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## How is Your Building Year Looking? *Get a Serious Jump Start!*

By: Susan Bloch, Marketer/Promoter of the Medina County Parade of Homes

Hopefully, you were able to attend the February Financial Forecast held at Williams at the Lake in Medina (a significantly positive one). Although there is optimistic 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 business' 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 pricing so you can pass on the savings to your customers ... the list goes on. But one of the most important things you can do is to participate in the MCHBA's Parade of Homes - every chance you get.

You can not and will not find a better value for your marketing dollar than this event (and we hold two of them every year). Although the fee is \$1,500 per house (\$1,200 per additional home from the same builder), 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 Plain Dealer for that kind of money. However, with this cooperative event and pooling of resources, the Parade

(Cover Story - continued on page 3)

### In This Issue ...

#### Special Parade Issue:

Why Participate? - Builder  
& Associate Members

NAHB Applauds President  
Trump For Move to Fix  
WOTUS Rule

CareWorksComp Update

Downsize Vs. Supersize

Legislative Review & More



Kenneth Cleveland	1,061*
Calvin Smith, Life Dir.	594.5
John Sumodi	164
Bob Knight	93.5
Russ Sturgess	29
Doug Leohr	25
Mark Zollinger	19
Ed Belair	7
Greg Thomas	3.5
Dave LeHotan	3
Mike Hudak	3
Todd Scott	2.5
Ted Curran	2
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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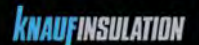
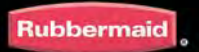
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## NOTE: HBA Email Changes

Sharon is now:

[sharonb@medinacountyhba.com](mailto:sharonb@medinacountyhba.com)

General email is now:

[moreinfo@medinacountyhba.com](mailto:moreinfo@medinacountyhba.com)

*(Cover Story – continued)*

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 for you and your building business. 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 any inconvenience.

We have had an amazing number of associate members step up to sponsor this event over the past few years to support their fellow builder members. Their involvement helps the organization put on a more successful event due to the extra marketing dollars generated that fund additional promotion of 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. It provides the opportunity to meet prospective home buyers, talk and learn more about what they are looking for, and build a potential buyer list. It 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 more details. You can't afford not to!

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# From the Executive Director

Members and Friends:

Once again, our associate members have stepped out in outstanding fashion to help sponsor the recent Financial Forecast. I would like to thank each and every one for their support: **Advance Ohio** (formerly The Plain Dealer), **Alpha Insulation & Gutters**, **Carter Lumber**, **Columbia Gas of Ohio**, **Fidelity National Title**, **First Federal Lakewood**, **Graves Lumber**, **ID Creative Group Ltd.**, **Kingdom Title Solutions**, **National Carpet Mill Outlet**, **Sundance Ltd.**, **Transfer Title Agency Inc.** and **All Construction**. I would also like to thank all the attendees for making this a priority and assembling the tools to plan for 2017.

We also appreciate all of the hard working people in our industry that are instrumental in the robust recovery of the residential construction industry here in Medina County. You have helped make it happen.

Watch your email for information on the upcoming Parade of Homes and remember, this is the single best marketing plan you can use to help sell homes in Medina County in 2017 and beyond so please consider participating. We are offering discounted pricing for multiple models.

Respectfully:

Dave LeHotan  
Volunteer Executive Director



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Douglas Krause

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Subdivision Regulations

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Parade of Homes

4083 N. Jefferson Street  
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Medina, OH 44256

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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. **\$119,000. Gary Stouffer 330-835-4900.**

**4244 Granger Rd:** 6.25 pastoral acres in beautiful Bath. Yellow Creek meanders through the back. Horse pasture and tack room. Build your dream home or improve existing home. **\$318,000. Gary Stouffer 330-835-4900, Robin Rohrich 330-696-4179.**

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

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

**4875 Stonehedge:** 3+ acres. Lake front property. Well & septic. **\$250,000. Mike Stoerkel 330-701-4426.**

### AKRON / ELLET

**V/L Canton Rd:** 2.5 acres wooded/cleared. Zoned residential/office limited use. Public water/sewer. **\$55,000. Gary Stouffer 330-835-4900.**

