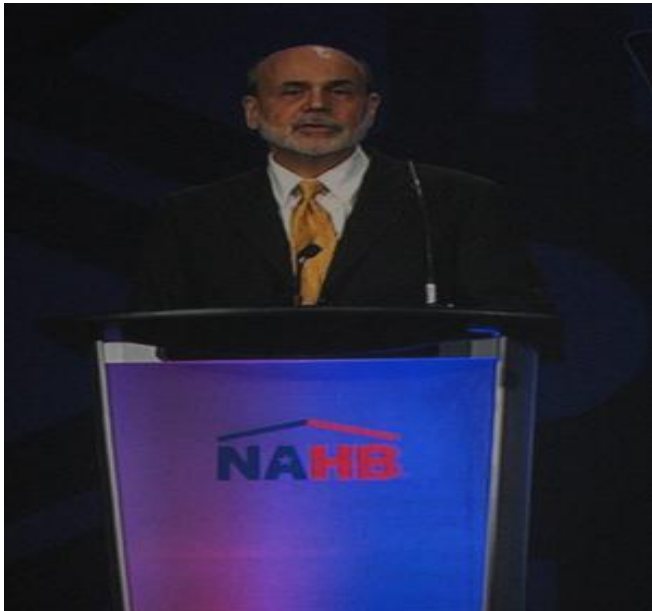


The Drawing Board



Ben Bernanke lays out problems and possible solutions at IBS.

Fed Chair Urges Swifter Action to Strengthen the Housing Sector

*By: John Caulfield
From: [BUILDER 2012](#)*

Federal Reserve Chairman Ben Bernanke used the International Builders' Show on Friday to restate the Fed's contention that the pace of the U.S. economic recovery is linked inextricably to how quickly and -

sustainably the housing market improves.

Addressing a large audience of builders and suppliers gathered at the Orange County Convention Center in Orlando, Fla., Bernanke reiterated many of the points about how to cure what ails housing that the Fed made in a white paper on housing it delivered to Congress on Jan. 4. However, he cautioned his audience, "there just isn't a single solution" to the problems that plague the housing industry, partly because those problems "interlock with each other."

Bernanke's speech touched on several of those now-familiar problems: how sinking home values have constrained demand; how foreclosures continue to put downward pressure on home prices and have wreaked havoc on the economy in general and, more specifically, on neighborhoods around the country; how creditworthy borrowers—including home buyers, builders, investors, and developers—are being left stranded by banks unduly strangling their mortgage lending.

"Fewer than half of lenders are offering mortgages to borrowers with a FICO score of 620 and a down payment of 10%, even though such loans could be within the [government-sponsored entities'] purchase parameters," he said. *(cont. pg. 2)*

Inside This Issue

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FEBRUARY MEETING
CANCELLED!!

THE February 21st GENERAL
MEMBERSHIP MEETING
Has Been Cancelled!

(Fed Chair- cont.)

During the question and answer period, Bernanke added that while a certain amount of credit tightening had been justified during the country's economic downturn, "the pendulum has swung too far in the other direction."

In his speech, Bernanke was careful to note that the goal of the Federal Reserve is to offer "guidance" to policy makers, and not necessarily solutions. However, he did restate some ideas the Fed has advanced recently that could help strengthen the housing sector.

One is the so-called "REO-to-rental" programs, through which foreclosed properties held by Fannie Mae and Freddie Mac (which control about half of the outstanding REO inventory) and banks (which as of last September had \$11.4 billion in residential REO properties on their balance sheets) would allow those properties to be rented out. REO-to-rental is "not a silver bullet," he conceded, "but the programs appear to have some potential for success." As of last November, 60 metro areas each had at least 250 REO properties for sale by Fannie, Freddie, and the Federal Housing Administration, with Atlanta leading the way with about 5,000 units.



Bernanke stressed the urgency of dealing with foreclosed inventory, which currently accounts for around 30% of all home sales,

because a new flood could be impending. There are more than four times the number of properties in the foreclosure process than the current level of REO inventory. And, he said, "We estimate that an additional 1 million foreclosed properties could be added to the REOs held by banks, guarantors, and servicers in each of the next few years."

