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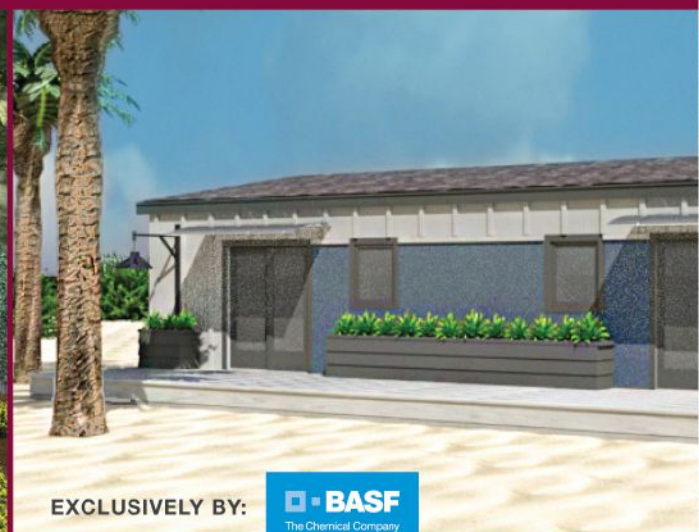
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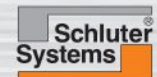


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42

frontofbook

- 15 EDITORIAL**
Looking ahead
- 17 MARKET UPDATE**
Student debt may not be a drag on housing;
Bankers wait and see on mortgage rules;
Can cheap gas fuel housing?
- 25 HOUSING POLICY UPDATE**
What Millennials are buying
- 27 EXCLUSIVE RESEARCH**
Technology tools and social media
- 34 SALES & MARKETING**
Begin 2015 with the end in mind
- 37 ENERGY EFFICIENCY**
Window design and selection

ON THE COVER:

2014 BALA Home of the Year winner Rio Estancia in Boerne, Texas, was given a luxurious yet earthy feel with a blend of materials, such as limestone and Douglas fir, inside and out.

PHOTO: DROR BALDINGER



62



72

[DESIGN]

- 42 GREAT DESIGN ALWAYS HITS HOME**
Winning projects from the Best in American Living Awards

[SALES AND MARKETING]

- 62 HOW TO SELL GREEN**
Lose the jargon, sell the benefits.

[DESIGN AND PRODUCTS]

- 72 LIGHT IT UP**
The latest in kitchen lighting trends

[BUSINESS MANAGEMENT]

- 80 25 NEW YEAR'S RESOLUTIONS FOR HOME BUILDERS**
Scott Sedam compiles suggestions for the New Year from industry consultants.

[HOUSE REVIEW]

- 86 MULTIFAMILY FOR SINGLE-FAMILY BUILDERS**
Architects and designers present plans for builders considering entry into the rental market.

[DEVELOPMENT]

- 97 SMART STORMWATER MANAGEMENT**
Creative ways for reducing or eliminating stormwater runoff

[PRODUCTS]

- 103 PRODUCT REVIEWS**
Preview of products at IBS and KBIS

[EXECUTIVE CORNER]

- 112 UNDER 40 BUILDERS**
Why Arpan Gupta of Carnegie Homes chose home building over a career as a doctor.



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Looking Ahead

The new year is upon us and once again we are awash in projections of what it will bring for housing. Forecasts have been pouring in—starts, sales, apartment construction, who will be buying, where and what they'll be buying—as analysts attempt to call what the coming year will look like for the industry.

The focus of much of the forecasting centers around the Millennials, the generation born somewhere between the early 1980s and the early 2000s. This is not surprising as they are the largest cohort ever, numbering 87 million to the boomers' 76 million and, more importantly, they are approaching prime homebuying age.

Except they're not buying. Not at the same rate as previous generations anyway. Why? Researchers and social scientists have been dissecting the question for several years now and many have seized on the amount of student debt that Millennials are carrying. It's true, two-thirds of recent graduates have outstanding loans and owe an average of \$27,000, making it that much harder to get a down payment together. And after living through the recession, it's also true that many Millennials do not see homeownership as a way of funding their retirements, either.

In December, Robert Shiller, of the Case-Shiller indices, suggested that it would be "smarter" to rent and invest in the stock market if you're looking to accumulate wealth. A widely disseminated and much-quoted editorial in the New York Times fired back, saying, "As a means to building wealth, there is no practical substitute for homeownership."

Shiller may have a good argument, but is that why young people are not buying homes? I believe the real reason hinges not on the amount of debt they've incurred in student loans or because homeownership is not a sure path to a fat portfolio, but because they're not marrying and starting families at the same age as earlier generations. The median age for first-time marriages is now 27 for women and 29 for men, on average about six years later than their parents.

There are probably as many reasons for buying a home as there are people who do so. But the major reasons given, time and again, over the course of many years, are: stability—a stable and safe place for your family to live; equity—the ability to retain a portion of the money you have paid for your house; community—a way to create longstanding relationships with people in the area in which you live; and the freedom to maintain your home as you see fit. These desires may start stirring in your early 20s, but they don't fully emerge until you start a family.

So, my forecast for the new year? The U.S. birth rate in 2013 increased after five years of decline and should do so again in 2014. I think the tide is turning. It may not happen in 2015, but it can't be too far off.

Denise Dersin, Editorial Director
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Edited by Mike Beirne

STUDENT LOANS

Student Debt May Not Be to Blame for Housing's Woes

The conventional wisdom of recent years regarding student loan debt and its kiss of death on various economic drivers—housing in particular—has found a challenger. In remarks delivered at the annual meeting of the National Association for Business Economics, U.S. Treasury Deputy Secretary Sarah Bloom Raskin pointed to higher education's wealth-building potential and emphasized that student loans may not be



driving people away from housing.

While acknowledging that the United States has significant population segments struggling to meet their student debt obligations, Raskin emphasized, “unlike many other forms of credit, like credit cards, student loans fund an investment, rather than consumption.”

And that investment generally pays off. Raskin pointed to data from the Brookings Institution showing that a four-year college degree typically leads to an increase of nearly \$600,000 in lifetime earnings compared to a high school diploma alone. And that increased wealth can go on to fund other investments, such as housing.

As for whether monthly student loan bills are keeping people out of the market, Raskin said that there are still many blind spots in the data. However, in comparing nominal student debt levels in 2007 to 2012, she found that the average 2012 borrower pays \$800 more per year than they would if they had borrowed at the 2007 level. Were that amount available to go toward a larger mortgage, it would be able to purchase a mortgage \$13,300 larger with a 30-year loan at 4.5 percent.

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given that the typical 10 percent down payment paid on a median home is \$16,300, the additional \$800 going to student debt per year would account for only five percent of the down payment needed.

“So, the effect of a current student loan on the decision to buy a house is—or is not—significant, depending on the borrower’s other financial resources or how short the borrower is from having enough for a complete down payment,” she said.

The bigger risk for would-be buyers, Raskin argues, is the damage done to credit scores when student loans become delinquent or enter default. “Delinquencies for young adults are particularly relevant, since this is the population of potential first-time homeowners,” she said. “This delinquency constitutes a negative credit event, which would limit access to credit, making it harder for the potential homeowner to get a mortgage.”

Given the integrity and stability the student loan market has shown, Raskin doesn’t anticipate a “student loan meltdown” any time soon. However, she did emphasize the need for policy choices to help counteract the “troubling trend in delinquent or defaulted student loan balances,” as well as the need for a better understanding of how borrowers perceive their student debt burden—views that help shape what future economic choices they will make. “Is it a function of their total amount owed and the strength of entry-level jobs? Or is it a function of monthly debt payments?” **PB**

CREDIT

As Mortgage Rules Loosen, Some Bankers Hang Back

Fannie Mae and Freddie Mac’s recent moves to expand credit by easing mortgage lending standards have been received with mixed reactions by lenders, many of whom are still stinging from the housing market’s collapse.

Under the GSEs’ new guidelines, both Fannie and Freddie will offer 97 percent loan-to-value mortgage products, which will be limited to first-time buyers at Fannie Mae but available to both first-time and repeat buyers at Freddie Mac. The new products are expected to have particular appeal for Millennial buyers, many of whom are expected to make the jump into homeownership this year. On a December call with reporters, Federal Housing Finance Agency officials emphasized “there is a group of Millennials that are waiting out there to jump into the market that do have the ability to repay.”

Borrowers with lower credit scores are also expected to see greater leniency as banks lift requirements put into place after the mortgage market crisis. In 2014, only 2 percent of

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new mortgages went to borrowers with credit scores between 620 and 639, according to CoreLogic data. However, the number is expected to grow as banks ease standards in response to

the new guidelines. (A score of 620 is the minimum required by Fannie and Freddie.) Wells Fargo has already eased its

credit score requirements in response to the GSEs' actions.

According to *The Wall Street Journal*, David Stevens, president of the Mortgage Bankers Associations, stated that in response to the new guidelines, he had "been told with absolute confidence that some lenders are lifting almost all of their overlays."

However, for some lenders, the memory of banks being forced to repurchase billions of dollars in mortgage loans that Fannie and Freddie said failed to meet the GSEs' standards, is still a haunting specter. As a result, not all lenders share as much enthusiasm for easing credit requirements.

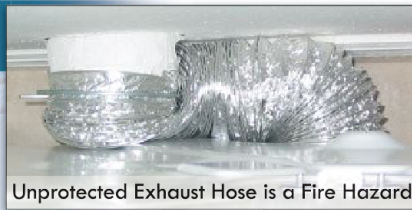
"Unless we are convinced that the rules are going to be permanent and there is not going to be a look back or a reach back in future times ... we are simply going to stay on the sidelines in the concerns of both compliance risks and other uncertainties," said Richard Davis, U.S. Bank's Chief Executive, on an earnings call.

Bank of America CEO Brian Moynihan expressed similar hesitation at an investor conference in November. "You won't see us start to expand our criteria much past what we've done." **PB**



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ENERGY

Can Cheap Gas Help Fuel Housing?

The lowered gas prices of late have left households with thicker wallets, but could falling fuel costs do the same for the housing industry as well? Molly Boesel at CoreLogic contends that it may.

While fuel costs can impact homeowners through their heating bills, Boesel points to a second connection between gas prices and housing



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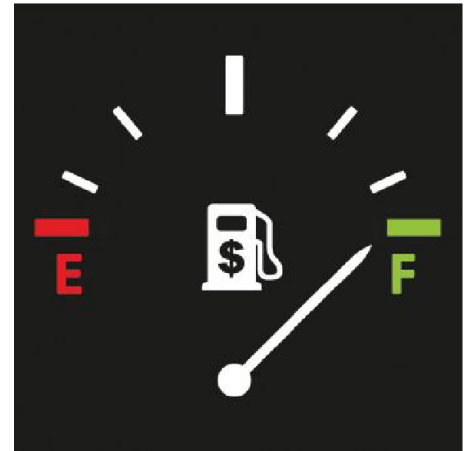
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demand: commuting costs. In analyzing the number of vehicle miles traveled (VMA) per capita between 1991 and August 2014, Boesel found that when gas prices were less than \$2 per gallon,

homeowners were willing to move further from urban centers and purchase larger, more costly homes. That trend is evidenced in a continual rise in VMA per capita from 1991 through June 2005.



Then, as gas prices moved upward, VMA started shrinking, with the exception of mid-2008 through mid-2010 when the financial crisis was putting severe strain on household budgets.

Boesel also demonstrates a relationship between VMA and homeownership rates, showing both growing between 1994 and 2004, gaining 12 percent and 5 percent, respectively. Then from 2005 to 2014, both curved downward until reaching 1994 levels last year.

"If consumers believe the recent drop in gas prices is longstanding, could it incent buyers to again move outside the urban core?" Boesel asks. To find the answer, she points to the 2012 paper, "How High Gas Prices Triggered the Housing Crisis: Theory and Empirical Evidence," in which authors Sexton, Wu, and Zilberman found that low gas prices propelled mortgage borrowers with the lowest incomes into the nether reaches of the suburbs—which in turn left them particularly vulnerable to the energy price spikes that hit consumers in 2008.

However, whether or not a similar scenario will play out as gas prices shrink will depend on several factors, she says, not the least of which being access to credit. "Sprawl was an environment of easy credit and low interest rates," Boesel says. "While interest rates today are low, credit is tighter than it was in the mid-2000s, making the decision of whether or not to move far from the urban core a very different calculation." **PB**

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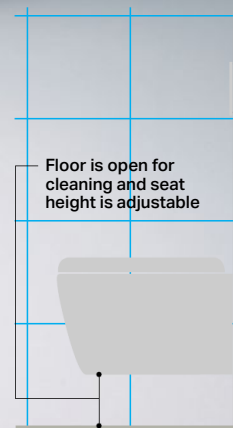
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MILLENNIAL HOMEOWNERS BOUGHT SMALLER, CHEAPER, AND CLOSER

New research from economists at the National Association of Home Builders shows that Millennials tend to buy homes that are smaller, older, and less expensive than homes bought by older generations. Being the youngest homebuyers with little or no accumulated wealth also affects how Millennials shop and buy.

The majority of Millennials are buying homes for the first time in their lives. Three out of four who purchased a home were first-time buyers, and a quarter traded their existing homes.

Compared with older generations, Millennials are less likely to buy a new home. Less than 9 percent of Millennial homebuyers bought a new home; the share was close to 12 percent among older buyers. More than two-thirds of Millennials who bought homes purchased single-family detached properties. Nevertheless, compared to older buyers, this generation shows a slightly higher preference for multifamily condominiums. Close to 9 percent of young adult homebuyers bought a multifamily property compared to less than 6 percent of older homebuyers.

Consistent with being the youngest and largely first-time homebuyers, Millennials tend to buy homes that are, on average, smaller and concentrated in the lower price ranges compared to homes purchased by older generations. Half of all homes purchased by Millennials averaged less than 1,650 square feet of living space and cost less than \$148,500.

The most common reason for moving reported by Millennial homebuyers is to establish their own household, followed by the desire to have a larger dwelling and to own it. When choosing a particular home, this group is more likely to let financial reasons influence their choice, while older generations consider size most often.

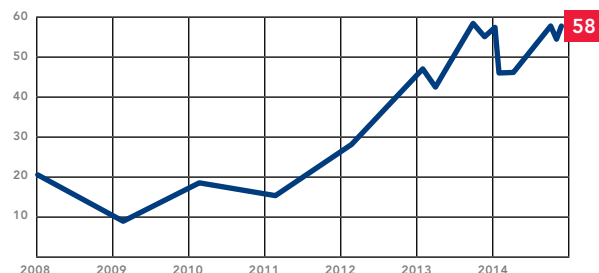
When selecting a new neighborhood, the right house most often influences the decision for both younger and older homebuyers. However, Millennials are more likely to also pay attention to proximity to work and the quality of neighborhood schools.

Unsurprisingly, when compared to older generations of buyers, Millennials are more likely to finance home purchases out of current income rather than out of accumulated wealth, and when taking out mortgages they are more likely to use unconventional zero-down mortgages.

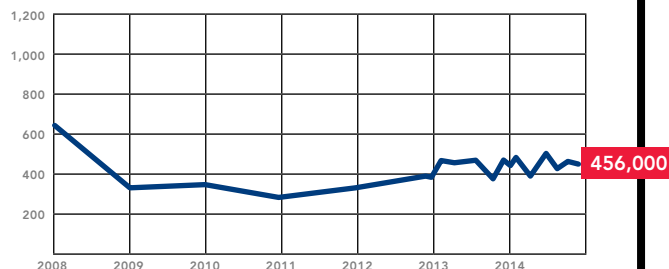
The research is based on the 2013 American Housing Survey (AHS), the most recent release of this ongoing biennial housing data collection. Only housing units purchased in the two years preceding the 2013 AHS interviews were considered. Housing unit characteristics are tabulated by the age of the head of household, the person in whose name the housing unit is owned. Millennial homebuyers are householders that were 33 years old or younger in 2013 and bought homes within the two years prior to the AHS interviews. **PB**

HOUSING MARKET SNAPSHOT

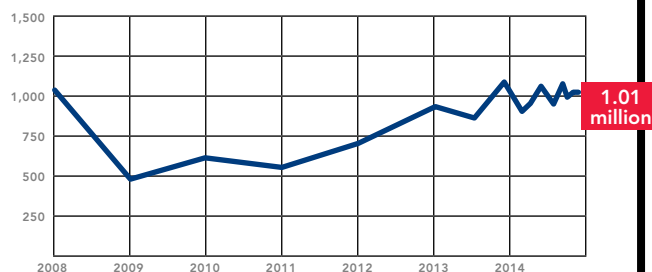
BUILDER CONFIDENCE INCREASED



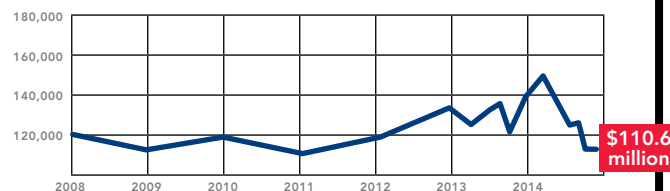
NEW HOME SALES DECLINED



HOUSING STARTS WERE FLAT



REMODELING SPENDING REMAINED STEADY



Builder confidence recovered after declining in October as the November NAHB/Wells Fargo Housing Index gained four points to finish at 58. New home sales during October edged up just 0.7 percent from September to an annualized rate of 456,000 homes. Housing starts during the same period decreased 2.8 percent to 1.01 million homes. Remodeling spending moved up just 0.6 percent to \$110.6 million from a revised September figure.

