

ALABAMA homebuilder

A QUARTERLY PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF ALABAMA
 VOL 13 | No.3 | FALL 2017



Woodland Homes & Acme Brick,
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 For More Than Two Decades.



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Katie Tew waits for her mom to get home from work and opens the door for her. The Tews bought their home with the help of AHFA's Step Up program.

The outside shed was a major plus, and we have friendly neighbors that our girls are enjoying playing outside with. We probably wouldn't have been able to get a home without [Step Up]. The down payment assistance was really what made it happen. -The Tew Family



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**WHAT'S
 COOKING?**
 WITH KITCHEN TRENDS

Woodland Homes has built with Acme brick since 1996 and Acme's Don Webb (l) and Woodland Homes President Mike Friday (r) have worked together for the last decade. Here are their reflections on the importance of stable business relationships.

"In this challenging business, it's important to know your customers well enough to understand their special needs. You develop a level of confidence in each other over time and it makes doing business more efficient for both companies. The friendships are a bonus."

Don Webb
 Acme Brick Company

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Mike Friday, President
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2017 KITCHEN TRENDS
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Eliminating the original compartmentalized design in favor of creating open spaces was a vital part of this whole house remodel project. The formerly enclosed kitchen was transformed into a bright, airy space thanks to the use of white Shaker-style cabinetry, white subway

tile backsplash and new lighting. One of the main features is the quartzite-topped island, which helped dictate finish selections in the rest of the home. With the kitchen now open to the adjacent living and dining areas, the house has the perfect set-up for entertaining.



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cover pullout

WHAT'S COOKING WITH KITCHEN TRENDS



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on the cover

KITCHEN & BATH DIMENSIONS AND SAUNDERS/BRADFORD Greater Birmingham Association of Home Builders:

Originally a tiny kitchen that was cut off from the rest of the house, this space was opened up thanks to the removal of a wall and the repositioning of the pantry and refrigerator. Light gray cabinets topped with white Carrera marble and a white subway tile backsplash help lighten up the room. The original cabinets on either side of the sink were refinished and reused and the architectural arch above the sink was maintained with its original plaster. A chrome bridge faucet completes the sink and adds to the home's Craftsman design.



P E R S P E C T I V E

One of the qualities of the HBAA that I appreciate the most is the motivation to lead the charge on issues that are impacting our industry nationwide. HBAA members are often among the first to step up and fight against unfair and unnecessary regulations and other burdens that threaten the livelihood of housing and the business community.

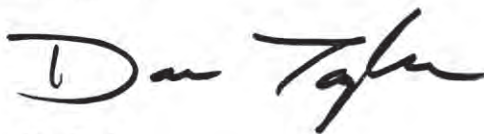
An example of this is our new appraisal training course. When I became HBAA President, one of the missions on my agenda was to develop and implement a training course that would not only educate builders, appraisers and other industry members on how to accurately value new construction, but would also provide an open forum for all entities to discuss issues and concerns. Our staff worked with two renowned instructors to develop a training course that exceeded our expectations and garnered outstanding feedback from participants. We believe that this is a huge step in fostering better communication and relationships between the builder and appraiser communities. I'm proud of the work that has been done and how Alabama is leading the way.

We're also leading the way in renewing the fight against mandated cluster mailbox use in new developments. After beating back this issue several years ago, we find ourselves once again dealing with the USPS' cluster box efforts in various areas around the state. To help in the fight, we've revived our Save My Mailbox campaign and added a social media component with a new Facebook page. At this year's Summer Meeting we also committed funds for a public awareness campaign to inform consumers of this unwarranted and unwanted change in delivery. I encourage you to follow and share the Save My Mailbox page on Facebook and to visit www.SaveMyMailbox.com to sign the petition against mandated cluster box use.

We'll be providing updates on these and other important issues impacting our industry and association at the Annual Convention, which is coming up October 26-28 at the Henderson Beach Resort in Destin. The Henderson is a brand new luxury resort that I know you're going to love and I'm looking forward to seeing everyone there. You can see our Convention schedule and get registration information on page 40 of this issue.

Not only do our members lead the way in fighting for our industry, but also in giving back to our industry in countless ways. In this issue, you can see firsthand the impact that your giving is having by reading about the students who have received scholarships this year from the Alabama Home Builders Foundation and our local associations. Whether you've played in the Foundation Golf Classic or made a direct donation to the Foundation, you're playing a vital role in educating our future workforce and keeping the building trades going strong. It's not too late to make an impact this year—as the holidays approach, consider making a gift to the Foundation in honor of or memory of a loved one.

Let's continue to fight strong for our industry and our association, and I'll see you next month at our Convention!



Dan Taylor
2017 HBAA President



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FUND ANNOUNCES LARGEST DIVIDEND IN ITS HISTORY

The Alabama Home Builders Self Insurers Fund just released its largest dividend in its 33-year history. The Fund distributed \$22.5 million in dividends to 5,416 qualifying members. More than 88% of Fund participants qualified for the dividend.

Since its inception in 1984, the Fund has given back nearly \$321 million in dividends and safety credits to its members. Open exclusively to members of the HBAA, it remains one of the most popular membership benefits. To learn more about the Fund and to find a broker in your area, visit www.AHBFund.com.

HBAA SPECIALTY LICENSE PLATE AVAILABLE FOR PRE-ORDER

The HBAA now has its own specialty license plate that is available for pre-order through the Alabama Department of Revenue. In addition to boosting the HBAA brand by having it on vehicles all across the state, the license plate will also benefit the Alabama Home Builders Foundation, as proceeds from the sale of the plate will go to the Foundation for trades education.

Before the plates go into production, a minimum of 250 plates must be pre-ordered. Each purchaser will receive a voucher that they can exchange for the license plate when it's produced. To learn more or to pre-order license plates for personal and company vehicles, visit www.HBAA.org or contact Candi Stroh at 1-800-745-4222 or email candistroh@hbaa.org.



HBAA REVIVES "SAVE MY MAILBOX" CAMPAIGN TO ADDRESS CLUSTER BOX ISSUE

In response to renewed efforts by the U.S. Postal Service to require the use of cluster mailboxes in new developments, particularly in the Huntsville and Mobile areas, the HBAA has revived its "Save My Mailbox" campaign to create consumer awareness of this issue.

You can help us spread the word by "liking" and sharing our Facebook page, www.facebook.com/savemymailbox, and encouraging friends and family to sign the petition against cluster mailboxes at www.SaveMyMailbox.com.

There are also door hangers available for distributing in neighborhoods. To request some, contact Lisa Watkins at 1-800-745-4222 or email lisawatkins@hbaa.org.

APPRAISAL COURSE MAKING A DIFFERENCE IN BUILDER-APPRAISER COMMUNICATIONS

The HBAA's inaugural appraisal course for new home construction has earned rave reviews from its attendees and is being lauded for helping to improve understanding and communication between the appraisal and builder communities.

Held in eight locations around the state, the day-long course was open to all appraisers, builders, Realtors, lenders and others involved with the construction, financing and sale of new homes. The course, which was approved for seven CE hours by the Alabama Real Estate

Appraisal Board, was led by renowned appraisal experts Buddy Eslava and Mandell Tillman. While the class was designed to educate both appraisers and HBAA members about the appraisal process and what goes into establishing accurate value for new homes, much of the class time was devoted to open discussion among all parties.

"Education was the best approach to tackling the appraisal issues we have experienced over the past few years," said 2017 HBAA President Dan Taylor, who had made the appraisal training's creation and implementation one of his goals for his term. "There is no single regulatory fix to the appraisal problems. The fix is understanding the process and knowing what you can do to help the appraiser find additional value in new homes."

This series of courses represents an investment in bringing value back to Alabama's new home inventory. Appraisers, builders, lenders, and Realtors are partners in the same industry and getting them to speak the same language has been key to the success of the program. The purpose was never to tell appraisers how to value homes, but rather to educate all attendees on the regulations that govern appraisers and restrict their activities. Understanding these regulations gives everyone a better understanding of what can and cannot be used in establishing credible and accurate appraisals. Investing in this approach will result in positive changes in values and relationships.

It's an investment that is already paying returns. Tillman, an appraiser and one of the program's instructors, recently had a conversation with a builder in Gadsden that proves the value of the course.

"I had heard him repeatedly hammer on appraisers," Tillman said of the builder. "When I saw him a few days after the Gadsden course, he was smiling because his appraiser had found a way to give value for a feature of his homes that he had not previously gotten. That is what this course is all about."

The HBAA wanted this course to be different than other courses attendees may have taken. The format encourages debate and discussions throughout the session. This free flow of ideas and positions helped to wash away misconceptions that participants had of other participant groups. Participants across the various groups provided glowing

feedback indicating that it has been well worth the HBAA's investment. Some of the comments include:

"The information covered was very, very good... This class was close to perfect for what appraisers need."

