders Show.

Opening the Show at 1 p.m. will be housing industry business coach Shawn Van Dyke. "Hunting for Unicorns – Looking for Mythical Creatures with Magical Powers to Solve the Skills Gap" will be presented by Hotchkiss

Insurance.

The great education doesn't stop there: five 45-minute breakout sessions will be held on the exhibit floor throughout the Show. For builders, there will be "Software Compare: Apps to Streamline Your Business" and Shawn Van

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New website ad packages driving traffic to members

Interested in being seen?

As the trusted source for residential building news and information, the Dallas Builders Association is a valuable resource for both consumers and other industry professionals seeking products and services in their area.

Thousands of people visit the Association's consumer site, DallasBuilders.com, and the member site, DallasBuilders.org, each month.

Ad space is now available on the most trafficked pages on both websites. There are four great package options to choose from, or select a combination package that will give you exposure on both DallasBuilders.com and DallasBuilders.org.

DallasBuilders.com is the Association's consumer-centric site. Consumers and real estate brokers use this site to look for builders and remodelers and to get helpful information on the homebuilding process. Ads on this site are a good choice for builder members

or associates who market to the public.

Two packages on DallasBuilders.com are **Executive**, with your ad appearing on the Home Page, Advanced Member Search, By Neighborhood Map Search and the News & Events page. These are among the top 10 viewed pages each month. The Executive package is \$999 per year.

The **Choice** package, also on DallasBuilders.com, features ads on Our Members, Building Process, Contact Us and the FAQ pages. This package is \$500 per year.

The Association's member website is DallasBuilders.org, and advertising here is best suited for associate members who market to builders.

The **Premier** package on DallasBuilders.org is \$899 per year. Ads appear on these top pages: Calendar, Members Only Login, Find Members and the Blog. An added bonus is that

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Roffino Award Goes to Parade of Homes Committee
Chairman Michael Turner accepts the AP Roffino Award on behalf of the Parade of Homes Committee. With him are 2017 Dallas BA President Alan Hoffmann and staff members who were heavily involved in the successful event: Misty Varsalone, Holly Pemberton and Barcie Vilches. The Roffino Award, given annually in recognition of outstanding achievement by a division, council or committee, was bestowed Sept. 28 at the Installation of Leadership presented by StrucSure Home Warranty.



Mike Phillips Elected Honored Life Director
Dallas BA Vice President Justin Webb and Matt Mitchell present Mike Phillips of ProSource Wholesale with a plaque in recognition of his new status as an Honored Life Director. The presentation was made Sept. 28 at the Installation of Leadership presented by StrucSure Home Warranty.



The Cost of Regulation Is Real

When the Dallas Builders Association raises concerns about the negative cost impact regulation can have, we are not doing it to just raise awareness; we are actively working for balanced regulation that considers the realities of construction, affordability in housing and impacts to the local economy.

After years of being warned about the cost increases of proposed revisions to the city's tree preservation and mitigation ordinance, Dallas went into the forest of regulatory burden and decided to add to the species of protected trees, those species that are commonly seen as undesirable and oft referred to as "trash trees." Proponents of the provision claimed that since the controversially added species, such as hackberries, were to be mitigated at a different rate, the impact would not be as bad. Trees, regardless of species or placement, seemed to be more loving than housing affordability.

Unfortunately, the regulatory wolf in the woods doesn't care about whether an ordinance is touchy feely. Added cost is added cost. While Dallas BA was successful in getting tradeoffs, credits and exempted areas, the cost of the added class 3 tree mitigation is still too high for some needed and potential residential developments. This means it is now cost prohibitive to provide those homes. In other words, the concerns Dallas BA raised have proven to be merited.

Dallas BA will continue to go to the city to find any pathways in the ordinance that lead to development cost relief. However, the city is now considering a proposal for a controversial neighborhood forestry overlay that would apply mitigation measures to currently occupied homes, should a group get enough signatures on a petition. That howling you hear is the wolf getting his second wind.

In Frisco, the Association is still advocating for needed changes to the proposed revisions of the city's neighborhood development ordinances. Of key concern are provisions requiring increased garage setbacks, requirements for open spaces related to patio homes and any impacted planned developments, and setbacks for trails along major creeks or adjacent to homes that are in hike and bike master plan.