However, Bernanke also noted that REO-to-rental programs probably wouldn't make financial sense to investors unless the investors can purchase clusters of properties. Right now, though, banks and regulators are limiting investors' borrowing to no more than four properties, which in turn limits these conversion programs to already well-capitalized companies such as big public builders or private equity. Bernanke called these limitations "counterproductive" because they keep out creditworthy investors who are capable and willing to improve these properties for sale or lease.

The Federal Reserve is contemplating issuing guidance to banking organizations and examiners to clarify supervisory expectations regarding rental of residential REO properties by such organizations.

Another "promising option" for reducing foreclosure inventory, said Bernanke, might be land banks, which are government entities that can buy and sell land, clear titles, and accept donated properties. Right now, though, there aren't enough of these banks, and many of those that do exist don't have the financial wherewithal to handle big amounts of foreclosed properties.

Notably absent from Bernanke's speech was any detailed discussion about the government's newly aggressive efforts to accelerate mortgage modifications in order to keep as many owners as possible in their homes.

But Bernanke was unambiguous about the need for policy makers and the private sector to work together to find answers that will reinforce a still-weak housing market. "We need to continue to develop and implement policies that will help the housing sector get back on its feet," he concluded.

Want to see what you missed? Go to www.nahb.org/Bernanke and see the actual address as recorded at the 2012 International Builders' Show (IBS) on Friday, Feb. 10.

---CANCELLED---

The 2012 Home & Remodeling Expo

To All Members and the General Public:

After extensive discussions with our volunteer event team as well as the Home Builders Association's Board of Directors we have elected to **cancel** the 2012 Home & Remodeling Expo scheduled for Saturday and Sunday, March 3rd and 4th at Knobbs Creek Recreation Center in Elizabeth City.

For all of us on the event team this is an especially disappointing decision after the many months we have spent in preparation for this event. Unfortunately we are seeing the real effects of the current economy which has affected the number of participating exhibitors in this year's show. Because our overall goal in producing this show is to promote our exhibitors we feel it would be counter-productive to continue with the event planning and unfair to our exhibitors and the public to invite them to an admission-free show and not have the diversity of exhibitors they would expect.

Additionally, the potential for financial losses along with the diminished participation make cancelling the March 3rd & 4th Home & Remodeling Expo a decision we feel is in the best interest of our exhibitors, the Association and the general public.

On behalf of our entire volunteer event team, I apologize for any inconvenience the cancellation of this event may cause.

(cont.)

It is this Association's goal to continue to provide events that will showcase the building industry and provide the opportunity to each of our participants to gain exposure and increase their business. Although we were not able to achieve our goals for this particular event our plan going forward is to retain our financial resources for next year when we hope the economic climate will be more conducive to this type of event.

We would like to thank each one of you who committed your time and resources to the 2012 Home & Remodeling Expo. It has been our privilege to work with each one of you and we sincerely appreciate your support.

Respectfully,

Sheryl Ann Lovitt, Executive Officer

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Spring 2012 NCBI Schedule Announced

The Spring Session of the North Carolina Builder Institute will be held in Raleigh March 6-8. The following classes will be offered. For a description of each course, visit our [NCBI website](#).

March 6

- BM104 Construction Contracts and Preventative Law. Anne Caywood; AMA, AMB; 8 hours
- BM106 Conflict: Climbing Out of the Muck of Change *****NEW***** Margaret O'Brien, AA, AB, ARS; 4 hours
- MK101 Developing a Marketing Plan. Steve Monroe; AB, AA, ARS; 4 hours (a.m.)
- MK102 Advertising New Construction. Steve Monroe; AB, AA, ARS; 4 hours (p.m.)
- LD301 Moving Beyond Banging Heads. Greg Isenhour; AMB, AMA; 8 hours
- PM103 Quality Control Techniques. Margaret O'Brien; AB, AA, ARS; 4 hours (p.m.)

