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NO THANKS!

*I'm busy and don't really
need any more business!*

Really? Are you so busy that you don't need any more work? Do you have business through the next few years? Doubtful, but I understand busy and you know something? It's never a bad idea to keep filling the hopper, no matter how busy you are today. As I'm sure most of you are aware, buying and/or building a new home is BIG decision that isn't made every day for most people. In fact, the majority of consumers typically purchase only 1-3 houses in their life time - not everyone, but the majority is a 'yes' on those numbers. With that in mind, you can NEVER have enough backlog work ... in fact, if you are really specialized in certain construction design niches, you likely have a very exclusive clientele which makes even more sense to continue marketing and filling that hopper with 'down-the-road' work.

Most of you joined the association for multiple reasons. It gives you a level of credibility being a member of the organization, it provides you a wealth of associated products and services that might take a lot of time for you to research on your own, it gives you some clout with the local building departments, and it even gives you some clout with potential homebuyers. You also have access to many experts in a variety of areas and you can get involved on the board or with associatio, social events if you choose. You may also make new friends, as well as business associates, so there are a variety of positive reasons to join the



In This Issue ...

**Parade Information for
Builders & Potential
Sponsors**

**OHBA – A Lot of
Outrageous Talk in the
News**

Builders We Need Your Help

Member News

(Article continued on page 3)



Kenneth Cleveland	1,059.5*
Calvin Smith, Life Dir.	594.5
John Sumodi	126.5
Bob Knight	93.5
Russ Sturgess	29
Doug Leohr	24
Mark Zollinger	18
Ed Belair	7
Greg Thomas	3.5
Dave LeHotan	3
Mike Hudak	3
Todd Scott	2.5
Ted Curran	1.5
Todd Folden	1.5
Sean Smith	1

Above list has been updated via the most current NAHB Spike Club Roster Report
 *Current Life Spike status



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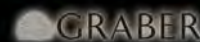
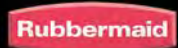
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NOTE: HBA Email Changes

Sharon is now:

sharonb@medinacountyhba.com

General email is now:

moreinfo@medinacountyhba.com

(Cover story continued)

association, and many that can make a positive impact on your business as a whole.

All that being said, why wouldn't you put one of your homes in the Parade of Homes event? There are two events held every year and the association phone is jammed up during that time, as well as emails coming in from the website from people who can't wait to attend, want to know information, where they can get a map, where houses are located ... you get the drift. This event is THE reason you joined the association ... to help build your business. And, even if you have more business than you know what to do with, it never hurts to build that backlog of business when times get a little leaner ... and they always do.

There are many different ways to build your construction business, among them, having a dynamic web site (approx. cost \$3,500), doing as much marketing and promotion as you can afford (7 to 8% of your gross revenue is recommended), creating a highly professional brochure with a direct targeted mailing (\$5,000 or more), setting up some type of referral rewards for current and past customers (gift cards \$100 each), so as you can see, this can quickly get quite expensive.

Some not as expensive ideas include continuing to improve what you do and how you do it, watching trends, streamlining your budget without compromising quality, partnering with developers for land availability, partnering with your subs for better

(Cover article continued on page 6)

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From the Executive Director

Members and Friends:

It's hard to believe it's already August - where did the year go? I hope most, if not all, of you are enjoying a prosperous building season. It seems to be super busy out there for most of you.

It's also hard to believe that the Fall Parade of Homes is just around the corner. We have informational pages on sponsoring this event, as well as builder participation for this event included in this newsletter. We expect a very good showing this fall - spring was tough with the winter season we had earlier.

Please be sure to get your paperwork in on time - August 22. Contact Sharon if you need anything from the HBA as far as an invoice, form, etc. All of you should have received this via email, but feel free to call if you haven't.

We have had unprecedented participation from our associate members as far as sponsorships. This participation enables us to increase our marketing and promotional program and gets our builders out there in the public's eyes which translates into an even more successful turnout and event for our builder members. We hope you've seen the value of sponsoring within your own business and will favorably consider doing it again. If you haven't sponsored before, it's a great way to get involved and make a huge impact on this industry.