What was planned to be presented in early August was tabled after Dallas BA raised concerns about the potential increase in development costs. After hearing from the Association, as well as concerns held by city council members, city council decided at its Oct. 2 meeting that it should further research the issue. Dallas BA has worked with council and staff to provide follow-up information.

As it pertains to the open space requirements, the proposed language

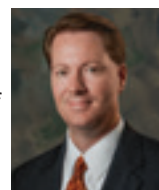
calls for open space that is laid out in what could be considered a pocket park. While limited to what it is applied to, Dallas BA feels strongly that there should be credit towards any park dedication requirements. As it relates to trail setbacks, the Association is concerned with the considerable loss of developable land for residential developments that might include the aforementioned trail designations. Ordinance language thus far could translate to a 100-foot setback between what is termed an erosion hazard setback and the residential property. The city's current designation for an Erosion Hazard Setback already provides a sound way to avoid developing too close to a creek in North Texas. Obviously, if the goal is to provide linear parks, then the calculations of rough proportionality and, again, credits towards any parkland dedication requirements have to be taken into consideration.

Residential developers are already facing the challenge of land costs. Developers report that an acre of land can cost more than \$175,000. The restriction from developing the land in the proposed setback could result in a cost to the final price of homes that would have to be borne by the homeowner. At a time when interest rates are rising, and development and regulatory costs are already a challenge, this threatens to make Frisco less competitive and less attainable for young families.

Throughout this time, Dallas BA, city council members and city staff have stayed in communication regarding how to best approach the ordinance.

Dallas BA remains committed to working with our service area's municipalities to offer insight on the need for balanced regulation. Should members have any questions about Dallas BA advocacy, they can contact the Director of Government Affairs at David.Lehde@DallasBuilders.com.

David Lehde
Director of
Government
Affairs




Plan Now for Rally Day 2019

Rally Day 2019, the event that allows our members to not only have needed industry face time with state legislators, but also gives an up close view of the session in process, is scheduled for March 20, 2019. As members of the housing and development industry, it is important that we are all aware of any issues that would be detrimental to our industry, especially those issues we as a group have the ability to address before they become requirements or law. Rally Day will provide an opportunity for you to deliver the message to your legislators that housing is important to Texas.

As their constituent, your voice carries weight with these policy makers. Your knowledge of your business and your insight on how regulation will impact it provides the real world view that the legislature should keep in mind. A personal visit to our area's state senators and representatives can make a difference. Rally Day is the perfect event for providing reinforcement to our representatives regarding important issues they will be addressing in the following few months.

As Rally Day 2019 gets closer on the calendar, members will be provided updates on event logistics and how to participate, as well as information on key policy issues. The Dallas BA will provide buses to and from Austin for our members to attend Rally Day. Partnerships are available. For more information, contact Misty Varsalone, Dallas BA Director of Member Services, at Misty.Varsalone@DallasBuilders.com or 214-615-5012.




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More than 100 students expected at Dallas Builders Show

The Dallas Builders Show is expected to host more than 100 students from area high school and community college construction programs. This will include students from Skyline High School's building trades program, where juniors and seniors are learning roofing techniques.

"Our seniors did great with the common rafters, but the hip and valley rafters were a bit more challenging for them," said Skyline High School Building Trades Instructor Doug Palmer. "They are finally seeing the application of the Pythagorean Theorem in real life." Palmer added, "Our juniors just finished painting, installing underlay-

ment and the metal drip edge. They're very much looking forward to meeting Dallas Builders Association members at the Show who can help get their careers started."

The Dallas Builders Show, presented by Milgard Windows and Doors, will be held at the Plano Event Center on Tuesday, Nov. 13. The Show will feature a keynote and seminar by construction industry business coach Shawn Van Dyke, a pre-show Millennials Master Class by Paige Shipp with Metrostudy, dozens of exhibitor booths, and much more. Registration and more information can be found at DallasBuildersShow.com.



Building trades juniors and seniors from Skyline High School show off roofing techniques they are learning.



Web ads available!

continued from page 1

any ads on the Blog landing page also show up on every individual Blog post.

The DallasBuilders.org Select package includes ads on the Member Benefits, About Us, Contact Us and Marketing Materials (Marketing Guide and logos) pages. The Select package is \$500 per year.

