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How is Your Building Year Looking? *How About a Serious Jump Start?*

Hopefully, all of our builder members were able to attend the January Financial Forecast held at Williams at the Lake in Medina (definitely a more positive one). Although there is great news on the residential construction front in Medina County and Ohio in general, just that tidbit of information is not going to grow your client base nor build your business. It's important to take the proverbial bull by the horns and be proactive about your own success.

There are many different things you can do to build your construction business, among them, having a dynamic web presence, doing as much marketing and promotion as you can afford, setting up some type of referral reward for current and past customers, continuing to improve the efficiency of what you do and how you do it, watching trends, streamlining your budget without compromising your quality, partnering with developers for land availability, partnering with your subcontractors to get better discounts so you can offer your customers more competitive pricing ... the list goes on. But probably one of the most important things you can do is to participate in the MCHBA's Parade of Homes - every chance you get.

You cannot find a better value for your marketing dollar than this event (and we're now holding two of them annually). Although the fee is \$1,200 per house, that isn't much in the big picture 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



In This Issue ...

Special Sales/Marketing
Parade Issue

Member News

Parade Sponsorship Info

Parade Builder Participation
Info

Secure Sales Success in 5
Simple Steps & More

(Article continued on page 3)



Kenneth Cleveland	1,057.5*
Calvin Smith, Life Dir.	594.5
Bob Knight	93
John Sumodi	93
Russ Sturgess	29
Doug Leohr	23
Mark Zollinger	13.5
Ed Belair	4
Dave LeHotan	3
Greg Thomas	3
Mike Hudak	2.5
Todd Scott	2
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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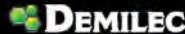
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Plain Dealer for that kind of money. However, with this cooperative event and the pooling of finances, the Parade of Homes is promoted more than any individual builder could ever do on their own. It's like a Super-sized Open House ... and, in fact, the MCHBA starts getting calls early in spring from consumers wanting to know when the event will be, where, and who is participating. They just can't wait.

Since spec homes are pretty much a thing of the past, it has become even more imperative to work cooperatively with your homebuyers to allow you to enter their home into the Parade so you can market your housing product at a time that makes the best sense. Most home owners, if their home is adequately protected during the event, will gladly allow you to do this. You can even sweeten the pot by providing them upgrades of appliances and/or finishes to 'make up' for utilizing their home.

We have had an amazing number of associate members step up to sponsor this event and support their fellow builder members. That helps the organization have an even better and more successful event due to the additional marketing dollars that are generated and able to be used to promote the Parade. Thank you to our Associate Members and keep 'em coming!

At any rate, if there is any way at all you can put a house in the Parade, you should do it. It provides you the opportunity to meet with prospective home buyers, talk and learn about what they are looking for, and perhaps build a potential buyer list. It definitely is a targeted market that tours these homes so give it some serious consideration, put your MCHBA membership to work and enter your home. Call the office for more information or watch your email for all the details.

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From the Executive Director

Members and Friends:

I hope all of our members are doing well and getting geared up for what is expected to be a busy home construction year in Medina County.

With that in mind, ALL of our builder members should consider participating in the Parade of Homes. For only \$1,200 per house, you get the marketing and promotional benefit of 20 times that ... where else can you get that kind of promotion and marketing for just a fraction of the cost?

It helps to have a variety of builders in the Parade so your different building styles and special touches can be seen by a large volume of prospective buyers. If not having a large enough staff is holding you back, let us know. With the promising commitment of several sponsors already this year, we can probably find sponsor members to host your model during some of the event hours.

For more information on the Spring Parade event, please get in touch with Sharon at the HBA office (330-725-2371 or via email at sharon@medinacountyhba.com). She will be blasting all builders with this information, details on participating, and your entry form via Builder Fusion. I strongly encourage you to seriously consider participating if you haven't been in the Parade lately. Put your membership to work!

Respectfully:

Dave LeHotan
Volunteer Executive Director



Board of Directors

John Sumodi, President

Jeremy Krahe

Michael Hudak

Greg Thomas

Douglas Krause

Doug Leohr

Katie Williams

Jeff Barnes

Jim Owen

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Trustees

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John Sumodi

Greg Thomas

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Katie Williams, Membership

Parade of Homes

4083 N. Jefferson Street

(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. **\$179,900.** Gary Stouffer 330-835-4900.

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.

CUYAHOGA FALLS/NORTHAMPTON

– Woodridge Schools

S/L 11 619 Chart Rd S/L 11: 3/4 acre. Sloped, wooded, public water/sewer. **\$57,000.** Gary Stouffer 330-835-4900.

FAIRLAWN – Copley/Fairlawn Schools

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

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.

S/L5 741 Huntley Dr S/L 5: Plantation Drive. 2.28 acres, clear/wooded, on cul-de-sac. Well/septic. **\$129,000.** Gary Stouffer 330-835-4900.

GREEN

V/L 986 E Turkeyfoot Lake Rd.: COMMERCIAL lot on Rt 619 177x243, Prime location. **\$124,900.** Gary Stouffer 330-835-4900.