March 7

- BM102 Risk Management for Residential General Contractors. John Miller; AB, AA, ARS; 8 hours
- BM301 Charting Your Path to Success. Greg Isenhour; AB, AA, ARS; 4 hours (a.m.)
- BM305 Picking Up the Pieces. Greg Isenhour; AB, AA, ARS; 4 hours (p.m.)
- The Marketing Essentials for Green Builders. Steve Monroe; AB, AA, ARS; 8 hours ****This seminar is not a regular NCBI course, but will count for 8 hours of credit****
- PM101 Managing Time: Your Key to Success. Erik Anderson; AB, AA, ARS; 4 hours (a.m.)

- PM201 Completing Your Projects On Time. Erik Anderson; AB, AA, ARS; 4 hours (p.m.)

March 8

- BM205 The Faces of Survival. Greg Isenhour; AB, AA, ARS; 8 hours
- CS201 Exceeding Your Customers Expectations. Wallace West; AB, AA, ARS; 4 hours (a.m.)
- CS102 Selling Service Excellence. Wallace West; AA, AB, ARS; 4 hours (p.m.)
- LD304 Active Listening, Coaching and Counseling. Greg Isenhour; AMA, AMB; 8 hours
- PM203 Maximizing Your Profits. Steve Monroe; AB, AA, ARS; 4 hours (a.m.)
- PM207 The Construction Industry and the ADA. Robert Privott; AB, AA, ARS; 4 hours (p.m.)

[Click here to download a registration form.](#)

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Appraisal Process Inadequately Monitored, GAO Study Finds

A newly published report from the Government Accountability Office (GAO) this month cites multiple inadequacies in the regulation and enforcement of standard appraisal practices, and clearly states that the authority that oversees appraiser regulatory programs established by the states needs to improve its monitoring procedures. Specifically, the GAO report finds that the Appraisal Subcommittee that oversees appraiser regulatory programs has "limited" enforcement tools and procedures



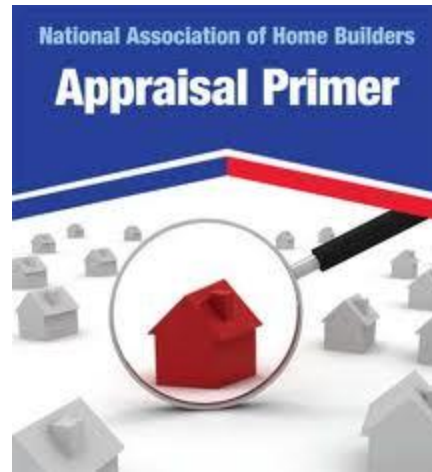
BradDickinson.com

for reporting compliance levels. The report also cites "several weaknesses" that have potentially limited that body's ability

to monitor state appraiser regulatory agencies, federal financial institution regulators and the Appraisal Foundation (a private, nonprofit corporation that sets criteria for appraisals and appraisers). Observing that "the critical role of real estate appraisers in mortgage underwriting underscores the importance of effective regulation of the appraisal industry," the GAO study calls on the Appraisal Subcommittee to strengthen its oversight by developing specific policies and procedures for monitoring the appraisal requirements of the federal financial institutions regulators.

Responding to this important report, NAHB Chairman Bob Nielsen said that clearly, "The current system is not working," and "We must resolve a flawed appraisal process that produces inaccurate assessments of home

values, because this fosters price instability, puts more families in danger of default or foreclosure, and undermines the housing and economic recovery. It's time that regulators, appraisers, lenders and all of the stakeholders in this debate come together and agree on major reforms in appraisal practices and oversight to ensure that homes are appraised at their fair market rate."



