

Building Blocks

November, 2018

Building Blocks Supporters

84 Lumber

All Construction
Services

American Standard
Heating & Air
Conditioning / Wolff
Bros. Supply, Inc.

Carter Lumber

Clement Construction,
Inc.

First Federal Lakewood
Graves Lumber

ID Creative Group Ltd.

Paramount Plumbing

Stouffer Realty, Inc.

Sundance LTD

Third Federal Savings &
Loan

Transfer Title Agency

Westfield Bank

Wolff Bros. Supply, Inc.



www.medinacountyhba.com



Not all 55+ Buyers Alike

The cash-rich, amenity-driven 55+buyer has been well documented, and the NAHB 55+ Housing Industry Council is on top of the trends toward dog-washing stations, custom wine closets and spa showers for the home buyers tricking out the retirement homes of their dreams.

And while these trends show no sign of slowing down, there's a whole other market out there: buyers seeking an active-adult community who either don't have – or don't want to spend – additional money on the bells and whistles. For more on this story, see pages 14 and 15.

Studies on Home Technology have shown that this is not just for Millennials. Data shows that the 55+ consumer does use technology and would like these types of options for their homes. See more information on pages 15-17.

DON'T FORGET TO



In This Issue ...

Special Edition on 55+ Buyers,
Housing & Technology

The First Thanksgiving ...
What We Really Know
About It!

Parade of Homes - Thank You
to our Sponsors / Builders

OHBA – Great Expectations

NAHB's International
Builders Show - Las Vegas



Kenneth Cleveland	1,066.5*
Calvin Smith, Life Dir.	594.5
Mary Felton	418.5
John Sumodi	235
Andy Leach	128
Bob Knight	94.5
Russ Sturgess	29
Mark Zollinger	29
Doug Leohr	28
Ed Belair	7
Greg Thomas	5.5
Mike Hudak	4
Todd Scott	4
Ted Curran	3
Dave LeHotan	3
Rex Gasser	2
Jeremy Krahe	2
Chris Chatterelli	1
Sean Smith	1
Ray DiYanni	.5

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



Our friendly & knowledgeable Design Consultants provide professional guidance with a personal touch.

Visit our website to explore products & services and schedule an appointment:

www.WolffBros.com

Or, give us a call in Medina: 330-764-5346 | in Akron: 330-773-1072



Comfort & Quality!

Insulation . Garage Doors . Gutters
 Basement Waterproofing . Power Washing
 Interior + Exterior Stone
 Closet Shelving . Shower Doors
 Mirrors . Blinds . Fireplaces . Mantels
 Energy Audits . Testing + More
 Visit our extensive Showroom!

ALL CONSTRUCTION SERVICES

945 Industrial Parkway N. | Brunswick, OH 44212

330.220.6666 | 1.800.220.9383

www.allconstructionohio.com





Buying, Selling, Building or Refinancing?

**Transfer Title is your
local Title Company!**

*Complete Real Estate Title & Escrow
Service Now Serving All of Ohio*

**Lee T. Skidmore, Esq., President
Robert C. Skidmore, Esq., V.P.**

*Title Insurance Policies
Issued with Chicago Title
Insurance Company
& Old Republic Title*



Insuring Realty. Conveying Dreams.

Formerly Medina County Title Agency, Inc. Locally owned and operated since 1967.

748 N. COURT ST. • MEDINA, OH 44256

Mon. – Fri. 8:30 am – 5 pm
Evening/Sat. closings by appt.
Medina.....(330) 725-4214
Cleveland.....(330) 273-2943
Toll Free.....(800) 635-5512
Fax.....(330) 725-3145
www.transfertitle.com

2019 Dates To Remember

February 19-21, 2019

NAHB IBS - Held in Las Vegas. More info for members online at nahb.com

May 4-19, 2019

Spring Parade of Homes
- Tentative dates - watch your email for more info.



Table of Contents

	Page(s)
Cover: <i>Not all 55+ Buyers Alike</i>	Cover
Spike Club Update	2
2019 Dates to Remember	3
ED Letter / Board of Directors/Trustees	4
What We Really Know About the First Thanksgiving	7,9
Member News	7
Fall Parade of Homes Thank You - Builders & Sponsors	10-11
OHBA: Great Expectations	12
Accidental Active-Adult Housing (55+)	14-15
Home Technology: Not Just for Millennials	16-18
Register for NAHB International Builders Show info	18



NOTE: NEW ADDRESS FOR MCHBA OFFICE

As of mid-January 2018, our new address is just down the street from our previous one.

**3991 N. Jefferson Street
Suite 100
Medina, OH 44256**

Phone numbers, emails and website all remain the same.

Note that this new location is at the northern most end of Jefferson Street on the east side. Please make a note of it.

From the Executive Director

Members and Friends:

By all accounts, our recent Fall Parade of Homes was very successful for the participating builders and developer. We featured 10 homes built by 9 of our builder members in various locations throughout the county (and one in an adjacent county) and one new development. Builders ... if you haven't been part of this event, you should consider participating in the Spring Parade. More info to come.

Thank you to our sponsors, especially **Carter Lumber** who continues to be our most prominent supporter of this event. We also thank: **84 Lumber, All Construction Services, Clement Construction Inc., First Federal Lakewood, Graves Lumber, Paramount Plumbing, Sundance LTD, Third Federal** and **Transfer Title Agency**. We truly appreciate your continued support.