"I have attended many CE classes over the years but you two guys represent the best."

"In 30 years as an appraiser, this is the first course that I've truly enjoyed and gotten a lot from."

WHAT'S NEXT?

According to Taylor, the program has opened people's eyes and, as a result, this newfound empathy between the various parties is helping to break down barriers that have existed in the past.

"We heard a lot of the participants talking about a desire to keep the conversation going," said Taylor.

Several local associations have expressed interest in working together with Realtors Associations and appraisers in their area to provide more opportunities for networking. Participants appear keen to build on these newfound relationships.

"You can bet that the HBAA will do everything it can to help foster those relationships," Taylor said.

Appraisal training course instructors Buddy Eslava and Mandell Tillman lead interactive class discussion in Tuscaloosa.



The class in Decatur listens as instructor Buddy Eslava discusses market and cost approach appraisals.





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GREATER MONTGOMERY HBA WINS NATIONAL RETENTION AWARD

The Greater Montgomery Home Builders Association recently received the NAHB Grand Award for Retention Increase in recognition of its membership efforts. This award is given annually to one HBA from each group size with the greatest percentage of retained membership during the previous year. As a result of winning the award, GMHBA Executive Officer Angela Allen was invited to participate in a panel discussion on membership recruitment and retention best practices at NAHB's Association Management Conference in Denver last month.

HUNTSVILLE BIDS FAREWELL TO KILGORE, WELCOMES NEW EO

After 32 years of service as the Executive Officer of the Huntsville/Madison County Builders Association, Lynn Kilgore is retiring at the end of September. When she began her tenure in 1985, the HMCBA had 235 members. Under her watch, the association has grown to more than 1,000 members and has won numerous President's Trophies and Association Awards. Its home show, which Kilgore founded in 1988, has become one of the most successful home shows in the state.

While serving as EO, Kilgore earned her CAE (Certified Association Executive) and BIAE (Building Industry Association Executive) designations. She chaired the HBAA Executive Officers Council and served on the NAHB Executive Officers Council Board of Directors, as well as other national committees. She was honored for her service and contributions to the association with the Seldon Hale Achievement Award, the highest honor given by NAHB to an Executive Officer.

Taking Kilgore's place as EO is Barry Oxley. A native of Huntsville, he has served in leadership roles for over 28 years in the not for profit industry with the Boy Scouts of America. He attended and graduated from the University of Alabama in Huntsville with a business/marketing major and a minor in political science and attended Auburn University for a Masters of Business Administration.



Lynn Kilgore



Barry Oxley

LISENBY NAMED LIFE DIRECTOR

David Lisenby of the Greater Montgomery Home Builders Association was presented with his Life Director status during the National Association of Home Builders' Mid-Year Meeting in Washington, D.C. in June. Lisenby is a Past President of the GMHBA and currently serves as the HBAA 2nd Vice President.



David Lisenby (left) is honored at the NAHB Mid-Year Meeting for achieving Life Director status.



The HBAMM's Senior Officers get the crowd cheering with their version of "YMCA" at the Home Show Reception.

METRO MOBILE MEMBERS NETWORK AT HOME SHOW RECEPTION

The Home Builders Association of Metro Mobile hosted their Home Show Reception at the Abba Shrine Center. Networking was key during this event as all the exhibitors who stayed were able to mingle with the HBA members. Everyone was in for a treat when the Senior Officers began their rendition of "YMCA" as a member getter dance for social media, with "YMCA" serving as an acronym for "Your Membership Counts A lot!" A few members held signs in the crowd that shared what the HBA membership can do for prospective members.



ATHENS CELEBRATES PARADE OF HOMES WITH RIBBON CUTTING

The Athens-Limestone Home Builders Association marked the start of its Parade of Homes with a ribbon cutting at its Association Home. ALHBA members were joined for the festivities by representatives from the Greater Limestone County Chamber of Commerce. The home, which sold before the Parade began, was built by Lynn Persell of Lynn Persell Home Builders. Proceeds from the home's sale will go toward various local causes.

Members of the ALHBA and the Greater Limestone County Chamber of Commerce cut the ribbon on this year's Association Home.

GMHBA AWARDS WINNERS IN PARADE OF HOMES

Forty-eight houses in eight villages throughout the River Region were open for touring during the Greater Montgomery Home Builders Association's 2017 Parade of Homes. The centerpiece of the Parade was the Ideal Home, built by GMHBA 2nd Vice President David Strickland of Milton Strickland Builders in the New Park community. Stephen Thrash of Custom Home Designs designed the home and Logan Wright of The Wright Design was the decorator.

The Parade homes were judged and winners determined in five divisions based on selling price. The Gold winners in each division were:

- Division 1 (\$200,000-\$250,000): Stone Martin Builders
- Division 2 (\$251,000-\$300,000): New Age Builders
- Division 3 (\$301,000-\$350,000): Lowder New Homes
- Division 4 (\$351,000-\$400,000): Designscape Homes
- Division 5 (\$401,000-\$500,000): Riverchase Homes, LLC

In addition to Gold winners, winners were announced for the Silver and Bronze placements and for Best Kitchen and Best Bath in each division.



Members of the GMHBA mark the start of the 2017 Parade of Homes with a ribbon cutting at the Ideal Home.



CALHOUN COUNTY MEETINGS DRAW REALTORS, LEGISLATORS

For the third consecutive year, the Home Builders Association of Greater Calhoun County partnered with the Calhoun County Board of Realtors to host a combined general membership meeting. It gave members from both groups valuable networking time and a chance to hear about what was going on in the respective organizations. More than 75 attended, including five new members.

The following month's membership meeting featured three members of Alabama's Legislature. Representatives K.L. Brown, Randy Wood and Steve Hurst each had a chance to speak and answer questions from the crowd.

State Representatives Steve Hurst, Randy Wood and K.L. Brown take turns addressing the HBAGCC at a recent membership meeting.

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GREATER GADSDEN GOLF TOURNAMENT RAISES \$9,000

The Greater Gadsden Home Builders Association recently held its annual golf tournament at the Gadsden Country Club. Twenty-two teams turned out to enjoy the beautiful weather and a fun time playing for a great cause. The tournament raised \$9,000, part of which will go toward scholarships for students at Gadsden State Community College who are earning degrees in the homebuilding industry. The tournament proceeds will also be used to help fund other local projects, including assisting Etowah Career Technical Center with competitions and donations to their program.

GGHBA Associate Council Chair Mark Thompson, Treasurer Tim Reid and President Bobby Dale Welch visit during the association's golf tournament.

BALDWIN COUNTY GOLF TOURNAMENT A SUCCESS

The Baldwin County Home Builders Association held its 27th Annual Golf Tournament at Quail Creek Golf Course in Fairhope. The first place gross team was from Alarm Engineers, and the first place net team was from Tool Expo. Second place net team was from Coastal Stone & Cabinetry and third was from Mobile Gas. Longest drive was by Charles Gay of Interior/Exterior and Closest to the Pin was Cameron Reehl of Marjam Supply of Alabama.



The team from Alarm Engineers celebrates its win in the BCHBA's golf tournament.



HUNTSVILLE FOUNDATION SUPPORTS LOCAL CHARITY

After receiving several grant applications, the Huntsville Madison County Builders Foundation chose to support the Family Service Center's Housing Programs for 2017. The Family Services Center provides homebuyer training through several of its programs, including Money and Credit Management, Home Shopping, Basics on Borrowing and Mortgages, Closing and Homeownership. The funds donated by the Foundation will be used for the operation of these programs.

HCMB Foundation member Mike Nivens presents a check to Darin Geiger, Family Services Center Executive Director, to help fund its homebuyer training programs.

METRO MOBILE ASSOCIATE COUNCIL HOSTS WINE & BEER TASTING

The Home Builders Association of Metro Mobile hosted its recent Wine & Beer Tasting at the Vineyard in Legacy Village, a local wine loft in the Mobile area. In conjunction with the tasting was a silent and live auction. All items were donated and gathered by the Associate Council who sponsored this event to raise money for St. Mary's Home.



Members of the HBAMM check out the items up for bid as part of a fundraiser for St. Mary's Home.



BALDWIN COUNTY GOES FISHING FOR CARE HOUSE

Members of the Baldwin County Home Builders Foundation enjoyed a day on the water for its annual fishing tournament. The weigh-in took place at Big Daddy's Grill on the Fish River. The tournament raised \$740 for the Baldwin County Child Advocacy CARE House.

Members of the BCHBA enjoy a fun day of fishing at their annual tournament.

