

TheBuilder



January 2020

Builder Confidence At 20-Year High

Builder confidence for newly-built single-family homes increased five points to 76 in December according to the latest NAHB/Wells Fargo [Housing Market Index \(HMI\)](#).

"While we are seeing near-term positive market conditions with a 50-year low for the unemployment rate and increased wage growth, we are still underbuilding due to supply-side constraints like labor and land availability," said NAHB Chief Economist Robert Dietz. "Higher development costs are hurting affordability."

Derived from a monthly survey that NAHB has been conducting for 30 years, the NAHB/Wells Fargo HMI gauges builder perceptions of current single-family home sales and sales expectations for the next six months as "good," "fair" or "poor." The survey also asks builders to rate traffic of prospective buyers as "high to very high," "average" or "low to very low." Scores for each component are then used to calculate an index where a number over 50 indicates builders view conditions as good. All three HMI components registered gains in December. The HMI index gauging current sales conditions rose seven points to 84, the component measuring sales expectations in the next six months move up to 79 and the measure charting traffic of prospective buyers increased to 58.

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NEXT HAMMER TIME
Is Tues., Feb. 18 at The
Floor Show / Carpet
One. 5 pm to 7 pm.

HBACV Leadership List

20020 Officers & Executive Committee:

Joe Hepler - President
Jim Minear * - 1st Vice President
Sandy Speck - 2nd Vice President
Chris Hargis - Associates Vice President
Jeff Wieczorek - Secretary/Treasurer
Brent Lilly - Past President

2020 Board of Directors

Tammy Mikkelson - Movement Mortgage
Mike Forren - Select Bank
Allen Dukes - BB&T
Sandy Speck - Assurance Financial
Matt Yeatman - Central VA Construction
Barry Layne - DS Zechini Builders
Gordon Cudd - Jadon Builders
Robert O'Brian - Lyn. Ready-Mix
Matt Holley - AquaBarrier
Terry Morcom - Morcom Builders
Rosalie Richman - BB&T
Rich Edwards - Bank of the James Mort.
John Hopkins - Boxley
Laura Borel - Francis Oil

HBACV Executive Officer:

Bob Morgan

HBAV Legislative Committee:

Chris Hargis, HBACV rep

HBAV Builder Committee & Director:

Joe Hepler, HBACV rep

HBAV Board of Directors:

Sandy Speck

NAHB National Representative:

Terry Morcom

* leave of absence until 10/2020

Calendar of Events

JANUARY

Jan. 16 (Thurs.) New Board Member Orientation. (at HBACV Office)
Jan. 21 (Tues.) Board of Directors retreat. (**at HBACV Office**)

FEBRUARY

Feb.18 (Tues.) Hammer Time. 2019 Members Awards (at **Floor Show/Carpet One**)
Feb. 26 (Wed.) 5th annual Virginia Trades Expo at **Virginia Technical Institute** in Altavista (9:00 am -2:30 pm)
Feb.27 (Thurs) Spring Builders Rebates and Discount Seminar (**at HBACV Office**)

MARCH

March 17 (Tues.) Hammer Time. Spring Build Theme: (**at BB&T Mortgage**)
March 19 (Thurs) Spring Education Class No. 1. Time & location TBD.
March 26 HBAV Spring State Meetings in Richmond
March 27 (Fri.) (HBACV \$10,000 Casino Night. At Glass House in downtown Lynchburg.

APRIL

April 16 (Thurs.) Workplace First Aid & CPR for OSHA Card. 9:45 am (HBACV Office)
April 21: (Tues.) Hammer Time: Membership Drive. (**at Assurance Financial**)

Congress Moves on Tax Extenders

Congress has approved a package of tax changes that include a number of provisions sought by NAHB, including provisions known as "[tax extenders](#)."

The bill extends a number of tax provisions through 2020, including: Section 45L Tax Credit for Energy-Efficient New Homes; Section 25C Tax Credit for Qualified Energy-Efficiency Improvements; Section 179D Energy-Efficient Commercial Buildings Deduction; and a deduction for mortgage insurance (subject to an income cap beginning at \$100,000).