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SERVICE

BUILDERS' TECH TOOLS

Document managers, schedulers, and connectivity software are among "my favorite apps."

By Mike Beirne, Senior Editor

"I don't like any of them," a California builder wrote when asked what was his favorite business-related app on a mobile device. "I do not like viewing my work day on a smart phone, but I guess that is where we are headed."

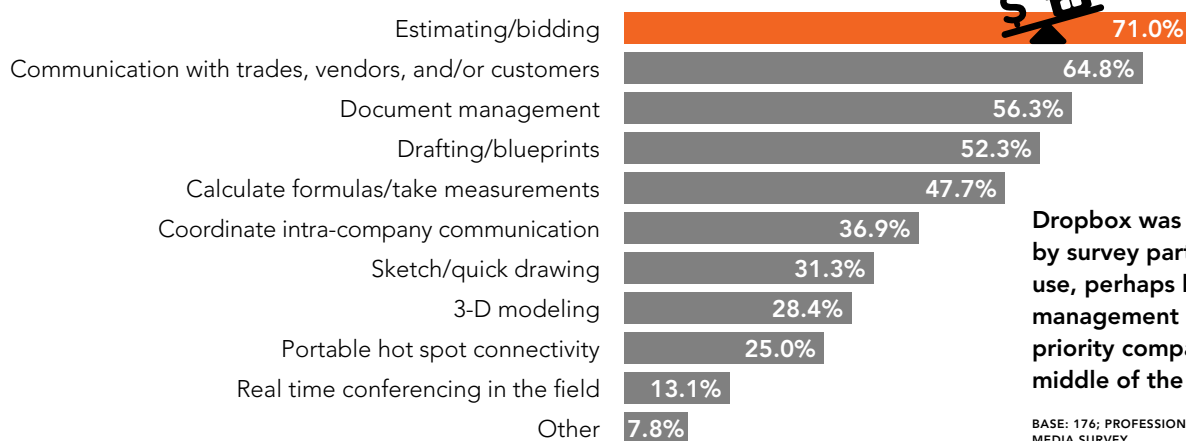
Indeed, a significant chunk of survey participants, predominantly builders who closed 10 homes or less annually,

do not use apps, smart phones, or tablets nor provide them to employees. Yet the mobile devices are becoming the home builder's standby for connecting the office to the field, the super to the trades, and builder to clients. Most respondents to *Professional Builder's* 2015 Technology/Social Media survey indicated they rely on standard software like Excel, Office, Outlook, FaceTime,

Google Calendar, QuickBooks, texts, and instant messaging for communicating, scheduling, and preparing estimates. Dropbox gained ground this year as a popular app for document sharing.

Builders, designers, and architects, as the results that follow show, have been industrious in finding a favorite app or a combination of tools that are producing benefits for their operations.

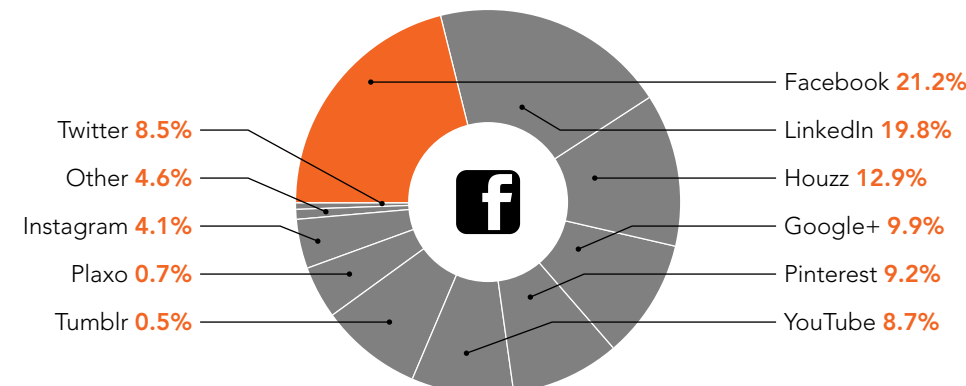
IDENTIFY THE TASKS/FUNCTIONS THAT YOUR COMPANY PERFORMS WITH THE ASSISTANCE OF APPS AND SOFTWARE.



Dropbox was frequently mentioned by survey participants as an app they use, perhaps because document management has become more of a priority compared with being in the middle of the pack with last year's poll.

BASE: 176; PROFESSIONAL BUILDER 2015 TECHNOLOGY/SOCIAL MEDIA SURVEY

WHICH SOCIAL MEDIA SITES DOES YOUR COMPANY USE FOR BUSINESS PURPOSES?



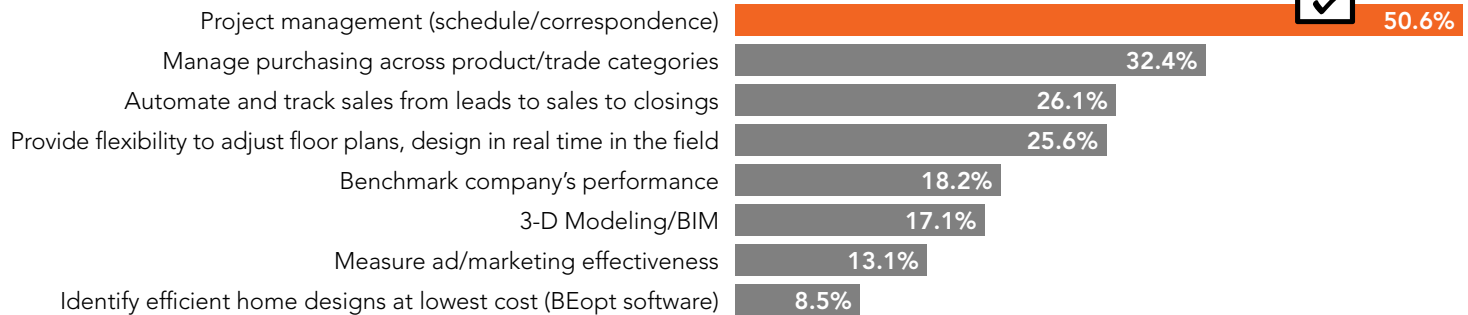
Facebook and LinkedIn are the most popular social media sites used by builders.

BASE: 176; PROFESSIONAL BUILDER 2015 TECHNOLOGY/SOCIAL MEDIA SURVEY

METHODOLOGY AND RESPONDENT INFORMATION:

This survey was distributed between Nov. 25 and Dec. 16, 2014, to a random sample of *Professional Builder's* print and digital readers. No incentive was offered. By closing date, a total of 176 eligible readers completed the survey. Respondent breakdown by discipline: 24.3 percent custom home builder; 22.5 percent diversified builder/remodeler; 15.6 percent production builder for move-up/move-down buyers; 9.3 percent architect/designer engaged in home building; 6.4 percent luxury production builder; 3.5 percent multifamily; 3.5 percent manufactured, modular, log home, or systems builder; 3.5 percent production builder for first-time buyers; and 11.6 percent other. Approximately 42.1 percent of respondents sold one to five homes in 2013, and 29.6 percent sold more than 50 homes.

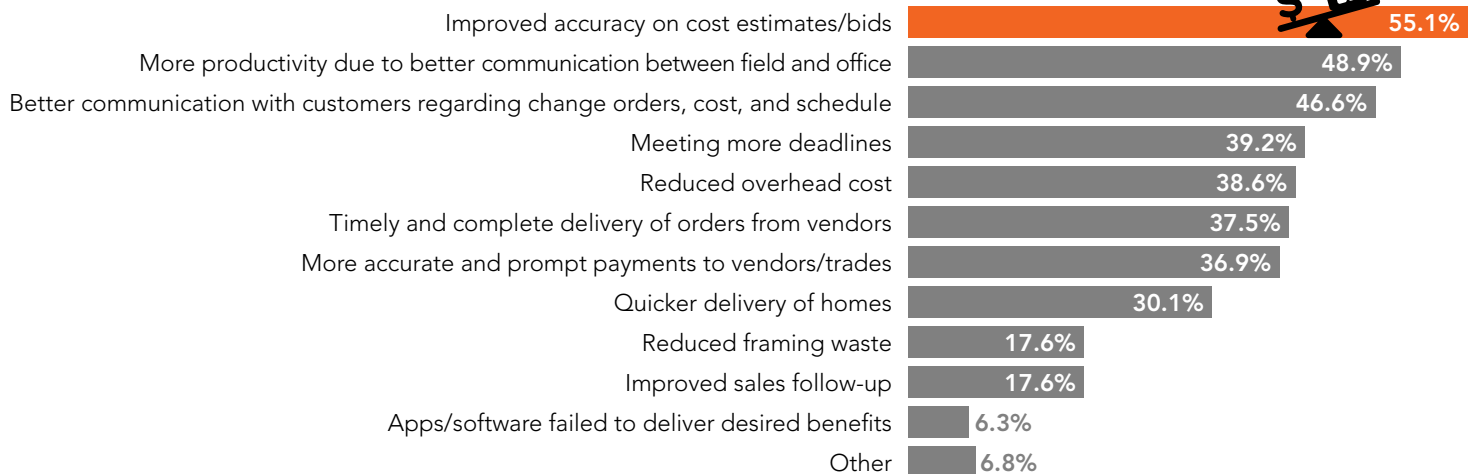
HAS SOFTWARE/APPS USAGE HELPED YOUR COMPANY ACCOMPLISH ANY OF THESE OBJECTIVES?



Systems that help builders stay on top of purchasing and track sales effectiveness are catching on.

BASE: 176; PROFESSIONAL BUILDER 2015 TECHNOLOGY/SOCIAL MEDIA SURVEY

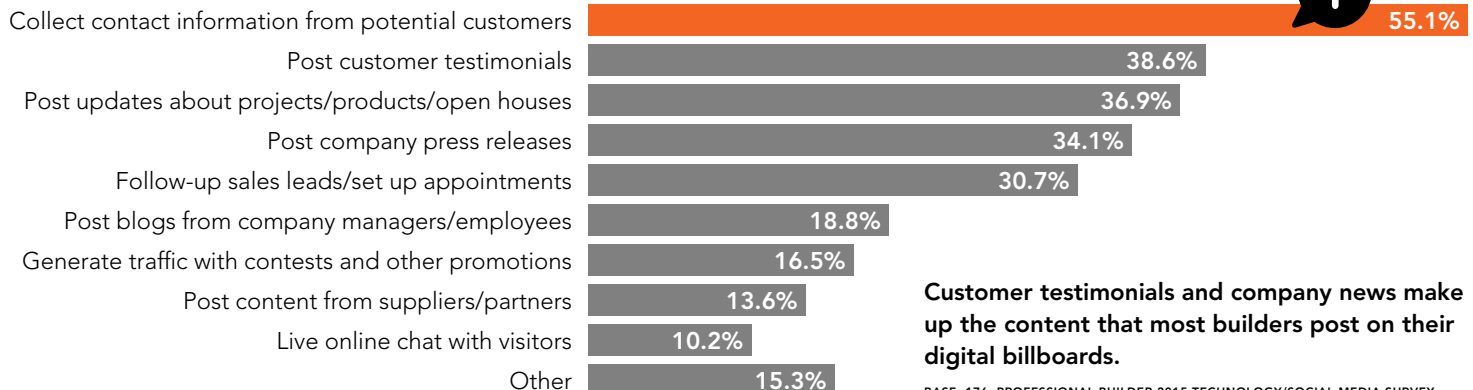
WHICH BENEFITS HAS YOUR COMPANY REALIZED AS A RESULT OF USING APPS OR SOFTWARE?



Tech tools helped some builders close the gap between actual and estimated costs.

BASE: 176; PROFESSIONAL BUILDER 2015 TECHNOLOGY/SOCIAL MEDIA SURVEY

HOW DOES YOUR COMPANY USE ITS WEB SITE?



Customer testimonials and company news make up the content that most builders post on their digital billboards.

BASE: 176; PROFESSIONAL BUILDER 2015 TECHNOLOGY/SOCIAL MEDIA SURVEY

The 2015 Sprinter Cargo Van

Built to build your business.



Starting At:

\$35,995*

2500 Cargo Van 144", Low Roof, 4-Cylinder

The 2015 Mercedes-Benz Sprinter Cargo Van features Best-In-Class cargo room and payload¹ with towering available interior standing heights up to 7 feet. The Sprinter's 5'x8' load floor offers abundant room for plywood, sheetrock and other material, while a standard turbo diesel engine delivers up to 18%² greater fuel efficiency. And, to protect your business, standard Crosswind Assist³ helps keep your vehicle on course in strong, gusting winds. To discover better ways to build your business, visit mbsprinterusa.com.

© 2014 Mercedes-Benz USA, LLC

*Excludes all options, taxes, title, registration, transportation charge and dealer prep fee.

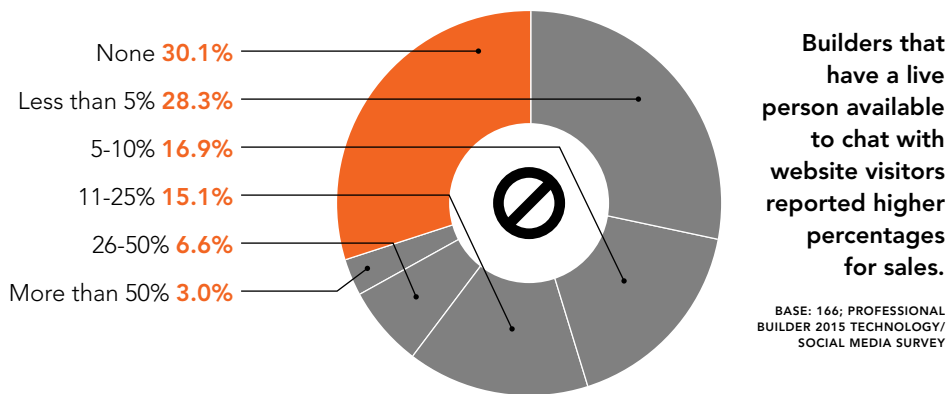
1. Based on a comparison of the Automotive News classification of full-size commercial vans at time of print. 2. Fuel savings estimate of up to 18% according to FTP75 testing of engine OM651 (4-Cylinder) versus MY13 OM642 (V6). Individual mileage will vary, based on factors including vehicle load, driving style, road conditions and fuel quality. 3. Crosswind Assist engages automatically when sensing dangerous wind gusts at highway speeds exceeding 50 mph. Performance is limited by wind severity and available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Feature not available on 3500 models.

Options shown. Not all options available in the U.S.

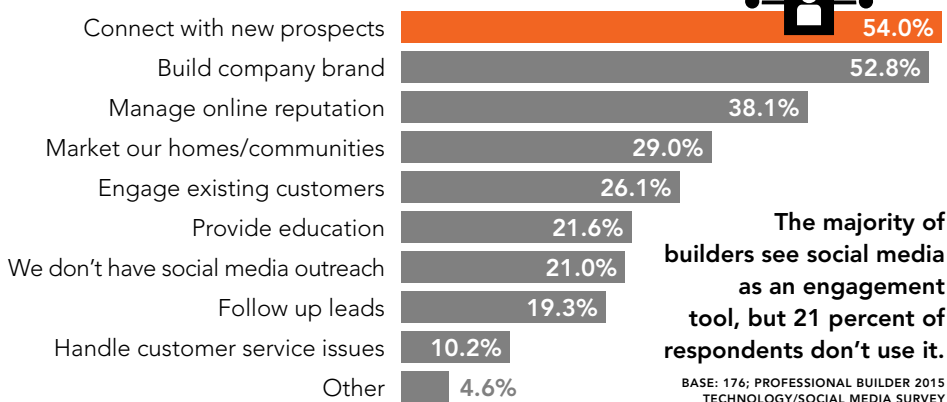


Mercedes-Benz
Vans. Born to run.

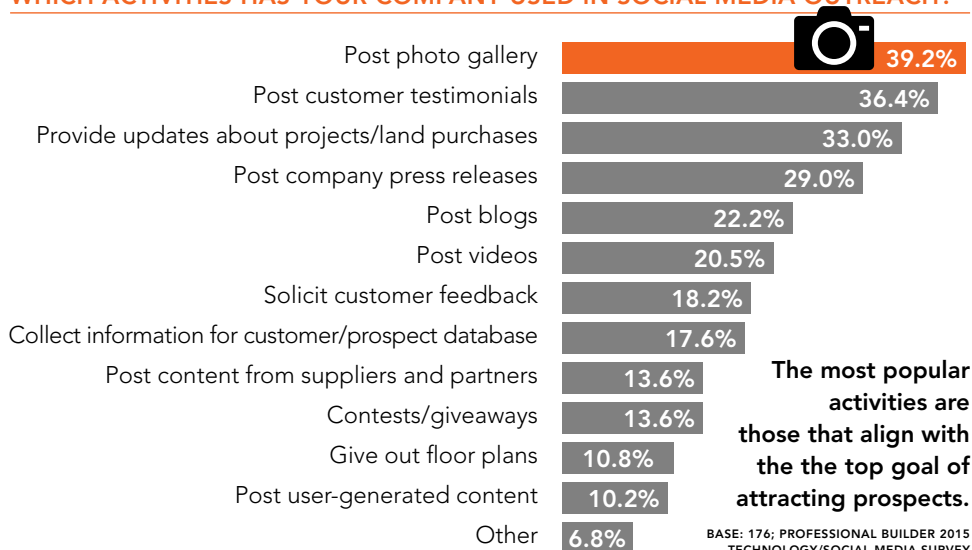
HOW MUCH OF YOUR BUSINESS DO YOU ESTIMATE IS COMING FROM BUYERS YOU'VE REACHED THROUGH SOCIAL MEDIA EFFORTS?



