

# The Builder



Sponsored by: **ABC Supply & Ferguson Enterprises**

**February 2018**

## Lynchburg in top 10 for affordable homes

The Lynchburg/Roanoke region combined MSA is the 8th most affordable housing market in the South and Mid-Atlantic according to the NAHB's Housing Opportunity Index. It is also the 38th most affordable among 255 markets nationally.

The average home cost (new built and existing) in our region is \$149,900 and the average household annual income is \$67,000. The index compares the share of available homes with the median income. The figures are current through the 4th quarter of 2017.

The Lynchburg/Roanoke market was also the most affordable in Virginia for existing and new homes.

This is another indicator of the strength of the state's housing market. The housing industry in Virginia supports more than 314,000 jobs paying more than \$14 billion in annual wages, salaries and benefits.

### Lynchburg/Roanoke

Median Income	Average Home price	National Rank	Regional Rank
\$67K	\$150K	38th	8th

### Richmond/ Central

Median Income	Average Home price	National Rank	Regional Rank
\$80K	\$227K	77th	21st

### Tidewater

Median Income	Average Home price	National Rank	Regional Rank
\$74K	\$215K	90th	27th

### Northern Virginia

Median Income	Average Home price	National Rank	Regional Rank
\$110K	\$368K	128th	41st

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## Plan Now for Bringing Housing Home™

There is no shortage of issues on NAHB's advocacy radar. Excessive regulation, the National Flood Insurance Program, housing finance reform – these are just a fraction of the key issues NAHB is discussing with lawmakers.

This year, NAHB will conduct Bringing Housing Home™ featuring in-district meetings with members of Congress to discuss these and other critical issues affecting the home building industry. [Bringing Housing Home™](#) is scheduled for April 30 – May 5, 2018.

For more information, contact Karl Eckhart, NAHB vice president, intergovernmental affairs, at 800-368-5242, x8319, or [keckhart@nahb.org](mailto:keckhart@nahb.org).

## NAHB Elects 2018 Leadership Team

NAHB members elected Randy Noel, a Louisiana-based custom home builder, as 2018 chairman of the board during the Builders' Show in Orlando.

Greg Ugalde, a Connecticut builder and developer, was elected first vice chairman, and Dean Mon, a New Jersey builder and developer, was elected second vice chairman. John "Chuck" Fowke, a Florida custom

home builder, joined the leadership ladder with his election as third vice chairman. 2017 Chairman Granger MacDonald, a Texas builder and developer, remains on the leadership team as immediate past chairman.

Rounding out [the association's leadership](#) is CEO Jerry Howard, who heads NAHB's professional staff in Washington, D.C.

## New Campaign Promotes Workplace Safety

NAHB has created a new public awareness campaign to help building industry pros get the resources needed to help keep residential construction

workers safe. The [Safety 365](#) campaign is a joint effort of NAHB's Construction Safety Committee and Builders Mutual Insurance Co.

## Recruit New Members, Become a Spike

Membership matters. When we work together, united, we are a stronger voice for our industry.

If you're an NAHB member doing business regularly with someone who is just getting started in the housing industry, then help them understand the value of an NAHB membership.

Recruit new members.

[Become a spike.](#)

## Rule Addresses Small Business Health Plans

The Department of Labor recently issued a proposed rule intended to expand access to health coverage by allowing more employers to form [Small Business Health Plans](#), also known as Association Health Plans.

This would give small businesses, including many home building firms, access to better and more affordable health care plans, allow them to negotiate lower costs for coverage, and level the playing field for smaller firms that want to help their workers and their families address health care costs.



## Builder Member of the Month

### Brent Lilly

Some builders are only about the bottom line. Brent Lilly is different. He grew up in the construction industry and always takes a hands-on approach. He operates efficiently with a trusted



team with whom he has developed a relationship over years of working side-by-side. This ensures that every part of each project - residential or commercial - is done with the skill, care and dedication which creates something Lilly Construction is proud to hang its name on.

**The details:** Participating member for more than 10 years; board member for five years; HBACV officer for four years. Currently 1st Vice-President.