HINCKLEY – Highland Schools

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.

MASSILLON – Massillon School District

S/L 1 Orchard Hill Circle NE: 89x45 level. Public water/sewer. **\$29,000.** Gary Stouffer 330-835-4900.

S/L 2 Orchard Hill Circle NE: 120x150 level. Public water/sewer. **\$36,000.** Gary Stouffer 330-835-4900.

S/L 3 Orchard Hill Circle NE: 120x177 level. Public water/sewer. **\$39,000.** 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: 87.74 acres - 2 ponds - wooded/cleared. Flat. Well/septic. **\$875,000.** Gary Stouffer 330-835-4900.

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. **\$239,900.** 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 \$699,900.** Gary Stouffer 330-835-4900.

V/L Broadview Rd: 2 lots, 2 acres each. Open, flat, public water/sewer. **\$110,000 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 or Gary Stouffer 330-835-4900.

SHARON TWP – Highland Schools

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 \$71,500.** Gary Stouffer 330-835-4900.

S/L 14 467 Arbor Falls S/L 14: 2.5 partially wooded acres on pond in The Estates of Sharon. Public water/sewer. **\$189,000.** Gary Stouffer 330-835-4900.

The Ridge 5840 Spring Ridge Dr S/L 1: 2.3 acres, cleared, level. Underground utilities. Well/septic. **\$87,500.** 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.** Gary Stouffer 330-835-4900.

UNIONTOWN – Green Schools

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

WEST SALEM

V/L on corner of Britton and Franchester Roads: 2 acres w/frontage on both sides. **\$32,000.** Laura Buehner 330-620-2578.

YORK TOWNSHIP – Buckeye Schools

V/L Smith Rd: Open corner lot w/1142' frontage surrounded by mature trees. Rolling topography. Possibility to subdivide. 26.29 acres. Septic/well. **\$220,000.** Gary Stouffer 330-835-4900.

Tom Boggs – tomboggs1@gmail.com

Laura Buehner – lbuehner@att.net



Email Our Agents:

Laura Horning Duryea –
LauraDuryea@stoufferrealty.com

Ryan Shaffer –
ryan@ryantshaffer.com

Gary Stouffer –
gstouffer@stoufferrealty.com

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Member News

New Associate Member

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P.O. Box #2

Kidron, Ohio 44636-0002

Contacts: Frank Vottero and Mark Dorffer

Phone: 330-857-2021

Email:

frank.vottero@gerberlumber.com &

mark.dorffer@gerberlumber.com

Website:

www.gerberlumber.com

Sponsor: John Sumodi

Renewed Associates

Keller Williams NEO Team –
Brunswick

Paramount Plumbing, Inc. – Norton

Rolling-Hocevar, Inc. – Medina

*Know someone interested in joining the
Medina County HBA?*

*Call Sharon Brock with their
information and she can send a member
packet (330.725.2371) or visit our
website and download the membership
application.*

Thank you for being a member!



Members ...

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

Attention Builders:

Don't forget the HBA has the tools you need for home sales. We have the MCHBA Home Construction & Limited Warranty Agreement packages available at the office for only \$35 each. Be sure to use this tool for your own protection and peace of mind. Plus - it's packaged up in a nice professional presentation folder for you to give your homebuyers!

Renewed Builders

Kaufhold Construction, Inc. –
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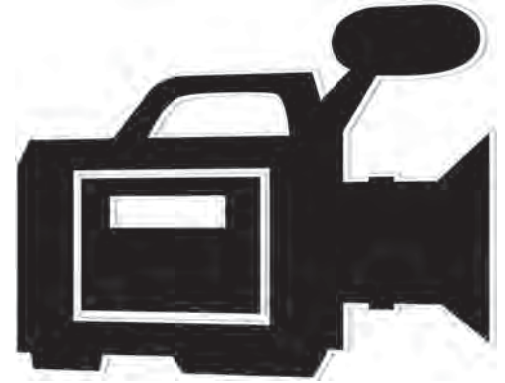
2016 Dates To Remember

May 2-22, 2016

Spring Parade of Homes
– Builders – be ready and participate - your best bet to sell homes in 2016

June 9 or June 16, 2016

Annual MCHBA Golf Outing
– Firm date and details to follow via email



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. ■

Something You Should Watch ... Here is a 2014 Webinar Replay:

Intro to OSHA for Small Builders

Click on the link below as this webinar covers an introduction to the Occupational Safety and Health Administration for small home builders and is designed for small contractors who have the responsibility for developing a safety program and need to move their company towards compliance.

<http://www.nahb.org/en/learn/webinars/2014/intro-to-osh-for-small-builders-webinar-replay.aspx>

How to Secure Sales Success in 5 Simple Steps

Business Management, Home Building, Sales & Marketing – March 2, 2016

Many economists and industry pundits agree that for the foreseeable future, the housing market will continue to improve. But, there's no doubt that home builders will still have to navigate fierce competition and deal with cautious buyers.