WHICH CHOICES BEST DESCRIBE THE GOALS FOR YOUR COMPANY'S SOCIAL MEDIA OUTREACH?



WHICH ACTIVITIES HAS YOUR COMPANY USED IN SOCIAL MEDIA OUTREACH?



MY FAVORITE APP IS ... BECAUSE ...

"**Bluebeam** because it allows PDF viewing of plans with excellent zoom features, and it's great for documenting punch lists and real time communication."

"**Notability** allows me to take notes and digitally email them right after the meeting is done."

"Dropbox, Penultimate, and SalezToolz:

These apps let us send files, drawings, etc., to staff, trades, and clients in a secure form and feed things to the field such as change orders and punch lists."

"**SalezToolz** is a client estimating app on our iPads that allows clients to see what each option and basic product cost will be and gives them an emailed copy and a hard copy of our conversation and cost estimates."

"**Cisco Jabber** for real time video; **AirWatch Secure Content Locker** for sharing apps between corporate and field; **Citrix Receiver** for field access to internal systems."

"**Laserfiche** gives our field superintendents and employees web-based and app-based access to our internal job folders where all of our job docs are organized and stored. Gives ability to quickly reference plans and sales docs like change orders and feature selections."

"**BuilderTREND** mobile scheduling app lets supers update schedules, send notifications, and upload photos for daily logs and marketing. This saves the time of having to be in the office to do these tasks."

"**SugarSync** ties phone and computers together. Can get all drawings and data on my office computer on my phone."

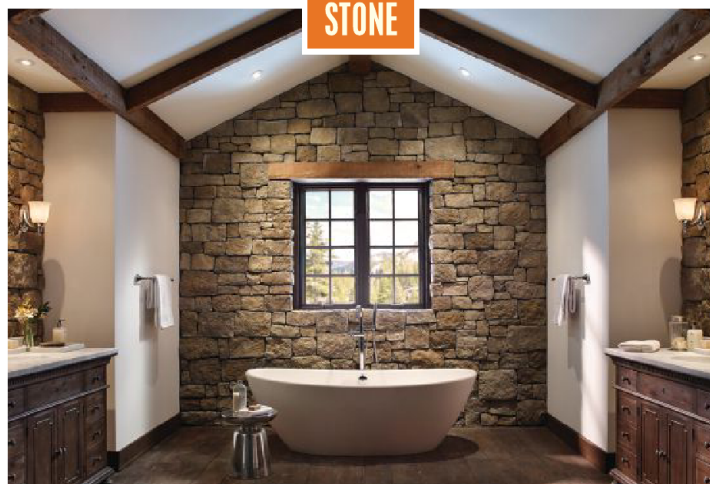
"**Evernote and TurboScan**: Evernote is a great electronic file cabinet, and TurboScan is a great doc copier and scanner."

ELDORADO

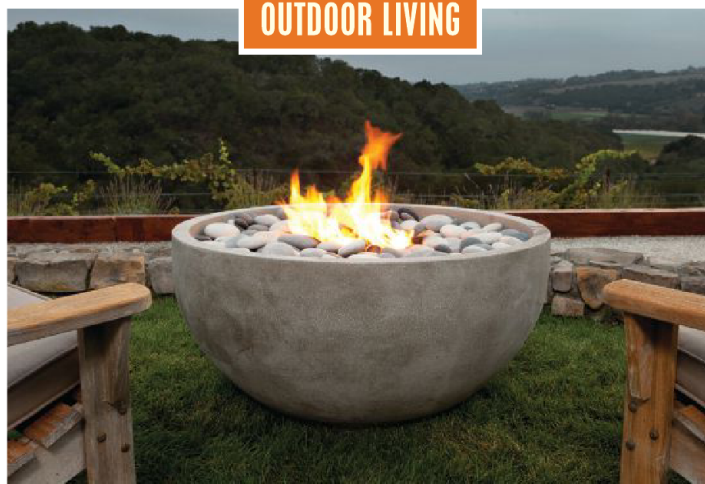
IS MORE THAN

STONE

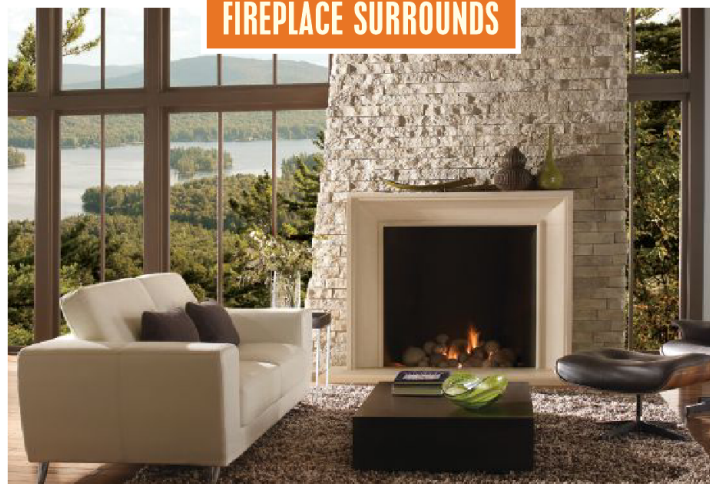
STONE



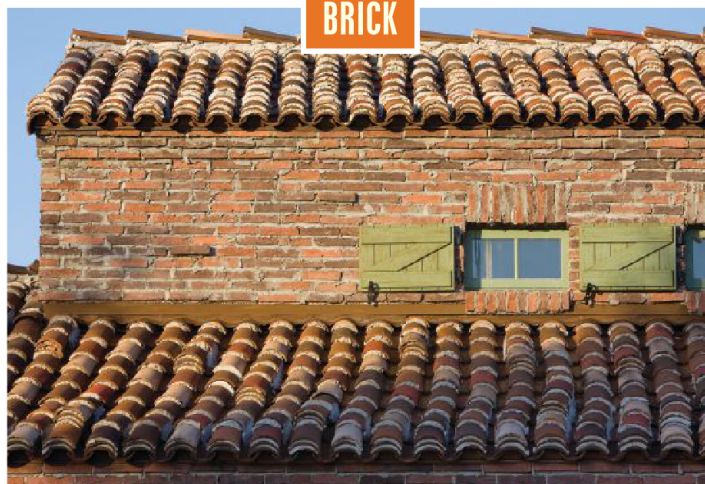
OUTDOOR LIVING



FIREPLACE SURROUNDS



BRICK



If you can imagine the ultimate living environment, our collection of handcrafted products makes it possible. You know us for our authentic stone, and now we'd like to share some of our other passions.

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Build it once.



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Builder Magazine's Top-Rated Weather Barrier. 17 Years in a Row.

DuPont™ Tyvek® HomeWrap® is the original house wrap. Over 30 years ago, DuPont invented the house wrap category with the introduction of Tyvek® HomeWrap®. Today it protects millions of homes.

In fact, Tyvek® HomeWrap® is made of a unique material that helps prevent the infiltration of air and water into exterior walls, while allowing water vapor to escape and reducing the chance of mold and water damage.

As a result, Tyvek® HomeWrap® can help reduce home energy bills, improve the durability of the building and help improve occupant comfort. For your residential construction projects, be sure to install Tyvek® HomeWrap® for superior performance.

The difference is DuPont™ Tyvek®.

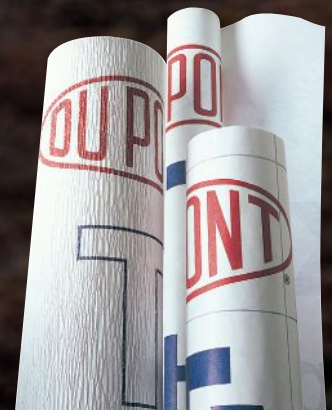
weatherization.tyvek.com

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Circle 768



SURVEY PARTICIPANTS NAMED THESE MOBILE APPS AND SOFTWARE PROGRAMS AS THEIR FAVORITES OR MOST OFTEN USED:

PROJECT MGMT/ SCHEDULING

Basecamp
Brix
BuilderMT
BuilderTREND
Co-construct
Google Calendar
Microsoft Office 365
ProjectPro
Sage 300 Construction and
Real Estate (formerly Sage
Timberline Office)
SimpleGenius Project Pro
UDA ConstructionSuite

MEASURING/FORMULAS

AutoCAD
BuilderMT
Brix
BuildSoft
Chief Architect
Co-construct
Excel
Intuit QuickBooks
Microsoft Office
PlanGrid
PlanSwift
SoftPlan

ESTIMATING/BIDDING

BuilderMT
Excel
Intuit Quickbooks
Sage Estimating
SalezToolz
UDA ConstructionSuite

DRAFTING/DRAWING

ArchiCAD
AutoCAD 360
AutoCAD LT
Chief Architect
Evernote Penultimate
Google SketchUp
SoftPlan

3-D MODELING/BIM

2020 Design
ArchiCad
Chief Architect
Google SketchUp
Revit
SoftPlan

DOCUMENT MGMT

Bluebeam
BOX
BuilderMT
BuilderTREND
Dropbox
Google Apps
Microsoft Office
Sales Simplicity
SugarSync

CONNECTIVITY

AirWatch Secure Content
Locker
Bluebeam
BuilderMT
BuilderTREND
Cellular Service
Cisco Jabber
Citrix Receiver
Co-construct
Dropbox
Evernote
FaceTime

INTRA-COMPANY COMMUNICATION

Mark Systems Internet Tool
Kit
Microsoft Exchange
Outlook

OUTSIDE COMMUNICATION

Apple Mail
Basecamp
Bluebeam
BuilderMT
Citrix Go To Meeting
Dropbox
FaceTime
iMessage
Punchlist Manager
Sales Simplicity
UDA ConstructionSuite
WhatsApp

SALES

Salesforce
Sales Simplicity
SalezToolz

OTHER FAVORITE APPS

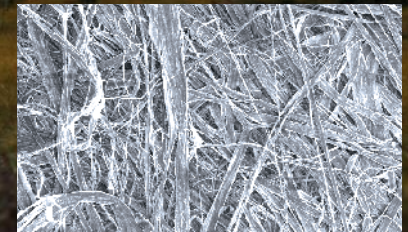
iAnnotate
Houzz
My Notes
Notability
TurboScan

Energy Savings and Added Value for Your Customers

Energy efficiency isn't a buzz phrase; it's a priority for your customers. Did you know that air infiltration is responsible for up to 40% of a home's energy loss?

A typical 2,500-square-foot home has more than a half mile of cracks and crevices in the wall cavity, leaving it vulnerable to air infiltration. Wrapped around your home like a windbreaker over a sweater, DuPont™ Tyvek® weather barriers help keep inside air comfortable by keeping energy-robbing outside air where it belongs.

See the difference for yourself.



DuPont™ Tyvek® weather barrier enlarged.

Its unique structure helps improve energy efficiency by keeping the air your customers spend a lot of money on to heat and cool, in the house.

weatherization.tyvek.com

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By Bob Schultz, Contributing Editor



2015

is projected to be a year of growth for many builders. To ensure that your growth is profitable, scalable, and sustainable, you must develop a thorough understanding of your marketing activity in terms of what you do, why you do it, and the ROI it is expected to generate. Why is that important now as things are picking up? Because when the market becomes more friendly and sales increase to a higher level of acceptability, it's very easy to get distracted or complacent and lose focus on the process and activities that will help you maintain that optimum flow of sales and profit.

As you probably know, marketing can mean different things to different people. To clarify and simplify it specifically for our industry, I have created a model called the Marketing Circle. The graphic at right illustrates what I have found to be the essential marketing-related functions and activities fundamental to a home builder's successful business operation. None of the components in the marketing circle should be thought of as independent activities. Each in its own right is critical to your sales success and all are interdependent with each other. The circle respects the generally accepted five P's of residential marketing: place, price, product, promotion, and presentation.

MARKET RESEARCH You must study your market to know what to build, where to build it, what to pay for the land, local sales price expectations, your relationship to competition, and more. A market assessment and your position within your market should be conducted and updated at least once a year, if not more frequently.

PRODUCT DEFINITION From the market research, you can determine size, style, design, and the variety of homes to offer, along with any additional recreational or other amenities that the research suggests.

ADVERTISING AND PROMOTION These are activities you must perform to generate interest on the part of your target market as determined by market research and experience. Advertising and promotion are very important functions of

marketing, but they are not marketing in and of themselves.

THE RETAIL STORE New-home sales is a retail business. You must provide an inviting space and a professional staff to sell your homes to customers. This includes the look and feel of the place where customers are invited to see your products: the models, the sales office, and the website. It also includes the staffing appropriate for the anticipated flow of customers over time, during hours of operation that are convenient for shoppers.

CONTACT Selling is a contact sport. When contact is made with a potential buyer through email, phone call, your website, or a direct in-person visit, there must be an interaction with a fully knowledgeable, well prepared sales professional who is skilled and capable of turning those contacts into sales.

The end result of all of the marketing activities enumerated in the circle, as well your ROI, can ultimately be measured against a predictable conversion rate of profitable sales to cost of promotion and other related expenditures. As Dr. Stephen Covey recommends in his book, "The 7 Habits of Highly Successful People," you must begin with the end in mind. That occurs when a potential buyer and a salesperson make contact, when all of the costs and effort expended on everything else in the circle either comes together or falls apart. In fact, it is the most significant activity in relation to your ROI potential.

Industry awards for marketing excellence might look good on your wall, but I know of no bank that will accept them in lieu of cash when it's time to make loan payments. In fact, I've never had a builder call me and say, "Bob, I'm not doing enough marketing." It's usually "Bob, I'm not making the number of sales I need to make." Google the phrase "Nothing happens until somebody sells something to somebody" and you will find it attributed to a variety of ultra-successful people, from industrialist Henry Ford to Arthur H. "Red" Motley, the publisher of Parade Magazine who said it in print in 1942, and from cosmetic sales icon Mary Kay Ash to the motivational speaker Zig Ziglar.

Over the course of 2015, in collaboration with industry experts, succeeding articles will focus in depth on each of the elements of the Marketing Circle, beginning with market research and continuing consecutively to demonstrate how, by making this circle seamless and congruent, you can expect to achieve a higher level of ROI in the form of profitable sales revenue. **PB**



If you would like to receive a complimentary form to begin tracking your advertising and promotion expenses against traffic and sales generated, including conversion ratios, and comparing improvements over 2015, send an email to Bob@i-nhss.com and request the Marketing Efficiency and Effectiveness Analysis.

Bob Schultz, MIRM, CSP, is a global leader in new-home sales and management. He is the president and CEO of New Home Specialist Inc., (www.newhomespecialist.com), and is the author of two best-selling books, "The Official Handbook for New Home Salespeople" and "Smart Selling Techniques."



EXPLORE THE POTENTIAL

Whether your customers use the garage for parking the cars, working on projects or entertaining, Gladiator brand's versatile products help them make the most of it, while making a statement. From the sustainable workbench tops and innovative wall systems to the heavy-duty steel shelves and cabinets, no other brand provides this many possibilities.

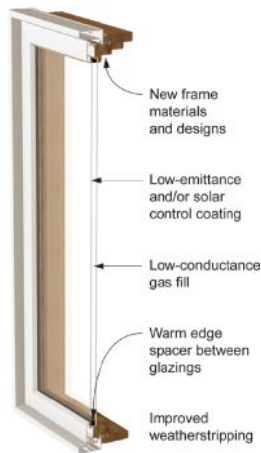


See the complete product line at GladiatorGW.com

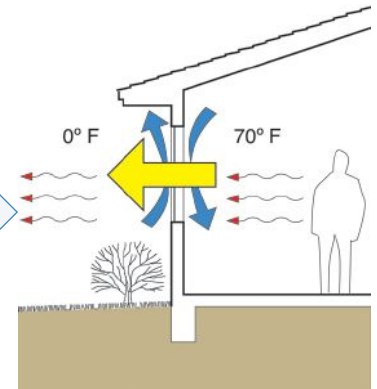
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BRINGING TRANSPARENCY TO ENERGY-EFFICIENT WINDOW DESIGN AND SELECTION

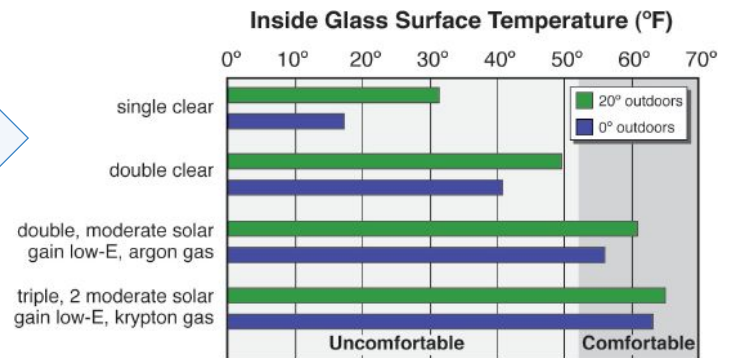
A variety of window technologies can improve window energy efficiency, including gas fills, low-E coatings, and high-performance frame options. How these technologies affect a window's energy performance depends on the sum of all parts.



The U-factor (also referred to as U-value) is the standard way to quantify overall heat flow. For windows, it expresses the total heat transfer coefficient of the system (in Btu/hr-sf-°F), and includes conductive, convective, and radiative heat transfer. It represents the heat flow per hour (in Btus per hour or watts) through each square foot of window for a 1 degree Fahrenheit temperature difference between the indoor and outdoor air temperature.