I hope everyone is able to take a few days and enjoy the fruits of their work and their families. With that, I wish all of you a great Thanksgiving holiday!

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

David LeHotan

Trustees

Jeremy Krahe

John Sumodi

Greg Thomas

Committees

Safety & Training

Sales & Marketing

Government Affairs

Building Codes

Subdivision Regulations

Katie Williams, Membership

Parade of Homes

NEW: 3991 N. Jefferson Street
(behind Kohl's - north most end of
Jefferson Street) | Medina, OH 44256
Phone: 330/725-2371

www.medinacountyhba.com
moreinfo@medinacountyhba.com
sharonb@medinacountyhba.com

Your MCHBA member dues also cover these memberships:



THANK YOU FOR THE OPPORTUNITY
TO SERVE YOU!



PO BOX #1105 | MEDINA OH 44258-1105
1025 COLUMBIA RD | VALLEY CITY OH 44280
330.723.4324 | 330.483.0075 | www.idcreativeitd.com



LOTS & ACREAGE

BATH TOWNSHIP – Revere Schools

Lot 45 Ira Rd: Build your dream home. Large 2.28 acre heavily wooded lot w/matured trees. Located near the Cuyahoga Valley National Park. Reverse LSD. **\$125,000. Gary Stouffer 330-835-4900.**

681 Trellis Green: Private lot in Arbour Green development w/lots of road frontage & possible walk-out basement. **\$113,999. Gary Stouffer 330-835-4900.**

BRECKSVILLE

7273 Canyon Point Circle: Build your dream home on this 1.26 acre lot. 164x386 surrounded by lush & beautiful Cuyahoga Valley National Park. **\$218,800. Gary Stouffer 330-835-4900, Gina Luisi 330-814-4747.**

BROADVIEW HEIGHTS

V/L E Royalton Rd: 3 parcels totaling 3.12 acres. Commercial. **\$218,800. Erin Glasgow 216-299-9968, Gary Stouffer 330-835-4900.**

CHAGRIN FALLS – Kenston LSD

S/L 30 Hawkmoor Way: 2.7 acres, 329x429, dead-end street. Wooded, waterview, private sewer & well. **\$99,000. Ina Lahrs 440-591-3593, Gary Stouffer 330-835-4900.**

COPLEY

209 V/L Rothrock Rd: Approx. 1.43 acre commercial lot near Montrose shopping. Flat land. Minimal trees & a driveway. **\$190,000. Gary Stouffer 330-835-4900.**

4520 V/L Medina Rd: 2.21 acre commercial lot across from Akron General Wellness Center. Water & sewer available. **\$300,000. Gary Stouffer 330-835-4900.**

HINCKLEY

The Trails at Redwood Falls: Located where the old Skyland Golf Course once stood. Conservation development will have 97 parcels, walking trails, club house & 5 lakes. City water & sewer. **Robin Pickett 330-322-3181.**

The Hollow at Willow Lakes: 47-acre new development with city water. Over 20 2-acre homesites. Call today to build your dream home with Legacy-Carrington Builders. **Robin Pickett 330-322-3181.**

LIVERPOOL TOWNSHIP

The Estates at Rim Rock: Spectacular 2-3 acre homesites on secluded cul-de-sac streets in peaceful country setting. Only 3 lots left. **Robin Pickett 330-322-3181.**

LODI

V/L Sunset Ave: 3 parcels located on Sunset Avenue in Lodi Village offered for sale as a package deal. **\$54,900.** Please check with local zoning for intended use. **Gary Stouffer 330-835-4900, John Dagilis 330-328-3246.**

MEDINA

V/L Allard Rd: This approx. 31.9-acre property has beautiful wooded scenery and is tucked away from it all, but still conveniently located in close proximity to highways, local restaurants & shopping. **\$299,850. Gina Luisi 330-814-4747, Gary Stouffer 330-835-4900.**

S/L 5 Jumpers Knoll: Build your dream home on this 2-acre lot in Signature of Sharon. **\$139,000. Gary Stouffer 330-835-4900.**

NORTON

V/L Knecht Ave & Carl St: Nearly 1 acre, level corner lot adjacent to Loyal Oak Park yet private with mature trees. Requires well & septic, with gas & electric available on Carl St. Home can face Carl St. or Knecht. Bring your own builder. **\$37,500. Ryan Shaffer 330-329-6904.**

V/L S Hametown Rd: Nearly 19 acres in Norton. Possible walkout basement. Back 6 acres are fully wooded with great privacy. **\$250,000. Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

RAVENNA

V/L Emerald Pkwy: Approx. 120 wooded fairly flat acres in City of Ravenna zoned R-4. Original approved plan was for 300-400 units w/large pond/wetland area in middle of property. **\$875,000. Gary Stouffer 330-835-4900.**

RICHFIELD – Revere Schools

3401 Brecksville Rd: This is a 22.9 acre rectangular parcel zoned office/limited industrial located in Richfield Village. Electric, gas, water, sewer, phone & cable available. **\$1,832,000. Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

www.StoufferRealty.com

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, Gary Stouffer 330-835-4900.**

V/L Brecksville Rd: 3.36 acres w/water & sewer available. Limited industrial/office. **\$230,160. Gary Stouffer 330-835-4900, Linda Manfull 330-283-0851.**

SHARON TWP – Highland Schools

1508 Medina Rd.: 3.25 acres. Commercial land. Zoned C2. **\$262,500. Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

