

The Builder



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

February 2019

General Assembly Session Update

Last week marked the mid-point in the 2019 General Assembly session and one of the most critical deadlines for the General Assembly has now come gone - Crossover. For those who may not know, this is the point whereby Senate bills are sent to the House of Delegates, and vice-versa. Technically this means bills not taken up by in committees in both chambers are now considered "dead."

So moving forward only the "critical" bills (out of 2,500-plus introduced) remain. Of the remaining 400-plus pieces of legislation, the HBAV is tracking 149 bills that have a direct or indirect impact on the Commonwealth's residential land development and construction industry. In the last 30 days, HBAV has worked on very important legislation on the following topics: Proffers, Impact Fees, Building Permit Applications, Building Permit Fees, Tree Ordinance, Sidewalks, Stormwater, Cluster Zoning, Affordable Housing, and Workforce Development.

As we continue to see both the House and Senate approve bills, the HBAV team will be diligent in advocating for pro-construction and friendly policies.

[Click Here to for the complete HBAV General Assembly Update.](#)

INSIDE

\$10,000 RAFFLE: April event shifting to a new location - page 4

A TOP NON-PROFIT - HBACV nominated for Bedford Area Chamber award - page 3

GREEN BUILDING - This is becoming the standard for new dwellings - page 6

IMPACT FEES - NAHB is monitoring how these are used - page 7

MEMBERSHIP IS UP - Recruiting drive for 2019 has begun - page 9

NEXT HAMMER TIME
February event is the
19th at The Floor
Show/Carpet One

Treasury Releases Pass-Through Rules

The Treasury Department has released final regulations for the 20% [pass-through entity](#) deduction under the Tax Cuts and Jobs Act of 2017.

The final regulations concern the deduction for qualified business income under Section 199A of the Internal Revenue Code. The regulations will affect individuals, partnerships, S corporations, trusts, and estates engaged in domestic trades or businesses.

The deduction is generally available with few limitations to small business owners with income below \$315,000 for married couples filing jointly and \$157,500 for single filers without limitations. Additional rules and limitations apply to higher-income earners.

IRS Waiving Penalties for Most Quarterly Filers

The IRS has announced that it is [waiving the tax penalty](#) for many home builders and other small businesses that pay estimated quarterly taxes but whose 2018 federal income tax withholding and/or estimated tax payments fell short of their total tax liability for the year.

The IRS said in a press statement that it is “generally waiving the penalty for any taxpayer who paid at least 85% of their total tax liability during the year through federal income withholding, quarterly estimated tax payments or a combination of the two. The usual percentage threshold is 90% to avoid a penalty.”

New Households Outpace New Homes

New households are being formed faster than new single-family and multifamily homes are coming on line to accommodate them, according to [a recent study](#) by NAHB Economist Paul Emrath.

Data from the Census Bureau’s Housing Vacancy Survey from 2014 through 2017 shows an average of about 1.15 million net household formations per year. Over the same time, an average of about 1.02 million single-family and multifamily homes were completed per year. That’s a shortfall of more than 500,000 homes over the four-year period.

OSHA Issues Final Reporting Rule

OSHA has issued a final rule eliminating a requirement that employers with 250 or more employees electronically submit information from certain OSHA forms.

These companies will no longer be required to [electronically submit](#) information on OSHA’s Log of Work-Related Injuries and Illnesses form and Injury and Illness Incident Report form. They are, however, still required to electronically submit information from the Summary of Work-Related Injuries and Illnesses form.

Portal Highlights Housing Data

NAHB’s [housing portal](#) is a website that delivers a wide range of housing and polling data specific to congressional districts and major metropolitan areas.

Produced in cooperation with the polling firm Morning Consult, this tool enables builders to demonstrate to policy makers the importance of the housing industry.

HBACV nominated for Chamber Award

The Home Builders Association of Central Virginia has been nominated for the Non-Profit Organization of the Year Award being given by the Bedford Area Chamber of Commerce. It is one of six awards presented annually.

Foster Fuels nominated the HBACV for its community commitment to local children's charities and specifically for its involvement in the Bedford-based annual Touch A Truck event. It is held at Sims Farm Exhibition site in Forest. That event has raised more than \$75,000 in the past five years for local children's charities, including nearly \$20,000 for Forest-based Brookhill Farm. Other Bedford-serving charities ito benefit are CASA, Forest Volunteer Fire Department and Challenged Sports Exchange. The nomination also cited the HBACV's annual college scholarship program, which has awarded more than \$40,000 since its inception in the 1990s.