During cold weather, exterior temperatures drive interior glass surface temperatures down below the room air temperature; how low the glass temperature drops depends on the window's insulating quality. If people are exposed to the effects of a cold surface, they can experience significant radiant heat loss to that cold surface and feel uncomfortable, even if the room air temperature is comfortable. When the interior glass surface temperature is 52°F or less, it is most likely that there will be discomfort.



Sam Rashkin, Chief Architect
Building Technologies Office, U.S. Department of Energy

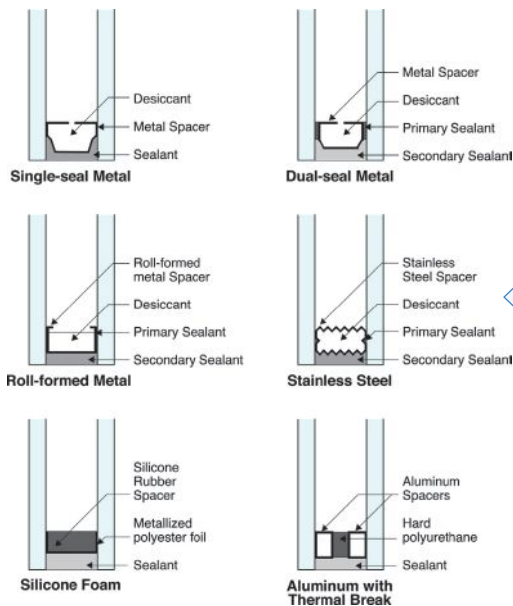
Homes consume about 21 percent of the total energy in the U.S., and according to Lawrence Berkeley National Laboratory (LBNL), windows are responsible for consuming 25 to 30 percent of residential heating and cooling. That's a lot of energy. The U.S. Department of Energy's (DOE) Building America program recognizes that proper design and selection of energy-efficient windows takes into account energy performance, durability, aesthetics, and cost. That isn't always easy—or transparent.

Windows are an important component of a home's energy performance. They are also one of the more costly and multifaceted building products with a wide-range of options. Up-to-date information about window products, attributes, and performance is needed to reach the higher levels of overall energy efficiency targeted by our programs at DOE. Over the

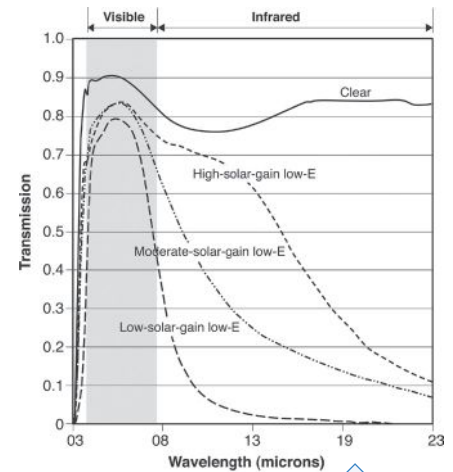
last 20 years, window technology and building codes have advanced to the point where low-e windows are commonplace and usually required. However, optimizing window technology and related design decisions is not well understood.

Building America developed a set of guidelines to address the issue of energy-efficient window design and selection for designers, builders, and homeowners based on many years of research, design, and field experience by our teams. It is entitled, "Measure Guideline: Energy-Efficient Window Performance and Selection," by John Carmody and Kerry Haglund of the NorthernSTAR Building America team and can be accessed at: http://apps1.eere.energy.gov/buildings/publications/pdfs/building_america/measure_guide_windows.pdf.

Selecting and designing window space appropriately for high-performance homes entails proper consideration of performance—specifications (e.g., glazing type, spacers, gas fill,



The lites of glass in an insulating unit must be held apart at the appropriate distance by spacers. In addition to keeping the glass lites separated, the spacer system must serve a number of functions: accommodate stress induced by thermal expansion and pressure differences; provide a moisture barrier that prevents passage of water or water vapor that would fog the unit; provide a gas-tight seal that prevents the loss of any special low-conductance gas in the air space; and create an insulating barrier that reduces the formation of interior condensation at the edge.



The solar reflectance of low-E coatings can be manipulated to include specific parts of the visible and infrared spectrum. This is the origin of the term spectrally selective coatings, which selects specific portions of the energy spectrum, so that desirable wavelengths of energy are transmitted and others specifically reflected. A glazing material can then be designed to optimize energy flows for solar heating, daylighting, and cooling.

and frame type), design conditions (orientation, window area, architectural shading), and economic analysis (energy savings vs. incremental costs). Building America provides detailed guidance on how to address all of these issues comprehensively.

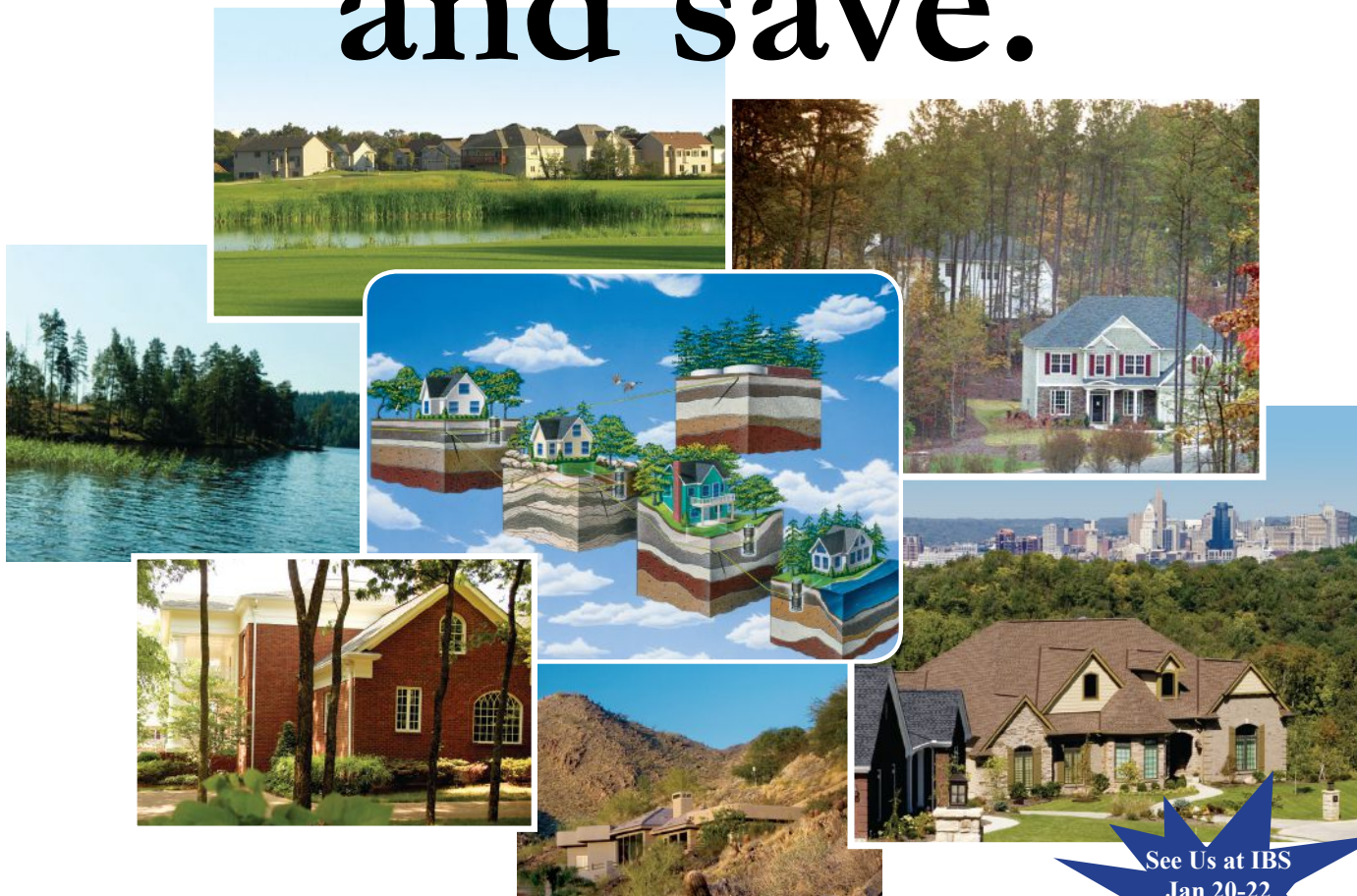
Finally, a great window isn't a great window unless it's properly installed. No matter how advanced the glazing and frame materials, the ultimate window performance also depends on the quality of its installation. Improper installation will contribute to air leakage, unnecessary heat loss, condensation, and water leakage. This may lead to diminished energy performance as well as deterioration of walls, insulation, and the window unit. Therefore, window installations must maintain critical air and water barriers and reduce heat loss and condensation. This window design and selection guide is only one of the results of the DOE Building America research-to-market program. This program produces hundreds of technical publications each year, providing up-to-date content on the latest building science techniques that can help builders achieve zero energy-ready homes. For more information, visit www.buildingamerica.gov. **PB**

As Chief Architect for the DOE's Building Technologies Program, Sam's primary role is to help deploy energy-efficiency research for new and existing homes, such as the Building America Solution Center (BASC), a new resource that makes the latest innovations and best practices accessible to residential new-construction stakeholders.

BUILDING AMERICA SOLUTION CENTER: WORLD-CLASS RESEARCH AT YOUR FINGERTIPS

Visit the Building America Solution Center <https://basc.pnnl.gov> to learn more about these and other technical guidelines. This unique tool provides building professionals with proven efficiency innovations and best practices from Energy Department-approved building science research for hundreds of high-performance home technologies. The Solution Center brings together recommendations from the country's top building science experts, who work directly with the housing industry, to help participating builders and remodelers continuously improve their construction practices and strive toward zero energy-ready homes.

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E/One Sewer Systems can make tough sites buildable — and, cut your sewerage costs up to 50%.

Do you have rocky, hilly, wet or even extremely flat land where conventional gravity sewers are too expensive — or simply impossible to put in place? Whether it is a new project, or build-out of geotechnically challenged infill lots, we can help you.

Environmentally Sensitive, Economically Sensible

With an E/One system, there's no need for massive gravity trenches, huge mains or costly lift stations. The E/One pressure sewer uses a small main in a shallow trench that follows the contour of the land making for a gentler environmental footprint.

It lets you sewer virtually anywhere. Including sites where old septic systems may be dying and polluting. With over 40 years of experience, E/One provides a most reliable sewer solution with no preventive maintenance, and virtual transparency to the homeowner.

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Send us the topo map for your next challenging project. We'll show you how an E/One system can make your project viable — and save you up to 50% over a conventional gravity system. E-mail it to eone@eone.com.

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Designed to enhance the appeal of every haus.

The Bosch kitchen. See it at Design & Construction Week.



BOSCH

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GREAT DESIGN ALWAYS HITS HOME

By Susan Bady, Senior Contributing Editor

Homes that offer first-rate design, quality construction, and cost efficiency are always a hit with buyers. Coincidentally, that's what judges look for in the Best in American Living Awards (BALA). Good design is a must, but it also takes quantifiable sales and marketing success to earn coveted BALA recognition.

BALA is the nation's premier award program, continually redefining excellence in the entire residential building industry. Every year, the program honors good design in single-family and multifamily homes of all types and sizes as well as communities, interior design, remodeling, and rental developments.

Housing professionals all over the United States look to BALA for demonstrations of the latest trends, which include indoor-outdoor connectivity, multigenerational living, and sustainability. Our hats are off to the creative, innovative pros whose winning projects are profiled on the following pages.

For more on the 2014 BALA winners, visit www.bestinamericanliving.com.





THE ASHER AT PLAYA VISTA IN LOS ANGELES UTILIZES SLIDING-GLASS WALL SYSTEMS TO EXTEND INDOOR LIVING SPACES OUTSIDE. THE FLOOR PLAN IS ANGLED IN THE CENTER TO INCREASE NATURAL LIGHT AND EXPAND VIEWS.

PHOTO: APPLIED PHOTOGRAPHY

**PITCH-
PERFECT
HARMONY
WITH
NATURE**



VERTICAL-GRAIN DOUGLAS FIR, STAINED CONCRETE FLOORS AND A TEXAS LIMESTONE FIREPLACE GIVE THE HOME'S INTERIOR AN EARTHY FEEL. LARGE COVERED TERRACES AND ARBORS (ABOVE RIGHT) EXTEND LIVING SPACES OUTSIDE AND ALLOW FOR RELAXATION, DINING, AND VIEWS.



HOME OF THE YEAR

**PLATINUM AWARD FOR BEST
ONE-OF-A-KIND CUSTOM OR SPEC
HOME, 4,001-6,500 SQUARE FEET**

BEST IN SOUTH CENTRAL REGION

PROJECT NAME:
RIO ESTANCIA

LOCATION:
BOERNE, TEXAS

DESIGNER/ARCHITECT:
CRAIG MCMAHON ARCHITECTS,
SAN ANTONIO, TEXAS WITH STUDIO
INDUSTRIELLE, BULVERDE, TEXAS

BUILDER:
STUDIO INDUSTRIELLE, BULVERDE, TEXAS

INTERIOR DESIGNER:
ANNA MEYERS INTERIORS, CHICAGO

LAND PLANNER:
RIALTO STUDIO, SAN ANTONIO, TEXAS

PHOTOGRAPHERS:
DROR BALDINGER, CRAIG MCMAHON, AND
MARK MENJIVAR

A retired couple relocating to Texas Hill Country from Chicago wanted a home that embraced their spectacular site and offered visiting extended families a variety of opportunities for relaxation and recreation. The couple got that and more with Rio Estancia, a series of buildings tastefully arranged on a 350-acre property along the Guadalupe River.

Taking cues from South American estancia (ranch) style, San Antonio, Texas, architect Craig McMahon organized the building program in four zones: the main house; a detached guest house with a full kitchen, living and dining room; a carport and office building; and a master bedroom wing. The arrangement of the buildings was dictated by the site's numerous majestic oak trees, and is a procession of spaces leading from the entry arbor up to the front door.

The entry courtyard of the family compound offers a unique natural front door that captures full views of the landscape. The interior courtyard was created for entertaining and has a heated pool with an adjacent barbecue and fireplace.

The buildings are clad in Texas limestone with accent bands of Leuders limestone to mimic the area's limestone cliffs. Steel was used on the arbors and fences and is being allowed to rust. Vertical-grain Douglas fir was used on the interior along with flagstone and stained concrete floors.

The flagstone floors extend from the exterior entry arbors to the interior of the main living space and out onto the main house's terraces.

The BALA judges agree that Rio Estancia is a brilliant marriage of home and site.

"It provides a sense of tranquility and comfort in its use of natural materials, the human scale of its pavilion architecture, and most of all how the walls seemingly disappear and connect the residents to the land," says John Thatch of Dahlin Group Architecture, Pleasanton, Calif.

Lucy Katz of Katz Builders, Austin, Texas, says, "As judges, we felt the design was well thought out and wraps around the environment in which it was built. The materials marry well with the exterior environment, which is natural art." Because the home does such a good job of bringing the outside in, says Katz, "the feeling in every room is luxuriously earthy. Comfortable ceiling heights and lots of glazing bring in great daylight and make the spaces feel as though they're being shared with Mother Nature."

Greenwood Village, Colo., interior designer Lita Dirks comments, "From inside out this home is a warm, exciting blend of natural materials. The house and landscape work together to create a beautiful canvas, not only to look at, but also to experience. The result is casual elegance and tactile comfort that reflects today's modernism."

THOROUGHLY MODERN



PLAN 1 AT ASHER IS A THREE-STORY HOME WITH A DECIDEDLY MODERN AESTHETIC EXPRESSED BY STUCCO SIDING WITH STONE ACCENTS, CORNER WINDOWS, AND SLIDING/FOLDING GLASS DOORS.





**PLATINUM AWARD FOR BEST DETACHED HOME,
2,001–2,500 SQUARE FEET, BUILT FOR SALE
BEST IN PACIFIC REGION**

PROJECT NAME:

ASHER AT PLAYA VISTA, PLAN 1

LOCATION:

LOS ANGELES

DESIGNER/ARCHITECT:

ROBERT HIDEY ARCHITECTS, IRVINE, CALIF.

BUILDER/DEVELOPER:

KB HOME, VALENCIA, CALIF.

INTERIOR DESIGNER:

TRIOMPHE DESIGN, COSTA MESA, CALIF.

LAND PLANNER:

MVE & PARTNERS, IRVINE, CALIF.

PHOTOGRAPHER:

APPLIED PHOTOGRAPHY

Plan 1 at Asher at Playa Vista is deliberately designed and artistically detailed to direct the way its inhabitants live. For starters, the floor plan has been angled in the middle to increase natural light, improve indoor/outdoor connectivity, and expand exterior views from primary interior spaces. This subtle deviation produces a building silhouette that is inherently favorable to the modern style, which as a result translates to a more interesting and varied street scene.

The façade of the 2,435-square-foot home is covered with a smooth stucco finish, with specifically selected elements clad in stone for accent. Adding to the effect is a variety of modern door and window expressions, including corner windows and expansive, sliding/folding glass doors. The interior also has a modern touch with details such as glass stair rails, smooth-textured wall and floor finishes, streamlined cabinetry, decorative light fixtures and recessed task lighting, and sliding glass wall systems.