**Contact:** (434) 534-5764 or 610-7823

**Website:** <http://www.lilly-construction.com/>

**Mailing Address:** PO Box 2460, Forest VA 24551.



## Associate Member of the Month

### Jim Minear

First National Bank dedicates itself to exceeding the needs and expectations of customers, communities, employees and



shareholders. Jim Minear, vice president and a leading lender for commercial and construction loans, is the bank's main contact with the HBACV. Jim has been an active member of the HBACV since coming to the area more than a decade ago. Jim and First National are a positive force for the local building industry. Jim works from the Forest location, one of 10 local branches.

**The details:** Participating member for more than 10 years; board member for six years; HBACV officer for three years.

Currently Secretary-Treasurer.

**Contact:** (434) 534-9844; 426-3020

**Website:** <http://www.1stnatbk.com>

**Mailing & Physical Address:** 14417 Forest Road, Forest VA 24551

## 2018 HBACV LEADERSHIP

### Executive Committee:

Jeff Wieczorek - President

Brent Lilly - 1st VP

Joe Hepler - 2nd VP

Jim Minear - Sec/Trea

Chris Hargis - Assoc. VP

Chris Mowry - Past Pres.

### Board of Directors

Gordon Cudd

Allen Dukes

Mike Forren\*

Matt Holley

Paul Kluender

Barry Layne

Steve Mays

Tammy Mikkelsen\*

Terry Morcom

Rosalie Richman

Sandy Speck\*

Matt Yeatman

\* new to board in 2018

### HBACV BUILD-PAC:

Chris Mowry, trustee

### HBACV Legislative:

Chris Hargis, HBACV rep

### NAHB National Director:

Jeff Wieczorek

### HBACV Executive

### Officer:

Bob Morgan

### CONTACT THE HBACV:

Office: (434) 385-6018

Cell: (434) 841-7588

Email: [Bob@hbacv.org](mailto:Bob@hbacv.org)



## We have a role as watchdogs, community servants and teachers

The HBACV will continue in 2018 its work on behalf of the construction industry in Central Virginia. Three areas worthy of our attention are ongoing legislative efforts, continuing community giving and promoting and encouraging professional development in the construction industry here in Central Virginia.



**Jeff Wieczorek**

Executive director Bob Morgan contacted every local legislator on behalf of the HBACV both before and during the current General Assembly session. The mission was to make sure our representatives were aware of the issues important to our association members. Thus far in Richmond home builders have "won" on most of the 147 bills the HBAV is tracking. Positive outcomes include curtailing new efforts to mandate sprinkler systems in new residential dwellings and killing an effort that would have prohibited a builder from offering, as an option, the use of any affiliated mortgage lender or broker in the purchase transaction.

The HBACV and HBAV will continue to work through the current GA session to prevent onerous regulation and legislation that would make our industry less fluid and add to the cost of homeownership. Our new website also gives you contact information for local legislators.

Creating and maintaining a legacy of community service builds on association's belief that true success is measured in giving back. The HBACV donated nearly \$25,000 in charitable giving and scholarships in 2017. We will make it our goal to give more in 2018. To accomplish this we will need continued member support of our fund raising events such as Touch a Truck, the \$10,000 Raffle and the HBACV Scholarship Golf Tournament.

Our association will support career and technical education institutions and businesses and encourage America's youth to consider careers in the building trades. Ensuring a consistent, reliable influx of new, skilled workers is important in an industry that is continuing to grow in Central Virginia and throughout the state and nation. This year the HBACV will begin to explore avenues to provide both support and training.

## UPCOMING EVENTS

- **Feb. 16: New HBACV Website goes live. Log-in to see the changes.** ([www.hbacv.org](http://www.hbacv.org))
- **Feb. 20: Hammer Time - The 2017 Superlatives of the Year. Raffle and Membership drive kick-offs. Hosted at Craftsman Custom Home Builders. (EC meets at 3 pm; Board 4 pm; Hammer Time 5 pm)**
- **Mar. 5: NAHB webinar for local builder members on how tax code changes affect your business. 1 pm to 2 pm. Go to NAHB.org to register.**
- **Mar. 20: Hammer Time - program. Spring Membership drive and Raffle Push. Hosted at Ferguson Enterprises) (EC meets at 3 pm; Board 4 pm; Hammer Time 5 pm)**
- **March Education Seminar: site, date and builder/trade program to be determined.**
- **April 17: Hammer Time - Hosted at Assurance Financial. Program to be determined. (EC meets at 3 pm; Board 4 pm; Hammer Time 5 pm)**
- **April 27: Spring \$10,000 Raffle Event at Glass House. Food, drinks and chances to win \$5,000 or more. Cash prizes of \$1,000, \$1,500, \$2,500 and \$5,000. Ask a member how to purchase and ticket.**

# HBACV's Timberlake Property Sale Complete

On December 29 the sale of the Home Builders Association of Central Virginia building on Timberlake Road to Central Technology Solutions was completed.