### BRUNSWICK

**1499 S. Carpenter Rd.:** 6+ acres. Proposed commercial. Prime acreage at 303 & I-71 intersection. **\$1,200,000. Mike Stoerkel 330-701-4426.**

### 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.**

### COPLEY

**4520 Medina Rd:** 2.21 acres across from AGMC Wellness Center - Office/Professional. **\$300,000.**

**V/L Medina Road – COMMERCIAL – 95x288 –** Corner of N. Hametown & Rt. 18. **\$150,000.**

### DOYLESTOWN

**16216 Galehouse:** 3.5 acres. Chippewa Schools. Public water, septic. Beautifully wooded & elevated views. **\$67,500. Mike Stoerkel 330-701-4426.**

### 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. **\$48,900. 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 4711 Dunsha Rd.:** Approx. 182 acre farm in Highland LSD, rolling meadows, woods, pond & barns. Cottages on property. 10 min. from I-77 & Montrose shopping/dining. **\$2,693,600. SALE PENDING IN "1" DAY. Gary Stouffer 330-835-4900 and Ryan Shaffer 330-329-6904.**

### HARTVILLE

**V/L Maple St:** Approximately 1/4 of an acre of commercial land. Land is located on Maple Street which flows traffic in from nearby Rt. 43. Fairly flat piece of vacant land. **\$17,500. Gary Stouffer 330-835-4900, Nelda DiRocco 330-289-6918.**

### 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. **\$134,900. SALE PENDING. 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.**

### MEDINA

**Fox Meadows Country Club:**

**173 Hounds Run:** .5 acres. City water/sewer. \$40,000.

**222 Maidstone Lane:** .5 acres. City water/sewer. \$60,000.

**226 Maidstone Lane:** .5 acres. City water/sewer. \$60,000.

**6464 Aberdeen:** .5 acres. City water/sewer. \$65,000.

**Mike Stoerkel 330-701-4426**

### 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.**

## PALMYRA TWP

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

### RICHFIELD – Revere Schools

**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 Lot 38:** Great opportunity to build in privacy & seclusion, 2+ acre lot in Highland SD, septic/well, cleared & ready to build. **Lot 38 \$75,000. 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. 6 lots left. Starting at **\$62,650. Ryan Shaffer 330-329-6904 or Gary Stouffer 330-835-4900.**

### SHARON TWP – NEW DEVELOPMENTS

**Bonnie Glen -** 33 beautiful lots available in Bonnie Glen Development. Lots range from 2 to over 4 acres in size. Each lot has something special from ravines, woods or open landscape. Prices starting at **\$123,500/lot.** Spectacular development to build your dream home. **Gary Stouffer 330-835-4900.**

**Hidden Lakes of Sharon -** 18 beautiful lots available ranging in size from 2 acres to 3.8 acres in new Hidden Lakes of Sharon development with woods, ponds, and cul-de-sacs. Highland Local Schools and conveniently located to major highways and Montrose shopping. Lots available starting from **\$129,000** and up. **Gary Stouffer 330-835-4900.**

### STRONGSVILLE

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

### WADSWORTH

**Quail Lake Farms 10333 S/L 33 Quail Lake Circle:** Level lot on cul-de-sac. Backs up to small pond. Sewer/well. Doylestown mailing address. **\$99,000. Gary Stouffer 330-835-4900.**

### UNIONTOWN – Green Schools

**Green Ridge Estates: 122x165 corner lot.** Public water/sewer. **\$38,500. Gary Stouffer 330-835-4900.**



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## House Finance Begins Hearings On Proposed Budget

This will be the second week of hearings by the House Finance Committee on the Governor's proposed budget. As expected, Kasich continues to push his plan for lower income taxes, with an increase and broadening of the state sales tax. Additionally, other proposals to receive hearings

include his plan to increase oil and gas severance taxes, and as with past budgets, proposals to increase taxes on cigarettes, "other tobacco products," and alcohol, while expanding the sales tax to cover more services. As the committee awaits actual legislative language, it will continue to hold hearings with testimony from several of the Governor's department leaders. Both the House and Senate will also have their own ideas on balancing the budget, so it is hard to predict just what the final product will look like in the coming months.