The floor plan is open and minimalistic, with an absence of partitions between primary living spaces that allows for free movement of light, patterns, and finishes, as well as the home's occupants. The ground floor offers a generous bedroom suite, a private entry foyer, and open, free-form stairs. Primary living spaces on the second floor provide a sense of security and include a spacious, covered deck for outdoor relaxation. The third floor has a second bedroom suite and a luxurious master bedroom with its own covered deck.

Front entries at Asher are off a paseo, with alley garage access. Roofs are flat with raised parapet walls that screen solar panels. The community is LEED Platinum certified.

CAMPING OUT FOR CONDOS



The Oronoco Waterfront Residences is a landmark adaptive reuse project in which a 1980s-era custom office building on the Potomac River was transformed into an ultra-high-end condominium community. Due to the existing "by-right" zoning, the development team was able to easily convert the building and receive approval that would otherwise be impossible within today's Old Town Alexandria zoning limitations.

The design of the building's multiple exterior façades is a direct response to the historic context of Old Town Alexandria, but with a clearly modern interpretation. It is clad with red brick rising from a granite base

and a series of bays and balconies built of painted metal and glass that articulate the urban façade. The Oronoco has both an urban street presence on its west exposure and an expansive riverfront presence to the east. The C-shaped form and 13-foot slab-to-slab ceilings allowed the developer to maximize stunning views of Old Town Alexandria, the Potomac River, and Oronoco Bay.

The building offers 60 luxury one-level residences, featuring up to 3,500 square feet of interior living space, expansive rooftop terraces of up to 1,000 square feet, and indoor/outdoor fireplaces. The interiors feature high-end



EYA TRANSFORMED AN OFFICE BUILDING ON THE POTOMAC RIVER INTO HIGH-END CONDOMINIUMS WITH LARGE TERRACES. THE BUILDING'S C SHAPE AND 13-FOOT CEILINGS ALLOWED THE DEVELOPER TO MAXIMIZE VIEWS OF OLD TOWN ALEXANDRIA, THE RIVER, AND ORONOCO BAY.

finishes that are fitting for such a landmark building. Amenities include a heated outdoor pool with bathhouse; an outdoor kitchen; a fitness center with a yoga room; a two-story lobby with 24-hour security and concierge services; and a dog-washing station.

Old Town Alexandria is known for its historic multi-level townhomes, but there were few options for empty nesters who desired luxury one-level living without sacrificing square footage. Demand for the Oronoco's one-level condos was so high among affluent empty nesters that they camped outside at the grand opening in order to be first in line to buy.

PLATINUM AWARD FOR BEST ADAPTIVE REUSE, MULTIFAMILY BEST IN MIDDLE ATLANTIC REGION

PROJECT NAME: THE ORONOCO WATERFRONT RESIDENCES

LOCATION: ALEXANDRIA, VA.

DESIGNER/ARCHITECT: SHALOM BARANES ASSOCIATES
ARCHITECTS, WASHINGTON, D.C.

BUILDER/DEVELOPER: EYA, BETHESDA, MD.

INTERIOR DESIGNER: SR/A INTERIOR DESIGN, CHEVY CHASE, MD.

PHOTOGRAPHER: THOMAS ARLEDGE PHOTOGRAPHY

The owner of this home, who was also the architect and remodeler, purchased it as an experiment in downsizing and a design/build opportunity to explore a different way of living on the smaller, 50-foot-wide lots typical of the central San Antonio neighborhood. Frustrated with the zoning limitations imposed on smaller single-family lots and overbuilding in the neighborhood, he wanted to create an open, compact, inviting home with outdoor living spaces comparable to those found on larger properties.

The existing one-story, 1,200-square-foot home sits on a 50-by-150-foot lot shaded by mature oak trees and 20-foot-tall bamboo trees. A prototype for residential concrete construction by local builder H.B. Zachry, it was constructed of solid concrete interior walls and tilt-wall concrete exterior panels. The shape of the existing home worked well for the public spaces, though the core exterior elements required substantial demolition. The bedroom addition followed, being mindful of a careful connection with respect to the original home's scale and concrete character. Inset rainscreen connectors, made of Douglas fir, were utilized for the addition.

Large expanses of glass connect indoor and outdoor spaces. The orientation of the home captures prevailing breezes while roof overhangs protect it from the sun, eliminating the need for window blinds.

All spaces were sized to respect the balance of use and need and allow for a direct outside connection. Every inch of the home was maximized; for example, there is a home office desk in the transitional hallway and built-in storage instead of dedicated closets. All of the required setbacks found uses, including a dog run for the smaller side-yard setback.

Zoning required a detached garage in the rear, which was used to frame the back yard and make the best use of the space. To increase the usability of the property, a rooftop dining deck was added over the garage. The concrete driveway was replaced with large concrete pavers and drivable gravel to ground the pavilion addition.

The remodeled home is 2,200 square feet with a 220-square-foot detached studio.



**GOLD AWARD FOR BEST ENTIRE HOUSE REMODEL,
\$250,001 AND OVER PER UNIT**

PROJECT NAME: HOUSE 334

LOCATION: ALAMO HEIGHTS, TEXAS

DESIGNER/ARCHITECT/BUILDER: CRAIG MCMAHON ARCHITECTS, SAN ANTONIO, TEXAS

INTERIOR DESIGNER: MOLLY MCMAHON, ALAMO HEIGHTS, TEXAS

PHOTOGRAPHERS: DROR BALDINGER, CRAIG MCMAHON, AND MARK MENJIVAR

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Circle 773


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The new owner of this 1929 Tudor had admired it for years. The house had character, but also the original, inefficient mechanical and electrical systems, as well as small, dark interior spaces. There were layers of roofing, the windows and doors were failing, and the house had settled badly. Many homes in the area were being torn down and replaced, but the owner of this residence wanted to respect the original architecture while seeking a fresher, more accessible home. Another requirement was a detached two-car garage with a studio/caregiver space accessed by an exterior spiral stair.

The new garage and extensive garden provide desired privacy from the street. Visual and physical connectivity between the indoors and outdoors was achieved through the use of generously sized, powder-coated steel windows and doors. The interior was completely gutted. New materials include blackened structural and architectural steel beams, columns, and stairs coupled with rift white oak flooring, casework, interior doors, and minimalistic trim.

Super-smooth, level-five drywall became the canvas for bookshelves, art, and a unique, skylight-illuminated "word wall." This wall connects the home's three levels and reflects the family's love of language with favorite quotations and passages, inscribed into wood panels using computer-controlled equipment. The upstairs master suite, reachable by elevator, has a sophisticated décor with contemporary fixtures. Space planning maximized the suite's exceptional lake and mountain views.

High-efficiency, in-floor radiant heat was installed throughout the home and is especially appreciated in the lakeside sunroom, where limestone tile flooring is set in a running bond pattern. Steel glide-folding doors open the room up to an expansive bluestone terrace.



REMODEL OF THE YEAR

**PLATINUM REMODELING AWARD FOR ENTIRE HOME, \$250,001 AND OVER PER UNIT
BEST IN PACIFIC NORTHWEST REGION**

PROJECT NAME: BOOK HOUSE

LOCATION: SEATTLE

DESIGNER/ARCHITECT: DEFOREST ARCHITECTS, SEATTLE

BUILDER: PRESTIGE RESIDENTIAL CONSTRUCTION, SEATTLE

INTERIOR DESIGNER: NB DESIGN GROUP, SEATTLE

PHOTOGRAPHER: BEN BENSCHNEIDER

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Circle 774



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Elegance coexists with functionality in the kitchen of this spec home in Florida's Palm Beaches. The use of exotic materials, flawless finishes, and perfectly appointed details provide a level of refinement desired by discerning home buyers.

At the time of planning and construction, the developer required an aesthetically pleasing and functional kitchen, transitional and clean-lined, where the future homeowners and their family and friends would enjoy gathering to cook, eat, and entertain. Separation was created between the large, open family room and kitchen by wrapping the ceiling and feature wall of the kitchen in European walnut paneling. Warm wood tones were balanced with neutrals to enhance the kitchen's light and airy feel.

Two islands were included, the first containing appliances and storage with a prep area and large work surface, and the second with a chopping board and casual seating. On the feature wall, a blend of clear glass upper-cabinet doors with mirror frames and matte-lacquer finished interiors recessed into the walnut-paneled wall, were chosen to flank the painted-glass backsplash and custom hood over the 48-inch range. While the linen-white gloss lacquer cabinets on the adjacent wall provide ample storage, they visually disappear so as not to compete with the feature wall.

The integrated refrigerator/freezer, finished in ivory faux leather and framed in European walnut, creates a modern furniture piece. The countertops and islands are finished in Calacatta marble.

A large family fell in love with the kitchen, prompting them to buy the home before construction was completed.



PLATINUM INTERIOR DESIGN AWARD FOR BEST KITCHEN

PROJECT NAME: MODERN CLASSIC KITCHEN

LOCATION: PALM BEACH GARDENS, FLA.

DESIGNER/ARCHITECT: SMITH & MOORE ARCHITECTS, WEST PALM BEACH, FLA.

BUILDER/DEVELOPER: COUTURE LIFESTYLE HOMES, JUPITER, FLA.

INTERIOR DESIGNER: WETHERLYS INTERIORS, PALM BEACH GARDENS, FLA.

PHOTOGRAPHER: KIM SARGENT



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RESPECTFUL OF EQUESTRIAN HISTORY

**GOLD AWARD FOR ATTACHED
HOMES / TOWNHOUSES,
BUILT FOR SALE**

BEST INFILL COMMUNITY

PROJECT NAME:
NAYLOR COURT STABLES

LOCATION:
WASHINGTON, D.C.

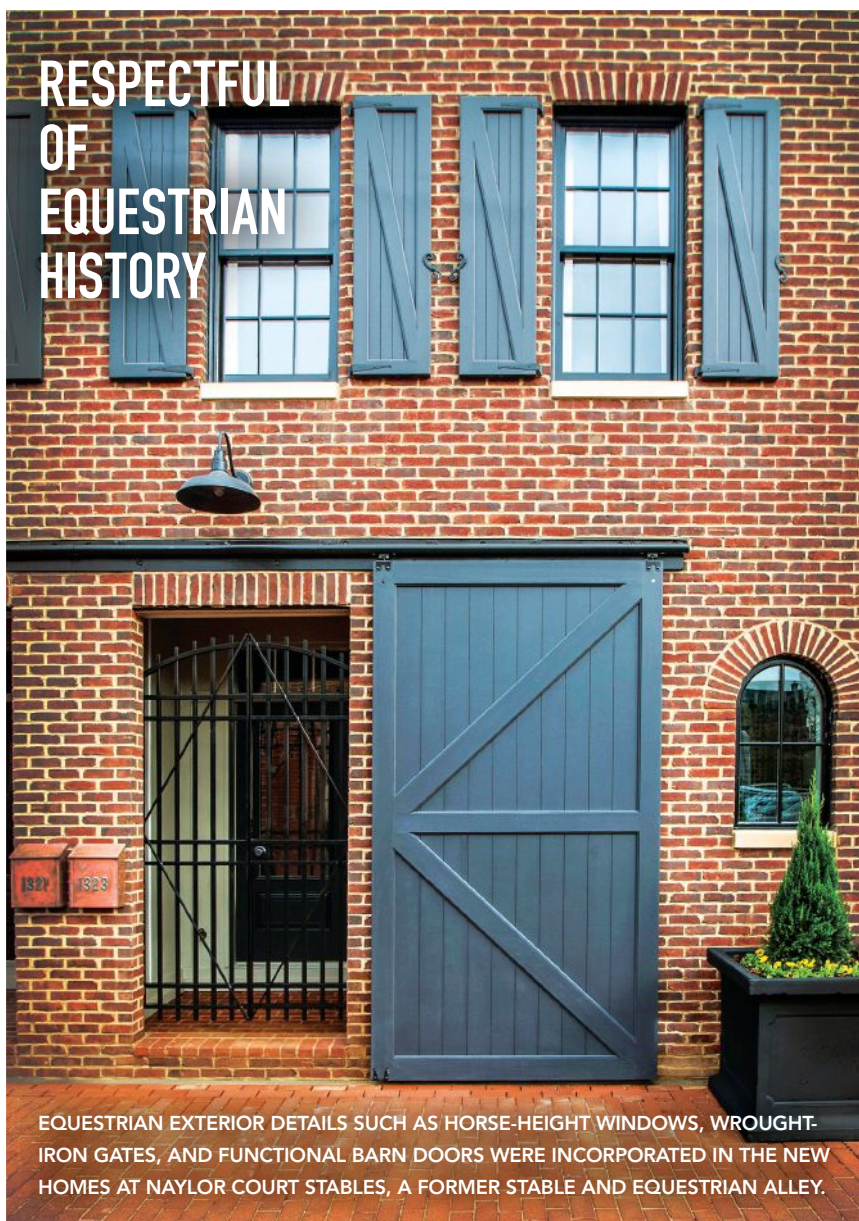
DESIGNER/ARCHITECT:
GPS DESIGNS, PASADENA, MD.

BUILDER/DEVELOPER:
OPAL, CABIN JOHN, MD.

INTERIOR DESIGNER:
P FOUR, ALEXANDRIA, VA.

LAND PLANNER:
CAS ENGINEERING, WASHINGTON, D.C.

PHOTOGRAPHER:
BOB NAROD



EQUESTRIAN EXTERIOR DETAILS SUCH AS HORSE-HEIGHT WINDOWS, WROUGHT-IRON GATES, AND FUNCTIONAL BARN DOORS WERE INCORPORATED IN THE NEW HOMES AT NAYLOR COURT STABLES, A FORMER STABLE AND EQUESTRIAN ALLEY.

Naylor Court Stables is an adaptive reuse of horse stables in a historic equestrian alley dating back to the 1800s. The project consists of three new homes that are limited in height to be as tall as the alley is wide. The same approach was used with the detached carriage houses for each unit that are accessed from a smaller side alley.

The homes are 2,600 square feet on four levels. They have equestrian exterior details such as horse-height windows, functional barn doors, and wrought-iron gates, while the interiors are modern and casual. Kitchens have glass-front cabinets, and there are open staircases that allow sun from overhead skylights to filter onto each level. Each home has a below-grade recreation room with 9-foot ceilings.

The project benefits from a location that is within walking distance of the nucleus of Washington, D.C., nightlife. Residents drive into a gated motor court and park in their individual carriage houses.

Naylor Court Stables was also named National Project of the Year at the Pacific Coast Builders Conference (PCBC) in San Francisco this past June.



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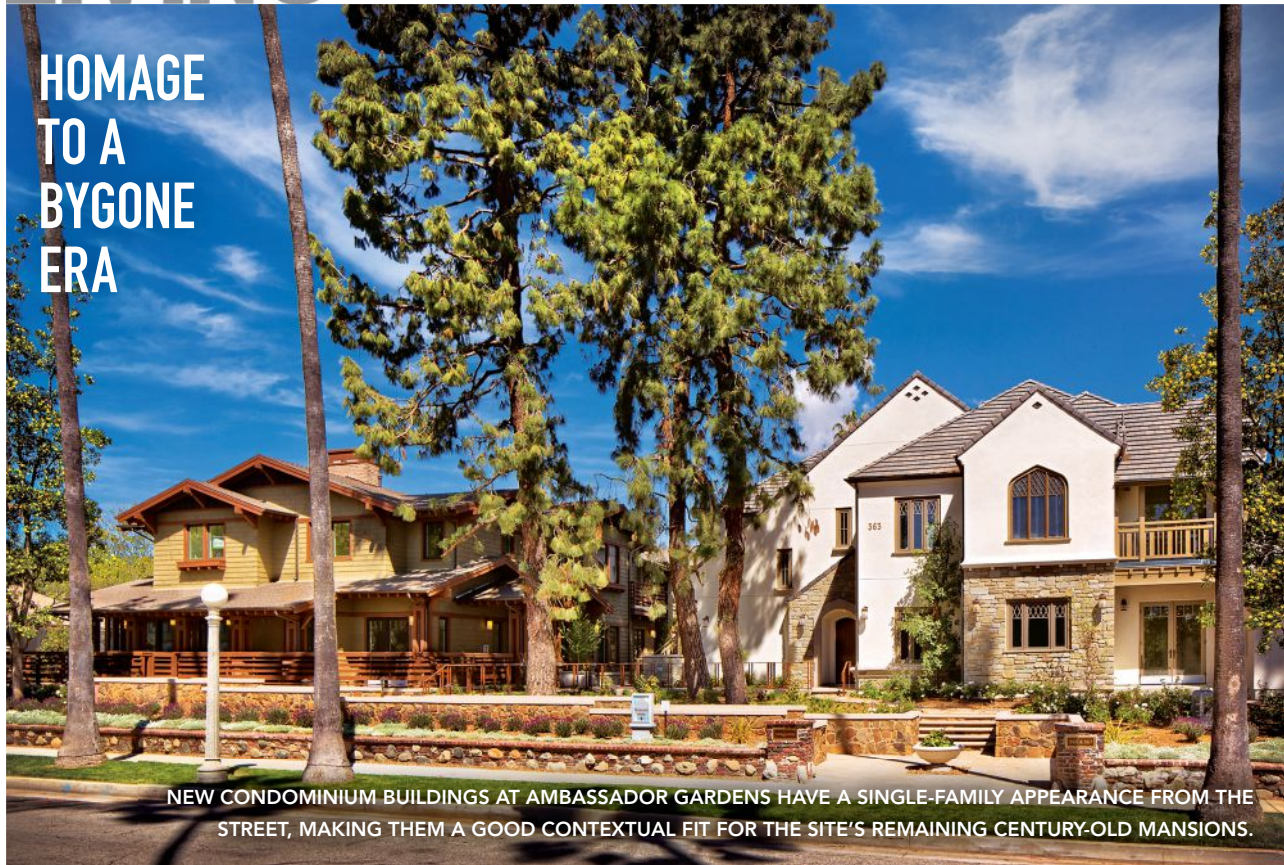
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HOMAGE TO A BYGONE ERA



NEW CONDOMINIUM BUILDINGS AT AMBASSADOR GARDENS HAVE A SINGLE-FAMILY APPEARANCE FROM THE STREET, MAKING THEM A GOOD CONTEXTUAL FIT FOR THE SITE'S REMAINING CENTURY-OLD MANSIONS.