****ALERT: NAHB TO RELEASE NEW APPRAISAL PRIMER****

Want to know more about the Appraisal Subcommittee mentioned in the story above? Have questions


about how appraisals are generated, what knowledge and training appraisers have, and how they arrive at a value for your high-quality home for which there are no appropriate area comparables? NAHB's Housing Finance experts have released a comprehensive new Appraisal Primer that's aimed at answering your questions and helping you to obtain the fairest appraisal possible for your project. This **FREE** member resource is published on NAHB's website at http://www.nahb.org/fileUpload_details.aspx?contentID=174699&fromGSA=1

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C: 757-373-1848

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Local Chamber News



The **Elizabeth City Area Chamber of Commerce** & The College of The Albemarle, Small Business Center *presents the 21st Annual*

BUSINESS EXPO 2012

"Let Us Entertain You!"
TUESDAY, MARCH 27, 2012

K.E. WHITE CENTER AT ECSU, 1704
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NORTH CAROLINA

**Spaces for Business Expo 2012 are
limited so act now!**

BUSINESS AFTER HOURS

**Thursday, February 23, 2012
5:00 p.m.—7:00 p.m.**

Arts of the Albemarle- 516 East Main Street,
Elizabeth City, North Carolina
Call 252-335-4365 or go to
www.elizabethcitychamber.org for more
information.

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2012 Currituck Business Expo & Job Fair!

*Set up and Preview Party
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*Expo & Job Fair
February 25th 10 a.m. till 3 p.m.*

*Currituck County High School
Barco, NC*

*Don't miss out! Be part of this 11th Annual
Business and Community Event!*

**Call the Chamber at 252-453-9497 for
more information or
Email mary@currituckchamber.org**

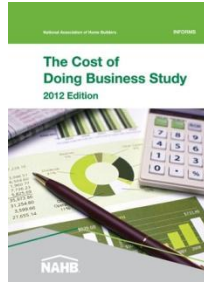
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The Cost of Doing Business Study, 2012 Edition.



Although the housing downturn and struggling economy hit all builders hard, some managed to earn a profit in spite of the odds by building equity and positioning their companies to prosper when more buyers return to the market.

Builders have an opportunity to see which companies earned a profit and how they did it with NAHB's "[Cost of Doing Business Study, 2012 Edition](#)."

Available from [NAHB BuilderBooks](#), this one-of-a-kind resource gives home builders a rare glimpse at other builders' financial information by providing data on profitability, cost of sales and expenses from hundreds of home builders across the country.

The "Cost of Doing Business Study" examines and compares financial performance according to builder type and size, as well as industry-wide averages using the following key indicators:

- Gross margin
- Net profit
- Cost of goods sold
- Financial ratios — current ratio, debt-to-equity ratio, and more
-

The study contains a wealth of data, analysis and guidance to help builders boost profitability, increase efficiency, set realistic budget targets and improve upon their business practices.

It also includes more than 35 proven cost-cutting, profit-raising ideas that builders can apply to their businesses.

To Order

[Learn more or order the "Cost of Doing Business Study"](#), or call **800-223-2665**.

It's Back! GM \$500 Private Offer for NAHB Members



NAHB members can get a \$500* private offer toward the purchase or lease of most new GM vehicles. Learn more at: gmfleet.com/nahb

How it works:


1. Get your NAHB proof of membership form at nahb.org/ma.
2. Bring form to your GM dealer and mention this private offer.
3. At time of purchase or lease, present your NAHB Proof of membership.

More valuable offers for business owners are available through the [GM Business Choice Program](#)[†], Choose one great option for each eligible you purchase or lease. Details at gmfleet.com/nahb.

For the most up-to-date details on the



Member Advantage discount program and all of the participating companies, go to www.nahb.org/MA.



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Web: www.tmrealty.com

Claim Member Rebates by Feb. 22!

Don't forget! The deadline to claim rebates for July 1 through December 31, 2011, through the NCHBA Member Rebate Program is approaching! You must register and fill out your claim forms by **February 22, 2012**.

Get Started

Go to www.hbarebates.com/nchba.html and follow the easy-to-use instructions found there to register your company. Then, on a quarterly basis, fill out the claim form for the homes which you've closed or homes you've remodeled. The program's administrator notifies the manufacturers, collects your rebate, and mails your quarterly rebate check to you.

The program registration form and claim forms, in addition to the list of participating manufacturers, are available at www.hbarebates.com/nchba.html.