METRO MOBILE'S REMODELERS RAISE MONEY FOR CAMP RAP-A-HOPE

The Home Builders Association of Metro Mobile's 9th Annual Fishing Tournament took place at Dockside Marina in Mobile. Hosted by the HBAMM's Remodelers Council, the tournament served as a fundraiser for Camp Rap-A-Hope and enabled the council to provide a Dew Drop Inn-catered lunch for all campers, counselors and staff. The Door-N-Gutter Pro team finished first in the tournament, which concluded with a fish fry provided by Alabama Power.



The team from Door-N-Gutter Pro show off their prize-winning fish after the HBAMM's fishing tournament.

ST. CLAIR COUNTY PARTICIPATES IN CAREER WEEK

St. Clair County Home Builders Association Executive Officer Lacosta Harris was invited to participate in a Career Panel at Pell City High School. Rather than the traditional career fair, the panels were designed to target specific groups of students who are interested in a particular industry or career and give them the opportunity to speak with business leaders in those chosen fields on a more in-depth level. Harris represented the

SCCHBA at the Career Panel for Construction, where she and the other panelists spent an hour and a half speaking and answering questions as a group, followed by one-on-one visits with individual students. The panel was attended by 38 students who had expressed interest in learning more about the construction industry.

GMHBA GOES "ALL IN FOR ABPAC"

The Greater Montgomery Home Builders Association held an "All in For ABPAC" Casino Night and Fundraiser at the Alcazar Shrine Auditorium in Montgomery with the goal of meeting their ABPAC goal for the year in one night.

Led by ABPAC chair Jimmy Adams, various committees of the GMHBA were tasked with coming up with and running one fundraising effort during the event. Casino Night consisted of a Drawdown, Mystery Auction, Poker Tournament, Stock the Bar Raffle and Casino Games. Members of the GMHBA Board of Directors were asked to sell both Draw Down tickets and provide a bottle for the Stock the Bar raffle. The Associate Committee was in charge of procuring items for the Mystery Auction and the Professional Women in Building were asked to sell tickets for the raffle.

Thanks to the hard work of many of the Association's members and the support of the event sponsors, the GMHBA raised over \$42,000 that night, meeting their ABPAC goal for the year.



Members of the GMHBA try their hand at blackjack during the Casino Night fundraiser.



CALHOUN COUNTY CELEBRATES SUMMER WITH LUAU

The Home Builders Association of Greater Calhoun County invited its members to don their flipflops and Hawaiian shirts for a luau-themed July membership meeting. Instead of having a speaker, they allowed extra time for the members to "flamingle" and enjoy taking pictures in their photo booth. The HBAGCC's Professional Women in Building helped make the night possible.

HBAGCC President Wallace Higgins and wife Pam are ready to "flamingle" at the association's luau night.

A WELL-FRAMED APPROACH TO PROFITABLE ENERGY EFFICIENCY

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SUMMER MEETING CONTINUES TO GROW

Proving that Alabama's economy is on the mend, the HBAA drew yet another massive crowd for its 2017 Summer Meeting at the Hilton Sandestin Beach. Members from across the state and their families headed to Destin for a fun-filled weekend that mixed business with pleasure and provided something for everyone.

Among the standout activities were the educational sessions provided throughout the weekend. Zillow Group conducted a session on its new construction marketing platform and how builders can take advantage of it to help sell their houses. Sandler Training returned for the second installment of its highly-acclaimed time management and attitude-shaping series. There was also a panel discussion on marketing the latest energy efficient features to new home buyers.

Popular with adults and children alike were the extracurricular activities like the Friday night dinner/dance, which also saw the return of the HBAA's spectacular fireworks show, and the Saturday afternoon pool party which included lots of cool treats and fun games to keep everyone entertained.

For its final statewide meeting of the year, the HBAA will return to the Destin area for its Annual Convention taking place October 26-28 at the Henderson Beach Resort.

(See page 40 for a Convention preview and registration information.)



Micheal and Leese Grantland and Darren and Elizabeth Osborn await the start of the HBAA's Friday night fireworks show.



While the members beat the heat in the pool, their children enjoyed showing off their hula hooping skills and playing other games during the Saturday afternoon pool party.



Entertainment by the 12 South Band kept the dance floor packed all night during the Friday night dinner/dance.



The HBAA's Young Professionals group had its first gathering, a mixer prior to the Friday night dinner/dance, where they had a chance to get to know each other and share ideas for future meetings.



During the Saturday Board of Directors meeting, BUILDPAC Trustee Cliff Pitman rose to the challenge of doing push-ups after members made pledges to BUILDPAC for every push-up made.



In one of the Summer Meeting's educational sessions, Jason Nicosia with Zillow Group discusses the popular home search site's role in marketing new construction.

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HOW TO MANAGE TODAY'S NEW CONSTRUCTION HOME SHOPPER EXPECTATIONS

by Jason Nicosia, Manager, New Construction, Zillow Group

Home buyers want and expect immediate access to real estate, services and information. Are they finding you? Do you know who they are and what they want? Are you ready to meet their needs?

It's no longer enough to put your brand out there and hope buyers see it. You have to understand what drives home shoppers and their housing decisions so that your engagements with them are meaningful enough to put a new construction home at the top of their consideration list.

WHO IS TODAY'S NEW CONSTRUCTION BUYER?

In an extensive 2016 study of more than 13,000 consumers¹, Zillow Group found that buyers who purchased new construction are significantly more likely to be first-time home buyers (56 percent) versus buyers of existing homes (42 percent).

Nearly half of all buyers (48 percent) consider new homes — and that number is notably higher for younger buyers like Gen Xers (age 35-49; 54 percent) and millennials (age 18-34; 50 percent).

The household of today's typical new construction buyer has evolved: These homeowners make nearly \$90,000 a year, are married (75 percent), have at least one child (57 percent) and a 25-minute commute. In addition, 51 percent are millennials.

That's right, more than half of new construction buyers are age 18-34. The myth of millennials not wanting to buy homes is officially busted.



Pro tip: Update your marketing strategies to engage more with younger buyers.

WHY DO BUYERS CHOOSE NEW CONSTRUCTION?

When searching for a new construction home, the top three types of information buyers want is energy efficiency savings (48 percent of buyers), builder reviews and ratings (47 percent) and options for customizing the home (45 percent).



Yet a mere 10 percent of buyers end up selecting a home that hasn't been lived in before. When asked why they sought out newly-built properties, surveyed buyers cited their top five reasons were:

- **Affordability:** 37 percent of first-time buyers and 32 percent of repeat buyers cite affordability as the top reason they chose new construction — the price aligned with their home expectations.
- **Desirable location:** Location is key for 34 percent of repeat buyers and 28 percent of first-time home buyers.
- **Newness:** Repeat home buyers are significantly more likely (37 percent) than first-time home buyers (26 percent) to cite newness as a reason they chose new construction.
- **Appealing features:** For 29 percent of both first-time and repeat buyers appealing home features sealed the deal.
- **Customizability:** Being able to customize features of their home is a top reason 29 percent of first-time buyers and 27 percent of repeat buyers chose new construction.

Pro tip: Amp up your messaging about the short- and long-term cost benefits of new homes versus existing homes; also, highlight the many ways a new construction home can reflect a home buyer's personal style from day one.

HOW TO WORK WITH THE ON-DEMAND EXPECTATIONS OF HOME SHOPPERS

Be everywhere

Make sure your homes are seen where home buyers spend their time: online. Eighty-nine percent of new construction buyers use online resources during their search.

Today's home shopper initially searches across multiple sites and platforms before developing a preference for a primary source. New construction shoppers use an average of four online resources and access them from a number of devices, most often laptop/desktop computers (73 percent).

But don't underestimate the power of a mobile strategy. If you haven't optimized your website for mobile, you might be missing out on reaching home shoppers: 62 percent of new construction buyers use mobile websites in their search.

Stand out

Differentiating your brand is crucial: 85 percent of buyers see a new construction listing for the first time on Zillow, which gets 180 million unique monthly visitors².

Renderings won't cut it: Use vibrant photos of your homes and communities; upload video tours; and share your lot availability. Give buyers every reason to follow up with a visit to your sales center or at least an opportunity to inquire for more information.

Respond immediately

Today's home buyer wants information now. When they make their initial inquiry about a new construction home, 76 percent expect a response within 24 hours; 46 percent of new construction buyers want to hear from you within an hour or a few hours. If they don't get a response, they'll move on to the next community that will return their phone calls and emails.

Provide five-star service

Buyers, particularly those considering homes that haven't been lived in before, often rely on sales centers and new home development offices as a resource (62 percent). Speak your home shopper's language in terms of what they've indicated they want most: affordability, location and features.

More importantly, don't dismiss younger shoppers: The largest group of today's home buyers are millennials (42 percent).