Each ad package includes priority placement and an upgraded listing in the online member directory, a \$200 value.

If you want increased exposure but aren't ready to place an ad, purchase an upgraded listing featuring logo, photo, video, business description, priority placement and link to your website.

You can also choose to simply add a live link from your membership listing to your company's website for only \$100 per year.

Please contact Holly.Pember-ton@DallasBuilders.com or 214-624-3176 for more information on pricing and package options.

Dallas Builders Show is Nov. 13

continued from page 1

Dyke will return with "Talent Magnet: Creating a Construction Business That Attracts Ideal Employees."

Noted TEDx speaker Judy Hoberman will lead associates through "Relationships: The Strongest Tool in Your Toolbox." A second associate breakout session will be "Learning the Builder Language: An Associate's Blueprint to Building a House."

Hoberman will also lead the fifth, combined, session: "How to Succeed in Today's Market."

The Dallas Builders Show will once again connect the present and

future of the home building industry as more than 100 college and high school students will be on hand to meet Dallas BA members and create connections that will give them insight into their future.

Heavy hors d'oeuvres will be available on the Show floor, courtesy

of Metrostudy. Other Show partners include Centricity, Stellar Home Theater & Beyond and Holmes Murphy.

Visit DallasBuildersShow.com to learn more. Builders, use PROMO CODE dbuilder10 for a \$10 discount on admission.



Shawn Van Dyke



Judy Hoberman

DALLAS BUILDERS SHOW

DALLAS BUILDERS ASSOCIATION

November 13, 2018

Plano Event Center

1-6pm

Presented By

Builders use code **dbuilder10** for \$10 off admission.

PRE-SHOW MILLENNIALS MASTER CLASS

What You Need to Know NOW About the Millennial Market!

10 a.m. - 12 p.m.
Northbrook Room
\$40

Millennial Statistics & Market Trends
Marketing to Millennials
Closing the Millennial Through Design & Staging
Millennial Smart Home Specs

Builder Attendees will receive a pass to the show at no additional cost.

Associate Attendees must purchase a pass if they would like to enter the show at 1:00 pm.

Presented By

KEYNOTE SPEAKER

"Hunting for Unicorns - Looking for Mythical Creatures with Magical Powers to Solve the Skills Gap"

Presented by Shawn Van Dyke

Learn the systems & strategies that lead to profitable, sustainable growth!

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BREAK-OUT SESSIONS

Talent Magnet: Creating a Construction Business That Attracts Ideal Employees
Presented by Shawn Van Dyke
3:00 p.m. - 3:45 p.m.

Software Compare: Apps to Streamline Your Business
3:00 p.m. - 3:45 p.m.

Relationships: The Strongest Tool in Your Toolbox
Presented by TEDx Speaker, Judy Hoberman
President of Walking on the Glass Floor & Selling in a Skirt
3:00 p.m. - 3:45 p.m.

Learning the Builder Language: An Associate's Blueprint to Building a House
3:00 p.m. - 3:45 p.m.

How to Succeed in Today's Market
Presented by TEDx Speaker, Judy Hoberman
President of Walking on the Glass Floor & Selling in a Skirt
3:00 p.m. - 3:45 p.m.

Shawn Van Dyke

Judy Hoberman

Connect with 100+ high school and college students interested in learning more about housing industry careers!

To purchase tickets go to www.DallasBuildersShow.com



Membership Recruiters Receive Spike Awards

Membership Chairman Pat Nagler presents new Spike Awards to several Board members who have recruited at least six new members: Michael Dodson, myHomedia Builder Services; Mark Dann, Highland Classic Homes; Matt Walls, Winston Homes; and Phil Smith, The Bath and Kitchen Showplace. Matt Robinson, Walton Global Holdings, has achieved Life Spike status for bringing in 25 new members; and Frank Murphy, Wynne/Jackson, has reached the 75-Spike level. Offering their congratulations are Immediate Past President Alan Hoffmann and Membership Milestone Partner Bill Deal, Centricity.

Services held for Connally, Fair



Services were held Oct. 3 for Texas Association of Builders Past President Ron Connally, who died unexpectedly Sept. 29

at age 64. In lieu of flowers, donations in his name can be made to the Texas Builders Foundation.