SHARON TWP –

Bonnie Glen - Beautiful lots ranging from 2 to 4 acres with ravines, woods & open landscape. Spectacular development to bring your own builder & build your dream home. **Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

Hidden Lakes of Sharon - 6 beautiful lots ranging from 2 acres to 4 acres with woods, ponds, & cul-de-sacs. Highland LSD & conveniently located to major highways & Montrose shopping. Lots starting in **\$130s. Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

UNIONTOWN

3663 S. Arlington Rd: Over 4 acres of commercial land with 194' frontage on S. Arlington Rd. & Fortuna Dr. Zoned B-3. Utilities at street. Convenient to I-77 & shopping/retail. **\$450,000. Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

WADSWORTH

V/I 497 College St: Buildable corner city lot. C-3 zoning. Water & sewer available. Can be combined with flex building next door. Great traffic & visibility. **\$55,000. Bill 330-990-0256, Gary Stouffer 330-835-4900.**

V/L Sharbrook South Rd: 3 lots available in Highland SD. 2+ acres, 5+ acres & 7+ acres. Available separately or as one 14+ acres to create your private hideaway. **Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

599 Brentwood Way S/L 17: Highland LSD. 2.84 acres on cul-de-sac, well, septic. **\$179,000. Gary Stouffer 330-835-4900.**

WE STAND BEHIND IT.
SO IT STANDS UP TO ANYTHING.
The #1 rated heating and cooling brand.



*In July 2016, readers of a national product testing and research magazine rated American Standard Heating & Air Conditioning's air conditioners and heat pumps as the most reliable brand among leading manufacturers.

BUILT TO A HIGHER STANDARD™

American Standard®

HEATING & AIR CONDITIONING

To find a dealer in your area visit:
americanstandardair.com

OR call: 800-879-6533

and ask for a

Wolff Bros. Supply Heating/Cooling Specialist.

Proudly Distributed by:



What We Really Know About the First Thanksgiving

By: *Melissa Chan, Time Magazine*

The tryptophan-packed turkey wasn't the star during the first Thanksgiving—and that's not the only thing that's changed in the nearly 400 years since the holiday began.

Much is unknown about the first recorded feast between the Pilgrims and Native Americans in the New World at Plymouth in 1621, as historians have heavily relied on only two primary eyewitness accounts. But while a good meal is a constant, it's clear that



the original festival doesn't have all that much in common with the all-American holiday recognized today, with its focus on football and, more recently, shopping.

Here are five things we know about the first Thanksgiving:

1. More than 100 people attended

The Wampanoag Indians who attended the first Thanksgiving had occupied the land for thousands of years and were key to the survival of the colonists during the first year they arrived in 1620, according to the National Museum of the American Indian.

(Article continued on page 9)

Member News

Renewed Builders

Art Graf Builders, Inc. – Wadsworth
DiYanni Custom Homes – Reynoldsburg
Mason Builders – Valley City
Straub Homes, Inc. – Sterling

Renewed Associates

Alpha Insulation and Gutters, Inc. – Wadsworth
C. C. Supply – Barberton
MAS, Inc. – Richfield
Ralph Baratko Excavating, Inc. – Spencer



Know someone interested in joining the Medina County HBA? Doing business with companies that aren't members? They should be! Call Cathy Brown and she will mail a member packet (330.725.2371) or have them visit us online and download a member application.

You Build.
We'll Finance.

We offer a wide range of mortgage solutions including:

- One-Time Close Construction to Permanent Loans
- Bridge Loans
- Fixed & Adjustable Rate Jumbo Loans
- Lot Loans
- Renovation Loans

For more information about our loan products, visit FFL.net/mortgage.

FFL.net [f](#) [t](#) [in](#)



EQUAL HOUSING LENDER • MEMBER FDIC

Members ...

Remember, whenever possible, always try to do business with and support our Parade Sponsors and support your Medina County HBA & local community!



Expect More From Your Bank

As a builder, you can expect Westfield Bank to do more than simply announce what products and services we offer. We'll ask what you need from us. We'll listen to your concerns. You'll know what you're getting from us, and you'll know the timeframe in which you'll get it.

Our goal is to seek out and establish strong relationships with a core group of builders. We develop our products and services around the needs of those building partners.

Westfield Bank offers competitive solutions for:

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

Expect more through a collaborative local relationship with Westfield Bank. Give us a call to find out how we can help you and your clients.

Contact the mortgage banking team at 800.368.8930.



**WESTFIELD
BANK®**

westfield-bank.com

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



(Thanksgiving article –
Continued from page 7)

After the Pilgrims successfully harvested their first crops in autumn 1621, at least 140 people gathered to eat and partake in games, historians say. No one knows exactly what prompted the two groups to dine together, but there were at least 90 native men and 50 Englishmen present, according to Kathleen Wall, a colonial foodways culinarian at Plimoth Plantation. They most likely ran races and shot at marks as forms of entertainment, Wall said. The English likely ate off of tables, while the native people dined on the ground.

2. They ate for three days

The festivities went on for three days, according to primary accounts. The nearest village of native Wampanoag people traveled on foot for about two days to attend, Wall said. “It takes so long to get somewhere, that once you get there you stay a while,” she said.

3. Deer topped the menu

Venison headlined the meal, although there was a healthy selection of fowl and fish, according to the Pilgrim Hall Museum, which cited writings by Plymouth leaders Edward Winslow and William Bradford. There was a “great store of wild turkeys” to be eaten, as well as ducks and geese, wrote Bradford, who was the governor. Winslow said Massasoit, the leader of the Wampanoag people, contributed five deer to the dinner.