Leverage a faster timeline

Buyers take an average of 4.2 months to find a new home. New construction buyers take an average of 3.9 months to find a new home, which is significantly shorter than buyers of existing homes (4.4 months).

The market is healthy, but overall inventory remains low. Buyers are desperate for homes. As the housing stock ages, many consumers (36 percent) are willing to pay a premium for new construction.

Boost their confidence

Purchasing a home is one of the biggest financial transactions most buyers will ever undertake, so they want to make the right decision. Online resources help meet emotional and rational needs of the home shopper.

Pictures and data can help them feel confident earlier in the process while their rational needs — wanting to see all the possibilities to make informed decisions — emerge later. Help home shoppers feel confident in their choices by offering a wealth of information and answers to their questions.

A caveat about new home buyers: Those who bid on newly-built homes are among those buyers most likely to make multiple offers before successfully closing — 28 percent made two or more offers versus 21 percent of existing home buyers.

Also, take care of your reputation: 24 percent of new construction buyers and 23 percent of repeat buyers said the builder's reputation influenced their decision to buy a new construction home.

Overall, 67 percent of new construction homeowners said they were satisfied with the buying process. This is significantly lower than buyers of existing homes who said they were satisfied (76 percent), and it highlights an opportunity for builders to improve the process for new home shoppers.

Meet buyers' on-demand expectations

On-demand technology gives home buyers instant access to information, and also gives builders the opportunity to become the buyer's go-to new construction resource.

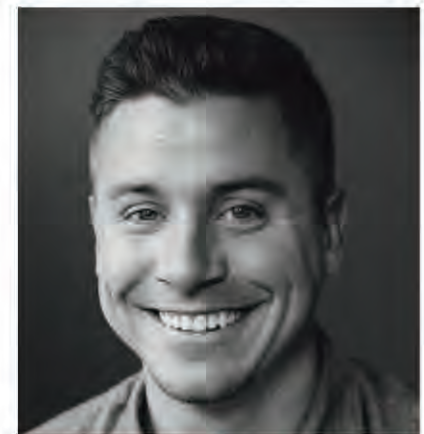
Insights are powerful. The more you know your buyers and what influences their buying decisions, the better you can position your homes and community as exactly what they're looking for.

New construction marketers who know their buyers and adopt an on-demand mindset are well positioned to stay current with the industry and competitive in their market.

Want more data? Visit the New Construction Resource Center at zillow.com/resources/new-construction, or download the 2017 Zillow Group Report on Consumer Housing Trends coming this fall to zillow.com/research.

¹The Zillow Group Report on Consumer Housing Trends 2016 <https://www.zillow.com/research/zillow-group-report-2016-13279/>

²Source: Google Analytics and Adobe Analytics



About the author

Jason Nicosia is the Western United States sales manager for Zillow Group's new construction team. After his digital auction company, C4C, was acquired in 2014 by CommitChange.com, Jason dove headfirst into real estate investing and teaching brokerages how to level up their digital marketing strategies. Jason joined Zillow's new construction team in January 2017 to help builders sell their communities faster and smarter. He has been featured in publications such as Forbes, Under30CEO and TechCrunch. Jason is a New Orleans native who now calls the PNW home.

It pays to be a member of the HBAA!

In addition to benefits at the local and national levels, your HBA membership includes access to member benefits from the Home Builders Association of Alabama. Here are highlights of just a few of the many benefits that can help you save money and build your business!



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Exclusively for HBAA builder and remodeler members, our Member Rebate Program lets you earn money back on products you're probably already using on the jobsite. The program includes rebates from manufacturers such as Carrier, ClosetMaid, Delta Faucets, Honeywell, Owens Corning, Velux, and many more.

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To learn more and to sign up, visit www.hbarebates.com/hbaa.html.



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To learn more or for a quote, contact your Fund workers' comp broker and ask for the HBAA-endorsed GL program.



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The Home Builders Association Builders Risk Program is available to residential builders and remodelers who are HBA members in good standing. Coverage may be purchased through appointed agencies who are also HBA members.

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WHAT'S COOKING

WITH KITCHEN TRENDS



With the kitchen often recognized as the heart of the home, it's no surprise that kitchen remodels remain one of the most popular remodel projects. The kitchen remodel categories perennially garner the most entries in the HBAA's annual Alabama Remodeling Excellence Awards (AREA) competition, with projects totaling over \$1.64 million in kitchen remodeling entered this year alone. We asked several of our HBAA remodeler members who are also past AREA winners to share the design trends that their clients are currently asking for, their points of view on when to splurge and when to save, and advice for those thinking about a kitchen remodel of their own.

What are some of the more popular kitchen features that your clients are asking for lately?

- So far this year, our kitchen remodeling clients have all wanted very specific customization on the INSIDE of their cabinets. We have commissioned and installed: custom Keurig pull outs, cutting board drawers, tablet and phone charging nooks, appliance dollies, and completely customized pantry spaces and wet bar spaces that from the outside just look like normal cabinet doors. – *Joshua Dean, Precision Homecrafters LLC, Greater Birmingham Association of Home Builders*
- Large kitchen islands; granite, leathered granite or quartz counter tops; WHITE everything; brass pulls for cabinets; subway tile backsplash. – *Megan Carter, Alfred Saliba Corporation, Home Builders Association of Dothan & the Wiregrass Area*
- Soft close cabinet doors and self-closing drawers. Appliances to have cabinet front details. High-end appliances. Many clients want two dishwashers (very quiet models), under counter microwave, ice machine (separate from refrigerator). – *Kevin Shubird, WSC Distinctive Builders LLC, Greater Montgomery Home Builders Association*
- Our clients have wanted more usable storage space by incorporating deep pull-out drawers in pantry cabinets. Also, tile backsplashes—whether it's mosaic, subway, ceramic, or natural stone—more and more clients ask for some type of tile. Under cabinet lights have been in more demand and specialty drawers or hideaways for less frequently used kitchen appliances like the mixer. – *Kelly Kennamer Godwin, Ray Kennamer Construction, Inc., Marshall County Home Builders Association*
- Pro-style appliances, pot fillers, quartzite countertops, apron front sinks; brass is on the way back if not already here. – *Chris Kimbro, Kimbro Renovations, Inc., Greater Montgomery Home Builders Association*
- Convenience Items, i.e., roll outs, pull-outs, docking stations, etc. – *Don Siebert, Kitchen & Bath Dimensions, Greater Birmingham Association of Home Builders*

Do most of your homeowners go a more traditional route with kitchen remodels or use it as an opportunity to do something trendy (or a combination of both)?

- For us, it's been a combination of both. We have clients



TOULMIN CABINETRY & DESIGN
Home Builders Association of Tuscaloosa

To create a timeless space with a more efficient workflow, the kitchen's original built-in wall oven was removed and the refrigerator was shifted closer to the stairs, eliminating an unused desk area in the process. The refrigerator was cased on the top and sides to impart a more finished look. Custom beaded inset cabinets in a painted maple were installed and topped with honed marble. Rustic cedar open shelves with wrought iron brackets were placed on one wall for added contrast. A classic handmade white ceramic subway tile backsplash was installed and the linoleum flooring was replaced with pre-finished hardwood floors. Recessed can lighting was added throughout, as well as under-cabinet task lighting and decorative pendant fixtures.



who have picked out a traditional style cabinet door then want it painted a funky color like black, but also mix in some stained wood to soften the space. One client went traditional with the cabinets and more contemporary in her lighting fixtures. – *Kelly Kennamer Godwin*

- Most of our projects involve some of both. Clients like a lot of the traditional features, but like some of the new trendy items such as colors, tiles, and plumbing fixtures. – *Kevin Shubird*
- In our area, we find more people will go with the traditional route of kitchen

remodels except for the younger generation—they tend to be more trendy, opting for clean and crisp design. – *Megan Carter*

- Our clientele have not liked the term “trendy” and have opted to create a space that is unique to them, their needs, and completes and enables their vision for how they will use their space in the future. – *Joshua Dean*

Have you had any unusual homeowner requests for their kitchen remodels?

- We’ve had more clients ask for a special coffee bar area in their kitchens. People want the feeling of going to a coffee

house without having to leave their own house. – *Kelly Kennamer Godwin*

- Hidden pet bowls have been popular. – *Don Siebert*
- One kitchen we did this spring had NO visible outlets (two outlets were completely concealed—located on the underside of the hood vent corbels). The clients had opted for a very high-end Cambria stone for their backsplash and so every outlet had to be hidden or on the inside/underside of a cabinet. – *Joshua Dean*

What are some things that homeowners should keep in mind when setting out to

CASE DESIGN/REMODELING

Greater Birmingham
Association of Home Builders

To fulfill the client's request for a sophisticated, inviting and functional kitchen, painted alabaster white perimeter cabinets that go to the ceiling were installed, adding a nice contrast to the stained nutmeg finish on the island cabinetry. Specialty accent lighting was installed in the glass front cabinetry above the built-ins, which house family keepsakes, glass collectibles, a wall-mounted television and a charging station. Seeded glass pendants accentuate the island and complement the additional general lighting provided with recessed fixtures and LED under-cabinet lighting.