The HBACV has been in this location for 12 years, moving here following the sale of the Greenstone Property on US 221 in 2005.

The HBACV will remain in its current location as a tenant with an open-ended, month-to-month lease. Travel Bugs/Connoisseur Travel will remain in its location. Its lease expires in 2019. Division One was given notice and moved out Feb. 1. Central Technology Solutions will move into the front/top level suites following the buildout changes on that floor.

**The HBACV needs storage space. If you are a member who can donate about a 10 x 10 space please contact EO Bob Morgan ASAP.**

Renovations to the building are expected to continue into April. (As I write this article a jackhammer is pounding just outside the executive officer's office window as the concrete steps are being removed. So fun.)

The renovations also mean the HBACV has lost its storage room in the building. We are hoping a member will volunteer about a 10 x 10 space in a warehouse to allow us to store limited-use items like tent(s), Parade of Homes signs, Touch a Truck signs and materials, coolers and other archival materials. If you are a member with space available please contact EO Bob Morgan. We need to move these items by March 1.



### Renovations will continue into the spring

The association opted to "owner-finance" the sale, allowing us to receive all principle and interest paid. Over the course of the mortgage (20 years) this will allow the association to derive more than full assessed/market value in payment for the building.

At the January Board of Directors meeting, HBACV president Jeff Wieczorek presented an option that the association consider placing the cash sale funds in an investment account and that the monthly mortgage payment be divided into principle and interest with the interest showing as income. The board agreed in principle with this approach and that payments received would be further retained as investment assets. It was also recommended that the finance committee determine best investment account options; then all subsequent monthly "mortgage" payments be accounted for as principle to investment accounts and interest to operating income accounts.

## Committee Wants Strong Event and Ticket Sales Support

The HBACV Annual \$10,000 Raffle, our major fundraiser for the College Scholarship Fund, kicks off this month. The event will be held on Friday, April 27 and the committee has set a goal of selling out all 250 tickets - something that hasn't been done in recent years.

This popular event will again be at the Glass House in downtown Lynchburg and features great food catered by SuzyQ and two open bars. The event begins at 6 pm and each \$125 raffle ticket admits two adults.

The cash prizes - a chance to win part of \$10,000 - is the main draw. This year we will be awarding four cash prizes: the 247th ticket drawn wins \$1,000; the 248th ticket drawn wins \$1,500; the 249th ticket drawn wins \$2,500 and the 250th ticket wins the \$5,000 Grand Prize. Nine additional "non-cash" prizes will also be awarded.

Tickets go on sale Feb. 20 but can be reserved in advance. If every member commits to selling at least two tickets a sellout is assured. More details about this and member participation will be announced at the Feb. 20 Hammer Time.

We are also off to a solid start in sponsorships for the event. A change in format now allows for four sponsors and three members have already stepped up. Atlantic Bay Mortgage, and its manager

Tammy Mikkelson who is also an HBACV Board Member, has secured the event "name" sponsor. All event materials will say "The HBACV \$10,000 Fundraiser Presented by Atlantic Bay Mortgage."

The support doesn't stop there. Assurance Financial, led by

Sandy Speck also an HBACV board member, is the beverage sponsor. Select Bank, led its senior vice president Mike Forren who is also an HBACV board member, is again the ticket sponsor. The committee is still seeking a food sponsor.

For more information or to reserve tickets email at [bob@hbacv.org](mailto:bob@hbacv.org) or call (434) 841-7588.