4. It wasn't called Thanksgiving

There's no evidence that the 1621 feast was called Thanksgiving, and the event was not repeated for at least a decade, experts say. Still, it is said to be the inspiration behind the now traditional

annual gathering and a testament to the cooperation of two groups of people. It showed “two communities that are diplomatically connected coming together,” said Richard Pickering, Plimoth Plantation's deputy executive director. Abraham Lincoln officially declared Thanksgiving a national holiday by proclamation in 1863.

5. The peace was short-lived

Early European colonizers and Native Americans lived in peace through a symbiotic relationship for about 10 years until thousands of additional settlers arrived, Pickering said. Up to 25,000 Englishmen landed in the New World between 1630 and 1642, after a plague drastically cut the native population by what's believed to be more than half, he said.

The arrival of new settlers prompted a fight for land and rising animosity. War exploded in 1675, years after Massasoit and Bradford died and power fell to their successors.

Many Native Americans have long marked Thanksgiving as a day of somber remembrance.

Jacqueline Keeler, a member of the Diné Nation and the Yankton Dakota Sioux who lives in Oregon, observes Thanksgiving with her family but doesn't think of it as a national holiday the way the rest of the country does.

“Thanksgiving tells a story that is convenient for Americans,” Keeler said. “[But] it's a celebration of our survival. I recognize it as a chance for my family to come together as survivors, pretty much in defiance.”



Home Technology
Made Simple!

SUNDANCE LTD

YOUR TRUSTED SOURCE FOR EXPERT HOME CONTROL & SECURITY

1513 S. Cleveland Massillon Rd. • Copley, OH 44321
Chris Chatterelli • 330.665.0387 • www.SundanceLTD.com

We've built the best Construction/ Perm Mortgage.

- 12 months to build
- One loan for both construction phase and permanent mortgage
- Always low rates, locked in when you apply. Find a better rate, we'll match it and even lock it before they will*

Brunswick
3890 Center Rd.
Brunswick 44212
330-225-8855

Medina
4018A Medina Rd.
Medina 44256
330-721-4593
877-604-1166

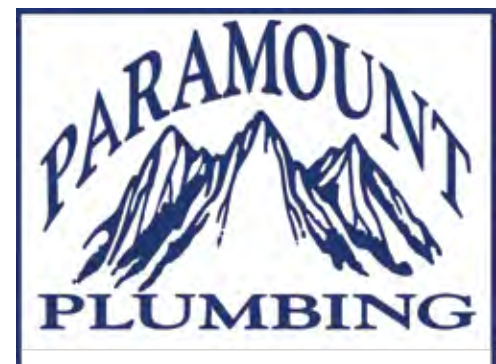
ThirdFederal

SAVINGS & LOAN

thirdfederal.com

1-800-THIRD-FED
800-844-7333

*See conditions for Match 'n Lock at thirdfederal.com or call 1-800-THIRD-FED.
Product features subject to change.
3/14 ©2014 Third Federal



For All Your
Plumbing Needs

- New Construction
- Additions
- Remodeling
- Service
- Light Commercial

www.paramountplumbinginc.com

(330) 336-1096

Thank You Once Again Fall Parade of Homes Event Sponsors!



Jeff Barnes

330.931.8060

Carter Lumber of Akron
172 N. Case Ave., Akron 44305

jbarnes@carterlumber.com

www.carterlumber.com

MAJOR EVENT SPONSOR



The Medina County Home Builders Association would like to take this opportunity to thank each and every one of our sponsors and supporters of the Parade of Homes. Your continued support, dedication and unprecedented participation enables us to continue to promote this event in a way that will create business for everyone through 2018 and beyond ... for some time to come!

As most of you are aware, there is a lot of residential construction activity in Medina County and your support keeps that

momentum rolling, our builders building and our associates supplying them with materials and services. It's all good!

Our builder members have also made a huge commitment to being in this Parade, even some of their homeowners have as well by allowing their homes to be presented during the event. This is truly one of the best ways we can support our builders, aside from our membership support, is to help them put on the best event possible.

We would like to thank all of our Parade Builders as well for

continuing to participate in this event that puts our association at the forefront of residential construction in Northeast Ohio.

Participants for this year's fall event were:

Arthur Rutenberg Homes
(Division of Zollinger Builders)
(2 homes)

Artisan Building & Design, LLC

Aspen Building Company, LLC
Bridgeport Custom Homes & Design

Charis Homes

Gasser Builders, Inc.

Legacy-Carrington / The Trails at Redwood Falls

Legacy Homes of Medina

Straub Homes, Inc.

Windridge Homes

From feedback we've received, it appears our Fall Parade was yet another highly successful event! Thank you to everyone who made this happen!