BUNN REMODELING & CONSTRUCTION

Huntsville/Madison County Builders Association

This home's original kitchen was gutted along with the dining and living rooms to make space for a much larger kitchen. The ceilings were raised from 8 to 9 feet and wood ceiling beams were installed. New hardwoods were woven into the existing wood floors. White cabinets with marble and quartzite countertops were installed, as were all new stainless steel appliances. A honeycomb backsplash was chosen to tie the look together, and LED under-counter lighting was added for extra light. A 10-foot island was centered in the kitchen, providing ample workspace and seating.

have a kitchen remodeled? For example, are there certain features where it pays more in the long run for them to splurge rather than cut costs?

- Lighting. No one enjoys a poorly lit kitchen. We install new LED 6" can lights in every kitchen we remodel and many of our projects feature both under and above cabinet LED strip lighting. We incorporate dimmers as needed to still allow for ambiance and mood lighting, but when the preparation and cooking are taking place people appreciate plenty of light. We also explore how we might increase natural light in kitchen spaces, either by

enlarging or adding windows or creating larger openings in the walls that are adjacent to naturally lit living or dining rooms. – *Joshua Dean*

- Sub Zero refrigeration is worth every penny over the similar looking competition. – *Chris Kimbro*
- If you are all about granite countertops, then splurge a little on that. If you don't know that you'll love the granite you pick out in five years, go with an HD laminate. It'll save you some overall costs and can still give the illusion of granite. I think adding the pullouts with proper hardware is a feature that will

add value in the long run. People always love storage. – *Kelly Kennamer Godwin*

- Decent cabinets vs high-end countertops. Counters are easy to change out later, but you can't keep a granite countertop and change out the underlying cabinets later. – *Don Siebert*
- We always advise our clients to consider the best brands and products available. We have found that it costs less in the long run if we use the best products to start with. – *Kevin Shubird*
- Spend more money on things like the countertops and cabinets—something



SELBY DAVIS BUILDER, LLC
*Greater Montgomery
Home Builders Association*

A load-bearing wall was removed and the floor height of the existing sitting area was raised to create one large open space for the kitchen, breakfast area, butler's pantry, and an open path to the living area. A soothing palette of grays, greens and whites was selected and a warm stain was used on the wide plank wood flooring to balance the cool colors. Custom Shaker cabinets that go up to the ceiling and an oversized custom island provide maximum storage. Danby marble was installed on the countertops and a handmade crackle tile was used throughout the kitchen, while a classic white subway tile was installed in the butler's pantry. A bar wrapping around to the pantry was created for ease of entertaining.



PRECISION HOMECRAFTERS, LLC
Greater Birmingham Association of Home Builders

The focal point of this kitchen is its massive island, topped with Cambria quartz and offering ample room for the homeowners' children to sit and eat or study. The synthetic stone columns originally on the island were replaced with columns wrapped in plywood panels that match the cabinet doors. The 36-inch original cabinets were swapped out for 42-inch Wellborn and Dura Supreme units. New appliances, including a 48-inch Wolf range and a Sub-Zero double-door refrigerator, were installed. An appliance garage was added to keep items out of the way but readily available when needed. The kitchen's bay window was replaced with new 5-foot windows and a banquette was installed in the eating area to maximize the use of the space.



TONY GRIFFIN
CONSTRUCTION, INC.
DeKalb County Home Builders
Association

Dated in both appearance and functionality, this 1970s-era ranch-style house got a much-needed remodel that included making over the kitchen. Interior walls in the kitchen and living room were opened up and the ceiling height was raised from 8 to 10 feet to create a more spacious design. New cabinets topped with granite were installed, as were modern stainless appliances. A large island was added in a dark finish to contrast with the rest of the cabinetry. A hammered copper sink is a main feature of the kitchen and adds a classic touch. Under-cabinet and pendant lighting help increase functionality in the space.

like the appliances do not seem to matter so much. That is definitely an area where you can keep costs down but still get a good product. Also, subway tile is very popular and can be an area where you do not have to break the bank. Go grey or go white; both are very popular right now, will not go out of style, and are very easy to work with in terms of counter tops or cabinet color. Keep it open—people love to be able to be cooking and watch kids in the living room, entertain, etc. while in the kitchen.

– Megan Carter

Any last advice for those eyeing a kitchen remodel?

- One of our big suggestions is for people to really think about where they want certain utensils or pots and pans so we can lay out the kitchen exactly how they need it. Also, don't try to please your friend, sister, neighbor, or whoever. It's your kitchen so let's get it perfect for you and your needs. – Kelly Kennamer Godwin
- We strongly recommend clients look into working with a company that specializes in the design-build process. To have the designer and contractor be "on the same team" helps keep budget constraints in front-of-mind, assists in effective communication, and allows the client to remain an integrated part of the process from start to finish. – Joshua Dean
- Trust the professionals to get the job done; don't micromanage the project. – Don Siebert
- Have a good idea of what you want to accomplish and have a realistic budget in mind. – Kevin Shubird

Check out more kitchen remodeling projects on the AREA website, www.RemodelAlabama.com.

To learn about entering the 2018 AREA competition or getting involved with the HBAA Remodelers, contact Kory Boling at 1-800-745-4222 or email koryboling@hbaa.org.

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Top 10 KITCHEN TRENDS of 2017

According to the 2017 Kitchen & Bath Design Trends Report, these are the top overall features in kitchens today:

- Clean lines, built-ins and simple door styles
- White and gray painted cabinets, with blue painted and high gloss cabinets emerging as trends
- Two-toned kitchens and mixed metals and materials
- Metal cabinets
- Furniture-look pieces, rollouts and pullouts, and under cabinet lighting (LED)
- Quartz countertops trending up, granite trending down
- Induction cooktops and convection ovens trending higher, with microwave drawers outpacing freestanding or built-in microwaves.
- Ever-increasing use of technology, including more Internet-connected appliances and docking stations
- Interior barn and pocket doors
- Accessible and/or universal design features

Source: National Kitchen & Bath Association

With all the kitchen talk in this issue we thought it would be fun to invite our remodelers to share a recipe or two that they enjoy making. Here are a few of their favorites that are ideal for game day, a special occasion or a weeknight family dinner.

CHILI CHEESE DIP

- 2 packages of cream cheese
- 2 cans of vegetarian chili
- 1 package shredded cheese (I like sharp cheddar, but any cheese will be awesome.)

Take the cream cheese and spread along the bottom of a 9x13 glass pan. Pour the chili over the cream cheese and top with as much cheese as your heart desires. Now, you can either microwave this dish for about 5 minutes or you can bake it in the oven at 350 degrees for about 15 minutes. Either way it comes out bubbling, gooey, and absolutely delicious!

—Contributed by Kelly Kennamer Godwin, Ray Kennamer Construction, Inc.

ROASTED VEGGIES

Take any vegetable (brussels sprouts, okra, white or sweet potatoes, cauliflower, broccoli, yellow squash, zucchini, green beans, acorn squash, etc.). Chop into bite-sized pieces and toss with olive oil, salt, pepper and Italian seasonings.

Spread out on cookie sheet and bake at 400 degrees for 20-30 minutes. Shake pan to toss veggies, add garlic, peppers and onions, then switch to broil for 3-5 minutes to add crispiness.

Optionally, sprinkle with balsamic vinegar and toss just before serving.

—Contributed by Don Siebert, Kitchen & Bath Dimensions

BUTTERFINGER CAKE

- German chocolate cake mix (including those ingredients called for on the box, which may vary depending on what brand you choose)
- 1 can sweetened condensed milk
- Caramel ice cream topping
- Whipped cream
- Butterfinger candy bars

Bake German chocolate cake according to package instructions. Let cool completely. Once cool, pierce cake all over with fork. Mix sweetened condensed milk and caramel (I recommend 1:1 ratio but you can mix to taste preference) in small bowl and pour over cake. Let sit as the liquid mixture is absorbed by cake. Cover cake completely with whipped cream. Crush Butterfingers and sprinkle over top of cake. Refrigerate 4 hours before serving.