Deal Reached on USMCA Trade Pact

The White House and House Democrats have agreed on a deal to advance the U.S.-Mexico-Canada Agreement (USMCA). The House ratified the trade pact on Dec. 19. The Senate is expected to follow suit soon.

Trade policy affects housing costs and [the USMCA](#) has important implications for the home building industry. The U.S. residential construction and remodeling industries rely on tens of billions of dollars in building materials sourced from Mexico and Canada annually.

Proposal Would Modernize CRA Rules

The FDIC and the Office of the Comptroller of the Currency (OCC) recently announced a proposal to modernize the agencies' regulations under the [Community Reinvestment Act](#) (CRA) that have not been substantively updated for nearly 25 years.

The proposed rules are intended to address digital banking and to encourage lending to low- and moderate-income borrowers.

Congress Funds NFIP Through September

Congress has approved spending bills that will keep the government running through Sept. 30, 2020, the next fiscal year.

The measure keeps the [National Flood Insurance Program](#) (NFIP) funded through next September. NAHB is working with Congress to achieve a long-term reauthorization of the NFIP that will keep the program fiscally sound and let builders provide safe and affordable housing.

FHA Announces 2020 Loan Limits

The Federal Housing Administration (FHA) has announced its [loan limits](#) for 2020. The nationwide rise in median home prices indicates most buyers across the country will see increases.

The FHA floor will increase from \$314,827 to \$331,760 for single-family home loans.

FHA's high-cost conforming loan limit will increase from \$726,525 to \$765,600 for single-family home loans.

HBACV \$10,000 Raffle / Tickets go on sale mid February

Annual Raffle Event Set March 27th at Glass House

The Home Building Association of Central Virginia is making changes to its annual raffle fundraiser including additional prize packages to go along with the \$10,000 cash prizes.

The event for 2020 is moving back to a familiar location - The Glass House Event Venue in downtown Lynchburg. This venue was completely renovated in 2019. This location provides amenities, close-by parking and remains close to other downtown eateries. The event is also being moved forward by a month to be held in late March.

Co-chairmen of the event planning committee are Laura F. Borel and Brent Lilly. The full committee will be announced soon. The raffle is the HBACV's major fundraiser for our College Scholarship Fund.

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 starting in mid-February.

This popular event again features great food catered by the Waterdog Restaurant and an open bar. 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.

Separate tickets will be sold both in advance and at the event for the prize packages, which include merchandise, food, travel and sports packages.

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

\$10,000 Raffle Friday, March 27

Tickets: \$125
(admits two adults)

**Merchandise Prizes
Also Awarded**

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

**For info email
bob@hbacv.org
or call 841-7588.**

Input Sought for Developing Events, Programs and Goals

The HBACV Board of Directors is asking for input from the general membership in developing the events, programs, calendar and goals for 2020 and beyond. Seven general areas have been identified but member suggestions are not limited. The goal is to continue to grow the effectiveness of the association as we enter our 61st year. Members are asked to submit either by email or in a phone call their suggestions:

1. Membership and member retention: Overall goal is to maintain an active membership development process and identify and develop connections with the "next generation" of the industry.

2. Events & Programs: (educational/social/revenue: Develop programs which engage members and create value. (ex. OSHA First Aid classes or skeet shoot).

3. Industry Advocacy: Work more closely in advocating before local and regional boards, councils and legislators for needs of the members, especially builders.

4. Workforce Development: Create active programs with local schools, agencies and other groups to develop the next generation of building professionals.

5. Fund-raising / revenue generation: Develop events which create a net gain for the association to fund its programs.

6. Community Relations: Develop and maximize opportunity to gain positive community involvement. (ex. Touch A Truck, Parade of Homes).

7. Member Engagement: Create a more effective and ongoing effort to develop referrals, relationships and business to member business for all HBACV members.

Send your ideas to EO Bob Morgan to a member of the HBACV Board of Directors so it can be included in our follow up discussions in February.

Ford Selected to Lead LAR

■ The Lynchburg Association of Realtors, which has a reciprocal membership with the HBACV, has chosen Meredith Ford as the organization's new chief executive officer.

Ms. Ford was previously the LAR's Director of MLS Operations and has been with the association for 17 years. She replaces Sandra Maschal who led the LAR over the past 43 years. The change went into effect Jan. 1 following a December announcement.