The HBACV shares 51 companies among its membership with the Bedford Area Chamber of Commerce's membership.

The Bedford Area Chamber of Commerce's Excellence in Business Awards were created to honor Bedford Area businesses for their innovation, to celebrate their vision and publicly appreciate their contributions to the quality of life in the community. The winner will be announced and the awards will be presented



Touch A Truck allows children to climb on, ride and engage in a hands-on manner with more than 85 vehicles.

during the Chamber's Annual Business Dinner & 80th Anniversary Celebration on March 28, 2019 at The Boonsboro Country Club.

The Non-Profit Organization of the Year Award is for businesses which displays a commitment to good and ethical business practices, and provides outstanding programs/services that directly impact the Bedford community. The other awards include Small Business of the Year, Large Business of the Year, Agri-Business of the Year, Citizen of the Year and Lifetime Achievement.

Floor Show/Carpet One hosting February Hammer Time on the 19th

The February Hammer Time meeting will be next week, Tuesday (Feb.19) from 5 pm to 7 pm and is being hosted by The Floor Show/Carpet One at its new location at the corner of Timberlake Road and Greenview Drive. Plenty of networking, food and beverages. We will also present the Builder, Associate and New Member of Year awards.

HBACV \$10,000 Raffle - Tickets go on sale in late February

Raffle Event Moving to Academy Theatre Location This Year

The Home Builders Association of Central Annual \$10,000 Raffle, our major fund raiser for the College Scholarship Fund, is moving to a new location. The event will be held at the Academy Center for the Arts Warehouse Theatre Space. This will be twice the size of the previous venue.

The event is Friday, April 26. This location provides better amenities, close-by parking and remains close to other downtown eateries.

The event is again expected to sell out with only 250 tickets available. Each ticket admits two adults and is your "chance" to win one of four cash prizes totaling \$10,000.

Sponsorship opportunities are also available for this popular event.

Tickets will be available from HBACV Board of Directors members, raffle committee members or the HBACV office.

This popular event again features great food catered by SuzyQ and two open bars. The event begins at 6 pm and continues until the grand prize ticket is drawn. There will also be a DJ and great music.

The cash prizes - a chance to win part of \$10,000 - is the main draw. This year we will be awarding four main 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 "cash" prizes will also be awarded.

For information or to reserve a sponsorship contact bob@hbacv.org or call (434) 841-7588.



The HBACV Scholarship Fundraiser **\$10,000 Raffle**

Heavy Hors D'oeuvres & beverages @ 6 pm | Raffle begins @ 6:30 pm

The Academy Center of the Arts

Joy & Lynch Christian Warehouse Theatre | 519 Commerce Street | Lynchburg, VA 24504

Tickets: \$125
(admits two adults)

Nine Other
Cash Prizes
Also Awarded

For tickets, email
bob@hbacv.org
or call 841-7588.

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**

Gala event Friday, April 26

This event supports the HBACV College Scholarship Fund which provides annual grants to four local students.

Builder/Contractor Member of the Month



Jay Coulson



Jay Coulson is the owner of Coulson Builders who has been building quality homes, multi-family homes and commercial projects in Central Virginia since 1996. His firm is based in Forest. "Our goal is to not only provide you with the home of your dreams, but also to insure that your home building experience is a positive one. Client satisfaction is our #1 priority," he said "Buying or building a new home may seem to be a daunting task, but Coulson Builders, will assist you in every aspect – from the concept to completion." Coulson carries a A+ Better

Business Bureau rating. **The details:** Coulson Builders has been an active HBACV member since 2005.

Contact: (434) 258-2832

Website: <http://www.coulsonbuilders.com>

Address: 1546 Hawkins Mill Rd, Lynchburg, Virginia 24502



Associate Member of the Month

Steve Daugherty

Steve Daugherty is the new-construction rep for Bug Man Exterminating which has been servicing the Lynchburg area for more than 10 years. Services include Termite treatments, Pest Control, Crawlspace improvements and new construction termite preventative treatments (a requirement of lenders and mortgage companies on most new-built structures). Bug Man's Owner & President is Chris Nininger who started the Roanoke-based firm in 1994. Steve has been with the firm since 1997.