—Contributed by Megan Carter, Alfred Saliba Corporation

VENISON SHANK ROAST

- ½ a dozen venison shank pieces (substitute veal for the non-hunters), to be cut/sawn into discs 1-1/12" thick
- 1 cup flour
- ¼ cup olive oil
- ¼ cup melted butter
- 1 large diced onion
- 3-4 crushed garlic cloves
- 2 stalks celery, sliced into ½" pcs
- 2-3 carrots, peeled and sliced into ½" pcs
- 8 oz. can of tomato sauce
- 16 oz. container of beef (or vegetable) stock
- Salt
- Black pepper
- 1 bay leaf
- Pinch of thyme
- ¼ cup finely chopped parsley
- ½ lemon

Set oven temperature at 325 degrees.

On medium stove top, heat olive oil in a Dutch oven or similar sized cooking vessel. Lightly season the shank pieces with salt and pepper and then lightly coat them with the flour. Place in the Dutch oven, browning each on all sides. Be careful not to crowd the pieces in the vessel; you may need to do this section in batches of three. Once browned, set the pieces aside on a plate.

Lower the heat and pour the melted butter into the Dutch oven. Add the onion, garlic, celery and carrot and sauté until the onion is translucent and the garlic is aromatic. Turn off stove top heat and place the shank pieces in the Dutch oven.

Pour the crushed tomatoes and tomato sauce into the Dutch oven. Pour in enough stock to just cover the top of the shank pieces. Then add 1 teaspoon salt, ½ teaspoon black pepper, bay leaf and the pinch of thyme.

Cover the Dutch oven with the lid and place it into a preheated oven. Let it cook for 2 ½ - 3 ½ hours. After the first hour, check on it every 45 minutes to make sure the liquid has not evaporated too much. Add stock as needed to ensure the shank pieces are around ¾ submerged. Ideally, remove the lid from the Dutch oven for the final 20 minutes of cooking. The meat is ready when it is fork-tender and pulls away from the shank bone easily. Remove the bay leaf. Taste the broth, and, if needed, season with salt and pepper.

Finely chop the parsley, place in a bowl. Then squeeze the juice from the ½ lemon over the parsley. Serve the shank pieces over smashed potatoes, rice, or risotto and with a spoonful of the remaining broth. Garnish with a teaspoon of the parsley mixture and enjoy!

—Contributed by Joshua Dean, Precision Homecrafters, LLC



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A L A B A M A
HOME BUILDERS
FOUNDATION SCHOLARSHIPS
A W A R D E D T O 6 3 S T U D E N T S

After receiving nearly 200 applications from students in 22 counties this spring, the Alabama Home Builders Foundation selected 63 scholarship recipients for 2017. The Foundation, the charitable arm of the Home Builders Association of Alabama, annually awards scholarships to students desiring to study the building trades or construction-related curricula at two-year, four-year and technical colleges throughout the state.

In 1997, the Foundation established its scholarship program in an effort to draw new tradespeople to the housing industry and to provide them with the tools and training needed for success. The majority of the scholarship funds come from proceeds from the Foundation Golf Classic, which is organized by the HBAA's Past Associate Committee Presidents and takes place each May.

A total of \$38,500 in scholarships was awarded by the Foundation this year. To date, the Foundation has awarded 1,121 scholarships statewide totaling more than \$578,000.

In addition to providing scholarships from its general fund, the Foundation awarded several designated scholarships this year. Two students, Zach Burton of Vestavia Hills and Tristan Cates of Springville, each received the Bentley Owens designated scholarship, given in memory of one of the founding members of the Home Builders Association of Alabama who was deeply devoted to education.

Students receiving Malone-McQueen designated scholarships included Tamarrion Maiden of Uniontown and Ty'Shawn Pettway of Selma. The scholarship is given in memory of Charles and Mary Malone and William N. and Polly McQueen.

Harley Elizabeth Young of Fyffe was given a Dekalb County HBA scholarship, given by the Foundation on behalf of the Dekalb County HBA members for pursuing an education in masonry.

Carson Phillips of Killen was selected as this year's recipient of a Past Presidents scholarship, funded by former Presidents of the HBAA.

The Foundation also presented several scholarships to students selected by their instructors. These included Cole Beauchamp of Albertville, Floyd Crusoe of Valley Grande, William Reed of Selma, and James Scott II of Adger. Additionally, the Foundation awarded one SkillsUSA scholarship to Blake Boyett of Trinity who won his division in carpentry at the 2017 SkillsUSA state competition this spring.

Any student wishing to study the building trades at a two-year, four-year or technical school in Alabama is eligible to apply for a scholarship. The scholarship deadline is March 15 and the recipients are announced in April. Scholarship applications are available online at www.ahbfoundation.org, or students may call Artemis Moore, AHB Foundation Director, at 1-800-745-4222 for more information.

BENTLEY OWENS SCHOLARSHIP RECIPIENTS



ZACH BURTON
Vestavia Hills
University of Alabama
Construction Engineering



TRISTAN COLE CATES
Springville
Jefferson State Junior
College - Civil Engineering

DEKALB COUNTY SCHOLARSHIP RECIPIENT

HARLEY ELIZABETH YOUNG
Fyffe
Wallace State Community College
Masonry

MALONE-MCQUEEN SCHOLARSHIP RECIPIENTS

TAMARRION MAIDEN
Uniontown
Wallace Community College-Selma
Masonry

TY'SHAWN PETTWAY
Selma
Wallace Community College - Selma
Masonry

PAST PRESIDENTS SCHOLARSHIP RECIPIENT

CARSON PHILLIPS
Killen
University of Alabama
Engineering - Mechanical

INSTRUCTORS SCHOLARSHIP RECIPIENTS



COLE BEAUCHAMP
Albertville
Gadsden State Community
College - Electrical

FLOYD CRUSOE
Valley Grand
Wallace State Community College-Selma
Masonry

WILLIAM REED
Selma
Wallace State Community College-Selma
Masonry

JAMES SCOTT II
Adger
Lawson State Community College
HVAC

SKILLSUSA SCHOLARSHIP

BLAKE BOYETT
Trinity
Northwest Shoals Community College
Carpentry/Cabinetmaking

GENERAL FUND SCHOLARSHIP RECIPIENTS

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New Brockton
Wallace State Community College - Dothan
Electrical Technology

EVAN BABER
Phenix City
Chattahoochee Valley Community College
Welding



MASON BERRY
Heflin
Gadsden State Community
College - Electrical
Technology

LANDON BRITTON
Hazel Green
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DAVID BROWN
Bessemer
Lawson State Community
College - Building
Construction

TYBIOUS BROWN
Atmore
Faulkner State Community College
Building Construction



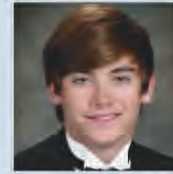
DANIELL BURTON
Vestavia Hills
University of Alabama
Operations Management

AUSTIN CAMPBELL
Hackleburg
Bevill State Community College
HVACR

CHRISTINE CORDOVA
Bessemer
Lawson State Community College
Industrial Maintenance (other)



ERIN DAFFIN
Mobile
Bishop State Community
College - HVACR



BRANDT DENHAM
Anniston
Gadsden State Community
College- Electrical
Technology



GARETT EDWARDS
Hokes Bluff
Gadsden State Community
College - Welding

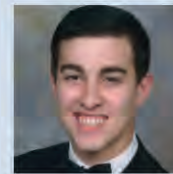
DUNTREVIOUS ESCO
Millbrook
Trenholm State Technical
Electrical Technology



WILLIAM GANUS
Blountsville
Shelton State Community
College - Construction
Engineering



CAYLA GILLILAND
Cottondale
University of Alabama
Architecture/Engineering



MICAH HART
Waterloo
Northwest Shoals
Community College
Welding



WILLIAM HENDRIX IV
Cullman
Wallace State Community
College - Hanceville
Project Management/
Building Science

ROBERT HOLLADAY
Tuscaloosa
Shelton State Community College
Electrical Technology



FERNANDEZ HUNTER
Birmingham
Tuskegee University
Architecture

LUKE JENKINS
Brilliant
Bevill State Community College
HVAC



DARRIN JONES
Birmingham
Lawson State Community
College - HVACR

KENNY JONES
Riverside
Lawson State Community College
HVACR



NICHOLAS KURIGER
New Brockton
Wallace State Community
College - Dothan
Electrical Technology

CHRISTINE MATHEWS
Adamsville
Bevill State Community College
HVAC

HANNAH MCBURNETT
Lincoln
Auburn University
AgriScience Ed



ALEX MCCASKEY
Sweet Water
Coastal Alabama
Community College
Electrical Instrumentation

JEREMIAH MCSWAIN
Birmingham
Lawson State Community College
HVAC

HUNTER MILENDER
Russellville
Northwest Shoals Community College
Electrical Technology