2012 Board of Directors

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NCHBA Member Rebate Program
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www.nahb.org/MA

OSHA Names Top 10 Most Frequently Cited Standards



Each year, the [Occupational Safety and Health Administration](#) compiles an annual list of the top 10 most frequently cited standards across all industries. The majority of standards that OSHA has now identified as the most frequently cited are directly applicable to the construction and residential home building industries. Employers who were cited for violations in



2011 may have noticed that the penalties were higher than in the past. The average serious violation penalty for 2011 was \$2,132 — more than double the average of \$1,053 for 2010. OSHA

last year also issued 215 citations totaling at least \$100,000 — up from 164 citations issued in 2010.

OSHA's top 10 most frequently cited standards across all industries in FY 2011 were:

1. Scaffolding, general requirements ([29 CFR 1926.451](#))
2. Fall protection ([29 CFR 1926.501](#))
3. Hazard communication standard ([29 CFR 1910.1200](#))
4. Respiratory protection ([29 CFR 1910.134](#))
5. Control of hazardous energy (lockout/tagout) ([29 CFR 1910.147](#))
6. Electrical, wiring methods, components and equipment ([29 CFR 1910.305](#))
7. Powered industrial trucks ([29 CFR 1910.178](#))
8. Ladders ([29 CFR 1926.1053](#))

9. Electrical systems design, general requirements ([29 CFR 1910.303](#))
10. Machines, general requirements ([29 CFR 1910.212](#))

In a [Sept. 16, 2010 webinar](#) on preparing for OSHA inspections, [Brad Hammock](#) of [Jackson Lewis LLP](#) reminded builders that there are a few things they can do to reduce or eliminate the chances of being cited by OSHA. For example, before a compliance safety and health officer ever sets foot on the job site, they should:

- Review their safety program
- Understand any national and local emphasis programs
- Develop procedures for an OSHA visit and train their employees in those procedures
- Have records (300 Logs, training records, etc.) readily available and up-to-date
- Make sure their workers are properly trained on the safety requirements of the job site

For more information on complying with OSHA regulations, visit www.nahb.org/SAFETY.



NCDOI Posts Residential Code Changes

Due to delays in the Building Code Council's approval, the 2012 NCRC books will not be available on or before March 1; therefore, the North Carolina Department of Insurance has prepared a document which includes the significant changes to the 2009 North Carolina Residential Code that will comprise the 2012 North Carolina Residential Code. The changes include those made by the International Code Council and accepted by North Carolina, as well as those made by the Building Code Council. The summary of changes may be viewed by going to: <http://www.ncdoi.com/OSFM/Engineering/Changes/player.htmlhere>.



Welcome New Members!

*Take a moment to welcome
the following new members:*

Builders

John E. Bassett, Inc.
John Bassett
252-482-7925

Associates

B & M Contractors
Tom Harris
252-338-6090

Maintenance & Repair Solutions
Ronald Mosley
252-339-4337

Thanks for Renewing!

Ambrose Furniture, Barry Ambrose

Builders Discount Center, Carl Debro

CAMCI Carpet Installation, Charles Meads

Copeland's Masonry, Dale Copeland
Precision Construction, Lee Palmer

Edenton Construction, Michael Faircloth

Tim Brown Painting, Tim Brown

**Thank you for
Supporting Your
Local HBA!!**



February Webinars

The Basic Steps of Marketing

February 22, 2:00-3:00 p.m. ET

Effective marketing can make the difference between an average sales year and a great one. However, planning a marketing campaign can be a daunting task, especially when promotional dollars are scarce. This webinar teaches you the purpose and importance of cost-effective marketing and its role in management and operation of your business. *Presented by NAHB Education*

Tips For Selling and Marketing Your Green-Certified Home


February 29, 2:00-3:00 p.m. ET

Sales and Marketing Series

This session will provide attendees with tangible tips for selling and marketing green certified homes. Hear how those involved with the National Green Building Certification Program are leveraging certifications and sustainability to sell more homes. Participants will walk away with practical advice and tried and true methods to better position the projects that they are building or selling within their communities.

Presented by NAHB Green

Each webinar counts as one hour of continuing education credit for NAHB professional designations.

| | |
|---|--|
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Do You Know Who Your Area Legislative Representatives Are?