Longtime Dallas BA member and speaker on the local housing market outlook David Fair of Hexter-Fair Title Company died Oct. 11 after

a 5-year battle with Lewy Body Dementia and Parkinson's Disease. He was 77.

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Upcoming Classes – Nov. & Dec.

Presented in partnership with



Millennials Master Class at the Dallas Builders Show
Nov. 13 - 10 a.m. - 12 p.m. (lunch will NOT be provided)
Plano Event Center - Northbrook Room
Cost: \$40 (includes admission to Dallas Builders Show for Builders)

The industry has waited a long time for millennials to move out of their parents' basements and into their very own home. The wait is over, the time has come! Millennials are attributed for 59.3% of all new home sales in the Dallas Metroplex and 63% nationwide. Register to attend the upcoming Millennials Master Class to ensure you're getting your share of the market.

Before the doors open to the Dallas Builders Show exhibit floor, attend this valuable master class. Metrostudy will break down the statistics of what Millennials are buying. Anderson Hanson Blanton will provide you with insightful information on how to effectively market to them. ML Interiors Group will educate you on what interiors are aesthetically pleasing to Millennials and how to properly stage your homes to reap profitable closings. Closing the Master Class is Audio Visual Innovations with dynamic information on

what fun and necessary smart home specifications this demographic is yearning for.

Builders registering for the class will receive a free entry ticket to the show floor.

The class is presented by StrucSure Home Warranty.

Certification Class - Land Acquisition & Development Finance

Nov. 28 - 9 a.m. - 5 p.m. (lunch will be provided)

Cost: \$210/members - \$310/nonmembers

Many builders see land development as a logical next step in their career and business growth. No doubt, experience as a home builder is relevant preparation for the endeavor. But before you take that step, you need a complete awareness of the market in which you plan to do business.

Instructor Ed Harrison will help you navigate the ins and outs of development. He will share years of experience and help you identify the hidden costs of development. Before taking the next step in leveraging money, be sure you know how to confidently assess a potential project through market research and financing options.

This course focuses on most of the

steps in the process:

Section 1 summarizes the first step in the land development process, market analysis.

Section 2 explores the site selection for finding land, conducting the preliminary investigation, tying up the land, and performing the due diligence on the parcel prior to finalizing the land purchase.

Section 3 explains the various financing techniques used by developers to acquire and develop land.

Ed Harrison of Harrison Homes is an industry expert with more than 35 years of home building and 25 years of land development experience. His no nonsense approach to instructing has made him a very popular instructor throughout the nation. Based in the DFW area, he has a unique perspective in what it takes to develop in Texas.

This course is made possible by our 2018 education title partner StrucSure Home Warranty; their commitment to the industry's education is vital to our Association's education program. A special thanks also goes to yearlong designation partner APA - the Engineered Wood Association.

Builders earn money with Member Rebate Program each quarter

Builder and remodeler members can earn money for products they are already buying through the HBA Member Rebate Program.

Over 70% of members who participated in this statewide program last year received more in rebates than they paid in annual dues. Last quarter, 10 Dallas BA members used the Rebate Program and report rebates totaling almost \$5,000!

Here is what some of the Dallas

BA members are saying:

■ "Our second quarter rebate was \$1,500+. Not bad for not having to do anything but submit a simple report," says John Todd of Elite Remodeling.

■ Jeff Dworkin of JLD Custom Homes thinks the program is the "easiest money you can get each quarter by simply being a Dallas BA member and filling out one easy report!"

Participation is free and easy. All builder members are eligible. Sign up

today to start adding money back to your bottom line.

Associate members who supply or install any of the 50+ manufacturer brands in the program can register to be listed in the Directory with a link to its website. This benefit reminds builders and remodelers that it's good to do business with another member.

For more information and to register for this simple program, visit HBArebates.com/TAB.

Kevin McLain is CGA Designee of the Month

Presented by DowDuPont

The Dallas BA Education Committee is proud to announce the November Designee of the Month, Certified Graduate Associate Kevin McLain.

Kevin began his journey with Dow 40 years ago, starting his career in 1978. He graduated from Western Michigan University with a BS in Mechanical Engineering. He is a five-time recipient of the Pinnacle Award for Sales Excellence, Dow's highest sales award. He has also received the President's Award of Excellence as a member of the Residential Market Management Team and led Dow to receive an AA rating for service and quality for 14 consecutive years.