"(Meredith's) commitment to member service, her desire to move our association forward, and her organizational skills to coordinate the many facets of our organization makes her qualified to lead us successfully into the future," said LAR President Karen Hall, "I have full confidence in the board's choice, Meredith will be a remarkable leader who has shown the ability to foresee things that enhance our association and its membership. I'm confident that Meredith will ensure that we will continue to lead the way in our industry across the state."

EPA's new "Waters of the US" changes are win for builders

Environmental Protection Agency (EPA) Administrator Andrew Wheeler announced last week a final, new "waters of the United States" (WOTUS) regulation at the International Builders' Show in Las Vegas that resolves years of uncertainty over where federal jurisdiction begins and ends.

"The Navigable Waters Protection Rule is a big win for states, municipalities, builders and developers, landowners and the American public," Wheeler said in remarks to the NAHB Leadership Council. "It will make it easier to understand where the Clean Water Act applies and, as importantly, where it does not."

The final WOTUS rule addresses many of the serious concerns that NAHB had over the Obama-era regulation enacted in 2015 by the EPA and U.S. Army Corps of Engineers (Corps) that included unprecedented expansion of federal jurisdiction that Congress did not intend or authorize. The 2015 rule regulated man-made ditches, isolated ponds and other temporary features that form in response to rainfall and exhibit few wetlands characteristics — all of which are a far cry from the "navigable waters" targeted by the Clean Water Act.

The 2015 WOTUS rule was subject to several legal challenges that halted its implementation nationwide. In September 2019, EPA and the Corps repealed it and reinstated a rule that was finalized in 1986. The 1986 rule also suffered from ambiguity and was challenging to implement at development sites.

The final rule announced today replaces the 1986 rule and narrows the extent of federal jurisdiction by excluding isolated water bodies, "ephemeral" waters that only form in response to rain, and most ditches. This means that builders and developers should require fewer Clean Water Act permits. It will also allow many builders and developers to determine for themselves whether they will need federal permits for construction activities. Moreover, the new WOTUS rule respects states' rights and maintains the strong protections of the Clean Water Act by clarifying which level of government oversees which body of water.

Member News and Notes

- HBACV member Century 21 All-Service has moved its Forest office to a new location at 15243 Forest Road, Suite C (24551). The firm's other locations are Timberlake Road in Lynchburg, and Amherst, Appomattox and Bedford.
- HBACV Member Bank of the James has named Brandon P. Farmer as its Chief Operations Officer. Farmer has been associated with the bank for 30 years.
- HBACV Members cited in the Best of 2020 Lynchburg Living Magazine Awards are all-American Masonry, Shackleford & Werthman, Lynchburg Nissan, First National Bank, Bank of the James, BB&T, Select Bank, Member One FCU, Blue Eagle FCU, Creative Edge Design, Wooldridge Heating Air Electric, The Floor Show Carpet One, Piedmont Floors, Central Virginia Flooring, Francis Oil, Foster Fuels, Watts, Petroleum, Frank Good Builders, Custom Structures, Equity Enterprise, Ferguson Bath & Kitchen, Atlantic Bay Mortgage, Movement Mortgage, Lowe's Home Improvement, Dodson Pest Control, Mark A Dalton & Co.; Aqua Pros and Perimeter Roofing,

Use the NAHB Discounts to help your association

Top "wants" for 2020 new housing

Walk-in master bedroom closets, low-emissivity (low-e) windows and laundry rooms are the most likely features in typical new homes in 2020, based on an NAHB survey of single-family home builders. Energy-efficient features such as efficient lighting, programmable thermostats and ENERGY STAR appliances will also be likely, as will open design concepts such as great rooms and nine-plus-foot ceilings on the first floor.

Energy-efficient or eco-friendly features not likely to be included in new homes, however, are cork flooring in main-level living areas, geothermal heat pumps and solar water heating and cooling.