Ambassador Gardens consists of 70 new condominiums on a repurposed, century-old estate filled with historic mansions, gardens, streams, sculptures, fountains, and trees. Individual sites were created for each of four buildings, which are designed to fit into their respective contexts and recreate the effect of large mansion homes.

Designers and builders had to work within numerous, delicately determined constraints related to historic preservation, building mass, urban forestry, and intensive design review, while remaining sensitive to the tree canopy and neighbors' interests. After numerous tries by other developers, this project was approved by the city of Pasadena because of the respectful integration of the new luxury units. The buildings complement the style and massing of the remaining Millionaire's Row mansions.

Catering to a distinctive move-down buyer, Ambassador Gardens includes townhomes and flats characterized by broad terraces and authentic, quality finishes. All parking is hidden in subterranean structures, with each unit having individual three- to four-car garages. Private elevators in several of the garages offer discreet and immediate access to the residential units.

PLATINUM AWARD FOR BEST ATTACHED HOMES / TOWNHOUSES, BUILT FOR SALE

PROJECT NAME:

AMBASSADOR GARDENS

LOCATION:

PASADENA, CALIF.

DESIGNER/ARCHITECT/LAND PLANNER:

WILLIAM HEZMALHALCH ARCHITECTS, SANTA ANA, CALIF.

BUILDER/DEVELOPER:

CITY VENTURES, SANTA ANA, CALIF.

INTERIOR DESIGNER:

CREATIVE DESIGN CONSULTANTS, COSTA MESA, CALIF.

PHOTOGRAPHER:

ERIC FIGGE PHOTOGRAPHY

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BIG COMMUNITY WITH A SMALL-TOWN FEEL



THE VILLAGE OF PROVIDENCE OFFERS A VARIETY OF HOUSING TYPES, SUCH AS THESE TOWNHOMES, BUFFERED BY GREEN SPACE.

COMMUNITY OF THE YEAR

PLATINUM AWARD FOR BEST MIXED-USE COMMUNITY

PROJECT NAME:
VILLAGE OF PROVIDENCE

LOCATION:
HUNTSVILLE, ALA.

DESIGNERS/ARCHITECTS:
ROBERT A. MARTIGNONI, BUILDING SCIENCE
ASSOCIATES, HUNTSVILLE, ALA.;
AND STEPHEN A. MOUZON,
MOUZON DESIGN, MIAMI BEACH, FLA.

BUILDERS:
B.T. NEELY CONSTRUCTION, HUNTSVILLE, ALA.;
JIMMY BRYAN CONSTRUCTION, ATHENS, ALA.;
AND VTS HOMES, HUNTSVILLE, ALA.

DEVELOPER:
PLACEMAKERS NORTH AMERICA, HUNTSVILLE, ALA.

LAND PLANNER:
DUANY PLATER-ZYBERK & CO., MIAMI;
AND STUDIO LFA, MIAMI BEACH, FLA.

PHOTOGRAPHER:
VILLAGE OF PROVIDENCE

The Village of Providence is a large-scale, pedestrian-oriented, traditional neighborhood development located near many of Huntsville, Alabama's major employers and amenities. Residents and visitors are transported into the timeless charm of Southern life while enjoying the conveniences of a thriving and modern city.

Providence offers housing options to suit everyone from first-time buyers to prospective retirees, who can choose from estate homes, cottages, townhomes, flats, lofts, and rental units in a variety of locations throughout the community. The amenities range from world-class dining options to internationally recognized hotels and retailers to pharmacies and medical offices. Residents of Providence as well as other North Alabama residents can access these opportunities.

Having recently celebrated its 10th anniversary, Providence continues to grow, adding hundreds of homes to a dynamic community that includes businesses, retailers, restaurants, hospitality, a residential clubhouse, and an elementary school. **PB**

2014 BALA JUDGES

LES BLUESTONE, OWNER, BLUE SEA DEVELOPMENT, HUNTINGTON, N.Y.

DENISE DERSIN, EDITORIAL DIRECTOR, PROFESSIONAL BUILDER MAGAZINE,
ARLINGTON HEIGHTS, ILL.

LITA DIRKS, CEO, LITA DIRKS & CO., GREENWOOD VILLAGE, COLO.

LUCY KATZ, VICE PRESIDENT OF OPERATIONS & CUSTOMER SERVICE, KATZ
BUILDERS, AUSTIN, TEXAS

CHRISTIAN LESSARD, AIA, PRESIDENT AND CEO, LESSARD DESIGN, VIENNA, VA.

DAN O'MALLEY, VICE PRESIDENT OF PRODUCT DEVELOPMENT, M/I HOMES,
CHICAGO, ILL.

STEVE MOORE, SENIOR PARTNER, BSB DESIGN, DES MOINES, IOWA

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Eighty percent of the lights in Meritage Homes use energy-efficient LED or CFL bulbs that consume a fraction of the electricity used by incandescent bulbs.

Meritage uses this full-house cutaway to show buyers the benefits of green building—such as advanced framing techniques and thermal breaks—in small, easy-to-understand nuggets.

Why Waste Money

Why Waste Water

Drought conditions are a persistent problem in many parts of the country. As a result, saving water is becoming as important as cutting heating and cooling costs.

Greenwashing is real and customers are often suspicious of builders' claims. Tell them about the independent, third-party rating systems, such as the National Green Building Standard, that you use for verification.

Health and comfort are two messages that resonate with buyers. A well-sealed home with good indoor air quality means no drafts, quiet rooms, and a safe haven for family members with allergies or asthma.



HOW TO SELL GREEN



By Pat Curry, Contributing Editor

When Meritage Homes first started offering green, or high-performance, homes, their sales associates worked hard to educate buyers about building science. They spoke knowledgeably about everything from SEER ratings of HVAC systems to R-factors of insulation. It was a big mistake, says C.R. Herro, the company's vice president of environmental affairs. "We did it all wrong," Herro says. "It became apparent very quickly that people don't buy houses on building science."

What the sales associates found was that customers just wanted to know what building science would do for them.

"Instead of the normal features-based sale process, it's a benefits-based sales process," Herro says. "You talk about the benefits of living in a healthier home, a more comfortable home and cutting their power bills in half."

Given how long green building practices and products have been around, it may be a head scratcher to some

builders that they still need to explain to buyers why they should want—and pay a premium—for Energy Star appliances, WaterSense-certified faucets, spray foam insulation, or low-VOC carpeting and finishes.

Take the case of Pardee Homes. Even though the builder has been telling the story of green building since 1998, the year Britney Spears had her first hit record, they're still telling it and not much has changed as far as the messages that capture home buyers' attention.

"Energy was the core for the foundation of our program," says Pardee vice president of marketing Joyce Mason. "It still needs to be the key of any program, I think ... we almost have to do more education now than before. Even though people expect some energy efficiency, you still have to tell them what you do and why."

KB Home, which builds all of its houses to Energy Star Version 3 standards, doesn't use the word "green" in its marketing messages.

“Consumers get lost sometimes when you start talking about green,” says Dan Bridleman, KB’s senior vice president of sustainability, technology, and strategic sourcing. “It doesn’t resonate with the homebuyer. We like to think we can create a difference from a value point of view. As we think about a strategy for our sustainability efforts, we look at four categories—energy, water, a healthy home, and a smart home.”

PEOPLE CAN'T BUY WHAT THEY DON'T KNOW IS FOR SALE

Many builders have a powerful marketing message to share because they use sustainable building practices, says Marla Esser, CGP, LEED AP, who has presented at the International Builders’ Show on marketing green building. They’re not, however, reaping the benefits because they don’t bring up the features with customers.

“We teach builders how to compare their projects to the National Green Building Standard certification program,” she says. “In every workshop we’ve done so far, at least a good percentage of the builders are already doing the things we’re talking about, but they’re not getting the credit for it because they’re not talking about it.”

Builders need to tell those kinds of stories to buyers because in general, very few people ask right off the bat for green features in a home. That’s a common complaint, says Esser, who owns a green building consultancy, Sustaining Spaces, in St. Louis, Mo. Builders tell her their buyers don’t ask for green.

“Well, buyers don’t ask for windows or insulation either,” she says. “It comes down to the builder or salesperson helping the buyer understand the value. Don’t get caught up in the tech jargon about R-24 insulation. Just show the buyer the house won’t have drafts. ... People who are selling that way and incorporating it into their processes from the very beginning are the most successful with it.”

EDUCATING REAL ESTATE AGENTS

Homebuyers aren’t the only ones who need to be educated on the value of green building practices. Real estate agents can be powerful allies if they’re armed with the necessary information to advocate on a builder’s behalf. Without the information, the only selling points they present are the ones they can see and touch.

Meritage Homes offers continuing education credit training classes for Realtors, explaining what proper energy-efficient homes can do. “If they don’t understand it, they shy away from it,” Herro says. “The course validates for them that it’s a good thing for their buyers, and it’s a good tool for them as Realtors to get more referrals.”

Real estate agents need builders to educate them as much as homebuyers do. Michele Desiderio, vice president of innovation



TRIAL RUN

Selling green homes can still be an uphill battle for some builders, as Salt Lake City builder John Ferrone can attest, so he’s taken a unique tack for marketing his high-performance, luxury infill homes.

“I’m not a marketing person myself, so it’s been a little bit of a struggle,” says Ferrone, the owner and president of Divum Homes. “But I think I have a great product.”

Ferrone built a model, a 2,000-square-foot house—which replaced a derelict property he demolished—that features ICF construction, ground source geothermal heating and cooling, photovoltaic solar panels, spray foam insulation, a tankless water heater, and triple pane windows. Utility bills are running \$30 to \$40 a month. The interior features certified hardwood and acid-stained concrete floors and low-VOC paints throughout. The location is 200 feet from public transportation, 500 feet from a hospital, and half a mile from the University of Utah.

He’s targeted young professionals and suburban empty nesters who want to come back to the city core. But with a \$700,000 price point, he knows he needs to do more than hold open houses. So he’s put the word out to area Realtors that the furnished house is available for trial runs to show buyers how beautiful a high-performance home can be.

“Serious customers can come and try it out for a week or two,” Ferrone says. “It’s been a tough sell,” he adds. “I haven’t had anyone tear down my door to build them one of these. So I thought I could have someone come and stay, and pick from a menu of features they’d like to add.”

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services for NAHB's Home Innovation Research Labs, recalls giving a seminar to a group of North Carolina builders, one of whom was excited to give her a tour of a spec house he built that was gold certified under the National Green Building Standard.

As she walked through the house, she noticed the information the builder left for a Realtor lying on the kitchen counter. It made no mention of the gold certification or any of the high-performance materials or processes that would give a buyer a healthier, more comfortable, and more cost-effective home.

THE CRUCIAL ROLE OF SIGNAGE

With so many builders today relying on real estate agents to show their houses, Desiderio says she encourages builders to use signage in their homes to connect the processes to the benefits.

"Even if a buyer is walking through the house without a sales agent, they can see the signs," she says.

To make the value easy to understand, KB Home instituted an Energy Performance Guide, or EPG, that estimates the monthly energy costs and monthly savings over a typical resale home for every home it builds. Styled after the miles per gallon on a new car window sticker, the EPG is posted in each model and on the KB Home website, where an interactive tool lets shoppers see the savings by the month, the year, and over the life of the loan.

Homes By Dickerson, a custom home builder in Raleigh, N.C., makes good use of signage at every step in the process, starting with neighborhood signs. Their permit boxes say that they are an Energy Star partner and they post "Testing in Progress" signs in front of houses when certification tests are being performed. Buyers get copies of the certifications when they purchase their homes.

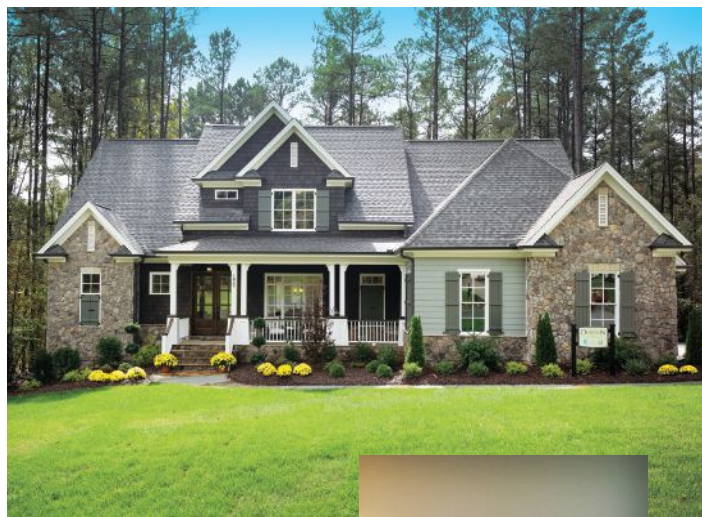
In their models, wall placards talk about the green features of their homes.

"It's like going into a store," says Peter Winkler, sales manager for the Briar Chapel community. "You see things and it prompts questions. It's a chance to do it in a such a way that they can go at their own pace."

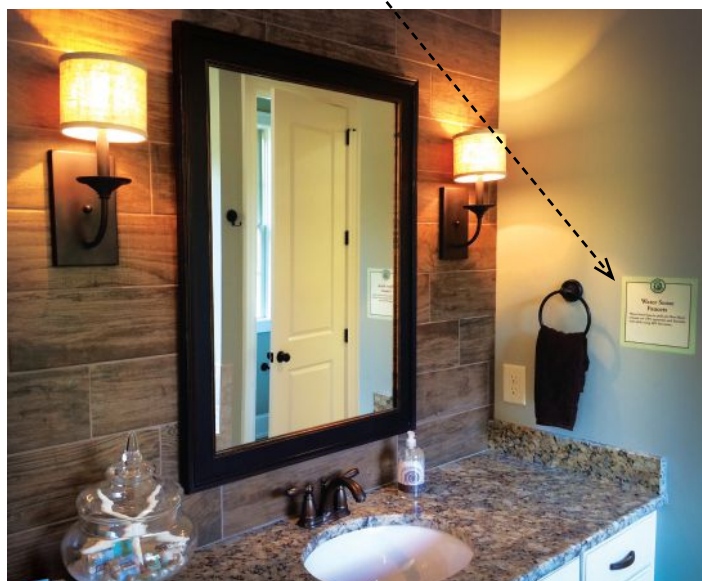
Homes By Dickerson also posts the HERS rating of each home with the estimated operating costs. "With every potential buyer, I have an opportunity to work that into the conversation," Winkler says. "We compare it to miles per gallon; they get it."

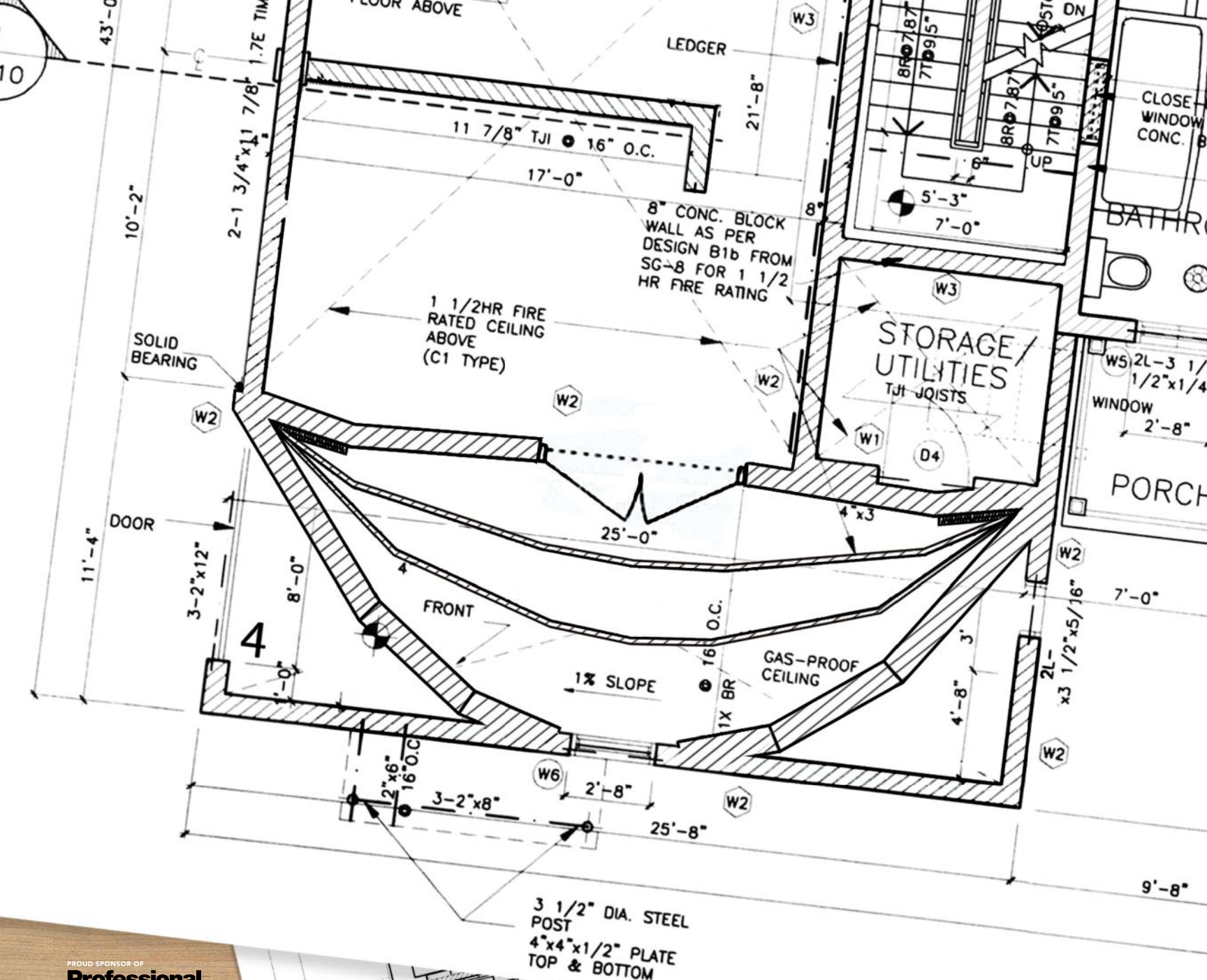
The builder created infographics that can be shared on blogs and on social media sites. Those have also been a hit with Realtor socials and luncheons the company hosts in its design centers.