Andrew Wilson
 440.343.4159
 34457 E. Royalton Rd.
 Columbia Station
 wilsona@0314.84lumber.com
 www.84lumber.com



Dave LeHotan
 945 Industrial Parkway, N.
 Brunswick, OH 44212
 330.220.6666
 www.allconstructionohio.com



Dan Clement
 330.273.4547
 www.clementconstruction.com
 Quality Finish Carpentry,
 Basements & Renovations



Doug Mathews, NMLS#49277
 330.304.6056
 dmathews@ffl.net
 www.FFL.net/dmathews



Glen Murduck
 1315 S. Cleveland-Massillon Rd.
 Copley, OH 44321
 216.701.6650
 www.graveslumber.com



New Construction • Additions
 Remodeling • Service
 Light Commercial
 330-336-1096
 www.paramountplumbinginc.com



HOME TECHNOLOGY
 MADE SIMPLE
 1513 S. Cleveland-Massillon Rd.
 Copley, OH 44321
 Chris Chatterelli • 330.665.0387
 www.SundanceLTD.com



Brunswick
 3890 Center Rd.
 Brunswick, OH 44212
 330-225-8855

Medina
 4018A Medina Rd.
 Medina, OH 44256
 330-721-4593 • 877-604-1166



Insuring Realty. Conveying Dreams.

Robert C. Skidmore, Esq.
 748 N. Court St. in Medina
 330.725.4214

www.transfertitle.com
 Complete Real Estate Title &
 Escrow Now Serving All of Ohio

Thanks to all
 our members
 featured on
 these 2 pages
 ... you are the
 best!

FAST.
ACCURATE.
RELIABLE.
PERSONABLE.
CAPABLE.

*Complete Real Estate
 Title & Escrow Now
 Serving All of Ohio*



Insuring Realty. Conveying Dreams.

Robert C. Skidmore, Esq.
 748 N. Court St. in Medina
 330.725.4214
 www.transfertitle.com



EXECUTIVE VICE
PRESIDENT'S COLUMN

By Vincent J. Squillace, CAE
Executive Vice President

Great Expectations

The air waves have been full of political puffery. If all of it was true we all would be in deep trouble or everyone would have a job, healthcare or a free education. Naturally it is just that; puffery. When the goal is to win and the rules allow you to fib, what else can we expect.

Nonetheless, winners will soon be declared and we all must go on with our lives. The puffery may well turn into excuses or laying blame on others as to why promises cannot be met. This is the wonderful world of politics. On a positive note, there are no housing construction issues on either agenda.

So, we must plan on moving ahead with real housing regulatory reform promoting affordable housing. There are many groups out there who claim to the affordable housers. Great, but we never see them working with us on regulatory reform. Many studies have been created showing upwards of 25% of a new house is attributable to excess regulation.

With those facts, not puffery, we should move ahead with our mission to create badly needed affordable housing with their assistance in easing the regulatory burden.

That should be our issue as the newly elected are seated in power.




CLEMENT
CONSTRUCTION INC.

Quality Finish Carpentry - Basements - Renovations

330.273.4547

www.clementconstruction.com

Use These

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. Or, if you just need the Warranty, the warranty and folder for just \$25.

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' use and convenience! Order today!



Full Service Lumber Yard

33 acres | 74,000 sq.ft. heated warehouse

Rough Lumber | Trusses
Treated & Composite Decking
Hardie Siding | Doors & Trim
Millwork

Window, Door & Cabinet Showroom

Locally & independently owned for over 100 years!

1315 S Cleveland-Massillon Rd
PO Box 14870 | Copley, OH 44321-4870
330.666.1115 | 800.996.1115
www.graveslumber.com

WOLFF

Design Center

Kitchen • Bath • Lighting

You bring the Dream,
we make it happen.

www.WolffBros.com



Four Convenient Design Center Locations Throughout Northern Ohio:

6078 Wolff Rd.
Medina, OH 44256
P: 330.764.3882

1200 Kelly Rd
Akron, OH 44306
P: 330.773.1072

2800 W. Strub Rd.
Sandusky, OH 44870
P: 567.998.7000

1425 Holland Rd.
Maumee, OH 43537
P: 419.490.2622

Accidental Active-Adult Housing

The New Demographics of 'Drive Until You Qualify': Atlanta, the Former No. 1 New Home Market, Remains a Barometer for the Nation.

by John Hunt

Moderation is the trend in Atlanta. Year-to-year new home growth has dropped from 15% in 2016 to 8% in 2017, and to our projected 3-5% in 2018. We see the same moderation in growth across all of our 18 southeastern markets and in the Top 10 U.S. new home markets. (Top 10 Trend chart) The growth rate trends for the Top 10 cities look almost the same when shown together.

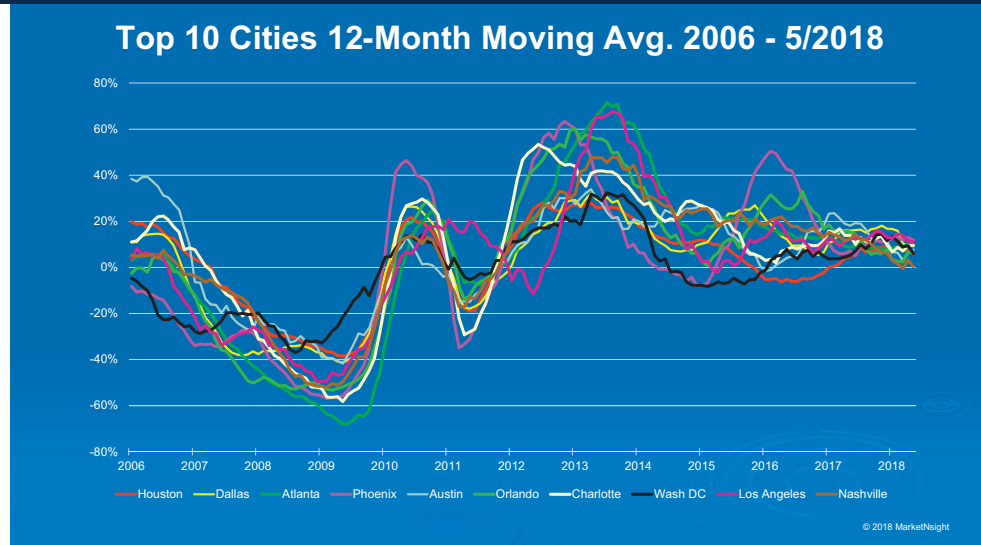
We experienced the housing collapse of 2006 through 2009. Then we lived through the tax credit bounce in 2010, followed by the post-tax credit decline. From 2012 to 2015, all markets experienced a burst in new home sales activity. The Top 10 markets saw year-to-year growth rates of 27% to 72%.