The details: Bug Man has been an active member since 2011.

Contact: 888-345-2847;

Website: <https://www.bugmanext.com>

Address: 1918 Orange Ave NE, Roanoke, VA 24012

2019 HBACV LEADERSHIP

Executive Committee:

Brent Lilly - President
Joe Hepler - 1st VP
Jim Minear - Sec/Trea
Chris Hargis - Assoc. VP
Jeff Wieczorek - Past Pres.

Board of Directors

Gordon Cudd
Allen Dukes
Mike Forren
Matt Holley
Robert O'Brian
Barry Layne
Steve Mays
Tammy Mikkelson
Terry Morcom
Rosalie Richman
Sandy Speck
Matt Yeatman

HBAV BUILD-PAC:

Chris Hargis, trustee

HBAV Legislative:

Chris Hargis, HBACV rep

HBAV Associates:

Rosalie Richman, 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

Green Building Becoming the Standard for New Homes

Homes are increasingly being designed, constructed and operated toward the greener end of the construction continuum. And many of the design features associated with green building carry direct consumer benefits, such as greater comfort, lower utility bills, reduced maintenance and increased value.

Research by NAHB and others shows that many home buyers are interested in green.

NAHB's report, [Housing Preferences of the Boomer Generation](#): How They Compare to Other Home Buyers, asked home buyers across four generations — millennials, Gen

Xers, baby boomers, and seniors — what features they consider essential/desirable in a new home. Energy-efficient strategies, including ENERGY STAR appliances and windows and above-code insulation, made the most-wanted list and would positively influence the purchase decision of 80% or more of all home buyers.

NAHB's 2017 [Green Practices Survey](#), conducted to gather information on high-performance building practices used in 2016, showed that resource efficiency, site choice and lot design were the most challenging aspects of residential green building.

Recruit the Next Generation

The start of a new year is a great opportunity to remind your local community about the rewarding careers available in residential construction.

The [Careers in the Construction Trades](#) section on [nahb.org](#) provides detailed information on six popular home building trades: carpentry, electrical, HVACR, masonry, painting and plumbing.

The resources provide trade-specific salary information and videos that the user can share to showcase the different career paths available in the residential construction industry.

NAHB also continues to update its members-only [Skilled Workforce Development Resources](#) to help you recruit skilled labor and spread the word about the valuable careers available in residential construction.

Construction Defect Win in Nevada

NAHB's Legal Action Fund scored another victory recently when a case it supported in Nevada, *Donnelly v. Anthony & Sylvan Pools*, resulted in a win for the building community.

The Nevada HBA, Southern Nevada HBA, and the Builders Association of Northern Nevada received a \$10,000 grant from NAHB's Legal Action Fund to file an amicus brief in support of a subcontractor who was sued by a non-home owner for injuries he sustained after diving into an in-ground backyard swimming pool.

The case represents the first substantive challenge to Nevada's construction defect reform law, which establishes a six-year period of repose for [construction defect](#) claims, including claims that result in personal injury. A statute of repose sets the outer limit on when a lawsuit may be filed.

How Are Your Impact Fees Being Used?

Local governments sometimes [use impact fees](#) to pay for things unrelated to the fee's intended purpose. Over the last 30 years, the



Development Planning & Financing Group Inc. (DPFG) has been working with NAHB, state and local HBAs and various home building companies in reviewing, critiquing, and determining the overall fairness and equity of the impact fees proposed by associated jurisdictions.

During the past seven years, DPFG has conducted multiple in-depth audits of municipalities' fee programs and it as concluded greater transparency and oversight are needed related to the expenditure of fees.

Most jurisdictions attempt to utilize fees for the intended purposes. There does, however, appear to be an almost uniform disconnect between the departments that prepare the fee study (e.g., manager, public works and finance departments) and the departments and/or personnel that collect and expend impact fees (accounting and public works departments).