Respectfully:

Dave LeHotan
Volunteer Executive Director



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Parade of Homes

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(located behind Kohl's on Rt. 42)

Medina, OH 44256

Phone: 330/725-2371

Fax: 330/725-0461

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LOTS AND ACREAGE

BATH TOWNSHIP – Revere Schools

Four Seasons S/L 17 Shade Rd: FREE GAS, 3.8 acres, well/septic. Wooded, horses permitted. **\$136,000.** Gary Stouffer 330-835-4900.

Firestone Trace S/L 95 Bridle Trail: 1 acre lot, sloped at rear. Possible walkout. Private water/septic. **\$167,500.** Gary Stouffer 330-835-4900.

4322 Shaw Rd Lot 58: 1.56 acres, 231x259. Well/septic. **\$197,500.** Gary Stouffer 330-835-4900.

Crystal Shores S/L 80 Tulip: 1.090 acre, 220x127. Underground utilities. Public water/sewer. **\$230,000.** Gary Stouffer 330-835-4900.

V/L N Revere & Sourek: 6 acres. Well/septic. **\$249,000.** Mike Stoerker 330-701-4426.

V/L Medina Road – COMMERCIAL – \$119,900.

V/L Medina Road – COMMERCIAL – \$300,000.

AKRON / ELLET

V/L Canton Rd: 2.5 acres wooded/cleared. Zoned residential/office limited use. Public water/sewer. **\$74,900.** Gary Stouffer 330-835-4900.

BARBERTON

V/L Austin Dr: Commercial lot 4.04 acre zoned R-3. **\$259,000.** Gary Stouffer 330-835-4900.

CHAGRIN FALLS – Kenston LSD

S/L 30 Hawksmoor Way: 2.7 acres, 329x439, water view. Wooded lot. Private sewer/well. **\$119,900.** Gary Stouffer 330-835-4900.

CUYAHOGA FALLS/ NORTHAMPTON – Woodridge

Schools

619 Chart Rd S/L 11: 3/4 acre. Sloped, wooded, public water/sewer. **\$49,900.** Gary Stouffer 330-835-4900.

DOYLESTOWN

16216 Galehouse: 3.5 acres. Public water, septic. Wooded. Sloping/tiered. **\$67,500.** Mike Stoerker 330-701-4426.

FAIRLAWN – Copley/Fairlawn Schools

2544 Chamberlain Rd: 7.8 acres in Fairlawn Hts., site of Russell Firestone Mansion. Zoned R-5 & can be developed up to 12 units per acre. **\$785,000.** Gary Stouffer 330-835-4900.

V/L 93 & 94 Ghent Rd: 9.8 acres. Open, rolling, lake, public water, sewer. **\$1,300,000.** Gary Stouffer 330-835-4900.

V/L 434 Holliston Rd: Cleared, level, close to highways & parks. Public utilities. **\$39,900.** Ryan Shaffer 330-329-6904.

V/L Ridgewood Rd: 24.89 acres, city water & sewer. 1 mile to I-77 & 2.5 to Montrose shopping. **\$1,000,000.** Ryan Shaffer 330-329-6904 Mike Stoerker 330-701-4426.

GRANGER – Highland Schools

Western Reserve Homestead: Restrictions – 2200 sq.ft. min. Ranch / 2500 sq.ft. 2-story.

S/L 7 Windfall Rd. 2 acres, flat lot. Well/septic. South of Granger Rd. Minutes from 71/271. **\$69,900.**

S/L 9 Granger Rd. 2.85 acres, flat lot. Highland LSD. Well/septic. South of Granger Rd. Minutes from 71/271. **\$49,900.** Gary Stouffer 330-835-4900.

Millers Meadow: 1 lot remaining with scenic view. 5 acres with bank barn. Bring your builder. Public water with tap-in paid. Minutes from 71/271/77. **\$145,000.** Gary Stouffer 330-835-4900.

V/L State Rd: Private 31.5 acres w/9.9 of acreage wooded. **\$350,000.** Gary Stouffer 330-835-4900.

HINCKLEY – Highland Schools

S/L 38 Northern Light Circle: 4+ acre wooded. Cul-de-sac, lakefront. Well/septic. **\$325,000.** Gary Stouffer 330-835-4900.