THE "WANT" LIST

- Laundry rooms
- Low-E windows
- Hardwood flooring
- Walk-in pantries
- Patios
- Ceiling fans
- Kitchen double sink

Consumers continue to desire smaller homes, not only in overall square footage, but also the number of features, such as bedrooms and bathrooms. This four-year downward trend has led to the smallest average home size since 2011 at 2,520 square feet — only 20 square feet above the average in 2007, the pre-recession peak. The percentage of homes incorporating four-plus bedrooms, three-plus full bathrooms and three-plus car garages have also dropped to levels not seen since 2012.

"This points to an industry trying to meet the demands of the entry-level home buyer," said Rose Quint, NAHB assistant vice president of survey research. "Builders are struggling to meet these demands, however, because of factors such as restrictive zoning regulations and lot prices, with the price of a new lot in 2019 averaging \$57,000."

NAHB also examined preferences among first-time buyers and repeat buyers to help builders determine what features are most likely to resonate in the market in 2020. When asked which they prefer, the majority of both first-time buyers and repeat buyers would rather have a smaller home with high-quality products and services than a bigger home with fewer amenities.

NAHB members saved about \$5,500 per housing start in 2019 due to NAHB's advocacy effort. NAHB resources works to create a more positive business environment.

Member Advantage gives members an easy way to reduce expenses, maximize profits, and increase efficiency. NAHB offers discounts on products and services that benefit your business and employees. Last year, members saved over \$20 million using Member Advantage.

This revenue-sharing program helps members and also the HBACV. Did you know an amount equal to 50% of royalties generated from these programs are distributed to the participating HBAs. The more of our members use the program, the more money HBACV receives. Last year the highest earning local association received \$11,000.

The easiest way to access Membership Advantage discounts and special codes, is to log in through the nahb.org website. Head to nahb.org and create an account. You will need your NAHB member pin number in order to create your account. Your pin number from your EO.

Get your message in front of hundreds

How? Advertise in *The Builder*

The Builder is the official publication of the Home Building Association of Central Virginia and is delivered monthly to more than 600 businesses and individuals 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 is produced monthly and includes 14 to 20 pages per issue. The Builder's rates provide prices significantly lower than any other marketing avenue available to you in the greater Lynchburg area.

Your first half-page ad is Free!: Each HBACV gets a free ad each year upon request. Interested? Contact the HBACV office today.

Newsletter Sponsorship - two available. This provides a full-page ad in each issue and banner mention on the front page. Cost is \$950 a year. Sponsors also receives a monthly post on the HBACV Facebook Page. and a banner ad on the HBACV website

Newsletter ads (sizes and rates).

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

The Small Print

Ads need to be provided to the HBACV in a digital format (200 dpi) in either PDF or JPEG format. Ads can be color or black and white. Ad deadline is the third Friday of the month. 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.

Changes to the HBACV *Builder* Newsletter

You may have noticed some changes to the look and the publishing date of the HBACV Monthly newsletter, *The Builder*. We have adopted a new format suggested by the NAHB to try and provide a more consistent look .

In addition the newsletter will now publish the last week of the month, typically on the 26th. This change will allow us to provide more timely information to the membership and include a summary from the association's monthly board meeting and Hammer Time.

As we have in the past, we want to include more information about news, staff changes, events and products impacting our member companies.

If you have items to include please contact EO Bob Morgan so your news can be included.



HBAV Legislative committee monitoring more than 280 bills impacting housing

The 2020 Session of the Virginia General Assembly opened January 8th and the HBAV legislative team has been going non-stop since. With the shift to Democrat control of both the house and senate and a “long session year” (60 days) the HBAV's Legislative Agenda is crucial. The HBACV is currently tracking and monitoring more than 280 separate pieces of legislation with the potential to impact our industry.

While HBAV staff stays in close touch with legislators during the session, it's equally important for members to voice concerns and/or kudos to their representatives.

The growing scarcity and complexity of financing for new developments combined with the rising price of land, labor, and materials are noteworthy impediments to meeting the demand for new housing. Although some of those impediments are outside the scope of the state legislature, the Virginia General Assembly is uniquely positioned to work collaboratively with local governments to modernize our approach to land-use and zoning, remove local barriers to affordable housing, and implement innovative incentives that help “bend the cost curve” for affordable housing developments. Below are four key bills.