In states with no fee audit requirement, DPFG's audits have found the misuse of impact fees in four general areas:

- **Using fees to correct existing deficiencies.**
- **Using specific impact fees to fund non-authorized capital facilities.**
- **Using fees for the payment of non-capital assets.**
- **Using fees for the repair and maintenance of existing facilities.**

CALENDAR OF EVENTS

- **Feb. 19: Hammer Time** - HOSTED By THE FLOOR SHOW/CARPET ONE - 2018 Builder, Associate and New Member of Year awards. Raffle Kickoff. 5 pm - 7 pm.
- **February/March: CODE CHANGE SEMINAR.** Date and time to be announced. Session with local building officials on changes to State Uniform Building Code. At HBACV office, 20334 Timberlake Rd.
- **Wed. March 6: REBATES CLASS.** Session to show builders/remodelers how to get back \$\$\$\$ from HBAV Program Noon to 1 pm. At HBACV , 20334 Timberlake Rd.
- **March 14: Spring State HBAV Board and committee Meetings.** In Richmond, 9 am - 3 pm.
- **March 19: Hammer Time** - HOSTED by PINNACLE CABINETRY. 5 pm - 7 pm.
- **April 16: Hammer Time** - Membership Drive HOSTED by ASSURANCE FINANCIAL) 5 pm - 7 pm.
- **April 26: Spring \$10,000 Raffle** - At The Academy of Fine Arts. 6 pm - 10 pm. Four Cash Prizes. Food, Beverages and Fun! (Sponsorships available - tickets go on sale late February.)

Small Price Increases Can Exclude Millions

It takes only a small uptick in home prices and mortgage rates to price more than 1 million potential home buyers out of the market for a median-priced home.

For example, \$1,000 might sound insignificant when compared to the overall price of a new home. But that relatively small amount has a surprisingly big impact on affordability.

NAHB economists recently determined that for every \$1,000 increase in today's median U.S. home price, 127,560 American households are priced out and would no



longer be able to afford to buy the home. In other words, based on their incomes, 127,560 households would be able to qualify for a mortgage to purchase the home before the price increase, but not afterward.

More information, including priced out estimates for every state and over 300 metropolitan areas, and additional details about the methodology of the study, [is available here.](#)

Prime Building Lot For Sale



Get ready to build on this prime Campbell County 2.24 acre lot on scenic Austin Mill Rd. Near New London Village and London Downs Golf Course. Prime restricted land in small upscale subdivision. Level with gentle roll and great mountain views. Listing Price \$78,500. [Click here](#) for full listing info.

Interested? Contact Liz Dawson.

liz@lizrealtor.com or (434) 660-1309.

Fed's 'Patient' Approach Good for Housing

The Federal Reserve agreed in January to hold its top rate at 2.5%. The Fed also said it will "be patient as it determines" future adjustments. This is a decidedly more measured approach for the Fed relative to its commentary last fall. The revised approach reflects anchored inflation expectations and softness in some sectors—including housing.

This move is a positive for the housing industry. Rising mortgage interest rates during the second half of 2018 reduced the volume of existing home sales and slowed single-family home construction. Given these trends, it was surprising that single-family home sales had a strong month in November, during which new home sales increased 17% over the October number. Growth was primarily in lower-price tiers: Sales of new homes priced below \$300,000 were up 20% in November compared to one year prior. Conditions are expected to be positive in January due to lower interest rates.

Annual HBACV Scholarship Soon Accepting Applications

The HBACV annually provides four college scholarship grants and is reminding members the application process opens March 1. Parents of eligible children or grandchildren can get an application online or by contacting the HBACV office.

To qualify, the student must:

-- be a 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.

Applications must be received in the HBACV office via mail or e-mail no later than 5:30 pm on April 10. The application is available online at www.hbacv.org and at the HBACV office at 20334 Timberlake Road, Ste 3.

Contact EO Bob Morgan for additional information.

The Annual Membership Drive

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 2019. Our semi-annual membership drive (Jan. 1 - June 31) has begun with a goal of maintaining at least 80 percent retention of current members and increasing new members by 20 percent 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.

In 2018, the HBACV brought in 34 new builder, associate and affiliate members and surpassed its annual membership growth goal of 20 percent. The HBACV led its division for both the state spring and fall membership drives.

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/2019MembershipDrive.

Also, our association could win up to \$2,500 if it again leads the membership state competitions for 2019. Learn more about this at the Feb. 19 Hammer Time event.