River Rd: Ravine, Creek, Waterfall. Over 7 acre wooded lot. Pick a spot on your own private park to build. Borders Hinckley Hills Golf Course to East. Between 403 and 417 River Rd. **\$174,900.** Ryan Shaffer 330-329-6904 and Gary Stouffer 330-835-4900.

KENT

Lincoln Commons: 2 lots remain. Cul-de-sac in unique urban renewal community surrounded by amenities & walking distance to University/Downtown Kent. Public water/sewer. No HOA. Bring your own builder. 1200 sq.ft. for ranch, 1600 sq.ft. for 2-story. **\$37,500 each.** Gary Stouffer 330-835-4900 and Ryan Shaffer 330-329-6904.

LAKE MILTON

V/L Ellsworth Rd: 5 acres. Level, wooded, septic, well. **\$47,500.** Ryan Shaffer 330-329-6904.

MACEDONIA

V/L 10277 Parcel A Vallew Rd. **\$1,500,000.** Gary Stouffer 330-835-4900.

MONTVILLE

Maplewood Farm Development offers 7 beautiful lots, 2+ acres each, Medina Schools and septic approved starting at **\$39,000.** Tom Boggs 330-322-7500 or Gary Stouffer 330-835-4900.

NAVARRE – Fairless Local School District

5593 Hudson Dr: 55 acres - 2 ponds - wooded/cleared. Well/septic. **\$875,000.** Gary Stouffer 330-835-4900.

NEW FRANKLIN

5+ ACRES, WELL & SEPTIC: .25 miles from Portage Lakes. **\$115,000.** Mike Stoerker 330-701-4426.

PALMYRA TWP

V/L Jones Rd: 5 acres. Level, wooded, septic, well. **\$39,900.** Ryan Shaffer 330-329-6904.

RICHFIELD – Revere Schools

5301 Everett Rd.: 12+ acres, treed lot with pond. Well, septic. **\$225,000.** Gary Stouffer 330-835-4900.

3601 W Streetsboro Rd: Just over 10 acres backing up to Summit County Metroparks. One of a kind property creates the backdrop for any estate. Features 8-stall, 150'x50' horse barn w/arena, breathtaking ravine views, calming creekside paths and over 4+ acres of pasture to provide your personal escape. **\$469,900.** Gary Stouffer 330-835-4900 and Ryan Shaffer 330-329-6904.

2802 Southern Rd.: Rare 42+ acre private parcel in Richfield Twp. Includes nearly 2000 sq.ft. home, income producing gas wells. 10 acre parcel pasture & 9 stall horse barn. Perfect property to build estate of your dreams. Septic/well. **JUST REDUCED \$599,000.** Gary Stouffer 330-835-4900.

V/L Broadview Rd: 2 lots, 2 acres each. Open, flat, public water/sewer. **\$99,000 each.** Gary Stouffer 330-835-4900.

Glencairn Forest: Lots ranging from **\$75,000 to \$255,000.** Breathtaking views. Scenic waterfalls, babbling brooks, lakes, stunning homes. Water/sewer, tennis courts, playground. Easy access to 77 & 271. **Laura Horning Duryea 330-606-7131 and Gary Stouffer 330-835-4900.**

SHARON TWP – Highland Schools

7595 V/L Beach Road: Approx. 200 acres located in Sharon Twp, 7595 Beach Rd. contains 81.94 acres. The farm house with 2 acres is not included but is for sale. Total of 3 parcels. Public water, septic, well. All info subject to all government approvals. **Gary Stouffer 330-835-4900.**

Blue Ridge Estates Lots 15, 38 & 52. Great opportunity to build in privacy & seclusion, 2+ acre lots in Highland SD, septic/well, cleared & ready to build. **Lot 52 \$76,000. Corner lot 15 \$73,900. Lot #38 \$76,000.** Ryan Shaffer 330-329-6904 or Gary Stouffer 330-835-4900.

The Ridge 5840 Spring Ridge Dr S/L 1: 2.3 acres, cleared, level. Underground util. Well/septic. **\$82,900.** Gary Stouffer 330-835-4900.