Feel free to contact OHBA with any questions or comments.

## Discussions On Utility Regulation/Line Extensions Expected

In addition to recent questions from members around the state on line extension installation and scheduling, there is also a larger discussion in the works around the statehouse on the re-regulation of utilities. OHBA

was involved and closely followed all prior efforts to make changes in the regulations of utilities, paying particularly close attention to how line extension charges were treated. Likewise, OHBA will again be closely monitoring any upcoming discussions on the topic.

## Licensing Of Specialty Contractors And Subcontracting Discussion To Continue

As the new General Assembly begins, discussions continue on the licensing of specialty contractors, including both the roofing industry and the extension to residential. OHBA continues to insist any changes to the specialty contractor licensing law must allow for residential contractors to utilize unlicensed subcontractors for portions of the work. Given the unique nature of the residential side, and common business model including the use of such

*(Legislative News - cont'd on page 9)*



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## Major Regulatory Victory for NAHB *NAHB Applauds President Trump For Move to Fix Flawed WOTUS Rule*

On February 28, President Donald Trump honored a campaign promise made to home builders when he signed an executive order directing the Environmental Protection Agency (EPA) to begin the process of rescinding or revising the controversial “waters of the United States” (WOTUS) rule. I was privileged to attend the signing ceremony at the White House.

When then-candidate Trump spoke at the NAHB Board of Directors meeting in Miami in August, he vowed to cut WOTUS and other burdensome regulations that drive up the cost of homes for hard-working Americans. Trump quoted a 2016 NAHB study when he noted that 25 percent of the cost of a new home is due to regulation.

President Trump has heard our serious concerns about the flawed WOTUS rule imposed by EPA in 2015. The rule goes so far as to regulate man-made ditches and isolated ponds on private property. The executive order is an important first step toward reworking the flawed regulation and moving toward a more sensible WOTUS rule.

NAHB has led the effort to address industry concerns with the WOTUS rule on the regulatory, legislative and judicial fronts. The rule also has been challenged in the courts by more than 30 states and numerous environmental groups on both procedural and substantive grounds.

The executive order directs EPA to reconsider the rule that dramatically extended the areas in which home builders are required to get permits, blatantly usurping state and local regulatory authority. Two courts have already ruled that it is likely that the rule is illegal and have issued a temporary halt to its implementation.

NAHB looks forward to working with the administration and EPA Administrator Scott Pruitt to develop a common-sense solution to protecting our nation’s waterways while taking into account the interests of local businesses and communities nationwide. ■

## Members ...

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

## 2017 Dates To Remember

**May 6–21, 2017**

**Spring Parade of Homes  
dates – Watch for more info.**

**June 15 or 22, 2017**

**Annual Golf Outing  
(tentative) – Shale Creek,  
watch for more info.**

*(Legislative News – cont’d from page 7)*

subs, if any specialty contractor licensing requirements are extended to residential, OHBA has made clear it is crucial to consider these allowances. OHBA also plans on reviewing the prohibition on the use of unlicensed subcontractors, as the law exists today.

Please contact OHBA with any comments or questions.

## Updated Minimum Quantifiable Workmanlike Standards Up For Adoption

At its meeting last month, the workmanlike standards committee reviewed and voted unanimously to adopt the 2017 2nd edition of the minimum quantifiable workmanlike standards. These standards are to be promulgated by the Ohio Home Builders Association, as a result of HB 383, the Home Construction Services Act. The Committee will bring the 2nd edition to the full board for its approval at the OHBA Spring Organizational meeting in March.

Please feel free to contact OHBA with any questions. ■

## Attention Builders:

Don’t forget – the HBA has the professional business 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. It’s packaged in a handy professional presentation folder for your homebuyers!