The HBACV Scholarship Fundraiser  
**\$10,000 Raffle**  
Presented by Atlantic Bay Mortgage  
Other sponsors include Assurance Financial and Select Bank

Gala event & Drawing Friday April 27, 2018

Heavy Hors D'oeuvres & beverages @ 6 pm | Raffle begins @ 6:30 pm  
**The GLASS HOUSE**  
1019 Jefferson Street | Lynchburg, VA 24502

247th ticket drawn wins \$1,000  
248th ticket drawn wins \$1,500  
249th ticket drawn wins \$2,500  
250th ticket wins the **\$5,000 Grand Prize**

This event supports the  
Home Builders Association of Central Virginia College Scholarship Fund  
which provides annual grants to four local students.

For tickets, email [bob@hbacv.org](mailto:bob@hbacv.org)  
or call (434) 841-7588.



## Thanks ABC Supply & Ferguson

### Newsletter and Website Marketing Sponsorships

The HBACV encourages members to market services and products to members and other in the industry through advertising options available in the Builder Newsletter and the HBACV website.

The first members to become marketing sponsors are ABC Supply and Ferguson Enterprises. Make sure you thank Chuck Morgan and his team at ABC supply and Larry Lineberry and his team at Ferguson.

This tremendous support allows HBACV to provide additional educational opportunities, improved business networking events, advocacy for members and a greater positive and philanthropic impact in the community. (See the story on page 12 for additional information on how to advertise through the HBACV.)

### HBAV Sets Annual Conference for June in Florida - Registration Now Open

Join fellow members of the Home Builders Association of Virginia for the 2018 HBAV Annual Conference. The meeting will be held June 21-24, 2018 at LaPlaya Beach and Golf Resort in Naples, Florida. If you're looking for business development and networking opportunities with leaders in the home building industry from across Virginia, this is a can't miss event. [Click here for information.](#)

### Virginia Housing Economic Impact Report Available on HBAV Website

The housing industry in Virginia supports more than 314,000 jobs paying more than \$14 billion in annual wages, salaries and benefits making it one the largest contributors to the Virginia economy. The housing industry is the sixth largest private sector industry and provides nearly 10 percent of Virginia's jobs, including agricultural and government employment. See the full report on the HBAV website. [Click to read the full economic report!](#)



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# Start Here to Create a Member to Member Contact List

Cold calls really aren't fun. Warm calls are a little better. Member-To-Member calls are hot. Use the built-in networking that comes with your association membership by utilizing the tools available through the HBACV.

In this issue we are listing current "most-active" members which will allow you to

begin building a data base of contacts for immediate and future outreach. Use the following link to go directly to the member to member directory information on the newly updated HBACV website:


[www.hbacv.org/business-directory](http://www.hbacv.org/business-directory)

84 Lumber  
A & L Electrical  
ABC Supply  
AmeriGas  
AnnieMac Mortgage  
Aquabarrier Waterproofing  
Assurance Financial  
Atlantic Bay Mortgage Group  
BB&T  
Boxley Block, Brick and Hardscape  
Bug Man Exterminating  
Builders FirstSource  
Carpetland USA Lynchburg  
Central Virginia Construction  
Central Technology Solutions  
Century 21 All Service  
Columbia Gas of Virginia  
Coulson Builders  
Craftsman Custom Homes  
CS Custom Structures, Inc  
D. S. Zechini Construction, Inc.  
Davenport Energy Inc  
David James Homes  
Davis Heating and Cooling  
Dawson Ford Garbee & Co  
Discount Portable Restrooms  
Dodson Bros. Exterminating Co.  
English's Complete Home Center  
F & S Building Innovations, Inc.  
Ferguson Enterprises  
Finly Corporation  
Frank Good Builders

First Bank and Trust  
First National Bank  
Foster Fuels, Inc.  
Foxcrest Developers  
Gaylor Construction, Inc.  
Gordon T. Cudd Construction, Inc.  
Hajoca Plumming Supplies  
Hamco Door Systems, Inc.  
Hawkins-Graves, Inc.  
HBAV Insurance & Benefits Group  
J.C. Laughlin Builder  
JCL. Inc.  
Jack Dean Insurance  
LG Flint General Contractors  
Lighthouse Properties  
Lilly Construction  
Lloyd Concrete  
Long Meadows Inc.  
Lowe's of Lynchburg  
Lowe's of Madison Heights  
Lowe's of Bedford  
Lynchburg Garage Door  
Lynchburg Ready Mix Concrete  
Maddox Air & Electrical  
Maddox and Son Construction  
Member One Federal Credit Union  
MidState Insurance  
Morcom Building, Inc.  
Nelligan Insulation, Inc.  
The News & Advance  
K Guard/One Stop Home Improvement Shop