Sharon Hts Development: 2+ acre private lots featuring lake, wooded lots, & rolling hills to create your own dramatic backdrop. Many w/ walkout potential. Minutes from 71/76. Bring your own builder. Well/septic. Starting at **\$62,650.** Ryan Shaffer 330-329-6904 or Gary Stouffer 330-835-4900.

SPRINGFIELD TOWNSHIP

V/L Pepper Hill Circle: 3 lots on cul-de-sac. Water/sewer. **\$19,900 each.** V/L N Columbine: 1 lot at entrance. Water/sewer. **\$24,900.** Kelly Vrba 330-819-0144.

STRONGSVILLE

V/L Shenandoah Ridge Oversized: Private lot w/wooded backyard on dead end street. **\$39,900.** Gary Stouffer 330-835-4900.

WADSWORTH TOWNSHIP

Quail Lake Farms S/L 33 Quail Lake Circle: 2 acre lot on cul-de-sac backing up to lake. City sewer available for \$6,000 tie-in fee. **\$99,000.** Gary Stouffer 330-835-4900.

UNIONTOWN – Green Schools

Green Ridge Estates: 122x165 corner lot. Public water/sewer. **\$39,500.** Gary Stouffer 330-835-4900.

YORK TOWNSHIP

V/L Smith Rd: 26 acres, 1142 frontage. Cleared, rolling. Public water available/septic. **\$220,000.** Gary Stouffer 330-835-4900.

Tom Boggs – tomboggs1@gmail.com

Laura Buehner – lbuehner@att.net

Laura Horning Duryea –
LauraDuryea@stoufferrealty.com



Email Our Agents:

Ryan Shaffer –
ryan@ryantshaffer.com

www.StoufferRealty.com



Mike Stoerker –
mstoerker@stoufferrealty.com

Gary Stouffer –
gstouffer@stoufferrealty.com



discounts so you can offer lower pricing ... the list goes on. But probably one of the most important things you can do is participate in the MCHBA's Parade of Homes - every chance you get. Because the costs listed above add up to a whole lot more than \$1,200 - you really need to ask yourself why you wouldn't participate. It just makes good, solid business sense.

You cannot find a better value for your marketing dollar than this event (and with two of them a year, that should enable you to at least put one house in annually. Although the fee is \$1,200 per house, that isn't much in the scheme of things if your return on investment is the sale of multiple homes. You can barely get a reasonably sized ad in the Real Estate Section of the Plain Dealer for that kind of money. However, with a cooperative event

and pooling of finances, the Parade of Homes is promoted more than any individual builder could ever do on their own. It's like a Super-size Open House ... in fact, the HBA starts getting calls early spring from consumers wanting to know when the events will be held. They can't wait.

Since spec homes no longer exist and are often outside many builders' budgets, it is imperative to work cooperatively with your homebuyers to allow you to enter their home into the Parade, thus marketing your business at a time that makes sense. Most home owners, if their home is protected during the event, will allow you to do this and even sweetening the pot by providing them appliance upgrades and/or finishes can help them even more agreeable.

We have had an amazing number of associate members step up lately as sponsors for this event. That helps the organization hold an even more

successful event due to additional marketing dollars available to promote the Parade event. Thank You Associate Members and keep 'em coming!

If there is any way at all you can be in the Parade, you should do it. You can meet prospective home buyers, learn more about their 'wants,' and perhaps build a potential buyer lead list. There really isn't a downside. If you are understaffed for your Parade model, tap the sponsors or other associate members. They'll be glad to help as it can mean more business for them too. It definitely is a targeted market that tours these homes so give it some serious consideration, put your membership to work and enter your home. Call the office for more information or watch your email for all the details. It just makes good business sense to participate! All the successful builders around the area will tell you exactly the same thing! ■



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2016 Dates To Remember

October 8–23, 2016

Fall Parade of Homes –

Don't miss this opportunity to be a part of the biggest builder event in Medina County to help you sell homes! Check your email and get your form and materials in by August 22!

**Thank you Ken
Cleveland
For Continuing to
Make a Difference
on Behalf of the
Medina County
HBA!**

Ken Cleveland recently made another very generous donation to the Medina County Home Builders Association.