# Member News

## More Renewed Associates

Paramount Plumbing, Inc. – Norton

## Renewed Builders

Kaufhold Construction, Inc. –  
Strongsville

Taeler-Made Construction, Inc. –  
Westfield Center

W.J. Bailey Homes – N. Royalton

*Know someone interested in joining the Medina County HBA? Doing business with companies that AREN'T members? They should be! Call Sharon Brock with their information and she mail a member packet (330.725.2371) or visit our website and download the membership application.*



## New Builder Member

### Old World Classics, LLC

7056 Mears Gate Dr., NW  
N. Canton, OH 44720

Contact: Andrew Leach

Phone: (330) 494-0228

Email: aleach@myoldworld.com

Website: www.myoldworld.com

Sponsor: John Sumodi

## Renewed Associates

Galehouse Lumber Co. –  
Doylestown

Gerber Lumber and Hardware –  
Kidron

Keller Williams NEO Team – Roger  
Nair – Brunswick



# GOOD NEWS!!!

It is by unanimous vote at the National Board meeting there will be **NO DUES INCREASE** this year for NAHB. It will stay at the current rate of \$182.00 per member for at least the next year.



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## Thank you **Ken Cleveland** For Continuing to **Make a Difference** on Behalf of the **MCHBA!**

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. ■

# To Be Or Not To be ...

MEDINA COUNTY

PARADE  
OF HOMES

2017

SCATTERED SITE

BUILDER MODELS

# in the Parade of Homes?

## That is the Question ... Why Shouldn't You Be?

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 builder members *are not in a financial position* to invest this amount of marketing dollars just for their company;
- 2) Last 3 years' Parades yielded *over \$25 million collectively* in gross sales for participating builders (sale of models and to-be built homes);
- 3) Our Financial Forecast *predicted an outstanding year for residential construction* so don't miss this opportunity; and
- 4) You won't find *a better marketing value* for promoting new home construction in Medina County. Put your membership to work and commit.

### PARADE DETAILS

- DATES:** Sat., May 6<sup>th</sup> – Sun., May 21<sup>st</sup>
- HOURS:** Sat & Sun ONLY 12-5 pm,  
closed Mon-Fri
- INVESTMENT:** \$1,500 per model, discounted price  
of \$1,200 per model for multiple  
homes from same builder (*credit  
cards accepted*)

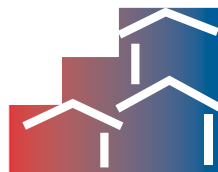
### Planned Media Promotion / Advertising:

- Virtual tour / tab / map online (*each model has its own page & links*)
- Advance Ohio (*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, 2017** (*for fees, forms, floorplans & photos*)

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

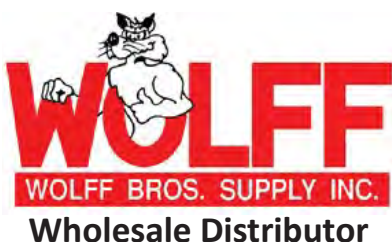


**MEDINA  
COUNTY**  
Home Builders  
Association

# CUT YOUR HEATING AND COOLING COSTS UP TO 80%.



**Cut your energy bills.** ClimateMaster geothermal systems tap the constant temperature of the earth to provide heating, cooling, and hot water. Your home stays comfortable year-round while trimming your energy use by up to 80%. Best of all, **ClimateMaster** systems are not only a good investment, they are a cleaner choice for the environment. To learn more about how the geothermal technology leader can help you cut your energy bill, visit [climatemaster.com](http://climatemaster.com) or Call your **Wolff Bros. Supply, Inc.** Heating and Cooling Professional at **1-888-OKWOLFF** to find a ClimateMaster Dealer in your area.





**OPENING JUNE 2016**  
**Brand New Full-Selection**  
**Design Center.**

Conveniently located next to our Kitchen & Bath Showroom, our new full-selection Design Center will be your one-stop shop for all your project needs!

**Cabinetry, Fixtures, Counter-**  
**tops, Doors, Trim, Hardware,**  
**Islands, Backsplashes,**  
**Windows and more!**

# CARTER

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## Lumber



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

We take the worrying out of planning and choosing everything for your perfect kitchen or bathroom, from the smallest to the most important details. You'll save money over the big box stores, and we have the expertise and product knowledge to help you complete your project. Service, quality, and design is what sets us apart. Our Specialists offer the best in service, space planning and design knowledge in the industry.