David Levitan, MIRM, CSP, CMP, and CEO of Levitan & Associates, said that although most housing markets are now performing well (compared to recent years), he has been asked to evaluate several communities across the country that are still not performing up to par.

What he found — almost across the board — was home builders and developers who have been doing business in their markets for years without having conducted any market research or developed a marketing strategy.

“The reason for the lack of sales was crystal clear, and not surprisingly, consistent throughout most of these communities,” he said.

Among the greatest offenses:

- Stale home designs that had not been changed for the past five years or more;
- Product lines that failed to provide a full spread of designs, styles and pricing;
- Less-than-ideal, non-competitive locations;
- Communities built within a short distance of four or more competing builders/developers with almost identical product offerings and more attractive incentives;
- Sales and marketing staff who had no training and minimal management support or supervision over the years;
- Outdated advertising, promotional strategies and budgets (e.g., referencing a 10-year-old budget, creating only minor changes to the company website, making feeble attempts at social media).

Because today's market conditions and buyers are completely different, he said, leaning on the same old strategies has hindered their ability to grow, prosper and be profitable. To get back on track, Levitan recommends the following six steps:

Step 1: Do your research. For every new community you plan to build, analyze the market and determine the local economy and market conditions, examine site conditions, and investigate current and future competition. Doing this type of analysis helps define the playing field, and from there a realistic sales and marketing strategy for success can be developed, Levitan said.

Ask yourself the following questions: What is the quantifiable demand for the location, design and price? What portion of the demand is already being met? What is happening with the resale market — remember it is an integral component of the demand quotient. Where are the holes in the market?

Step 2: Review your own properties, products, company and brand identity. What are the comparative strengths and weaknesses of your location? How does the marketplace perceive your company? What impact do those perceptions have on your ability to do business? Have you created an identifiable unique selling proposition that is meaningful to the consumer? If not, you are simply another seller of the same product, probably offered at similar or higher prices.

Step 3: Use your research and review or SWOT analysis, to develop housing products that satisfy the needs of the market and are noticeably better in some way than competition.

Step 4: Create and implement a sales and marketing strategy for every new community BEFORE development starts. Use tools that will get your message to your target market in a cost-effective way.

Step 5: Take Step 4 further and create a new sales and marketing strategy that reflects current market conditions for every existing community you have in your portfolio.

While it may take a little time and effort to properly create a development and marketing strategy that will maximize sales and profitability, Levitan believes that the value of doing so is immeasurable. ■

Attention MEMBERS

...

Should You Sponsor the 2016 Spring Parade of Homes?



To schedule your
Sponsorship, contact:

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

Seriously... Why wouldn't you?

1) You joined the HBA because you work with builders; 2) the recent Financial Forecast predicted an optimal construction year for 2016, and 3) fellow builder members building and selling homes helps you and your business – you can't afford not to participate. In fact, last year's two Parades alone yielded **over \$9 million** collectively in home sales and we expect this trend to continue to grow. What can you expect as a sponsor? Here's the lowdown:

- 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., May 7th thru Sun., May 22nd, 2016

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

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

Planned Media Promotion / Advertising:

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

Sponsorship Participation Deadline:

March 31, 2016 (330.725.2371 or sharon@medinacountyhba.com)

You Can't Afford to Miss This Opportunity!



Attention BUILDERS Should You Participate in the 2016 Spring Parade of Homes?



For marketing
information, contact:

ID Creative Group, Ltd.

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

Seriously ... Why wouldn't you?

If you plan to build and sell homes this year in Medina County, you can't afford to miss this outstanding opportunity to get maximum buyer visibility. Here's why ...

- 1) Most of our builder members *are not in a financial position* to invest this amount of marketing dollars for their company alone;
- 2) Last year's 2 Parades yielded *over \$9 million collectively* in gross sales for the participating builders (sale of models and to-be built homes);
- 3) Our Financial Forecast *predicted an outstanding year for residential construction* so you do not want to miss this opportunity; and
- 4) You simply won't find *a better marketing value* for promoting new home construction in Medina County. Put your membership to work and commit.

PARADE DATES: Sat., May 7th thru Sun., May 22nd, 2016

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

BUILDER COST: \$ 1,200 per model (*credit cards accepted*)



Planned Media Promotion / Advertising:

- Virtual tour / tab / map online (*each model has its own page & links*)
- Northeast Ohio Media Group (*targeted online marketing*)
- The Plain Dealer (*print advertising*)
- Sun News (*editorial, online and print advertising*)
- The Post (*editorial and print advertising*)
- Beacon Journal (*editorial, online and print advertising*)
- Cleveland.com (*online advertising*)
- Homes.Ohio.com & potentially more (*media mix dependent on budget*)

Participation Deadline:

March 31, 2016 (*for fees, forms, floorplans & photos*)

**For more info or to get your Parade Entry Form,
contact Sharon at the HBA office – 330-725-2371.**

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- Refinance options



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