Renewals & New Members

Thank You for your ongoing support of the Home Builders Association of Central Virginia

AmeriGas

Perimeter Roofing

Carpetland

Columbia Gas

Foster Fuels

Skinner Construction

84 Lumber

Designer Solutions

RM Gantt

Toler Insulating

LG Flint

Lynchburg Ready-Mix

HBACV Members Gets Discounted Booth Rates for April Home Show

The Central Virginia Business Coalition Home & Garden Showcase scheduled for April 6 is offering HBACV members discounted rates on booth and exhibition space. HBACV members pay just \$175 for a space at the outdoor show being held at Lynchburg City Stadium. Non-members pay \$300 per space. The day-long event is being held in conjunction with the Lynchburg Hillcats annual Fan

Fest event, which draws upwards of 1,800 patrons. The main sponsor for the event is HBACV member Wooldridge Heating Air & Electric. More information about the show is available from the Central Virginia Business Coalition, formerly known as the Retail Merchants Association. Contact Heather Alto at (434) 528-1732 or heather@lynchburgma.com.

Free Homebuilding Seminar by Craftsman and Bank of the James

HBACV Members Joe Hepler and Steve Ellis with Craftsman Custom Home Builders and Rich Edwards with Bank of the James Mortgage will host a free seminar for new-built home buyers on Tuesday, Feb. 26 from 7 pm until 9 pm at the Kirkley Hotel. (200 Candler's Mountain Road, Lynchburg, 24502)

The free seminar will cover questions related to finding a building site, finding the right builder and the financing involved. It also covers questions like: Should I build or buy?; Do you get more home with a ranch-style or two-story?; Can I use the value of my lot as a down payment?

While free, attendees are asked to RSVP by February 19. Doors open at 6:30 pm. RSVP by calling (434) 266-1070 or emailing jhepler@craftsmanhomebuilders.com.



US FLOORS
Manufacturer of Unique and Sustainable Floors



PIEDMONT
floors

LIVING
BEST
LYNCHBURG
2018

Gold Award
Winner for
Best Flooring
Company

**Tile, Carpet, Hardwood,
Refinishing Hardwood,
Area Rugs, & more.
Residential &
Commercial**

2011 Enterprise Drive
Forest, VA 24551
434.316.5985
PiedmontFloor.com

First HBACV Member Rebates Session March 6

Free Lunch & Learn Program on Builder Rebates

The first "Lunch and Learn" session on using the HBACV/HBAV Builder & Remodeler rebates program is set for Wednesday, March 6 at noon at the HBACV office.

Membership in the Home Builders Association of Central Virginia provides builders and remodelers with a chance to save and earn hundreds of dollars each year in rebates and discounts for products you are offer already using. This hand-on session will show members how to apply and receive these benefits. The process is simpler and easier than most builders believe.

The session would be for either builders or the office staff who handle billing. Attendees will see that the process takes less than 30 minutes per quarter.

Click here to see the [HBAV Member Rebate Program](#) which incorporates the products most builders and remodelers already use. The process is simple and each time you complete a home or remodel project, you'll be putting money back in your pocket. When you participate in the HBAV Member Rebate Program, every project you build can earn you rebate checks! Remember, both Builders AND Remodelers qualify for the HBAV Member Rebate Program.

A free Member Benefit of HBAV
www.HBAVrebates.com

HBAV VIRGINIA
MEMBER REBATE PROGRAM

WANT TO START GETTING MONEY FOR PRODUCTS YOU ALREADY USE?

If you use any of these 50+ participating manufacturers

Then it's **EASY** to participate!

- 1 Register
- 2 Submit a Rebate Claim
- 3 Receive a Rebate Check

The average rebate per Builder/Remodeler company who participated in 2016 was **\$1,206.93!**

Register & Claim:
866-849-8400
www.HBAVrebates.com
/MemberRebateProgram

Session includes a free lunch and "how-to handouts" which will allow you to immediately use these programs and apply to get your first quarter 2019 Rebate Check.

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 in the local building industry. 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: produced monthly and includes 12 to 16 pages per issue.

The Builder's 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 first day of each month. (Example: An ad in the Feb. 12th newsletter is due no later than Feb. 1). Ads that are an incorrect size will be adjusted to fit the purchased space. Advertising charge will be invoiced and payment must be made within 30 days.

NOTE: Get a 15% discount if you purchase ad/sponsorship in both the newsletter and the new HBACV website.

