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Which Clients are More Likely To Waste Your Time?

NAHB Member Website Blog – November 30, 2015



The horror-movie marathons typically featured on television throughout the Halloween season are now over. But even though Freddie Krueger and Michael Myers have pretty much gone away until next year, some builders may still experience sleepless nights for a different reason: Do-it-yourself (DIY) TV programs.

It's not that the Property Brothers are that haunting. But they – along with countless other DIY TV personalities and an endless supply of online how-to videos and mobile apps – are fostering a home owner mentality that's more impractical and demanding than ever before.

"Expectations have become unrealistic for many," says Vince Butler, owner of Butler Brothers Corporation in Northern Virginia. "At the same time, they're being bombarded with

lower, grossly misleading bids from an endless supply of 'competitors' who don't fully understand the scope of the specific project and the broader business."

The evolving industry of remodelers now involves combating against the Hollywood-driven standards that result from distorted costs and idealistic timelines. Determining the client's personality and the true scope of the project will help save you time in the long run.

Butler strongly suggests taking the time to thoroughly evaluate the client's needs and expectations as far in advance as possible.

In This Issue ...

Legislative News

**OHBA - Annual Meeting
Update**

Financial Forecast Details

**Fall Parade of Homes –
Builder Feedback**

2016 Events Calendar

Happy Holidays to All!!!

(Article continued on page 3)



Kenneth Cleveland	1,056.5*
Calvin Smith, Life Dir.	594.5
Bob Knight	93
John Sumodi	86.5
Russ Sturgess	29
Doug Leohr	22
Mark Zollinger	12
Ed Belair	3
Dave LeHotan	3
Mike Hudak	2.5
Greg Thomas	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

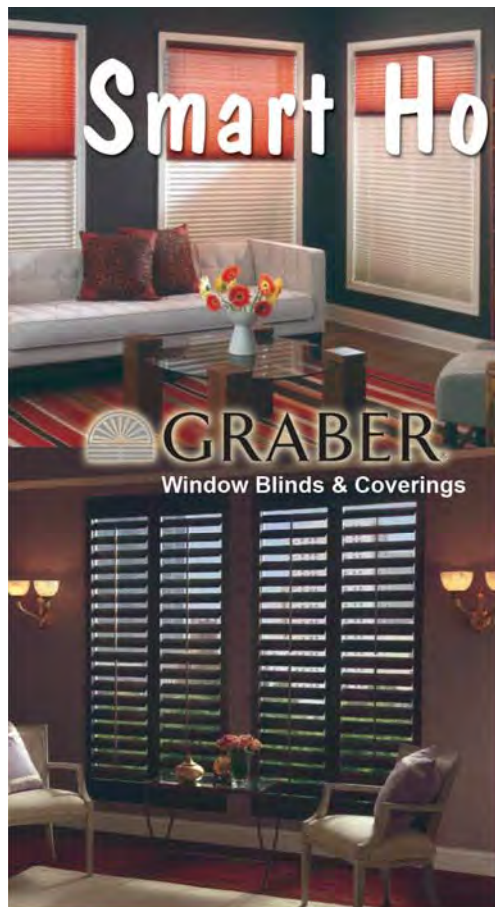
*Current Life Spike status



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It will also help the consumer better understand the process.

Start evaluating from the very first client interaction by asking specific questions, such as:

- How did they find you? Did they see simply do an online search? Or were they referred by a previous client? A referral is usually the strongest lead, and it's an indication of how interested they are in your work.

- Where is the client located? If they are near any of your current or previous projects, those can be used as strong examples to reference throughout the conversation. If they're located out of your normal range, make sure the project is worth the travel time.

- What are their goals and expectations regarding the project timeframe? A reasonable timeframe will increase the likelihood of a successful project and a satisfied client. This can also lead to discussion of communication preferences and how involved the client wants to be.

- What level of quality do they want in the materials used? Many clients are initially hesitant to openly discuss budget, or they may experience price shock if the first quote they see includes only the highest quality materials. Providing an estimate range of similar projects with varying levels of quality will help the client determine if they need to make compromises.

- Are they talking to other remodelers? When clients are seeking out several bids, many will simply choose whomever will do the job at the cheapest rate. This can indicate their level of investment in the home.

There isn't a universal message that will address the widely varied needs and personalities of all clients. But there is added value in devoting enough time to thoroughly evaluate a client, which will help you determine if the project is worthy of your time.

When all else fails, go with your gut.

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From the Executive Director

Members and Friends:

I would like to thank each and every one of you for being a member of this great Association and for your support of the home building industry.

I'm sure you've heard me say it before, but our industry is vital to the well being of this great nation, not just because we provide shelter but we also enhance the financial well being of the families that purchase our products and services.

I continue to be proud of our industry and all the great people that work within it.

Merry Christmas and Happy New Year to everyone!

Respectfully:

Dave LeHotan
Volunteer Executive Director



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Parade of Homes

4083 N. Jefferson Street

(located behind Kohl's on Rt. 42)

Medina, OH 44256

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Fax: 330/725-0461

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We wish you a Merry Christmas,
We wish you a Merry Christmas,
We wish you a Merry Christmas,
And a Happy New Year!!!