After 2015, moderation set in, and growth rates for the Top 10 decreased to a range of 8% and 16%. Continued moderation is our forecast.

Why the Moderation?

The positive growth of 2012-2015 was a product of cheap legacy lots and extremely low levels of high-quality resale competition. As the distressed lot inventory dried up and the industry began to develop again, we discovered that development costs had risen far beyond inflation. NAHB Chief Economist Robert Dietz has estimated that those costs have risen an average of 30% over the last 5 years. In Atlanta, development costs are up 60% on a typical single-family detached lot.

Compounding this problem is the added squeeze from the increase of high-quality resale competition. If you



did not have to sell your home from 2010-2014, you did not, because most real estate was under water. Prices bottomed nationally in 2012, and by 2014-2015, home owners were finally able to begin to sell.

We are a victim of our own past successes. All the millions of new homes that we built and sold as an industry over the last 20 years are providing very stiff

competition for today's new homes. These homes are not obsolete. Most are more highly amenitized than we can produce today, have been updated, and are in better locations. Dietz refers to this as "a disconnect between the prices of new homes and existing homes." So, the reasons for the national new home moderation? No more cheap lots, and increased resale competition.

Reprinted from 55+ Housing Online Magazine - Fall, 2018

As the supply of distressed lots disappears in our core areas, we are seeing a migration farther out from city centers.

As we approach a hard price ceiling compounded by limited income growth and increasing mortgage rates, how is the market coping? Essentially there are only two paths. Option 1: Push farther out from the core counties where there are still some distressed lots available. Option 2: Stay closer in and build smaller. We are seeing both happen across the country. Our focus here will be Option 1. (reference the previous article)

Moving Farther Out

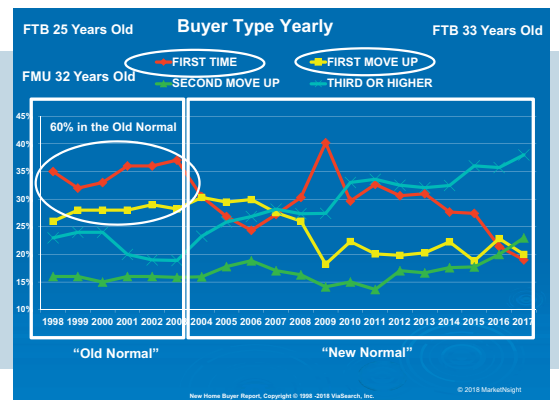
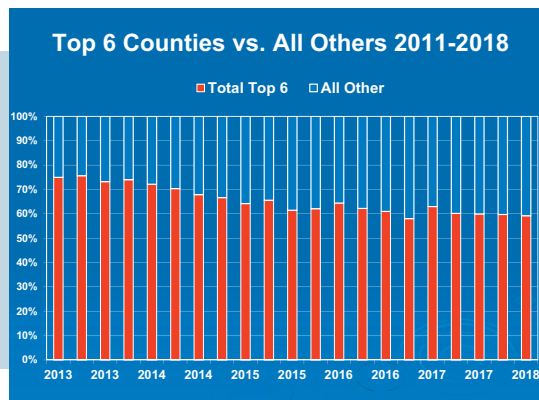
As the supply of distressed lots disappears in our core areas, we are seeing a migration farther out from city centers. In fact, several of the core counties in Atlanta were down in new home sales in 2017 for the first time since we bottomed in 2009. The six core counties of Metro Atlanta have actually been losing market share to the outer counties since they began running out of distressed lots in 2013/2015.

Who are these buyers?

There was an erroneous assumption in our industry that this would be former apartment renters turning into first-time buyers. Headlines have been all too frequent over the past four years proclaiming that first-time buyers were going to rescue our industry by forsaking apartments and moving out to the periphery to buy.

As you can see from our New Home Buyer Survey data, I was seeing something completely different. First-time buyers began to drop off dramatically after 2013.

It is not a coincidence that this happened as we were also running out of cheap lots. First-time buyer demand is highly elastic and rises and falls directly related to price. However, in 2016, I thought I was being proven wrong. One of the fastest-selling communities in Atlanta for 2015-2016 was 54 miles from downtown, priced from the \$180,000s and built on leftover distressed lots.



While the price point screamed first-time buyers, my demographic data said otherwise. Luckily, this was a long-time customer, prompting a phone call. The answer? While originally marketed as a starter home community, the builder quickly discovered that all the interested buyers were instead empty nesters. There was never even an attempt to market the community as active adult!

The product was switched from two-story to ranch, and the rest is history. What we uncovered was tremendous pent-up demand for lower price active-adult housing opportunities in non-core areas. We now refer to this community as Atlanta's first Triple A, or Accidental Active Adult Community.