HBACV MEMBER NEWS

■ **Perimeter Roofing of Virginia** has joined the HBACV. Custom Relations manager Heather Knopp and Marketing Director John Mark Pantana will be the company's main participating members. Perimeter Roofing is a full services firm specializing in roofing, gutters, siding and windows and provides services through the HBACV membership area and beyond. Located at 4847 Fort Avenue, Lynchburg, VA 24502. Office phone is (434) 515-2868.

■ **Interested in Joining the HBACV?** Contact a member, or go to our web site www.hbacv.org or contact executive director Bob Morgan at 385-6018 or bob@hbacv.org.

■ **Perimeter Roofing** has added the Harvey Windows and Door line of products to its inventory. This line is manufactured in New England to withstand col weather.

■ **Sunburst Vinyl Supply** has added Fiberon's low maintenance decking, railing and cladding products through its **Diamond Hill Plywood** offerings.

Be prepared to make your business a success

New construction firms often underestimate what it takes to scale and succeed. In fact, reports show that only 47% are still operating after four years. One reason is being susceptible to upward and downward changes in the housing markets.

Here is what challenges the construction industry stability?

- 1. Lack of Capital:** You need the cash flow to cover daily expenses and fund projects as progress payments are obtained. Make a thorough estimate of cost centers. Don't dig into personal bank account to meet your company's financial requirements.
- 2. Lack of Planning:** Prepare for potential scenarios, regardless of how unlikely some might seem. Map out project details of each stage, anticipating future challenges. With a strategy in place, it's easier to plan the use of resources – time, financial, and workforce – and to reduce waste.
- 3. Premature Scaling:** Overnight growth sounds excellent. It's not. If you grow too quickly, you may overlook capabilities and take on projects and responsibilities requiring more resources than you have. You may find yourself delivering lower-quality services and completing projects with delays which damages your reputation. Make sure you have the staff to scale up.
- 4. Failing to Adapt:** Flexibility is key to surviving. Review plans regularly and compare it to market trends and changes. Note what works and what doesn't. Then adjust. Admit mistakes and learn from them.
- 5. Advertise:** Regardless of how good your products or services are, if prospects don't know about them, you will have little chance of effectively scaling. Focus on digital advertising, SEO, and content marketing. Design a website and update it regularly. Connect on social media. Build an online presence if you want your business to succeed in the digital age.
- 6. Follow the Competition:** Know what your competitors are doing and how they are doing it. Identify what they do right and what they do wrong.
- 7. Be Different:** Find and showcase the things that make you different. Determine a unique value proposition that addresses the needs, wants, and concerns of your target audience and let them know about it.

Not to late to volunteer and join an HBACV committee

In 2018 the HBACV will resume fielding full committees and task forces to organize and conduct events and programs.

Membership Development: To guide and coach ongoing membership initiatives.

Program/Events Committee: To develop the plans for event calendar and programs.

Finance: Provide direction and oversight to the financial activities of the association.

Nominating: Solicit and develop a slate of candidates annually for leadership roles in the association.

Parade of Homes Task Force: Develop strategy and tactics to plan and put on this event in October 2019.

Raffle: Plan and conduct annual \$10,000 spring fund-raising event set for April 26.

Scholarship: Evaluate applications and select scholarship winners.

Golf: Plan and conduct annual summer fund-raising/social event coming in August.

Touch A Truck: Plan and conduct annual fall fund-raising event coming on Sept. 14.

Christmas Gala: Plan and conduct annual winter gathering and installation of officers.

.....
We are still seeking members to participate on committees. Please contact Executive Officer Bob Morgan to learn how you can become a more active member.

Thank You To Our Winter Event, Newsletter and Website Supporters



Doing Business with a Member Creates a Stronger Association

The HBACV provides full contact information for all members to all other members through our [website](#) and through our office (385-6018). Building your HBACV network allows you to provide members and customer with service and resource information aligned with their needs and your products. In addition, because you are a member of the local, state and national associations, you can get access to membership lists in adjacent territories. Do business with a member and support those businesses that support the HBACV. Get the most from NAHB Membership Discounts: Click to learn more. nahb.org/ma.

NAHB
National Association
of Home Builders

**Office
DEPOT**

A program built to help your business.
And your budget.

NAHB members save with Office Depot

To register, visit nahb.org/MA
and click on the Office Depot logo

Every Year
Thousands
Save Millions

Put Your NAHB Membership to Work Now.

Money-saving discounts that benefit you,
your business and your family

nahb.org/MA