The Building Industry has faced some difficult years and continues to do so. The rules are constantly changing and not always in our favor. Although HBA members are fortunate to have two of the strongest allies on the government level through our association with both the NCHBA and NAHB nothing is more powerful than your own voice. Every opinion counts! Now more than ever it is important for you to make your voice heard by contacting your elected officials. They are there to represent **YOU** but if you don't tell them how you feel don't expect anything to change. Don't know who to call? Here is the list of our area representatives and their contact information:

Congressman Walter B. Jones

Phone: 800-351-1697

Email:

<https://jones.house.gov/ContactForm/default.aspx>

Represents 3rd District including Camden and Currituck Counties

Congressman G. K. Butterfield

Phone: 888-874-9063

Email: <http://butterfield.house.gov/index.cfm?sectionid=68§iontree=368>

Represents District 1 including Pasquotank, Perquimans, Chowan & Elizabeth City.

Representative Bill Owens

Phone: 252-335-0167

Office: 919-733-0010

Email: Bill.Owens@ncleg.net

Represents Camden, Currituck, Pasquotank, Tyrrell Counties (District 1)

Representative Annie Mobley

Phone: 252-332-5463

Office: 919-733-5780

Email: Annie.Mobley@ncleg.net

Represents Bertie, Gates, Hertford, Perquimans (District 5)

Representative Timothy Spear

Phone: 919-715-3029

Office: 252-797-4481

Email: Tim.Spear@ncleg.net

Represents Chowan, Dare, Hyde and Washington Counties

Senator Stan White

Phone: (919) 715-8293

Email: Stan.white@ncleg.net

Represents Beaufort, Camden, Currituck, Dare, Hyde, Pasquotank, Tyrrell, and Washington Counties

Senator Ed Jones

Phone: (919) 715-3032

Email: Edward.Jones@ncleg.net

Represents Bertie, Chowan, Halifax, Hertford, Perquimans, and Northampton Counties

Self Check

[Self Check](#), a free online service of E-Verify allows workers to check their own employment eligibility status. Now available in all 50 states Self Check provides individuals a tool to check their own employment eligibility status, as well as guidance on how to correct their DHS and SSA records.

It is the first online E-Verify service offered directly to workers. Available in English and Spanish, Self Check enables individuals to enter the same information into Self Check that employers enter into E-Verify.

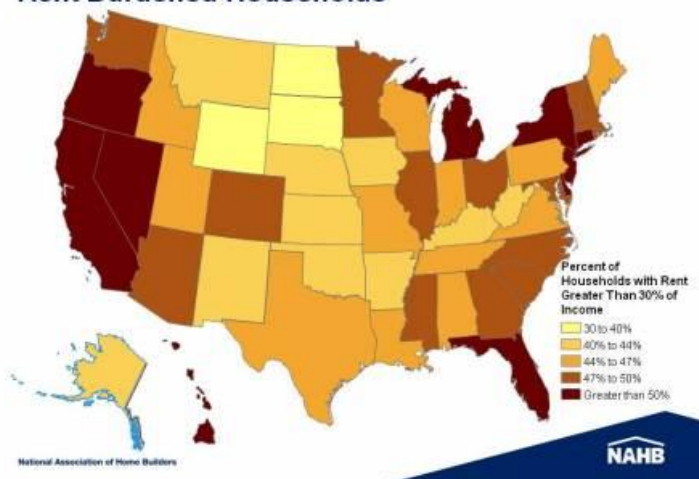
A Comparison of Self Check and E-Verify

| | E-Verify Program | Self Check Service |
|----------------------------|---|---|
| Audience | U.S. businesses | U.S. workers |
| Purpose | Verify employment eligibility of workforce | Check your own employment eligibility |
| System Security | Employer registration process and user accounts | Identity assurance process on each use |
| Legislative Mandate | Required in certain states and for most federal contractors | Voluntary; results cannot be used against you |
| Availability | 50 states and U.S. territories | 50 states and U.S. territories |

Renters in “Poor House”

An interesting study in NAHB's Eye on Housing Blog looked at recent Census data on the state-by-state distribution of rent-burdened households — meaning households whose gross rent accounts for more than 30% of their income. In findings that help prove the true necessity of affordable housing programs like the Low Income Housing Tax Credit, NAHB economists discovered that 49% of all renting households in this country are rent-burdened, and that fully 25% of the total

Rent Burdened Households



meet the definition of "severely rent-burdened," meaning that their gross rent payments account for more than half their income.