Pella Window & Door Co.  
Perry & Mays Insurance  
Piedmont Floors  
Pinnacle Cabinetry and Design  
R. Moorefield Construction  
Rempfer Construction  
Rhino Foundations  
RM Gantt Construction  
Rockfab  
Sears Commercial Sales  
Select Bank  
Sellari Enterprises/Cottage Hill  
Sentry Exteriors, Inc  
Skinner Construction Co.  
Southern Air  
Spectrum Stone Designs  
Taylor Brothers Inc.  
The Floor Show  
Toler Insulation  
Tiger Fuels  
Union First Market Bank  
VC Design & Build, Inc.  
Verizon Wireless  
Vinyl Porch and Rail Company  
Wall Construction LLC  
Waste Solutions, Inc  
Watts Petroleum  
Wellington Builders, inc.  
Window & Door Design Gallery  
Wooldridge Heating & Electric  
Yates Homes





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## BEST. DECISION. EVER.

When it comes to your dream home – making sure it is perfect means tons of tough decisions. Let our knowledgeable product experts relieve the stress and restore the fun while introducing you and your design team to our extensive collection of products from the most sought after brands. Request your appointment today at [fergusonshowrooms.com](http://fergusonshowrooms.com)

**FERGUSON**  
*Bath, Kitchen & Lighting Gallery*

FOREST

[FERGUSONSHOWROOMS.COM](http://FERGUSONSHOWROOMS.COM)

**Deadline to apply is April 17**

## **HBACV Seeking Scholarship Applications**

The HBACV annually provides four college scholarship grants and is reminding members that the deadline to apply is fast approaching - April 17.

The parents of eligible children that are interested in participating in the competition can get an application online at [www.hbacv.org](http://www.hbacv.org) or by contacting the HBACV office.

To qualify, the student must:

- **be the child or grandchild (by blood, marriage, or adoption) of an owner or employee of a company that is a current member in good standing of the Home Builders Association of Central Virginia.**
- **be a high school senior OR undergraduate college student.**

The application deadline for the 2018 Scholarship is April 17th. Applications must be received in the HBACV office via mail or e-mail no later than 5:30 pm on April 17. The application is available online at [www.hbacv.org](http://www.hbacv.org) and at the HBACV office at 20334 Timberlake Road, Ste 3.

Contact EO Bob Morgan for additional information.

## **Spring Membership Drive Kicks Off In March**

Active and growing membership is paramount to the success of a local HBA and the Homes Builders Association of Central Virginia is making this a priority in 2018. Our spring membership drive kicks off in March with a goal maintaining at least 85% retention of current members and increasing new members by 25% or more.

The HBACV membership committee will be asking each member to approach others in the building industry they work with to discuss the value of membership. In addition, new recruiting and membership-value materials are available to you from EO Bob Morgan. These materials can help in articulating the benefits of the association.

As an incentive the NAHB is offering triple spike credits for each builder and associate member you recruit through the year. See rules and details at [nahb.org/2016MembershipDrive](http://nahb.org/2016MembershipDrive).

Also, our association could win up to \$2,500. Hear more about this at the Feb. 20 Hammer Time event.

## **TAX WEBINAR FOR BUILDERS**

As you know, the landmark tax reform legislation that took effect Jan. 1 created significant changes in the tax code that will affect the housing industry and small business members.

To help HBACV member understand how these changes could impact your business, the NAHB is providing a members-only webinar, [\*\*Tax Reform and Your Bottom Line\*\*](#), at 1 p.m. EST on Monday, March 5.

The webinar will feature NAHB tax experts and outside tax counsel who will focus on the specific changes that will most directly impact builder members and small businesses, including the 20% pass-through deduction, limitations on the business interest deduction and new depreciation guidelines.

Members will have the opportunity to ask questions during the webinar.

[\*\*Register for the March 5 webinar at   
nahb.org/taxwebinar.\*\*](#)  
(contact EO Bob Morgan if you need a log-in)

As the implementation of the law begins, you can learn more about the new tax law, and NAHB's influence during the legislative process, at [\*\*nahb.org/taxreform.\*\*](http://nahb.org/taxreform)

## Putting a Dollar Value on NAHB Advocacy

NAHB economists have put a dollar value on selected member benefits and advocacy victories achieved in 2017. Add up the dollar value of NAHB services and advocacy victories and you get an average of **\$7,500 per housing start** for a typical home builder.