**Carter Lumber has all of your  
design needs covered!**

When you're ready to take on your kitchen or bath project, we'll be ready to give you the beautiful, functional space you've been dreaming of.

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**(330) 725-6760**

### **AKRON**

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AKRON, OH 44305  
**(330) 784-5441**

### **SOLON**

6199 S O M CENTER RD.  
SOLON, OH 44139  
**(440) 248-5355**

### **ELYRIA**

41625 GRISWOLD RD  
ELYRIA, OH 44035  
**(440) 934-5266**

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[carterlumber.com](http://carterlumber.com)



# It Takes Teamwork

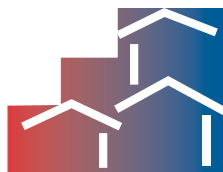
## to Hold a Successful Parade!

### And, quite honestly, we need your participation!

1) You work with builders; 2) the recent Financial Forecast predicts an outstanding construction year, and 3) fellow builder members building and selling homes helps you and your business prosper – you can't afford not to participate. In fact, the last three years of Parades yielded **over \$25 million** collectively in home sales for its builders and we expect this trend to continue to grow.

What's in it for you? Great visibility ... 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 (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)



**MEDINA COUNTY**  
Home Builders Association

#### PARADE DETAILS

**DATES:** Sat., May 6th – Sun., May 21st

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

**SPONSORSHIP:** \$500 – You are a part of everything listed. Want to do more? Contact the HBA directly.

#### *Planned Media Promotion / Advertising:*

Virtual tour / tab / map online (each model has its own page & links); Advance Ohio (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 (dependent on budget)

**Participation Deadline:** March 31, 2017

Call 330.725.2371 today or email Sharon Brock at [sharonb@medinacountyhba.com](mailto:sharonb@medinacountyhba.com). Don't miss this opportunity!

**Keep this date in mind:**

March 31, 2017 –

- deadline to complete the annual report for the Drug Free Safety Program.
- last day you can request a change in estimated annual payroll exposure for the 2016 policy year.
- last day to request a change to your premium installment schedule for the 2016 policy year.
- deadline to complete the One Claim Program education requirement.
- last day to complete the EM Cap program requirements.

**CareWorksComp Annual Seminars:**

Our annual workers' comp seminars will be presented at the end of April/ beginning of May. This year, in an effort to make these as convenient as possible for our clients, we will be offering the same material in a webinar format as well. Identical materials will be provided for the seminars and webinars, and both will satisfy the BWC's Two-Hour Group Safety Training requirement. The seminar schedule is:

**April 25, 2017–Cleveland / May 2, 2017–Columbus / May 3, 2017–Cincinnati**

More details on location and registration to come!

**2017 Ohio Safety Congress & Expo:**

The showcase for the BWC's Division of Safety & Hygiene, the Ohio Safety Congress & Expo, will be taking place from March 8-10 at the Greater Columbus Convention Center. You can register now to attend lectures, panel discussions, workshops, and live demonstrations. There are literally dozens of options! To sign up, please visit <https://bwc.expoplanner.com/content/osc17/home/>.

**2017 Increases to Ohio Unemployment Tax Rates and Claim Costs:**

- Maximum unemployment tax rates increased from 8.6% to 9.4%. This includes the additional 0.6% mutual rate charged to all tax contributing experienced rated employers to pay off the remaining balance of the Federal Unemployment loan. Employers continue to pay unemployment taxes on the first \$9,000 of each employee's payroll, unless they are exempt from this requirement.
- Maximum claim costs raised from \$15,262 to \$15,548. This is the maximum amount an employer can be charged for one unemployment claim.
- Maximum weekly benefit amounts for claimants increased from \$587 to \$598.

There are multiple ways our unemployment service can benefit your business. Contact our unemployment manager, Kammy Staton, to learn more about how to avoid the risk of paying higher unemployment costs. She can be reached at 614-526-7165, or [kammy.staton@careworkscomp.com](mailto:kammy.staton@careworkscomp.com). ■



**Leaders in Congress Urged to Adopt Strong Housing Agenda**

NAHB Chairman Granger MacDonald and First Vice Chair Randy Noel met with several bipartisan congressional leaders this week to urge Congress to pursue a strong national agenda for housing.