As shown by the map (above), states with the largest percentages of rent-burdened households include those with some of the highest-cost housing (California, New York, New Jersey, Connecticut) and those that have been hit hardest in the economic recession (Florida, Michigan, Nevada and California). Florida (at 56%) and California (at 54%) have the two highest rates of rent-burdened households. The state with the largest share of renting households paying more than 50% of their income for rent is Florida, where fully one-third of all renters

qualify as "severely rent-burdened." Wyoming has the lowest rate of rent burdened households (34%), while North and South Dakota are also low on the scale with 36% and 37% of renting households defined as "rent-burdened," respectively. **North Carolina ranks in the 47% - 50% category.**

Further bolstering the argument about the importance of affordable housing programs, the study makes the key point that states that are furthest from a housing recovery tend to be those with the most rent-burdened households, and cites a study by the 2011 Harvard Joint Center for Housing Studies showing that a large portion of affordable U.S. housing stock has been lost in recent years through both conversions to condos and growth in rental costs relative to local incomes. The same Harvard report indicates that development of new affordable rental housing would require construction costs to be just 28% of their current average.



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HBA of Northeastern North Carolina
General Membership Meeting
Summary of Minutes for January 17, 2012

President Albert Falk welcomed members and guests.

The minutes from the December 9th, 2011 General Membership meeting were approved as printed in the newsletter.

General Announcements:

2012 Home & Remodeling Expo – Scheduled for March 2nd – 4th, 2012 at Knobbs Creek in Elizabeth City. A request for event sponsors, volunteers and BARKitecture materials was made.

Meeting Sponsorships – General Membership Meetings are available for Sponsorships.

NCHBA Builder & Remodeler REBATE Program – A brief summary of the new rebate program for members was presented.

NCHBA Scholarship– Members were reminded that the deadline for applications for the college scholarship sponsored by NCHBA is April 30, 2012.

Business:

Committees – President Albert Falk announced that a Membership Committee and a Non-dues Revenue Committee is being developed. A request for volunteer chairpersons was made.

Legislative or Code Issues:

Design Value/Southern Pine – The American Lumber Standard Committee decided against changing the design values of ALL grades of southern pine lumber.

Guest Speaker

Suzette Ward – Norma James of Taylor Mueller Realty gave an update on the current real estate market in Northeast NC.

Build Pac Raffle

\$25.00 won by Ken Corbo & 50/50 won by Marshall Knight. Both donated their winnings to Build PAC.

Karen Gruber & April Taylor also won door prizes.

HBA of Northeastern North Carolina
Executive Board Meeting
Summary of Minutes for January 3, 2012

Minutes

A motion was carried to approve the November, 2011 minutes

Treasurer's Report

A motion was carried to defer approval of the 2011 Year End Report to the February 7, 2012 meeting pending corrections.

The 2011 Christmas Expense Summary was reviewed.

A motion was carried to decrease the travel reimbursement amount in the 2012 proposed budget.

A motion was carried to approve the 2012 budget as amended.

Reports:

1. **The Membership Report** was given with a current total of 160 members. A motion was carried to accept the new members as presented.

2. **Home & Remodeling Expo** – An update on booths sold and current expenses was presented to the Board. A motion was carried to approve the disbursement of the deposit for the event rental company.

3. **Regional Meeting** - I The NC Regional Meeting is scheduled for January 23, 2012 in Williamston. RSVP's are required by 1/11/2012.

4. **1st Quarterly NCHBA Meeting** – Scheduled for February 21, 2012 in Raleigh. A motion was carried to approve fuel reimbursement for Albert Falk, Ken Corbo and Sheryl Lovitt to attend.