Winkler says that one of his biggest challenges in educating his buyers on green building is the proliferation of programs—there are five or six represented in the neighborhood in which he sells. Homes By Dickerson has chosen the National Green



Homes By Dickerson in Raleigh, N.C., uses strategically placed wall cards in their model homes to let buyers learn about green features at their own pace. The signage is easily visible, but not obtrusive.





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Building Standard and focuses its message on the HERS score. It's a simple way to compare two houses, he says.

"We have HERS ratings in the 49 to 55 range versus a builder doing Energy Star," he says. "They're in the 70s and 80s. That's good for them, but that additional 30 percent offers a lot of buying power."

The HERS rating and the NGBS certification also provide credibility for the builder's claims, Winkler says. "They're reading articles about greenwashing," he says. "I think some buyers are skeptical about whether or not we're telling them something that's true. That's where third-party certification comes in handy."

THE IMPORTANCE OF VISUAL AIDS

Many builders use cut-away walls or floors to show buyers the science behind the drywall. As part of a Green Parade of Homes, Sarah Oudman, president of Treasure Homes Inc., in Burns Harbor, Ind., built the exterior of a house and left all the inside walls open.

"We realized that having a Green Parade wouldn't look any different on the outside to people," says Oudman, who builds all of her houses to Emerald Level, the highest level of NGBS certification. "They thought we really needed a place where we could show them inside the walls of the house."

For several years, Denver's New Town Builders has used an on-site "building science center" to explain the benefits of energy-efficient building. In its first iteration, it focused on building science. The current version is much different; it tells buyers how a durable, healthy home will affect their lives.

The company created the building science center, says vice president of home building operations Bill Rectanus, because "we weren't 100-percent sure our salespeople were effectively telling the energy efficiency story. We wanted to give them a tool to tell it effectively."

The building science center also gives buyers information about how energy-efficient construction reduces the operating cost of a house, including testimonials from happy homeowners.

"Those pack a pretty good punch," Rectanus says.

The 2014 Grand Winner of the U.S. Department of Energy's Housing Innovation Award also wanted to show that green houses are not all alike. They needed some visual tools to do that.

"I do think it's accomplished that," Rectanus says. "The feedback we get from buyers is that they didn't grasp the depth of energy efficiency, but they got that we were the most energy-efficient, and we cared."

New Town also has created an app that prospective buyers can download with a QR code. It gives them energy-saving tips for any home they live in and an interactive HERS scale that allows them to look at the industry-average amount of savings that could be had from a particular home.

New Town Builders has used a building science center for several years to tell its green building story. They shifted from an emphasis on building science to promoting the benefits of their zero-energy homes.



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“They can ask about a home’s HERS score and compare it with ours,” Rectanus says.

THE POWER OF EVENTS

Events have been a regular part of the marketing strategy at Homes By Dickerson. The builder has hosted “Hunt for Green” events with prizes to encourage Realtors and customers to visit and look for green features in the homes.

The builder also participates in Raleigh’s annual Green Home Tour and in the area’s Parade of Homes. “As people are roaming around the Triangle looking at various homes, only about 30 percent will be certified green,” Nowalk says. “We take that opportunity to showcase the difference.”

Herro has made the same commitment to event marketing for Meritage Homes. He speaks at national industry and Realtor conferences and teaches sustainable construction at universities. One particularly brilliant effort involved hosting field trips for grade school students at their model homes to show them how the things they’re learning at school about “reduce, reuse, recycle apply to make the world a better place,” Herro says.

LEVERAGING SOCIAL MEDIA

KB Home has taken advantage of the immediacy of social media to capture buyers’ excitement over their savings on utility bills. A Facebook campaign asked buyers how much they saved and what they thought they’d do with the money.

“We got a lot of great responses,” Bridleman says. “Some people said they’d save it or invest it or set it aside for their child’s education.”

Pardee Homes also has made good use of Facebook; and it uses blogs to give buyers the more detailed information some of them are looking for.

“An ad is a way to get out general pieces of information, but you can’t go into depth,” Mason says. “PR stories are great but they’re gone when the paper is gone. Blogs are always there. We can refer to them when someone wants specific information and leverage information from other experts in the marketplace. It helps the buyer understand a complicated product.”

INSPIRE A BETTER CHOICE

Perhaps the hardest part of marketing green building for many builders is that once they start building this way, it becomes part of their standard operating procedures and they forget that most consumers know very little about it, if anything at all.

As buyers begin shopping for a new home, they will sort the choices first by location, price, home size, and style.

“That gets you to ‘good enough,’” Herro says. “Then people buy bedspreads and magnolia bushes. We want to inspire consumers to make the better choice.” **PB**



Signs such as these at a Pardee Homes community become silent sales agents for builders, providing valuable information on the personal benefits of green building.

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light it up

kitchen lighting trends

By Jean Dimeo, Contributing Editor

the latest in kitchen lighting offers builders plenty of stylish fixture options at every price point, and sophisticated controls that work remotely from a smartphone or tablet. As important, fixture manufacturers are expanding their lines for compact fluorescent

(CFLs) and light-emitting diode (LEDs) bulbs, which are demanded by some local codes as well as homeowners.

"Consumers are more savvy," says Clint Thompson, residential and builder manager at Alloway Lighting Co., in Boise, Idaho. "They want energy-efficient lighting."

KICHLER'S ARCHIBALD COLLECTION INCLUDES LARGE INDUSTRIAL-STYLE PENDANTS THAT ARE POPULAR OVER ISLANDS. SPIRIT FROM PROGRESS LIGHTING (RIGHT) IS A TWO-LIGHT LINEAR CHANDELIER WITH ETCHED GLASS SHADES AND GALVANIZED METAL CONSTRUCTION. SEA GULL LIGHTING'S LOCKHEART COLLECTION (FAR RIGHT) IS INSPIRED BY HISTORIC CARRIAGE LIGHTS.



focus on fixtures

Decorative pendants remain the fixture of choice over islands and peninsulas for many production builders. "Pendant lights...have become very popular in all styles—traditional to modern," says Liz Friedman, design studio manager for Beazer Homes' Maryland/Delaware division. Plus, she adds: "Our islands are getting larger and longer, and the pendants provide good task lighting as well as adding style to the kitchen."

Oversized decorative pendants are growing in popularity with homeowners. "Now 20 inches is not uncommon for a fixture, and even two or three of them over an island," says Brian Lintner, director of product development and design for Sea Gull Lighting. "It's what (consumers) are seeing in kitchens in commercials and TV programs."

Three-light chandeliers and pendants still are the norm over the table in production homes, with the most decorative pieces adding "visual sparkle" to the space, says Randall Whitehead, a California-based lighting designer. Drum-shaped fixtures are gaining ground because of their clean looks, and manufacturers are applying lenses to their bottoms to hide less-attractive CFLs and LEDs, he says.

Other kitchen fixture-style trends include industrial-look pieces in iron, copper, bronze, or wood that purposely clash with appliance finishes, and lanterns that mimic exterior fixtures, Lintner says.

Brushed nickel and oil-rubbed bronze are the top finishes throughout production homes, although designers say chrome kitchen fixtures are also back in vogue. Beazer Homes Maryland/Delaware is experiencing some demand for chrome, Friedman says. But that's not true for all builders. "We haven't seen it yet in our market," says Courtney Baur, designer for Dream Finders Homes in Orange Park, Fla. "It's trendier, and we have more traditional buyers."

Lighter gold tones and bronze finishes also are moving into the kitchen, notes Jeffrey Doss, Kichler's corporate director of education and industry trends. And sometimes all at once. Whitehead says finishes don't have to match—a popular trend in home décor—and builders can mix nickel, stainless steel, pewter, and other metals with blacks, grays, and whites to create unique looks.

Under-cabinet lighting remains a favorite of cooks, and adding puck, linear, and tape strips, which now are available in multiple lamp technologies, is easy and cost-effective. "Under-cabinet lighting is a simple upgrade that can make a big difference in kitchen settings," says Todd Roy, Progress Lighting's national sales director.

NORA LIGHTING OFFERS THREE NEW TAPE LIGHT MODELS: WHITE BAND TAPE LIGHT FOR A CONTEMPORARY LOOK; A SIDE-LIT TAPE LIGHT; AND A CRI 90+ OPTION FOR MORE NATURAL COLOR RENDITIONS.



[LIGHTING]



PROGRESS LIGHTING'S GLASS PENDANTS OVER THE SINK, COMBINED WITH ITS DOWNLIGHTS AND UNDER- AND INSIDE-CABINET FIXTURES, PROVIDE THIS KITCHEN WITH ADEQUATE LIGHTING AND A CLEAN LOOK. THE NEW DUNNING AND WESTMINSTER OVER-ISLAND PENDANTS FROM SEA GULL LIGHTING (TOP RIGHT) REPRESENT THE "FOUND OBJECTS" AND LANTERN FIXTURE TRENDS.



light it right

Smart kitchen lighting design, combined with attractive, budget-friendly fixtures, will help set you apart from your competitors. Here are a number of expert design tips from the American Lighting Association, manufacturers, and lighting designers.

lighten up

Energy-efficient CFLs are standard throughout many new houses, especially Energy Star-rated homes or those built to other green building program standards. Federal government regulation forced the phase-out of traditional A-style 100-, 75-, 60- and 40-watt incandescent lamps in recent years, so builders had to incorporate more efficient technologies. (60- and 40-watt bulbs are available until existing supplies run out. Halogen incandescents still are available.)

"CFLs last much longer than incandescents and produce 75 percent less heat," notes Ashley Crews, design center manager for Goodall Homes, which installs CFL fixtures and incandescent under-cabinet lights in its Nashville-area homes. The Department of Energy reports that Energy Star-rated CFLs last 10 percent longer and use 25 percent less energy than A-type incandescents, and LEDs last 25 percent longer and use 25 percent less energy.

Nevertheless, CFLs cost more than incandescents, don't provide a full-color spectrum, and lose brightness over time. Some CFLs can't be dimmed, and dimmable ones don't dim well when used with incandescent-specific dimmers. Manufacturers are now starting to produce dimmers specifically for CFLs and LEDs. Plus, in some areas, broken and burned out CFLs must be taken to recycling centers or retailers or mailed back to manufacturers because they contain mercury.

Designers and manufacturers are encouraging builders to step up to LEDs, which offer longer lifespans, brighter light, and better color consistency than CFLs. LEDs also don't contain mercury, so they don't have disposal requirements. And, fixture manufacturers are rapidly expanding their LED offerings.

LEDs are "not that much more of an investment, they're dimmable, there are no heat issues, and the light looks great," Thompson says. "They will enable builders to set themselves apart from other builders."

As usage has gone up, screw-in LED costs have dropped to CFL price levels. Meanwhile, a number of utilities that offer LED rebates to consumers are expanding those rebates to home builders.

- Use light layering—a combination of ambient (gentle fill light), task (work light), accent (on objects), and decorative (statement pieces) lighting – to create a functional, inviting kitchen, says lighting designer Randall Whitehead.
- General kitchen lighting can be achieved with recessed lighting or a decorative chandelier or pendant over the table.
- Install chandeliers with semi-transparent glass shades, not fabric ones, because glass is easier to clean.
- Mount the fixture 30 inches above the table top.
- Place recessed downlights around the perimeter of the room and about 30 inches away from the wall.
- Install recessed fixtures over the sink and the cooktop or range for even illumination and adequate task lighting.
- Islands need a combination of task and general lighting, and one solution is to group miniature pendants over the area. But designers say popular narrow box-shaped fixtures offer cleaner, sleeker looks.
- Mount each island fixture so that the shade's bottom is about 66 inches above the floor. However, if the shades are not deep and there is seating at the island, mount the units 60 inches above the floor.
- Install one pendant for every two feet of counter space, and use an odd number of pendants to create balance.
- Place under-cabinet lighting at the front of the cabinets—not against the wall—so the light is distributed evenly.
- If there is a window over the sink, place a light outside the window. The exterior fixture will adequately illuminate the work area with no distracting reflection, Whitehead says.
- If cabinets don't go to the ceiling, place fixtures on top to bounce light off the ceiling, which will fill the room with a warm glow. That design also will make the room seem larger, according to Kichler's Jeffrey Doss. An added bonus: "It helps people look younger and rested," Whitehead says.
- Finally, our eye lenses yellow as we age, clouding our vision. Install fixtures that accept cooler 3,000 to 4,000 Kelvin bulbs, which provide better lighting for older homeowners, Whitehead says. Doss adds that aging eyes are best served with indirect light, and light placed above, behind, or under an opaque surface is easier to see. Finally, Progress Lighting's Todd Roy says that LED solutions are gentle on aging eyes because of their efficacy and warm white color consistency, and their cooler temperatures eliminate the risk of burns.



a slow transition

Some builders have made the switch to LEDs, but only in a few models. For instance, Beazer Homes, Maryland/Delaware, installs LED recessed lighting in its condo kitchens, and Dream Finders Homes uses LED recessed cans in its higher-end Platinum Series dwellings.

"People were asking for them, and pricing was only a little bit more than our base lighting kit," Baur says.

Nevertheless, LEDs only represent a small portion of the residential lighting market, and even in California, which mandates ultra-efficient lighting, use is still limited, notes Doss.

So for now, many builders are sticking with incandescents. "The overwhelming demand still is for incandescent fixtures because they remain the least expensive option," Lintner says, noting it costs \$5 per socket more to step up to a CFL or LED lamp.

Besides, a lot of buyers are more interested in other upgrades. "A majority of our customers are looking for a good-quality home in a good location," says David Erickson, president of Grayhawk Homes, which builds in Georgia and Iowa. "Once they get that, then they are looking for nicer cabinets, flooring, and countertops."

NEW THIS YEAR FROM SEA GULL LIGHTING ARE STONE STREET OVER-COUNTER PENDANTS (IN THE KITCHEN AND UPPER RIGHT), WHICH SPORT AN OVERSIZED INDUSTRIAL STYLE. PROGRESS LIGHTING'S LED RETRO PENDANT (TOP LEFT) WITH PRISM GLASS IS AVAILABLE IN THREE BRONZE FINISHES, AND IS ENERGY STAR QUALIFIED AND TITLE 24 COMPLIANT. THE MODERN REALTA FROM KICHLER LIGHTING (MIDDLE TOP) FEATURES SATIN-ETCHED CASED OPAL GLASS AND A BRUSHED NICKEL FINISH.



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Circle 783

PH 3½-3 PENDANTS FROM LOUIS POULSON FEATURE METAL SHADES (GREEN AND RED PICTURED) AND COPPER HOUSINGS. THE FIXTURE USES LED OR HALOGEN BULBS. NORA LIGHTING'S MARQUISE LED DOWNLIGHTS (UPPER RIGHT) NOW FEATURE COMFORT DIM, WHICH CREATES A CANDLELIGHT AMBIANCE. ALSO PICTURED ARE NORA'S KARIAN PENDANTS. LIGHTS CAN BE CONTROLLED FROM ANYWHERE IN A ROOM WITH CASÉTA WIRELESS REMOTE CONTROLS AND DIMMERS FROM LUTRON (MIDDLE TOP).



dim it down

A lot of production builders offer dimming controls standard in some rooms, but not always in the kitchen. Manufacturers say affordable technologies are available, but many builders aren't aware of all the options. "It's not just for the wealthy" anymore, says David Weinstein, Lutron's vice president of residential sales.

Wireless controls, such as Lutron's Caséta, allow owners to adjust lights, shades, and room temperatures from their smartphones or tablets—inside or outside their homes. "You can open the app and see if you left the lights on," says Weinstein, who predicts the next generation of controls will be wireless.

Whitehead notes that LEDs look more like incandescents when dimmed, another plus for the highly efficient bulbs.