Discussions were held with Senate Majority Leader Mitch McConnell, Speaker of the House Paul Ryan, House Minority Whip Steny Hoyer, House Financial Services Committee Chairman Jeb Hensarling and other influential lawmakers.

The NAHB senior officers made it clear that the association wishes to work with Congress and the administration to:

- Reform and streamline the regulatory process.
  - Ensure that any tax reform efforts protect vital housing tax incentives that are needed to keep housing and the economy moving forward.
    - Ease tight credit conditions for home buyers.
    - Enact comprehensive housing finance reform.
    - Promote policies that will keep homeownership and rental housing opportunities affordable to all Americans.
    - Strengthen the link between housing, jobs and the economy.
- MacDonald noted that robust housing production is critical to a prosperous nation, producing millions of jobs and pouring billions of dollars into the economy. ■



## More Americans want to downsize their homes than supersize them

The number of compact townhouses being constructed rose by 13% last year

*Article by NAHB MarketWatch*

The American Dream of owning your own home remains. But the home itself appears to have gotten smaller.

As American homes grow larger in size (and higher in price), many people say if they decided to move, they'd want to downsize. More homeowners would rather have a smaller house than a larger one (37% compared to 23%), according to research from real estate site Trulia. Here's how it breaks down: Some 60% of people living in large homes of 2,000 square feet and over said they'd rather pick a smaller one next time around; 69% of people in the smallest of homes under 800 square feet said they'd like to supersize their accommodations.

Older Americans, more of whom are homeowners, are obviously more likely to want to downsize than millennials. The same percentage of baby boomers (37%) said they plan to move at some point in their life, and 42% of that number said they would prefer to live in a smaller home, according to a separate study released last December by the Demand Institute, operated by the research groups, The Conference Board and Nielsen.

But there are bigger forces at play too. "Those living in the biggest of homes know what the downsides are of living in those homes," said Ralph McLaughlin, chief economist at Trulia. The expenses are large — utilities, taxes, maintenance and furnishing — in those homes and there's greater potential for something to go wrong and need repairs. In theory, anyway. Older homes are more likely to have problems regardless of the size, like a recent California couple who moved to a 1929 home that was sinking and had a rotted foundation.

Small homes are gaining in popularity, and are showcased in television programs like HGTV's "Tiny House Hunters," which pairs people with homes of about 600 square feet. Small homes can also offer homeowners big and fast returns, likely due to increased demand and proximity to city centers. Tiny homes can also be the right move for retirees, too, what with the lower costs in building and maintaining.

And the number of townhouses being built — often closer to public transport,

smaller and less expensive than detached homes — also increased by nearly 13% last year to 97,000, according to a National Association of Home Builders analysis of Census Bureau housing starts and completions data released late in February.

What's more, people are getting less bang for their buck. In the fourth quarter of 2016, 29% of U.S. county housing markets were less affordable than their historic affordability averages, up from 24% of markets in the third quarter and 13% of markets a year ago, according to recent data published by the housing-research firm ATTOM Data Solutions, the parent company of real-estate website RealtyTrac.

But not everyone likes the idea of downsizing. Income plays a part in the size of a home someone wants — for people making under \$150,000, the desire is to upsize (65%), while more than half (53%) of those with a household income of more than \$150,000 would rather move into a smaller home, Trulia found. And those who lived in the smallest of homes surveyed (under 800 square feet) said they'd like to upsize too.

Almost half of millennials (46%), on the other hand, want to upgrade — even if they were already living in 2,000-square-foot homes. This is evident even among first-time homebuyers, who are choosing to skip the starter homer and opt for a big house in the suburbs.

Still, homes have been growing in size over the past four decades and the average size of a new home these days tops 2,700 square feet, about 1,000 square feet larger than in 1973, according to Washington, D.C.-based think tank American Enterprise Institute for Public Policy Research. People interested in moving and finding the right size should tap their social networks to see what works for them and consider what they'll want in the next three, five or 10 years. "Getting it right the first time will save you a lot of money in the long run," McLaughlin said. ■