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Land & Developments

LOTS AND ACREAGE

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

CUYAHOGA FALLS/ NORTHAMPTON

Woodridge Schools

S/L 11 619 Chart Rd: 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. **\$69,000.**

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.**

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: 3 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. **Starting at \$37,500. Gary Stouffer 330-835-4900 and Ryan Shaffer 330-329-6904.**

LAKE MILTON

V/L Ellsworth Rd: 5 acres. Level, wooded, septic, well. **\$49,500. Ryan Shaffer 330-329-6904.**

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

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 **\$80,000 to \$295,000.** 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.**

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 \$725,000. Gary Stouffer 330-835-4900.**

SHARON TOWNSHIP

Highland Schools

Blue Ridge Estates Lots 37, 38 & 52 Osage Trail VL 15 Irene Rd. & Osage Trail. Great opportunity to build in privacy & seclusion, 2+ acre lots in Highland SD, septic/well, cleared & ready to build. **Lots 37, 38 & 52 \$76,000 each, Corner lot 15 \$71,500. Gary Stouffer 330-835-4900.**

S/L 14 467 Arbor Falls: 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.: 2.36 acres. Long rear views. Bring your own builder. Minutes from 77/71. 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.**

YORK TOWNSHIP

Buckeye Schools

Emerald Woods: S/L 20 4124 Sapphire Court & S/L 29 4105 Sapphire Court. Public water/septic. **\$52,500 each. Gary Stouffer 330-835-4900.**

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 Horning Duryea –
LauraDuryea@stoufferrealty.com



Email Our Agents:

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HOUSE COMMERCE AND LABOR COMMITTEE ACCEPTS SUBSTITUTE BILL FOR HOME IMPROVEMENT CONTRACTOR REGISTRATION HB 77

OHBA was contacted by the Committee Chairman, Rep. Young, on HB 77 Contractor Registration, as he anticipated acceptance of a substitute bill this week. The sponsor provided the Committee with a summary of changes in the sub bill, which included delaying the registration requirement provisions from taking effect for a year; creating a separate Home Improvement Board in the Department of Commerce to register all home improvement contractors; a prohibition against local governments regulating people with a registration; and exempting home improvement retailers from registration. At the request of Chairman Young, Vince commented on a few of the recent modifications and responded to a few questions. Vince explained the new bill is focused on home improvement contractors, and would actually result in fewer regulations because under current laws local governments can impose more requirements. HB 77 appears to be a priority for its Sponsor, Bill Patmon. The Chairman has not yet indicated what his plans are for HB 77 for the rest of the year.

OHBA REPRESENTATIVES TESTIFY IN SUPPORT OF HB 291

Incoming OHBA President, Bill Sanderson and George Davis, President of ProBuilt Homes testified in the House Judiciary Committee in support of HB 291 which would require notice and an opportunity for a hearing to a defendant before entry of judgment pursuant to a confession of judgment. Both Bill and George explained situations where a bank could call a commercial loan without any default of principal and interest, based solely on non-monetary reasons. Examples given included decreased appraisals or a modified sales schedule. Sanderson and Davis offered support for limiting use of the cognovits to monetary default. The bill is likely to be amended in the next meeting of the Judiciary Committee, but according to the sponsor the bill will continue to differentiate between monetary and non-monetary default.

RCAC WILL HEAR FROM STAKEHOLDERS ON REVIEW OF IECC AT ITS JANUARY MEETING

While the Committee will start an initial review of the 2012 and 2015 IECC at its December meeting, it will save the more comprehensive discussion involving stakeholders for its January 27th meeting. It will be at the January meeting where OHBA expects proponents of the energy codes to be in attendance, and are asking anyone willing to attend to help provide the builders' perspective come to the January meeting of the RCAC. Please contact OHBA with any questions.

NEW ARCHITECT MEMBER APPOINTED TO RCAC

The Director of Commerce appointed Phillip Herren, associate of Sullivan Bruck Architects in Columbus, to the vacancy on the RCAC. OHBA will be meeting with him to introduce ourselves and help him understand the industry's perspective.

HB 134 BLIGHTED PROPERTY FORECLOSURES (Grossman, C., Curtin, M.)

The House unanimously voted out HB 134 this week to establish summary actions to foreclose mortgages on vacant and abandoned residential properties, to expedite the foreclosure and transfer of unoccupied, blighted parcels, to make other changes relative to residential foreclosure actions, and to terminate certain provisions of this act on December 31, 2019. According to the sponsor, the bill seeks to expedite the process by which foreclosed homes are dealt with so that they can be demolished more quickly.

HB 303 DEED PROGRAM (Dever, J., McColley, R.)