CADE MOBLEY
Brundidge
Wallace Community College
Drafting



JOHN MORGAN
Anniston
Auburn University
Engineering - General



DAKOTA MORRIS
Haleyville
Bevill State Community
College - HVACR



KIMALITA MOSELY
Gadsden
Gadsden State Community
College - Carpentry



KENNETH PEARL
Hamilton
Bevill State Community
College - HVAC

HUNTER PIKE
Glencoe
Gadsden State Community College
Electrical Technology



THOMAS PRICE
Birmingham
Auburn University
Mechanical Engineering



TYLER RAYMOND
Bessemer
Lawson State Community
College - HVAC

DARREN ROBERTS
Empire
Bevill State State Community College -
Sumiton
HVAC

THOMAS RODEN
Hamilton
Bevill State Community College
HVACR

GREGJOY ROETT-O'CONNOR
Alabaster
Lawson State Community College
Drafting/Mechanical Engineering

SPENCER SARTAIN
Rogersville
Northwest Shoals Community College
Constr. Mgmt./Carpentry



JESSE SHOEMAKER
Blountsville
Wallace State Community
College - Hanceville
Welding

RYAN SNELL
Selma
University of Alabama
Construction/Engineering & Management



JONAH SPRINKLE
Town Creek
Northwest Shoals
Community College
Welding



WESTLEY STONE
Moody
Auburn University
Building Science



MATTHEW TERRY
Hartselle
Alabama A&M University
Construction Management

TEON THOMAS
Hoover
Lawson State Community College
HVAC



TAYLOR TROTTER
Cordova
Bevill State State Community
College - Sumiton
HVAC/Electrical

LOGAN TROUSDALE
Florence
Northwest Shoals Community College
Carpentry/Cabinetmaking



JACOB TURNER
Oxford
Auburn University
Landscaping



JOSEPH WATSON
Trussville
University of Alabama
Civil Engineering

RYAN WHIDBY
Lake View
Lawson State Community College
HVAC

DUSTIN WOOD
Brilliant
Bevill State Community College
HVACR



LOCAL HBAs SCHOLARSHIPS

BALDWIN COUNTY HBA

The Baldwin County Home Builders Association awarded \$7,000 in annual scholarships to local students in 2017. Since 1997, the BCHBA has awarded scholarships to deserving students pursuing careers in the home building industry. Qualifying students must be enrolled in construction-related studies in a technical school or college. To date, the Association has awarded \$83,600 in scholarships to help students in Baldwin County prepare for careers in the home building industry.

The BCHBA's 2017 Scholarship Committee included Scott Schoppert, BCHBA Associate Council Chairman; Joe Hocklander, BCHBA Associate Council Secretary; Chris Bumpers, BCHBA Associate Council Treasurer; and Fran Druse, BCHBA Executive Vice President.

The following students were awarded scholarships: Andrew Holley, studying Structural Engineering at Auburn University; Alex Holobaugh, studying Chemical Engineering at the Samuel Gunn College of Engineering at Auburn; Allison Jones, studying Interior Design at the University of Alabama; James Minchew, attending Auburn with a desire to study architecture; Clay Pitman, studying Civil Engineering at Auburn; and Bryan Roberts, studying Building Science at Auburn.



From left: BCHBA President Alex Cary, BCHBA Associate Council Chairman Scott Schoppert, Andrew Holley, Clay Pitman, Allison Jones, Bryan Roberts, James Minchew, BCHBA Associate Council Treasurer Chris Bumpers, Alex Holobaugh, and BCHBA Associate Council Secretary Joe Hocklander

GREATER BIRMINGHAM AHB

The Greater Birmingham Association of Home Builders presented scholarships to thirteen local students this year. The recipients include: Daniell Burton and Zachary Burton, attending the University of Alabama; Rachel Jackson, attending Auburn University; Girard Armstead, Olivia Cale, Nicholas

Chapple, Christine Cordova, Roger Wayne Holmes, Kenny Jones, Shamyia Mason, Isaac Scott, Teon Thomas and Ryan Whidby, all attending Lawson State Community College.



Corey Gilley is a recent recipient of a scholarship from the GGHBA.



GGHBA President Bobby Dale Welch presents scholarships to Garret Edwards.

GREATER GADSDEN HBA

The Greater Gadsden Home Builders Association presented a scholarship in the amount of \$1,462 to Corey Gilley, a student at Gadsden State Community College. GGHBA President Bobby Dale Welch was on hand to present scholarships from the GGHBA and the Alabama Home Builders Foundation in the amount of \$500 each to Garret Edwards, who is also pursuing vocational training at Gadsden State.



GREATER MONTGOMERY HBA

On behalf of the Greater Montgomery Home Builders Association's Professional Women in Building, Cathy Stearns recently presented a scholarship to Caleb Jeffers. More than a dozen students submitted applications for the PWB scholarship. Thanks to an award given by the National Association of Home Builders, the Greater Montgomery PWB was pleased to be able to present a second scholarship to another area student. Caleb, a recent graduate of Wetumpka High School, is attending Auburn University this fall.

Cathy Stearns of the GMHBA's PWB presents a scholarship to Caleb Jeffers.

HUNTSVILLE/MADISON COUNTY BA

The Huntsville/Madison County Builders Association awarded scholarships totaling \$12,500 to 11 students this year. Cameron Kirkes, who is studying Civil Engineering at Calhoun Community College, received the Burl & Betty Chandler Scholarship Award. Three students received the newly-established David Stanton Sr. Scholarship Award, named after the late longtime member and land developer and established by Jim Wright of Stoneridge Homes. Those students were Samuel Billeter, studying HVAC at J.F. Drake Technical College; Marquis Myler, studying Mechanical Engineering at the University of Alabama-Huntsville; and Jesse Walker, studying Welding at J.F. Drake.

Other HMCBA scholarship recipients included: Brooke Baugh, studying Civil Engineering at Auburn University; Jared Darby, studying HVAC at J.F. Drake Technical College; Jonathan Grace, studying Architecture at Auburn; Noah Green, studying Building Science at Auburn; Jackson Harmening, studying Building Science at Auburn; Tyson Lee, studying Construction Engineering at the University of Alabama; and Jonah Sprinkle, studying Welding at Northwest Shoals Community College.



HMCBA scholarship recipients for 2017 included Samuel Billeter, Tyson Lee, Jared Darby, Cameron Kirkes and Jonathan Grace.



ST. CLAIR COUNTY HBA

The St. Clair County Home Builders Association presented a \$500 scholarship to Westley Stone, who plans to study Building Science at Auburn University. His goal is a career in residential home building and real estate development. Westley's father, Marty Stone, is a member of the SCCHBA and has been dedicated to the homebuilding industry for many years.

Lacosta Harris, Executive Officer for the SCCHBA, presents Westley Stone with a scholarship.

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Members of the National Association of Home Builders (NAHB) can now enjoy a private offer¹ of up to \$1,000 toward the purchase or lease of most new Chevrolet, Buick and GMC vehicles. Choose an eligible vehicle at your local dealer and present your NAHB proof of membership. You can add on incentives from the National Fleet Purchase Program² and Business Choice³ to get the best value on vehicles that run your business. For private offer details, visit nahb.org/gm.

Example offer for NAHB members who are business owners purchasing a 2017 Chevrolet Express 2500 Cargo Van.

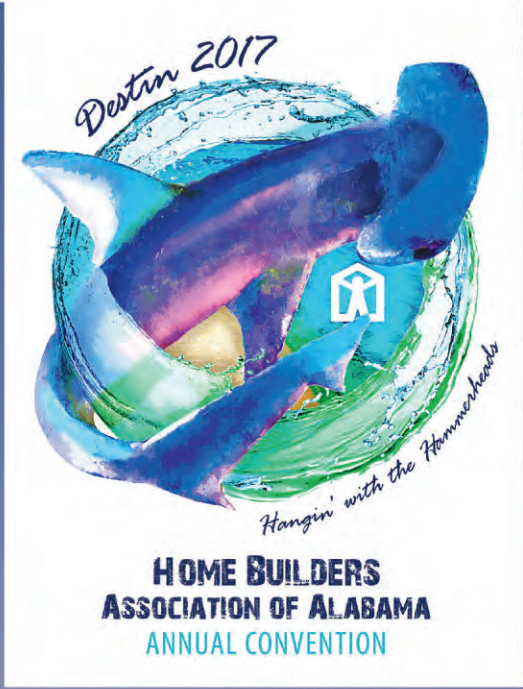
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¹Private offer amount varies by model. Up to \$500 offer for retail deliveries and up to \$1,000 offer for fleet deliveries. Valid toward the purchase or lease of eligible new 2016 and 2017 model year vehicles. Customer must take delivery by 1/2/18. Not compatible with other private offers. Not valid on prior purchases. Compatible with many current incentives. Incentives are subject to change without notice. Offer excludes Chevrolet Bolt, Camaro, Chevy SS, Corvette, Sonic, Spark, Trax, Volt, Buick Cascada, Lacrosse, Regal, Verano and all Cadillac vehicles. Additional GM models may be excluded from time to time at GM's sole discretion. See dealer for details. ²Offer available to qualified fleet customers. Not compatible with some other offers. Take delivery by 12/31/17. See dealer for details. ³To qualify, vehicle must be used in the day-to-day operations of your business and not solely for personal/non-business-related transportation purposes. Must provide proof of business. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties, and ordering, consult your dealer or visit gmbusinesschoice.com. Take delivery by 1/2/18. ⁴Not eligible on associated accessories from third-party independent suppliers. Not available with some other offers. Take delivery by 1/2/18. See dealer for details. ©2017 General Motors, LLC. All rights reserved. The marks appearing in this ad are the trademarks or service marks of GM, its subsidiaries, affiliates, or licensors.