HB 810 (Bourne) - Virginia Housing Opportunity Tax Credit: HBAV is seeking legislation to establish a stakeholder advisory group (“SAG”) within the Department of Housing and Community Development to develop a Virginia Housing Opportunity Tax Credit. Like the Federal Low-Income Housing Tax Credit (LIHTC), a Virginia Housing Opportunity Tax Credit would provide incentives for the utilization of private equity in the construction of affordable housing in Virginia. The SAG will develop model legislation and regulations for various levels of funding for the tax credit. Actual implementation of the tax credit will be subject to approval by the General Assembly in future Sessions, as well as other state regulatory changes.

HJ 2 (Bourne) - Constitutional Amendment – Tax Abatement for New Construction Affordable Housing: This amendment to the Constitution of Virginia would allow the Virginia General Assembly to authorize local governments to enact tax abatement programs for new construction affordable housing. Under the current Constitution and Code of Virginia, localities are only permitted to enact tax abatement programs for the **CONTINUED ON NEXT PAGE:**

rehabilitation or renovation of existing structures and new construction projects only in limited circumstances. Rehabilitation tax abatement programs have been used to transform dilapidated, vacant, and under-utilized structures into revenue-generating residential and commercial opportunities. Tax abatements for new construction affordable housing would incentive the construction of affordable housing units by reducing soft costs during development and construction.

HB 1101 (Carr) / SB 834 (McClellan) - Affordable Dwelling Unit Ordinances:

Affordable housing developments are becoming increasingly more difficult to finance and build. The rising cost of land, labor, and materials has widened the gap between the cost of construction and the rents or sales price that most individuals and families can afford. Antiquated zoning ordinances, excessive parking requirements, height restrictions, setback requirements, and other local policies also have a significant impact on the industry's ability to meet the growing demand for new affordable for-sale or rental housing units. The Code of Virginia already contains several statutes that allow localities to enact "affordable dwelling unit ordinances". This legislation would create a new, optional tool for localities to reduce the economic barriers to entry for affordable housing projects by offering density bonuses and waivers or reductions of local development standards such as parking requirements, height restrictions, setbacks, buffers, and other local regulations. These incentives have proven to be effective ways to help the private-sector and non-profit development community offset the cost of providing below-market-rate units.

HB 929 (Jones; Coyner) Vested Rights – Right of Way Dedications: For larger master-planned communities, the initial costs of land acquisition, planning, infrastructure, and development are high; as a result, these communities are typically built in phases. This allows developers to manage their workload, evaluate future economic conditions and housing demand, minimize impact to adjacent existing communities, and secure financing. To facilitate this type of smart growth, the Code of Virginia contains several provisions which provide property owners predictability in the constantly evolving local land-use environment. In master-planned phased communities, developers rely on a locality's acceptance of public rights of way (ROW) for future phases. The Code of Virginia currently allows a developer to rely on ROW dedications indefinitely, but only if the dedication was made on a final recorded subdivision plat that also shows a residential lot that has been sold. If the plat does not contain a sold residential lot, the locality is able to vacate the ROW after five years, which negatively impacts a developer's ability to pursue phased communities. HBAV is seeking legislation to eliminate the unique "lot sale" distinction and allow a property owner to rely upon a dedication indefinitely as long as the plat is recorded and accepted by the locality.

To review the complete list of bills that HBAV will be tracking during the 2020 Session, please click here. If you have any questions, comments, or feedback about any of the bills listed, please contact HBAV's Vice President of Government Affairs, Andrew Clark, at AClark@HBAV.com.

HBACV Scholarship Program

Application Available Online in late February

The HBACV annually provides four college or trade school scholarship grants through an application process that begins next month. We are asking that each member company pass along information to its employees about this opportunity.

Created in the 1990s, the scholarship program is a way for the HBACV to strengthen the community and assist in the education of the next generation the Home Building professionals. The scholarship program is designed to directly benefit the children and grandchildren of the employees of HBACV member companies. We greatly appreciate each member company's membership in our association, and the HBACV Scholarship is a small token of our gratitude.

Since the inception of the program, the HBACV has presented more than \$75,000 in funds to the recipient students.

We are asking our members to please use your best methods of company communication to pass along the scholarship information to the parents of eligible children that are interested in participating in the competition.