That figure demonstrates how much value NAHB delivers for members. Just a few of the advocacy victories achieved in 2017 that contribute to that number include:

- \$1,600 Suspension of OSHA Beryllium Rule
- \$1,200 Reductions in Builder Taxes
- \$700 Protection of Builder Interest Deduction
- \$700 Elimination of Flawed Duct Proposal
- \$1,000 Preservation of Options in Building Codes

These numbers represent the value per housing start a typical builder will see in 2018 as a result of key NAHB advocacy victories achieved in 2017. Some members will experience more of these benefits than others.

## Capital One Spark Business Credit Card Is Latest NAHB Member Benefit

NAHB and Capital One in January launched the Capital One Spark Business Credit Card for NAHB members, EOs and HBA staff.

The Spark business card offers NAHB members unlimited 2% cash back on all purchases: There is no cap, 0% interest for the first six months and no annual fee.

With 2% cash back on all purchases, NAHB members can put hundreds and even thousands of dollars each year back into their businesses.

Members can also add their employees at no additional cost to earn unlimited 2% cash back for purchases made on their cards, too.

Read about additional benefits and sign up at the NAHB members-only [Capital One Spark Business](#) page. To learn more about this and other Member Advantage programs, visit [nahb.org/ma](http://nahb.org/ma). For additional information, contact [Sarah Swango](#), director of NAHB affinity programs.

## MEMBER EVENTS

• **Feb. 15:** First National Bank will hold an open house of its new corporate headquarters building located on Oddfellows Road in Lynchburg from 11 am until 2 pm. The building is located at 3401 Odd Fellows Road Lynchburg VA 24501

• **Feb. 24:** Member One Federal Credit Union will host a "First Time Home Buyer" seminar at its Lakeside Crossing Retail Center from 1:30 pm until 2:30 pm. Topics include:

- Determine your budget
- Understand loan options
- Know the minimum requirements for buying

The event is free but participants must RSVP by Feb. 19 to attend. The branch is located at 3901 Old Forest Road, Suite 106, Lynchburg, VA 24501.

• **Feb. 28:** The Lynchburg Regional Business Alliance will hold its annual meeting at its new headquarters at 300 Lucado Place at 7:30 am. Two of the primary sponsors are HBACV members Union Bank & Trust and First National Bank. For ticket information contact the Alliance at 845-5966.

The HBACV is a member of the Lynchburg Regional Business Alliance.



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Are you an expert contractor in Central Virginia? [Become a Member](#)

OUR MEMBERS ARE MAKING HOME IMPROVEMENT EASY!

Sometimes finding the right home improvement contractor can be time consuming and frustrating. The Home Builders Association of Central Virginia wants to take the stress out of home improvement. You can find **trusted** professionals for all your needs in our directory of local **qualified** businesses that can turn your dream into reality.

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Finances & Banking	Heating & Air	Garage Doors
Real Estate & Insurance	Drywall & Insulation	Landscaping
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Kitchens, Bath & Design	Decks & Porches	Equipment Rental & Service
Bathrooms	Siding, Windows, & Doors	Pest Control

WHAT OUR MEMBERS SAY...

"Being a custom home builder, we joined the association more than 20 years ago because you cannot find a more dedicated group of people in the greater-Charlotte area that is truly the focus of home building, home improvement and home ownership. These were the home, close and personal associations local homeowners. Because of others by being there in light for the home building industry when the government eliminated to jobs here and regulations that would impact the cost of construction."

**Berry Morrison**  
Member

WHY JOIN THE HBACV?