Well known around the Dallas Builders Association, Kevin is an Honored Life Director and recently accepted the 2018 Clyde Anderson Associate of the Year Award on behalf of Dow.

Mr. McLain always steps up when called upon. He has served as the Education Committee Chairman in 2011, 2012, 2015, 2016 and 2017. Under his leadership the Dallas BA has received two Education Program of the Year awards from the National Association of Home Builders. He holds both a Certified Graduate Associate and a Certified Green Professional certification, as well as the local Green Sales Professional certification.

Over the last 12 months Kevin has devoted 39+ hours to attending continuing education programs at the Dallas BA in order to be a valuable resource to his clients. His client base is statewide and he splits his time between the Ft. Worth, Austin, Houston and San Antonio BAs.

He chose to focus on the building industry because it is based on relationships and many of the people who are customers are also now close friends.

Kevin remarks, "A close professional friend told me, 'People in this business don't care about how much you know, until

they know how much you care.' That advice led me to be a passionate volunteer in the building industry. Business success will follow."

When he is not winning awards, Kevin also sits on the Christ Church Advisory Committee. He is part of a team from Christ Church Plano that goes to Guatemala to build cooking stoves and install water purifiers in villages in the highlands. He has volunteered the past two years and plans to be a team leader in 2019.

Outside of work and philanthropy, he enjoys spending time at the gym, cycling and cooking. A proud father, Kevin boasts about the many accolades his daughter Erica has accomplished: track and field Olympian (2008), PAC 10 All Century Athlete, 2018 Inductee to the Stanford Athletic Hall of Fame, 14-time All American with the longest triple jump record in collegiate history.

Associate members who wish to set themselves apart from their peers often go for their CGA designation. The CGA curriculum helps these professionals gain a better understanding of the industry they serve from the best source possible: builders and remodelers with years of field experience. The CGA designation affirms your level of industry knowledge and your commitment to your professionalism in the building industry.

To learn more about becoming a Certified Professional, contact Sheena Beaver, director of education, at sheena.beaver@dallasbuilders.com.



Kevin McLain

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Spike, Justin Webb, Altura Homes

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BUILDERS - RESIDENTIAL

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Keller Williams
Chris Dorward
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REAL ESTATE
Spike: Justin Webb, Altura Homes

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Scott Ward
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Spike: Dave Hambley, Expressions Home Gallery a MORSCO Company

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ELECTRICAL
Spike: T.W. Bailey, Bailey Family Builders

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Posse Construction LLC
Sean Short
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DRYWALL (SHEETROCK)
Spike: Mark Dann, Highland Classic Homes, LLC.

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TAMKO Building Products, Inc.
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Urban Scene
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Winston Homes LLC
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Winston Homes LLC
Billy Sullivan
214-773-7881
BUILDERS - RESIDENTIAL

Milestone Anniversaries



Nationwide Gutter Celebrates 15-Year Milestone

The Nationwide Gutter team accepts their Milestone Award for having been members of the Dallas BA for 15 continuous years. They are Brad Wimpee, Brion Gill, Daniel Lehew, Renee Grosman, Kimberly Grossman, Monica Modina, Rebekah Upkike, Tiffany Dougherty, Andrew Chustz and Clint Gill.

Cadence McShane: 5-Year Milestone

John Schmidt and David Tague of Cadence McShane Construction Company accept the Association's Milestone Award for 5 years of membership.



Milestones denote continuous Dallas BA membership.

- | | |
|--|---|
| 40 Years
DowDuPont, Inc. | 15 Years
First United Bank |
| 20 Years
Advanced Foundation Repair, LP
Nix Group, Inc. Design-Build-Remodel
Noble Classic Homes, Inc. | 5 Years
Capital Title of Texas, LLC
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In launching #THANKAFRAMER last Labor Day, we didn't expect our video saluting American framers to get millions of views. Or that framers would thank us for caring. Why do we care? Because we're nothing without framers. They install what we make. And there aren't enough of them. This slows house construction, hurting our customers and the economy.

To help, we're supporting the Home Builders Institute in training hundreds of new framers. We're dedicated to helping unemployed, underemployed and underserved youth become framers.



WATCH THE VIDEO AND GET THE FULL STORY AT:

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