Our scholarship committee looks forward to receiving the applications for our 2020 Home Builders Association Scholarship Program. The applications will be evaluated in late April and selections will be made by May 6. The scholarship winners will be presented at the May 19 HBACV Hammer Time event.

The 2020 application process opens February 28. 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 or a students attending a trade school program.

Applications must be received in the HBACV office via mail or e-mail no later than 5:30 pm on April 22. The application will be available online at <https://www.hbacv.org/hbacv-scholarship/> and at the HBACV office at 20334 Timberlake Road, Ste 3.

Contact EO Bob Morgan for additional information.

Start Now to Set Up Summer Internships

The summer is closer than you think and your company should be working now to create a summer internship program to help build your future workforce. You'll get the extra help you need with basic tasks, while your interns will learn the trade.

Benefits of an Internship: The purpose of an internship is for the intern to gain skills and hands-on experience that will make it easier to acquire a job after they graduate. Some interns receive a small paycheck, but many work merely to learn a trade or gain knowledge. Interning for your construction company will allow your interns to see what the day-to-day work is like, learn some basic construction skills, and gain experience with some tools and other equipment. Of course, because they are unskilled, you won't want them handling the more complex or dangerous work, but they can still observe.

Tips for Creating Your Internship Program: Create a detailed description of what you expect the intern to do. This job description should outline their responsibilities, who they report to, and what they will learn after the internship is over.

Outline how the intern's performance will be reviewed. You should have regular meetings with your intern just as you would a new employee. Discuss how they're doing, ask if they have questions, and praise the work they have done so far.

Have work for your intern. If you haven't had interns before, you may not know exactly what to have them do. Plan out a number of projects and be sure to include tasks that are more than just busy work or unskilled labor. Your intern is there to learn, so make sure you've set up opportunities for them to do so.

Select a mentor for your intern. This is the person on your crew who will supervise the intern and help show them the ropes. Ideally, each intern will have their own mentor who can work one-on-one with them.

Reap the Benefits of an Internship: By providing your interns with a chance to gain skills and learn how the construction industry works, you're giving them a chance to see if this is the career they want. You benefit by training potential future employees you can bring on board with little to no extensive training. It's a win-win opportunity for everyone involved.

LOCAL SCHOOL CONTACTS TO INQUIRE ABOUT STUDENTS FOR BUILDING TRADE INTERNSHIPS

Lynchburg City Schools: Jessica Hunt: 434-515-5417, huntjd@lcsedu.net

Amherst County Schools: Mr. Roy Prior 434-946-2898 (x30133), rprior@amherst.k12.va.us

Appomattox County Schools: Ms. Tammy Hall, (434) 352-7146; tchall@acpsweb.com

Campbell County Technical Center: Ms. Ashley Wilson, 434-821-6213

Campbell Co. Brookville HS: George Cornwell, 434-239-2636, george.cornwell@campbell.k12.va.us

Bedford County Technology Center: Sam Morgan, 540-586-3933, sam.morgan@bedford.k12.va.us

MIT Report Suggests Greater Use of Factory-Built Homes

Factory-built houses — i.e., modular, panelized or pre-assembled homes — could help increase affordable housing stock and significantly aid in disaster response and recovery, according to a new study from the MIT Humanitarian Supply Chain Lab. But **factory-built homes** comprise just 3% of single-family homes in the United States.

The report, “Disaster Housing Construction Challenges in America,” seeks to inform emergency managers,

state housing agencies, policymakers, community leaders, home builders and other stakeholders about how to make better use of factory-built homes.

The recommendations are intended to better address the challenges faced by disaster housing, leverage the potential of factory-built housing at scale, approach the nation’s affordable housing challenges from a new direction, and produce better disaster recovery outcomes for all Americans.

HBI Opens Fort Campbell Facility

HBI, NAHB’s workforce development arm, has opened another facility dedicated to preparing U.S. service members for careers in residential construction.

The facility, located along the Kentucky-Tennessee border, opened with support from the Home Depot Foundation and Fort Campbell’s Soldier for Life Transition Assistance Program. The program is designed for active duty service members who are nearing separation from the military.