Business:

1. **EO Salary Increase** - A motion was carried to approve a salary increase for the Executive Officer in 2012.

Upcoming Events

1. **Membership Meeting** – January 17, 2012 at Montero's in Elizabeth City.

2. **Home & Remodeling Expo** – March 2-4, 2012.

Open Discussion

Committees, Energy Code Seminar and Coastal Property Code Changes were discussed.

2012 Hanley Wood Housing Outlook

Hanley-Wood

Key Notes from Hanley Wood Builder Forecast Meeting on 2/9 at IBS:

Interesting Statistics:

- 72% of consumers polled think it's a good time to buy a home
- 64% think it's a hard time to get a mortgage
- 29% of those shopping want a brand new home
- 69% think an existing home is more affordable
- New construction is down 80% from peak....R&R down 21%

Trends/Suggestions:

- Offer Innovations not already in pre-existing homes (even those built 2 – 3 years ago)
- Multi-generational housing is key focus (it's not a common floor plan, there is room to innovate here)
- Green is a competitive weapon in following areas
 - Energy savings
 - Air and water quality for health reasons
- From peak of the market to now, the average new home is built with 85 square feet LESS (65% reduced home size)
- Contemporary design ("the minimalist look") ties to economic reality (no budget for molding? Don't need it in cont style)
- 25% of households now have children
- Efficiency in plans:
 - Great rooms
 - Larger kitchens for informal gathering
 - Indoor-outdoor living space
 - Storage space

Legal Tips from NAHB



During its 37 years of continuous operation, the Legal Research Program at NAHB has responded to thousands of members' legal questions covering a wide range of subjects related to residential construction and business operations for home builders, remodelers and associates.

The program strives to provide accurate legal information in plain language that is easily understood. Current topics include:

- * Website images and copyright infringement
- * Voluntary Affirmative Marketing Agreements
- * Immigration law compliance and subcontractors
- * Cancellation requirements for home improvement contracts
- * Pre-contract language for protecting plans submitted with bids

NAHB members can access "Legal Tips" by visiting www.nahb.org/legaltips.

Dominion Power Blue Book Revised

Attention All Builders, Remodelers & Electricians – Effective January 1st, 2012 information related to revisions to the Dominion Blue Book are available online at www.dom.com



**Home Builders Association of
Northeastern North Carolina**

P.O. Box 59
Aydlett, NC 27916
(252) 453-6668
E-mail: nenchba@mchsi.com
Website: www.hbanenc.org

Membership Application

Applicants Name: _____ Title: _____

Company Name: _____ Phone: _____

Fax: _____ E-mail: _____

Web Site: _____

Mailing Address: _____

Street City State Zip

Physical Address: _____

Street City State Zip

Primary Activity: _____ Secondary Activity: _____

of Employees: _____ Dollar Volume: _____

Type of Membership: _____ Builder (\$400) – License # _____

_____ Associate (\$400)

_____ Affiliate (\$200) – applies to additional employees of a company already holding a current Builder or Associate Membership in the Association.

Applicant's Signature: _____ Date: _____

Referred By: _____ Insurance Agent: _____ (if applicable)

Please sign and submit this application with your dues investment to:

HBA of NENC
P.O. Box 59
Aydlett, NC 27916

Dues payments to the Home Builders Association of Northeastern North Carolina are not deductible as charitable contributions for income tax purposes. However, dues payments may be deductible as an ordinary and necessary business expense, subject to exclusion for lobbying activity. Because a portion of your dues is used for lobbying by NAHB & NCHBA, 31% of the dues paid to NCHBA (\$60.00) and 18% of the dues paid to NAHB (\$150.00), or \$45.60 total (Affiliate membership - \$2.43 total) is not deductible for income tax purposes. This means that a total of \$294.40 (\$172.55 Affiliate) of your total membership dues may be deductible.

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***March 20th, 2012 - General Membership Meeting at
Lansing Building Products in Hertford at 6:30 p.m. Call in
or email your reservation!***