It is no secret that some of the best-selling projects around the country are age-restricted, active-adult master-planned communities. Kolter, Del Webb and others have tapped into this market with prices ranging from the mid-\$300,000s and up. The secret is that there is possibly an even deeper market for lower-priced active-adult communities in these same outlying areas.

How Long Can We Keep Pushing Out?

Price sells, and this is the driving force behind our push farther out. As long as there are still distressed lots available, we should see this continue. The average lot price today in the core Atlanta counties has risen to \$84,000. The average lot price in the outer counties is also rising, but is still nearly \$50,000 less at \$35,000. This is still well below replacement cost.

What happens when all of the distressed lots are gone? Simple economics: Prices will rise, and demand will fall. How do we continue to meet demand at lower prices? Short of a miraculous drop in development costs across the country, we may have to begin to think outside the box.

For example, we are working with several clients to develop new product that would continue to reach the lower price point active-adult buyer on newly developed lots. The houses will be smaller, and in most cases only offer a one-car garage. However, the goal is to offer the all-important active adult features of maintenance-free, turnkey living at a price well below the traditional master-planned active-adult communities.

Back to simple economics – there are far more potential buyers at \$250,000 than at \$350,000 or higher. This new active-adult product is just coming out of the ground now in the Southeast. We will see in the coming months how the market will respond.



John Hunt performs market assessments to determine feasibility of product, price point and place in six Southeastern states. He consulted with Sen. Johnny Isakson (R-Ga.) during the second tax credit and consistently provides accurate projections related to housing growth. Visit MarketNSight.com or call 770-419-9891.



LUMBER

34457 E ROYALTON ROAD
COLUMBIA STATIO, OH 44028

P: 440-748-2104 | F: 440-748-3688

84lumber.com



Home Technology: Not Just for Millennials

by Ann Marie Moriarty

"Everybody knows" that offering tech options to 55+ buyers is misguided, since home automation intimidates older buyers. But, like most things that "everybody knows," that assertion is very often wrong. And, since boomers might just be the most unconventional generation ever, the odds are good that this particular bit of "wisdom" is way off track. Such an assumption is fueled by the fact that most marketing for home tech and automation for boomers and elders is focused on health-related services: fall protection, walk-in bathtubs, health monitoring devices, and even a faux pet – cat or dog – that responds to attention.

This widely-held notion doesn't take into account the fact that many people who are now in their 60s probably first encountered computers in the workplace when they were in their late 20s or early 30s. They've had lots of time to learn various systems and software, not to mention online games. Computers may have been new, but they were fascinating and fun for many of today's boomers.

New Data

This past spring, AARP did research on tech use among the 50+ cohort. They found that more than 90% of people over 50 own a computer or laptop, while about 70% have a smart phone, and 40% own a tablet. Many adults who are 70 and older also use computers, but they're more likely to have a desktop unit.

More than 70% of adults over 50 are on social media, and 91% of those people use tech to stay in touch with

friends and family. Younger boomers – those in their 50s and 60s – are more likely to use their phones for everyday tasks such as banking, shopping, getting driving directions and sending email or text messages. They also use computers for online learning and posting ratings and reviews. Even most of the elders who have desktop computers – the 70+ group – often use them to email and play games, or to see photos of the grandkids on Facebook.

Finally, the 2017 Social Silver Surfer research by **Creating Results**, a marketing firm specializing in the mature market, shows that two-thirds of boomers who are potential home buyers make four to six visits to a community's website before attempting to contact the community. It also found that a very large number of respondents complained that community websites were not mobile-friendly. That was a third of 55-65 year olds, nearly half of 45-54 year olds, and 82% of 40-45 year olds – the ones who are likely to be shopping for mom and dad.

What Does This Tell 55+ Builders?

It seems likely that companies that don't cater to tech-friendly consumers are probably selling fewer houses. But put that together with the AARP research, and you can predict that as those near-boomers and younger boomers start looking to downsize, move nearer to grandchildren, or just retire to a place they've always wanted to live, they'll be looking for the features that they likely already have in their current homes. The list is long: broadband wi-fi,

smart locks and switches, security systems, smart thermostats, even smart washers and dryers – or hands-free helpers such as Amazon's Alexa or Google Home's assistant that let them control pretty much everything by telling the assistant what to do. And those buyers will be using their cell phones to make their first contact.

There are 55+ builders out there already dipping a toe into the tech waters. Most are beginning with communities that are not age-qualified, but have features that older buyers like. Be assured that the early-adopter boomers are already hunting for them. Let's take a look.





Great room and kitchen in the Eclipse model. Photo courtesy: Lennar

| L E N N A R |

HERITAGE AT CADENCE
Henderson, Nev.

Cadence is a planned community with four neighborhoods, and Heritage is the 55+ neighborhood. Lennar offers all buyers in Cadence neighborhoods its “Everything’s Included” package of home automation and tech. When sales consultant Brian Bell began working at Heritage, he was skeptical. “I didn’t think many people in this age group would want all the tech features. But once I demonstrate the features, I’d say 85-90% of the people are really excited about them.”