The **Fort Campbell facility** uses HBI’s Pre-Apprenticeship Certificate Training (PACT), which combines academic learning and hands-on experience to help graduates emerge highly skilled and certified in brick masonry, carpentry, electrical wiring, HVAC, plumbing, solar installation, or other trades.

NGBS Certifies 200,000th Home

The National Green Building Standard (NGBS) **Certification Program** hit a major milestone recently – certification of its 200,000th home.

The program, which had more certifications in 2018 than any previous year, continues to experience increased interest in certification, fueled in part by growing consumer interest as well as the incentives provided to both consumers and developers for third-party certification.

Consumers are seeing the monetary value of green certification as well — not only through incentives, but also from the rising value of green-certified homes and reduced utility bills, thanks to energy-conserving features and high-performance designs. Builders continue to increase consumer awareness around the wellness benefits of sustainable homes.

Free Lunch & Learn Program on Builder Rebates

The spring "Lunch and Learn" session on using the HBACV/HBAV Builder & Remodeler rebates program is set for Thursday, February 27 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 often already using. This hand-on session will show members how to apply and receive these benefits. The process is simpler than most builders believe. The session is for either builders or the office staff who handle billing. Attendees will see that the process takes less than 30 minutes per quarter. **In the previous four quarters the seven HBACV members utilizing the programs received more than \$6,261 in rebates.**

Click here to see the [HBAV Member Rebate Program](#) which incorporates the products most builders and remodelers already use. 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!

A free Member Benefit of HBAV
www.HBAVrebates.com

HBAV 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 2020 Rebate Check.

Effective Customer Engagement Should be A Top Priority for Every Home Builder

Customer engagement is crucial in the business world. When it comes to the growth of businesses, social connection results in customer engagement and satisfaction are vitally important. When customers can easily rat out terrible customer service on Yelp, share how amazing your work is on Facebook, or shout out your business hashtag on twitter, customers become the driving force for your business. Here are four reasons you should be focused on customer engagement in 2020.

Customers Drive Growth: Gone are the days of yellow pages and door-to-door sales as methods for gaining business. Your customers aren't limited to using your company because you are based in their town. The fact is your customers never have to hire you again. Why? Because they can find someone online who will do the job that might boast better customer satisfaction, quality, or features you don't. Customers drive growth, and their engagement with your company is one of the most significant factors for that growth.

You'll Meet Needs: You're interacting with their thoughts, the ways they use your products/service, complaints about your customer service, and compliments for a job well done. You get an up-close and personal look at what your customer needs and you'll be better prepared to meet that need. One of the best things you can do is install a live chatbox on your website. Enabling customers to connect with you instantly is not just helpful, but lets them feel valued, supported, and appreciated.

You'll Keep Customers: It's important to be liked by your customer base. Yes, this means in the emotional sense and by getting thumbed up on social media. The more you can get your customers to engage with your websites, like your posts on Facebook, retweet your announcements, and tell their friends how fantastic your company is, the more likely you are to keep them. Customer loyalty doesn't happen automatically, and it certainly doesn't happen overnight. Increasing customer loyalty takes a well-crafted plan for engaging with your customers, creating an emotional connection.

You'll Promote Your Brand: When customers engage with your product/service, your pages, and your company, they become unofficial company brand ambassadors. Your customers can do for you, organically, what you cannot pay to have done – spread your brand and create an organic buzz. The more customers engage, the more they spread awareness through their own social media pages, blogs, YouTube channels, and networks. When you get customers to do this naturally, you are creating an opportunity for organic and crowd-sourced brand awareness.

Thank You To Our Winter Event Sponsors



Member to Member Business Creates a Stronger Association

The HBACV provides complete contact information to members through our [website](#) and through our office (434-841-7588). Developing an HBACV network allows you to provide members 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 the businesses that support the HBACV. Get the most from NAHB Membership Discounts: Click to learn more. nahb.org/ma.

A graphic with a dark blue background on the left and a light blue circle on the right. On the left, the text "Members Save Millions" is displayed above "Put Your NAHB Membership to Work Now.". Below that is a small line of text: "Money-saving discounts that benefit you, your business and your family". At the bottom left is the website "nahb.org/Savings". On the right, inside the circle, is a white icon of a stack of money bills and the word "SAVINGS" in large, bold, white capital letters.