2017 HBAA CONVENTION HEADS TO THE HENDERSON

One of the South's newest luxury resorts is preparing to welcome HBAA members for their final statewide meeting of the year, the 2017 Annual Convention. The Convention will take place October 26-28 at the brand new Henderson Beach Resort in Destin, Florida. All HBAA members are invited to attend.

spotlight individuals and local associations for their contributions to the home building industry. We'll also pay tribute to outgoing HBAA President Dan Taylor and install the 2018 slate of officers.

The Convention will feature a host of council and committee meetings that are open to all members, giving them a chance to hear about recent industry and association developments and learn how to get more involved at the state level. Highly-acclaimed speaker Tim Alderman of Sandler Training will also return for the third installment of his popular sales and marketing series.

The Convention will conclude with the Saturday morning Board of Directors meeting, giving attendees the chance to get an early start home or to stick around and enjoy the rest of their weekend relaxing at the Henderson.

To register or for more information about the 2017 Convention, visit www.HBAA.org or call the HBAA at 1-800-745-4222.

The evening festivities kick off on Thursday night with a Welcome Reception featuring musical entertainment by Chris Alvarado. On Friday night, the eagerly anticipated awards gala will be an opportunity to

2017 HBAA CONVENTION TENTATIVE SCHEDULE OCTOBER 26-28, 2017 HENDERSON BEACH RESORT - DESTIN, FL

THURSDAY, OCTOBER 26

- 7:00 a.m.-6:00 p.m. Registration
- 9:30 a.m.-10:30 a.m. Membership
- 10:00 a.m.-11:00 a.m. Investment Property
Owners Council
- 10:30 a.m.-11:30 a.m. Public Relations
- 1:00 p.m.-2:00 p.m. Land Developers
- 1:00 p.m.-2:30 p.m. Executive Officers
- 1:30 p.m.-2:30 p.m. Past Associates
Committee Presidents
- 2:30 p.m.-4:00 p.m. HBAA Remodelers
- 2:45 p.m.-3:45 p.m. Professional Women in Building
- 3:00 p.m.-4:00 p.m. AHB Foundation Directors
- 4:00 p.m.-5:00 p.m. Governmental Affairs/ABPAC
- 5:30 p.m.-7:00 p.m. Welcome Reception

FRIDAY, OCTOBER 27

- 7:00 a.m.-6:00 p.m. Registration
- 8:00 a.m.-9:00 a.m. Local Presidents
- 8:30 a.m.-9:30 a.m. Past State Presidents
- 9:30 a.m.-11:30 a.m. Seminar
- 1:00 p.m.-2:00 p.m. Associates/Area Vice Presidents
- 5:30 p.m.-6:30 p.m. Reception
- 6:30 p.m.-9:00 p.m. Officer Installation,
Hall of Fame & President's
Awards Gala*

SATURDAY, OCTOBER 28

- 7:00 a.m.-12:00 p.m. Registration
- 8:00 a.m.-9:30 a.m. Executive Committee
- 9:30 a.m.-11:00 a.m. Board of Directors Meeting

*Members and other guests must be registered in order to participate in these activities.
Note: All meetings posted are open to all attendees. If this is your first time attending a state meeting, we especially encourage you to attend as many meetings as possible so that you can discover what interests you.





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EDUCATION

HBAA EDUCATION: YOUR BLUEPRINT TO SUCCESS

Whether you're looking to expand your business, save money or learn about the latest codes and regulations, the HBAA offers a variety of education around the state designed to meet your needs.

Dates and/or times and locations are subject to change if necessary. A course may be cancelled if minimum of 6 registrations are not received. Cancellation policy: To avoid course fee payment, registrants must give at least 48 hours notice to cancel. Registration required for all courses and tests. To register or for more information, contact Kory Boling, HBAA Education Director, at 1-800-745-4222 or koryboling@hbaa.org. Check the HBAA website calendar for the latest educational offerings: www.HBAA.org

CLASS LOCATIONS:

HUNTSVILLE: Huntsville Madison County Builders Association office (2804 Bob Wallace Avenue)

IRONDALE: Alabama Associated General Contractors of America office (5000 Grantswood Road, Conference Room One)

MOBILE: Home Builders Association of Metro Mobile office (1613 University Boulevard S.)

MONTGOMERY: HBAA office (7515 Halcyon Summit Drive, Suite 200)

SPANISH FORT: Five Rivers Delta Resource Center (30945 Five Rivers Boulevard)

TUSCALOOSA: Home Builders Association of Tuscaloosa office (2009 Paul W. Bryant Drive)

QCI/STORMWATER EDUCATION

| DATE | COURSE | LOCATION |
|-------------|--------------------|------------|
| October 4 | QCI CE | Huntsville |
| October 5 | QCI Initial Course | Huntsville |
| November 2* | QCI CE | Mobile |
| December 6 | QCI CE | Montgomery |
| December 7 | QCI Initial Course | Montgomery |

QCI INITIAL COURSE INFORMATION: All initial courses will take place from 8 a.m. to 5 p.m. with lunch provided. Cost is \$350 for HBAA members, \$500 for non-members and \$200 for governmental/non-certification participants.

QCI CONTINUING ED COURSE INFORMATION: All continuing ed courses will take place from 12:30 p.m. to 4:30 p.m. Cost is \$100 per attendee.

*This CE will take place in conjunction with the Clear Water Alabama Seminar and Field Day, November 1-2 at the Mobile Convention Center. For additional information and to register, contact Kory Boling at 1-800-745-4222 or email koryboling@hbaa.org.

LEAD PAINT CERTIFICATION EDUCATION

| DATE | COURSE | LOCATION |
|-------------|---------------------------|------------|
| October 3 | Lead Paint CE | Montgomery |
| November 16 | Lead Paint Initial Course | Montgomery |

LEAD PAINT INITIAL COURSE INFORMATION: All classes will take place from 8 a.m. to 5 p.m. with lunch provided. Cost is \$125 for HBAA members and \$225 for non-members. No walk-ins allowed.

LEAD PAINT CONTINUING ED COURSE INFORMATION: All continuing ed courses will take place from 8:30 a.m. to 12:30 p.m. Cost is \$75 for HBAA members and \$175 for non-members.

SAFETY EDUCATION

| DATE | COURSE | LOCATION |
|-------------|------------------------------|--------------|
| November 9 | Safety 6 Construction Course | Tuscaloosa |
| November 15 | Safety 6 Construction Course | Irondale |
| November 15 | Safety 6 Construction Course | Montgomery |
| November 16 | Safety 6 Construction Course | Huntsville |
| December 6 | Safety 6 Construction Course | Spanish Fort |

This course educates builders and contractors on federal safety regulations, practical compliance measures, how to respond to an OSHA inspection and how to develop an effective safety and health program, including substance abuse prevention and drug screening. The course will take place from 8:30 a.m. to 4:30 p.m. with lunch provided. Cost is \$35 for Alabama Home Builders Self Insurers Fund members and \$50 for HBAA members who are not participating in the Fund. To register or for more information, contact Sherry Johnson at the Fund, 1-800-745-3863.

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For details about these and other upcoming HBAA events, visit www.HBAA.org and follow us on [Facebook.com/HBAAAlabama](https://www.facebook.com/HBAAAlabama).

OCTOBER 26-28, 2017



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The HBAA Remodelers are inviting entries for the 2018 AREA competition, where awards will be presented in a variety of categories for remodeling work completed in Alabama between June 30, 2016 and December 31, 2017. Winners get recognition across the state, including full coverage in *Alabama Homebuilder* magazine. Learn more at www.RemodelAlabama.com.

Registration due: January 19, 2018
Entries due: February 26, 2018
Awards Banquet: April 14, 2018

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