As a member, your fellow members would include some of the most powerful, successful, and influential business people in Central Virginia. It is our sincere belief that you will find participating in this association not only promotes the health of the local building industry but also greatly benefits your business. There are many benefits to membership here are a few:

<b>CREDIBILITY BY ASSOCIATION</b> You will be provided with an HBACV emblem for your business, conveying credibility and prestige.	<b>WEBSITE ADVERTISING</b> Your company will be listed in our online directory of members.	<b>ADDITIONAL HOME BUILDERS MEMBERSHIPS</b> Membership in the State (HBAA) and National Builder's Association (NABH).
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Interested In Attending An Upcoming Event? [View Calendar](#)



Shop Contractors | Become A Member | Email | 434-385-6018

  
**HOME BUILDERS ASSOCIATION OF CENTRAL VIRGINIA**

20334 Timberlake Road, Suite 3 Lynchburg, VA 24502 | Office: 434-385-6018 | E-mail: [bo@hbacv.org](mailto:bo@hbacv.org)

The Home Builders Association of Central Virginia (HBACV) is a non-profit, professional trade association chartered in 1956 to bring together the builder/developer with trade industries, businesses and professions with shared interest and goals in the building industry.

WWW.HBACV.ORG

## New HBACV Web Site Goes Live Friday, February 16

The HBACV launches the new website Friday, Feb. 16. This site will allow your association to better communicate with members and the public. It also serves as our front door to people not yet familiar with our great organization.

In the world of electronic media, websites are now the single most important tool to find information quickly and accurately. We've updated the site with a sharp new look and feel. It is more robust and user-friendly. We will continue to add and update content and we look forward to suggestions from members.

We've also revamped our navigation to make it more intuitive for users to get what they want within a few clicks. An example is the new pop-up directory feature. It should be easier than ever to find members and their services.

The web site also has improved graphics and interfaces which makes it seamless on desktops, tablets and phones. It also better connects to our Facebook page and member Internet sites. The website (along with our newsletter) offer members opportunities to market themselves through targeted advertising. We also want to thank our first two website sponsor/advertisers - ABC Supply and Ferguson Enterprises. We look forward to having additional members utilize the website as an avenue to get their message about products and services in front of the local building industry and consumers.

### Some New Sections Include:

Consumer Information  
On-line Application Form  
Improved Directory  
Consumer Information  
Building Permit Data

Expanded Member Benefits info  
Code Ethics / Our Mission  
Expanded Events Info  
HBACV Makes A Difference  
Legislative Affairs

## HBAV Hosting Networking House Party April 20

The Home Builder of Virginia will be hosting a house party. Join friends, colleagues and customers at HBAV's Stewart-Lee House. Enjoy a 3-hour open bar, heavy hors d'oeuvres and music. This is your chance to rub elbows with building industry leaders from around the state in a relaxed and fun environment. The cost is \$80 per ticket and must be purchased in advance.

**Friday, April 20**

(6:00 - 9:00 pm)

**Tickets: \$80**

**At HBAV Office:  
Stewart-Lee House**  
(707 E. Franklin St.  
Richmond, 23219)

# Get your message in front of hundreds and also support the HBACV

## How?

### Advertise in The Builder

**The Builder** is the official publication of the Home Builders Association of Central Virginia and is delivered monthly to current and past members of the association as well as targeted non-members. The newsletter is delivered via email, web and social media placement and as a print product upon request. This allows you to get your message consistently before the most influential decision-making professionals in the building, remodeling and housing industry in Central Virginia.

**The Builder** is produced monthly and includes 8 to 16 pages per issue.

**The Builder's** introductory rates provide prices significantly lower than any other marketing avenue available to you in the greater Lynchburg area.

## Get a great deal

**Newsletter Sponsorship** - two available. This provides a full-page ad in each issue and banner mention on the front page. Cost is \$1,250 a year.

Sponsors also receives a monthly post on the HBACV Facebook Page.

**Newsletter ads** (sizes and rates).

- **Full Page** - \$125 per issue. (8 x 10.5 inches)
- **Half Page** - \$75 per issue. (4 x 10.5 inches or 8 x 5.25 inches)
- **Quarter Page** - \$50 per issue. (4 x 5.25 or 2.5 x 10.5 inches)
- **Eighth of a Page** - \$25 per issue (2.5 x 2.5 inches)

All ads are discounted 10% when purchasing three months or more in a single buy.

## The Small Print

Ads need to be provided to the HBACV in a digital format (300 dpi) in either PDF or JPEG format. Ads can be color or black and white. Ad deadline is the the first day of each month. (Example: An ad in the Feb. 12th newsletter is due no later than Feb. 1). Ads that are an

## MEMBER NEWS

■ **Rhino Foundations** has joined the HBACV. While it is a new company its principals are not new to the HBACV. Bob and Shauna Parson were active in the HBACV in the past when heading up Evergreen Basement which they sold to JES Foundations.