The “Everything’s Included” home starts with Amazon. There’s an Alexa Show (the one with a screen), and an Alexa Dot for the bedroom. Alexa can also play music through a Sonos speaker. When the planned grocery store opens, Alexa can send the resident’s grocery list to the store, and request delivery to the home. There’s a Ring doorbell that shows who’s at the door, and it can be answered on a mobile phone from anywhere. The home’s Ruckus system creates a map of the house to ensure that there are no dead spots where WiFi won’t work. A Honeywell Lyric Wi-Fi thermostat learns when and where people are likely to be at home, and makes the home comfortable while maximizing efficiency. The Baldwin keyless lock opens with a touch, or with an e-key for visiting family or friends. The garage has an electric car charger. And when the residents have moved in, an Amazon representative comes to the home and spends three or four hours showing the new buyers how to use all the features of their home. And Amazon will come back for free any time in the first 90 days if there’s a problem.

Reprinted from 55+ Housing Online Magazine - Fall, 2018

| P U L T E |

ALTUS AT THE QUARTER
Atlanta

In Georgia, Pulte Homes and Georgia Power are “building the smartest homes on the block” at Pulte’s Altus at the Quarter community in Atlanta. Selected townhomes in the Georgia Power Smart Neighborhood will have solar installations and in-home battery energy storage, and will feature advanced heating and cooling systems and LED lighting.

The pre-wired homes will have a menu of options: robust Wi-Fi, either Google Home assistant or Amazon’s Alexa; a voice-activated security system; a smart temperature control with both Nest or Honeywell Lyric smart thermostats, and phone-controlled door locks. The company announced this past summer that all new construction – including Del Webb – will be built pre-wired to accept any of these options.

Pulte’s research showed that more than 70% of consumers ranked security systems among their top three choices of most valuable features. More than half identified smart doorbells with video and voice as important and about as many did the same for smart door locks. More than a third thought a wireless sound system was important and nearly that many valued smart speakers.

Selected townhomes in the Georgia Power Smart Neighborhood will have solar installations and in-home battery energy storage, and will feature advanced heating and cooling systems and LED lighting.



The outdoor room at the Franklin model, Estates at Province. Photo courtesy: Meritage Homes

| MERITAGE HOMES |

ESTATES AT PROVINCE
Maricopa, Ariz.

Meritage Homes offers its M-Connected suite of home automation as a standard feature in all its homes – 45 Arizona communities, including the six neighborhoods in its three active adult communities. The package of smart features works on a wireless network and includes an answer-anywhere video doorbell, lighting controls, a smart garage door, a smart front door lock, an advanced smart thermostat and an irrigation system that uses weather-sensors to decide when and how much to water the plants. When asked about the residents responded to all the tech options, Meritage marketing manager Amelia Ross said, “Our active adults aren’t afraid of tech – the seniors embrace it!”

| KB HOME |

STARLIGHT COLLECTION AT STAPLETON
Denver

Just last month, KB Home launched its KB Smart Home System in the Stapleton Starlight collection of homes in Denver. While the community is not age-qualified, the single-story Starlight Collection is bound to attract interest from baby boomers. The system features Google Assistant, a first-in-the-industry partnership with Google. KB Smart Home options include a Google Wi-Fi “mesh” network designed to eliminate dead spots and deliver strong, consistent Wi-Fi throughout the home. The system includes two smart speakers – a Google Home and a Google Home mini – with voice control and automation by Google Assistant. The home will also have the Hello video doorbell by Nest. The system will be installed by DISH Smart Home Services for seamless interconnectivity once the owners move in. The KB Smart Home system will be available through KB Home Design Studios at select communities in Denver, Las Vegas, Jacksonville, Fla., and Orange County, Calif. The Home Design studios offer additional tech options such as door locks, connected appliances, lighting controls, motorized window shades and more.



Photo courtesy: KB Home

Events & Updates

OCT-NOV

Register for the NAHB International Builders’ Show in Las Vegas

Learn a Lot!

This is the prime venue for educational opportunities specific to 55+ builders, architects and designers. The 55+ Housing Industry Council members and staff are pulling together two amazing collections of educational programming. One is a series of in-depth sessions set in large classrooms, and the other is set in the 55+ Central headquarters, where presenters are up close and personal, the sessions are a bit shorter and there are opportunities to interact with presenters once the sessions end. A full registration gives you access to all of those programs.

Most members make the Central headquarters their own base of operations for the show. There are comfortable chairs, interesting conversations, and end-of-day receptions to relax and network with their peers and council sponsors. And the membership subcommittee will have a visible presence in the Central, where they’ll answer questions about the council and help interested visitors join!



Take a Tour!

Two venues have been selected for the 2019 tour in Las Vegas. Take time to visit these terrific communities and hear from our architects about what inspired the designs. Past participants have learned from touring model homes and talking with representatives from the developers and sales managers.

Honoring Excellence in 55+ Housing

Nothing says success like winning an award for your projects and programs. You can see the year’s best examples of 55+ housing, marketing and lifestyle programming at the 2019 Best of 55+ Housing Awards gala awards ceremony. The event, with open bar and heavy hors d’oeuvres, will take place from 4-6 p.m. on Tuesday, Feb. 19. Tickets are on sale now on BuildersShow.com.



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, Countertops, Doors, Trim, Hardware, Islands, Backsplashes, Windows and more!

CARTER *Lumber*



At 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.

MEDINA

3725 MEDINA RD. SUITE 108
MEDINA, OH 44256
(330) 725-6760

AKRON

172 N. CASE AVE.
AKRON, OH 44305
(330) 784-5441

OLON

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

ELYRIA

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

.....
carterlumber.com