The House Financial Institutions, Housing and Urban Development Committee voted out HB 303 to create the D.O.L.L.A.R. Deed Program. According to the sponsor testimony, the bill will assist Ohioans undergoing financial struggle. The D.O.L.L.A.R. program - which stands for Deed Over, Lender Leaseback, Agreed Refinance - would permit transfer titles similar to deeds in lieu of foreclosure. The homeowner would then be able to lease the real estate from the lender for a period of time determined by the parties. The committee adopted a substitute bill earlier in the week that lessened the requirements the new program would place on the Ohio Housing Finance Agency if the bill is passed. ■

Members ...

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



EXECUTIVE VP'S COLUMN
By Vincent J. Squillace, CAE
Executive Vice President

Annual Meeting Update

We just finished our annual meeting. Members from throughout Ohio were in attendance and enjoyed a day and a half of legislative updates, friendship, congressional updates and election of a slate of officers for the coming year. A Special guest in attendance was Congressman Steve Stivers who represents central Ohio in congress. Aside from an in depth analyses of events in the nation's capital it was fitting to have him appear on Veteran's Day as he is an army colonel and Iraqi war vet. We were honored to have him as our guest.

President Bill Paul was an outstanding leader. OHBA is a stronger association as he and his fellow officers continued OHBA on its path as the number one advocate for homebuilders in Ohio. The reins of OHBA next year have been entrusted to Bill Sanderson of Cleveland. Bill has a long history of service to OHBA, his local and the NAHB. We all look forward to another year of growth and increasing value to all members.

Jim Zengel and Chris Tsonton round out the leadership team and we will have a solid group of Area Vice Presidents with Tom Daniel of Seneca County, Mark Zollinger of Wayne County, Charles Ruma of Columbus and Jeff Wieland of Cincinnati serving the membership.

We look forward to another year serving this great industry. ■

Parade of Homes Feedback



Thinking about participating in our next Parade of Homes? Here is feedback directly from the builders who participated in the Fall Parade. Pretty compelling feedback for those who may be on the fence!

Steady flow of traffic coming through their home all 3 weekends. Not everyone signed in, but approximately 225 groups toured the house. A handful of people seemed interested in building in the near future and some had already purchased a lot/land and were seeking

a builder. The Parade website was helpful in that some visitors came to see handicap features and specific home features listed for this particular model.

We had lots of traffic. Double from the year before. Felt it was successful - ran out of maps the last weekend.

Traffic was great from the time we opened until closing on all three weekends. Sundays doubled from the traffic on Saturdays.

This was their first parade. Very pleased with traffic and had great

2016 Dates To Remember

January 14, 2016

Annual Financial Forecast –

Will be held at Williams on the Lake in Medina / lunch FREE for builders - MUST RSVP / \$25 for members and \$30 for non-members. Noon to 1:30pm. Details on page 10.

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

response. Had hoped to sell Parade house but felt that perspective future buyers after this upcoming winter were at a high level. Intends to continue to participate in upcoming Parades.

Had two houses in Parade - one was from previous Parade was a bit slow, however, the other had a good steady flow of traffic. Weather wasn't so great which may have contributed to the slower traffic.

Not everyone provided us feedback, but these are a few of the emails we received from the builders and/or their sales staff. It's not too early to start planning for the Spring Parade which will be held May 2-22, 2016. Watch your email for more details.

From Builder Participants



Member News

Renewed Builders

FWM Homes, Inc. –Cuyahoga Falls
SWM - Steven W. Moore Building Corp. LTD – Bath

Know someone interested in joining the Medina County HBA? Call with their information and we'll send a member packet (330.725.2371) or visit our website and download our membership application.

Renewed Associates

Alpha Insulation and Gutters, LLC – Wadsworth
Mack Industries, Inc. / Concrete / Vault – Valley City



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

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. ■



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Don't Miss the 2016 **MCHBA Financial Forecast**
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Williams on the Lake

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Thurs., January 14, 2016
From Noon to 1:30 pm

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Williams on the Lake

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Speakers include:

Bob Giacomo, Westfield Bank
Jim Owen, Caliber Home Loans
**Russell Holmes, Third Federal
Savings & Loan**

**Registration: Builders FREE (must RSVP);
Members – \$25; Non-Members – \$30**
(includes lunch by Williams on the Lake)

Lunch: “Soup and Sandwich” - includes Deli
Wrap sandwich; Chicken Noodle soup; tossed
salad, assorted cookies and brownies, and coffee,
water and soft drinks.

We are all busy, but this is one meeting you need to plan to attend and hear what is being predicted by area experts regarding the anticipated general economic climate for 2016, as well as what will likely happen in the local building / construction industry.

Having information like this is very similar to having GPS or an atlas when you take a trip. It most definitely helps get you to your destination without nearly as much hassle as just guessing how to get there.

Remember, ***failing to plan means planning to fail*** so plan for success by attending the 2016 Financial Forecast and be prepared to take advantage with the foresight you receive from this important meeting.



You **MUST** register to attend this meeting. You can register online through Builder Fusion or call the HBA office at **330-725-2371** to RSVP. Builders **MUST** RSVP to get your **FREE** lunch. No shows will be charged.

Be sure to RSVP / register your attendance **no later than January 7th** and don't miss this important event to help you plan for business success in 2016 and beyond. We look forward to seeing you there!





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