Rhino's focus is concrete from excavation to backfill and offers services for footings, foundations, walls, floors and finishing.

Its foundation package service allows clients to focus on other aspects of the project while Rhino gets the build started from the ground up. Rhino also handles the inspections and logistics of the foundation.

■ **Wooldridge Heating, Air and Electric** has renewed its membership after a two-year absence. The company is highlighting its new whole house generator line which can automatically supply power to a home's circuit breaker box during an outage and shuts off when power is restored. This emergency solution operates on natural gas or liquid propane. Melvin Turner heads up this division.

■ **Toler Insulation** has renewed after a two-year absence. It offers a full array of insulation services and products for residential and commercial building and remodeling. Toler also has a line of closet and shelving solutions, shower enclosures and air barrier products and services.

# Paths and Ponds Replacing Pools and Club Houses

When it comes to building new communities, the traditional pool and clubhouse will no longer suffice if you want to stand out from your competitors.

This was one of the key messages delivered at an educational seminar on new amenities for lifestyle buyers during the Builders' Show in Orlando in January.

"Great community amenities equip people with what they need and empower them to act," said Teri Slavik-Tsuyuki, the founder and principal of [tst ink llc](#). in Encinitas, Calif. "Find a way to give buyers memories and create a point of view."

Echoing that theme, Thomas Kopf of [DTJ Design, Inc.](#) based in Boulder Colo., said that builders should design communities that "create the opportunity for experiences." He emphasized several key themes:

- **Nature.** Consumers are interested in communities that offer trails, ponds and walking paths.
- **Social.** Small cafés within a community center, outdoor fireplaces, fire pits and community gardens provide people a sense of pride in where they live and a place to gather year-round.
- **Unique.** Knopf cited unique entry features to the community such as a wall designed to look like the remnant of a building that used to exist on the site to provide people places to stop and look at the view. Other suggestions: make a culvert look like a bridge, or leave bicycle pumps and tools in designated areas along trails to encourage people to stop and congregate.



**Parasol Park at Great Park Neighborhoods, Irvine, Calif.** Photography by Damian Tsutsumida.

Anthony Faranda Dietrich of [Charter Homes & Neighborhoods](#) based in Lancaster, Pa., said his firm builds communities that "connect people to each other."

"We're all about the experience, bringing people into open space and providing a neighborhood experience."

Charter Homes & Neighborhoods has developed communities where stormwater facilities are designed as a pond. "We landscape the area heavily and turn the homes so that they face water, adding value to the community," Dietrich said.

Other unique design features include a pocket park consisting of a half-acre of longitudinal green space and a "terra park" that contains climbing walls and a sledding hill. In one community, every year there is a Christmas tree lighting ceremony that brings the residents together.

"We believe what people value is connectivity, and we've created the great American neighborhood," Dietrich said.



# Market for 55+ continues to improve into 2018

Builder confidence in the single-family 55+ housing market remained strong throughout 2017 with a reading of 71, up 12 points in the fourth quarter, according to the National Association of Home Builders' (NAHB) 55+ Housing Market Index (HMI). This is the highest reading since the inception of the index in 2008.

"Builders and developers in the 55+ housing market are reporting strong demand across the country," said Chuck Ellison, chairman of NAHB's 55+ Housing Industry Council and Vice President-Land of Miller & Smith in McLean, Va. "However, regulations in some parts of the country can make it challenging to meet the demand."

There are separate 55+ HMIs for two segments of the 55+ housing market: single-family homes and multifamily

condominiums. Each 55+ HMI measures builder sentiment based on a survey that asks if current sales, prospective buyer traffic and anticipated six-month sales for that market are good, fair or poor (high, average or low for traffic).

All three index components of the 55+ single-family HMI posted increases in the fourth quarter: Present sales posted a record high, increasing 14 points to 79, while expected sales for the next six months jumped 10 points to 73 and traffic of prospective buyers rose seven points to 51.

"The strong performance of the 55+ HMI at the end of 2017 is consistent with recent increases in broader measures of the housing market," said NAHB Chief Economist Robert Dietz. He said that indications are for this to continue in 2018.



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