Ken is a charter member of our association and one of the founding fathers which helped create the Medina County HBA back in 1973 - 42 years ago. Ken Cleveland is our top spike member and has shown unending support for our association and all it stands for. Without his support over the years, the organization may not have survived - for which we are grateful!

We congratulate Ken Cleveland for his continued support of our Association and sincerely thank him for his generous donations. This helps to continue the momentum of growth of our organization and helps us make a difference in our community.

BUILDERS ... WE NEED YOUR HELP!

As you are probably aware, the building industry is currently suffering from a lack of young people going into the construction trades. We highly suggest that all of our members make a concerted effort to appeal to the younger generation to consider building trades as a well paying and interesting life occupation and career. So many of our youth are going to college with the goal of getting a better paying job. Oftentimes, once they graduate, they find themselves unable to secure that higher paying job, are saddled with a boatload of student loan debt, and have a college education that, in essence, is doing them absolutely no good in the job market.

It is becoming increasingly difficult to find skilled tradesmen and the generation of those that we have today is aging and about to retire. We all know these jobs pay well, are in high demand and are a great alternative to being saddled with high student loan debt.

If you have the opportunity to get in front of these kids - at school, the local career center, etc., this would be the perfect time to share with them that they can make a very good living in the construction and building trades industry. If you are willing to do so, call the office and let us know - we can reach out to area groups that could host such a meeting/presentation and provide that opportunity to do so and help our industry.

A Lot of Outrageous Talk in the News

While heated and often ridiculous political talk is not new, it seems a higher level is being established now. Unless you have a safe haven like Netflix, one cannot escape the barrage of insults and innuendo. Even folks on the same team are slinging mud at one another. That is a function of the news today, put it on the air, the more outrageous the better. Nothing new here.

With the legislature in recess we have the opportunity to clear out some old files. This chore always brings back memories, good and bad. Of interest was the issue waged with the entire state government over growth. The history is not so distant in the past, just 15 or so years ago. It all began with the farmland task force. In short, the report as established by the many experts in the field from academia and elsewhere was simple; starvation was at our doorstep. The culprit, too many residences and rampant growth. Pretty outrageous we claimed.

It was an obvious claim in the face of all the facts we presented in rebuttal. We were correct then and, sadly, history has triple underlined our proclamations. Ohio then was in the early stages of steep economic decline. Population was in decline particularly with the younger set. Manufacturing jobs were bolting by the tens of thousands. More farmland was converting to forest land than being developed. Ohio was actually shrinking, not bursting with growth. Despite our protestations, the state enacted a program to lure landowners to sell development rights via a perpetual conservation easement so that the land would NEVER be developed. Ahh the memories!

A point here is that OHBA took the bold stance in protecting private property rights and stressed the need for active and meaningful economic development. Fortunately, the current administration understands this and is a big reason for the state climbing out of the economic doldrums. Despite all that, those who oppose reasonable growth incentives are still in the arena. However they cannot throw out incorrect information about the perils of growth. We are proud of the work we provided in that endeavor.

The realistic view at this point is, the work is not done. We are all aware of the foes to growth and affordable housing. The state is on the verge of rewriting utility generation and extension laws which will impact all future development. Education is awaiting huge payouts from the state and Lake Erie is suffering from you know what and some form of remediation will be concocted that will involve all land development activities.

The role our industry plays is a noble one. We have few allies and it is clear it is up to us to represent our needs and interests especially for those who would like to participate in owning a piece of the American dream. ■

Renewed Builders

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Dropped Members

Pella Window & Door – Hinckley

Know someone interested in joining the Medina County HBA? Call Sharon Brock with their info and she can send a member packet (330.725.2371) or visit our website and download the membership application.

Members ...

Remember, whenever possible, always try to do business with a fellow member and support your Medina County HBA & local community!



ATTN: BUILDERS Should You Participate in the '16 Fall Parade of Homes?



For all marketing
information, contact:

ID Creative Group, Ltd.

Contact: Susan Bloch
330.723.4324 | 330.483.0075
susan@idcreativeltd.com

Why wouldn't you?

If you plan to build and sell homes in 2016 and beyond, you can't afford to miss this outstanding opportunity to get maximum potential buyer visibility.

The last three Parade events yielded *well over \$10 million* in sales for the participating builders both with the sale of models and to-be built homes. This past spring Parade was incredible for all participants as many houses were sold during the event and attendance was off the charts.

You simply won't find a better marketing value for new home construction in Medina County. Here are the details:

PARADE DATES: Sat., October 8th – Sun., October 23rd, 2016

PARADE HOURS: Sat & Sun ONLY 12-5pm, closed Mon-Fri

BUILDER COST: \$ 1,200.00 / model (*credit cards accepted*)



Planned Promotion / Advertising:

- Virtual tour / tab / map online (*each model has its own page & links*)
- Advance Ohio (*online targeted marketing to buyers*)
- The Plain Dealer (*print marketing & editorial coverage*)
- Sun News (*print marketing & editorial coverage*)
- The Post (*print marketing & editorial coverage*)
- Beacon Journal (*print marketing & editorial coverage*)
- Cleveland.com (*online targeted marketing*)
- Homes.Ohio.com & potentially more (*media dependent on budget*)

Participation Deadline:

August 22, 2016 (*for fees, forms, floorplans & photos*)

For more info, contact Sharon at the HBA office
330-725-2371 or sharonb@medinacountyhba.com

Don't Miss This Opportunity!



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Home Builders
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CARTER *Lumber*

At our Kitchen & Bath Showroom in Medina, we have everything you need to complete your next kitchen project!

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OLON

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ELYRIA

41625 GRISWOLD RD
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ATTN: MEMBERS Should You Sponsor the Fall Parade of Homes?



To schedule your
Sponsorship, contact:

Medina County HBA

Sharon Brock, Admin.
4083 N. Jefferson St.
Medina, OH 44256
330.725.2371

Why wouldn't you?

You work with builders, 2016 is shaping up to be a fantastic year for building, and fellow builder members building and selling homes in 2016 and beyond helps your business – you can't afford not to participate. In fact, the past three events yielded *well over \$10 million* in sales and we expect this trend to continue.

What can you expect as a sponsor? Here's the program:

- Your business name and logo on the MCHBA website as a supporter of the event
- Your logo on the MCHBA website links to your website
- Your name listed in all press releases that go out to printed media
- Your logo on the map/model handout (both printed and online)
- Listed in Building Blocks as a Parade sponsor for 3+ months
- Free 1/6 page ad in 3 issues of Building Blocks (size upgrade available)



PARADE DATES: Sat., October 8th – Sun., October 23rd, 2016

PARADE HOURS: Sat & Sun ONLY 12-5pm, closed Mon-Fri

SPONSORSHIP: \$500 – You get everything listed above
Want to do more? Contact the MCHBA.

Planned Promotion / Advertising:

- Virtual tour / tab / map online (*each model has its own page & links*)
- Advance Ohio (*online targeted marketing to buyers*)
- The Plain Dealer (*plus editorial naming your company*)
- Sun News (*plus editorial including your company name*)
- The Post (*plus editorial naming your company*)
- Beacon Journal (*plus editorial naming your company*)
- Cleveland.com (*with links to MCHBA site with your logo & link*)
- Homes.Ohio.com & potentially more (*media dependent on budget*)

Sponsorship Participation Deadline: **August 22, 2016**

**If You Work with
Builders in Medina
County, Don't Miss
This Opportunity!**



**MEDINA
COUNTY**
Home Builders
Association

Constructing a better loan.

Selecting the right homebuilder is critical to the success of a project. But, it's also important for your clients to choose the right loan originator.

Westfield Bank's seasoned lending professionals can save your clients time and money, while simplifying the loan process. We know the appropriate questions to ask to determine the ideal loan for their needs. We also provide direct access to local decision makers, which can lead to faster lending decisions and greater flexibility.

Westfield Bank offers competitive solutions for:

- Construction loans
- Lot loans
- Jumbo loans
- Purchase or refinance loans

Contact the mortgage banking team today at 800.368.8930.

Mortgages are originated by Westfield Bank, FSB (NMLS #507706). All loans are subject to credit review and approval.



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