Down the road, Doss predicts that all switches in the home will be operated from one central point, such as a computer or mobile device. But, he adds, new kitchens are likely to have separate switches controlling recessed cans, under- and inside-cabinet lighting, pendants, and more, so dimming will be less important. **PB**

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25 NEW YEAR'S RESOLUTIONS

By Scott Sedam, Contributing Editor



New Year's resolutions are perhaps the most followed and abused of all holiday traditions short of eating too much at Thanksgiving and drinking too much on New Year's Eve. The vast majority of us have made these pledges for improvement and seen them slip by the wayside as the year soldiers on and business as usual triumphs. Despite that history, it is human nature to not just hope to do better but to try, try, and try again. Even if our foot-long list of resolutions only yields an inch of progress, well, that's an inch farther than we were before.

Knowing that many of you have recently considered your New Year's list of things you would like to change, it seems a good time to offer some suggestions. I polled nine consultants who work with three different firms involved in our TrueNorth Lean Process implementations with builders all across the U.S., Canada, and points overseas, and posed a question based on their years of experience. "If you could make just one resolution for builders in 2015, what would that be? What could a builder resolve to do that, if implemented, would make a genuine difference?"

Of course, most could not stop at just one, so the list grew from the initial goal of 12 to 25, and I could not resist adding just one of my own. Our group of 10 includes architects, engineers, and experienced building industry consultants. With as many as 45 years of experience individually and a combined total of nearly 300 years of working in the industry, these folks help builders, suppliers, and trades all day, every day. That's perspective.

The resolutions run the gamut from high-level operating philosophy to daily construction and design practices. I did not ask the participants to sugarcoat anything, and I know PB's readers would not either. So if you find some of these suggestions a bit harsh, remember that they are all based on what their authors have seen work, what has failed, and what gets in the way of builder success. Their exhortations on your behalf are there to show you the way to improved operations, greater customer satisfaction, solutions to the trade and personnel shortages, and in the end, more profit.

1

I will shut up and, for once, truly listen to what my trades and suppliers have been trying to tell me for years. I will banish arrogance from my firm. It's the biggest obstacle to progress.

— Eric Timmis, TrueNorth

2

I resolve to find a good coach, because it's virtually impossible to change paradigms without an outside influence to challenge my thinking. I need to think differently about my business model from design to schedule to marketing to supply chain.

— Tom Noonan, TrueNorth

3

I resolve to "Cap the Red Sharpie" by getting so good at up-front collaboration, providing the best plans, lot-specific construction drawings and details, and walking the new homes, until redlines are no longer necessary.

— Todd Hallett, TK Design

4

I resolve to create a trade/supplier advisory group that will be empowered to help us build the paradigms that will allow mutual profitability.

— Tom Noonan, TrueNorth

FOR HOME BUILDERS

ADVICE FROM THE CONSULTANTS WHO WORK WITH YOU

5 I will choose a plan development process and timeline and stick to it. Changing priorities does nothing but ensure longer and less accurate plan development across the board. I will identify the required review process to get the plan around the horn and gain the required feedback at the proper time. Once the plan is done, I will maintain it.

— Mike Kozlowski, Apex Technology

6 I resolve to work on my business, not for my business. I will hire the right people, train them, and learn to delegate, not get caught up micro-managing day-to-day building issues.

— Eric Tiffin, TK Design

7 I will require and maintain training at all levels. We have one-third old hands from the previous culture, one-third hired from other builders, and one-third new to the industry. We don't communicate well and we don't understand why. This year we will pull this culture together.

— Kent Hogan, TrueNorth

8 I resolve to update post-recession plans. Designs that worked in 2006 will not work in today's market.

— Todd Hallett, TK Design

9 This year I will try to understand my costs, then attack them. There's waste everywhere: floor plan concepts, communication, trades, inspections, best practice jurisdictional precedents, etc. Reduce that waste and profit goes up.

— Jeff Arneson, Apex Technology

10 I will stop nickel and diming the trades to death. I will strive to eliminate back charges and wasted trips.

— Hal Peller, TrueNorth

11 I will dedicate myself to creating a culture of no fear in every area of my company, including our trades, our customers, and our own employees. I will encourage the sharing of brutal truth and be bold enough to respond appropriately.

— Eric Timmis, TrueNorth

12 I will refuse to join the never-ending war of unsustainable bigger and bigger houses. If we are ever to truly reduce our environmental footprint we need to live well in smaller homes with higher densities.

— Kent Hogan, TrueNorth

13

I will process flow our entire building process to identify and understand inefficiencies more clearly and seek opportunities to componentize.

— Jeff Arneson, Apex Technology

14

I will spend the required time on scope development for consultants and get our money's worth. I won't ask, "How much for engineering?" without specifying exactly what I mean—code compliance, value optimization, program development?

— Mike Kozlowski, Apex Technology

15

I resolve to never again hire an architect or engineer who cannot provide a clearly demonstrated understanding of the concepts of lean design and building.

— Scott Sedam, TrueNorth

16

Whenever I am dissatisfied with my company's performance, profit, or culture, I will recall Deming's teaching that nearly 100 percent of a company's problems can be traced back to management. We are responsible for creating systems, processes, and environments where employees succeed or fail.

— Tim Garrison, The Builder's Engineer

17

I will calculate the loads and the shear requirements in our houses. I will do this in a diligent, rational manner using a lean engineer and save many thousands on the cost of lumber, engineered wood, and concrete.

— Eric Timmis, TrueNorth

18

I resolve to spend the time up front to create beautiful and livable yet highly efficient plans. Every dime spent upstream ensuring accuracy, details, and efficiency of plans and specifications is worth a dollar on the back end. Building without full, detailed construction drawings is simply throwing money away.

— Todd Hallett, TK Design

19

I will ask our suppliers and trades, "What can I, the builder, specifically do that will help make you more profitable (beyond paying a higher bid price)?"

— Hal Peller, TrueNorth

20

I resolve to collaborate fully with key suppliers and trades, getting them involved during the design and development stage. Their participation is critical to the goal of offering the best product and the lowest cost.

— Todd Hallett, TK Design

21

I will create and maintain a predictable schedule that suppliers and trades can count on. As the schedule goes, so goes the company. Our lives may not depend on it, but our sanity and profit does.

— Hal Peller, TrueNorth

22

I resolve to validate all construction drawings with on-site supplier/trade walks after the first model or prototype is built, then adjust plans.

— Todd Hallett, TK Design

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23

I will create a system to pay trades quickly and fairly for work performed outside the original scope and bid at our behest—then work to eliminate those occurrences.

— Hal Peller, TrueNorth

24

I resolve to read, share, and study with my team one of Scott Sedam's articles every month and require each team member to generate at least one improvement opportunity based

on what they learned.

— Tom Noonan, TrueNorth

25

I will flush the notion that because we have been doing it this way for 30 years, it must be the best way. There are other, smarter, leaner ways and people I can learn from, so I'd better start listening.

— Tim Garrison, The Builder's Engineer

This is quite a list, but committing to all 25 this year would ensure failure. These resolutions are virtually all management, operations, and design, but similar lists can be generated for disciplines such as finance, land development, and sales and marketing. For example, "I resolve never again to have one option in my models that is not priced accurately and clearly."

I did not ask Tom Noonan to set me up with No. 24, above, and my first reaction was, "Nice, but too self-serving" so I left it out. I then recalled, however, how many people randomly stop me at shows or send emails and tell me how sharing one of my columns over the past two decades or so helped them personally or helped their team. The exchanges that really excite me relate how they used the column to specifically stimulate their team to attack an unresolved issue and solve it. They required team members to not just read the article for discussion, but come up with specific learning points and action items that can be applied directly to their local situation.

So here is my final resolution for you: "I resolve to not just peruse the magazine and maybe read an article quickly, but actually use it, learn from it, apply it, and improve something." Each month you see articles from industry lights such as Charlie Scott on customer satisfaction, Bob Schultz on sales and marketing, and Todd Hallett on design, among others. Don't simply read them and pass them around. Make them required reading and ask your people to come up with specific learning points. Even if they disagree with the advice that is offered, what a stimulating discussion you will have. It is no different than going to a builders' show such as NAHB's IBS, where many of you are reading this from the free copy of *Professional Builder* magazine that was offered around the hall.

Most IBS visitors conduct what amounts to "industrial tourism" and wander about looking at product displays, catch a seminar or two, and perhaps arrange a couple of meetings. Smart people who attend engage their team in a specific, aggressive strategy and plan for learning. What if you treated the articles in this or any other industry publication similarly? How much more would your team learn and grow? How much happier would your customers be? How much more money would you make? I'll make you this bet, it will be more than you think.

So let me offer some help and a tool to get you started. Go to our website (www.truen.com), and you will find on the right hand side an offer for a PDF called, "Builder New Year's Resolutions Checklist" and a PDF of the article itself. Download those and distribute them to the team. Set a date no more than a week or 10 days out and ask them to come prepared with the checklist completed. It will ask them to rate both how accomplished they feel the company is on each item and how important each is to your success in 2015. Then they get to pick the ones they feel personally strong about. Importantly, they will also find space for them to add the ones we missed, and we expect you to find many of those.

Work together for a morning or afternoon on this and don't be surprised if you need more time. The goal is to create eight to 10 of the most critical resolutions for your own company in 2015, and maybe a few personal ones for yourself. Ask your people to do this as well and share both. Do all of this, and you have my personal guarantee of success. Write me. Tell me what you came up with and what your plans are. **PB**

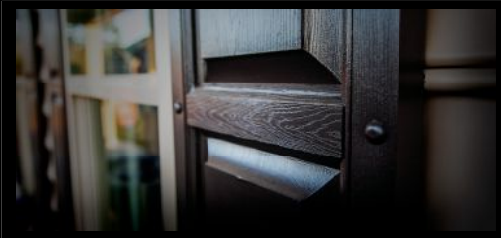
Scott Sedam is president of TrueNorth Development, an internationally known consulting and training firm based in the Detroit area. Scott welcomes your comments, questions, and feedback at scott@truen.com. Find Scott's LeanBuilding Blog on www.ProBuilder.com or www.TrueN.com, where you will find archives of past articles. You can also join "The LeanBuilding Group" on www.linkedin.com.



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2015 HOUSE REVIEW THEMES

FEBRUARY	Cottages
MARCH	Homes for the New Family
APRIL	Luxury Homes
MAY	Outdoor Living Spaces
JUNE	Kitchens
JULY	On the Boards
AUGUST	Starter Homes
SEPTEMBER	Revitalizing Old Plans
OCTOBER	Owner's Baths
NOVEMBER	Infill Homes
DECEMBER	Backyard Homes

The House Review design team offers plans for single-family home builders looking to jump into the burgeoning rental market.

By Larry W. Garnett, FAIBD, House Review Lead Designer

Diversification can often play a key role in a small building company's business plan. For the single-family builder who might be contemplating entering the multifamily market, one of the following designs just might provide the perfect opportunity. Each concept offers a great deal of flexibility both in the number of units and the overall site requirements. If you're building in an area with college housing, take a look at the attached cottages from the Evans Group. If you have a site with challenging topography, see GMD Design's solution. Perhaps one of these designs will allow you to capitalize on the increasing need for rental property all across the country.

This duplex project was designed for an urban infill site with multifamily zoning in place. However, the market demand was for large single-family homes. The two units are 3,486 and 3,698 square feet each. To comply with the zoning, market demands, and topography, a linked duplex was created. The two units are connected by a storage space

integral to the garage, allowing the units to be stepped for topography. By limiting the connection of the multistory units to a small one-story element, the construction of the fire separation wall was quite simple. This product type would be ideal for single-family builders looking to take their first step into the multifamily business.





THE SOUTHPORT & THE LEXINGTON

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 770.375.7351



PLAN TWO AND PLAN FOUR

ARCHITECT

Donald F. Evans, AIA
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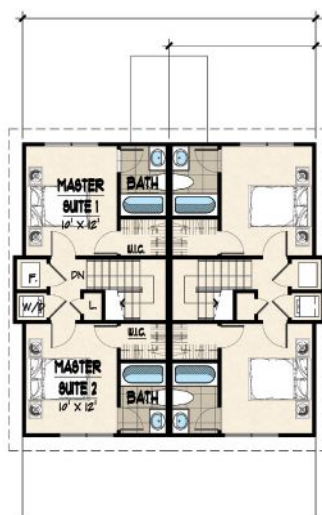


Many single-family builders are looking for a market that gets them into multifamily without going large-scale and multi-story

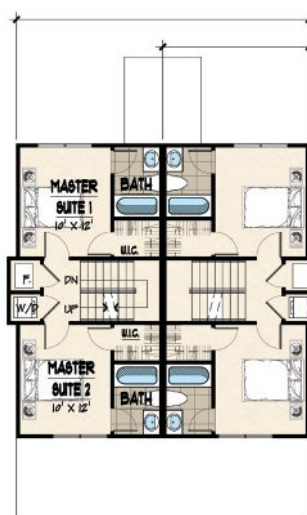
or needing bank financing. Student housing like the cottages featured are two- and three-story and there are numerous private investors for this market segment. It's a win-win, low-risk market with single-family type construction and finishes and a multi-family experience. Featured are a two-story with four bedrooms and a three-story with eight bedrooms. They look like big neo-traditional single-family homes in a community-type site plan. The two-story has 978 square feet and the three-story has 1,490 square feet in a 32' x 32' envelope. Every bedroom accommodates a king-size bed and boasts a private bathroom and walk-in closet with shared common space, including an eat-in kitchen and living room. Each floor or two bedrooms share a stacked washer/dryer, so no lugging the laundry. Where was this when we went to college?

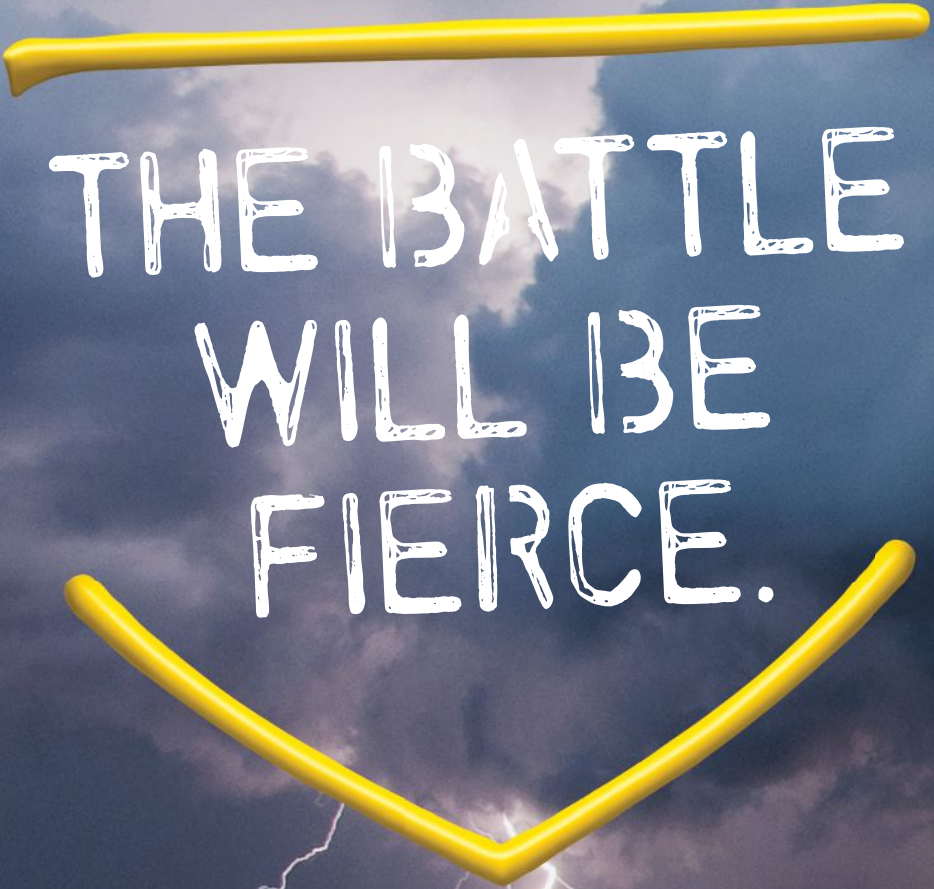


PLAN 2



PLAN 4





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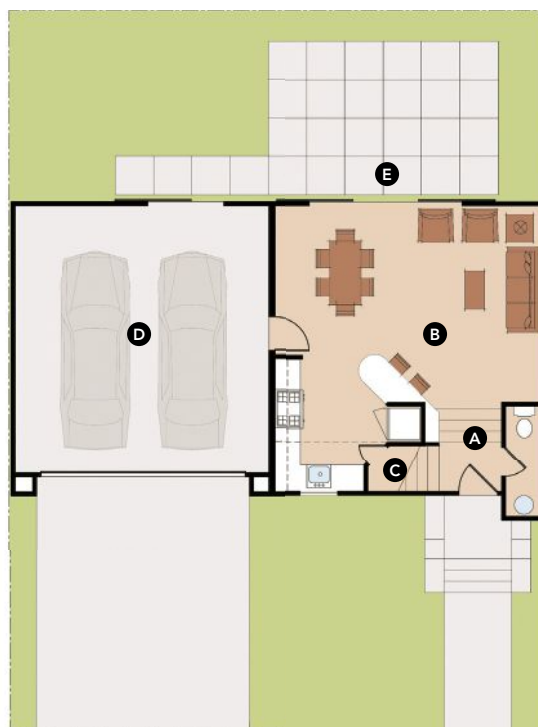
Richard C. Handlen, AIA, LEED AP
 EDI International Inc.
 richard.handlen@edi-international.com
 415.362.2880

PLAN SIZE

Minimum lot size
 Width: 42 feet, 4 inches
 Depth: 48 feet
 Living area: 1,400 sf

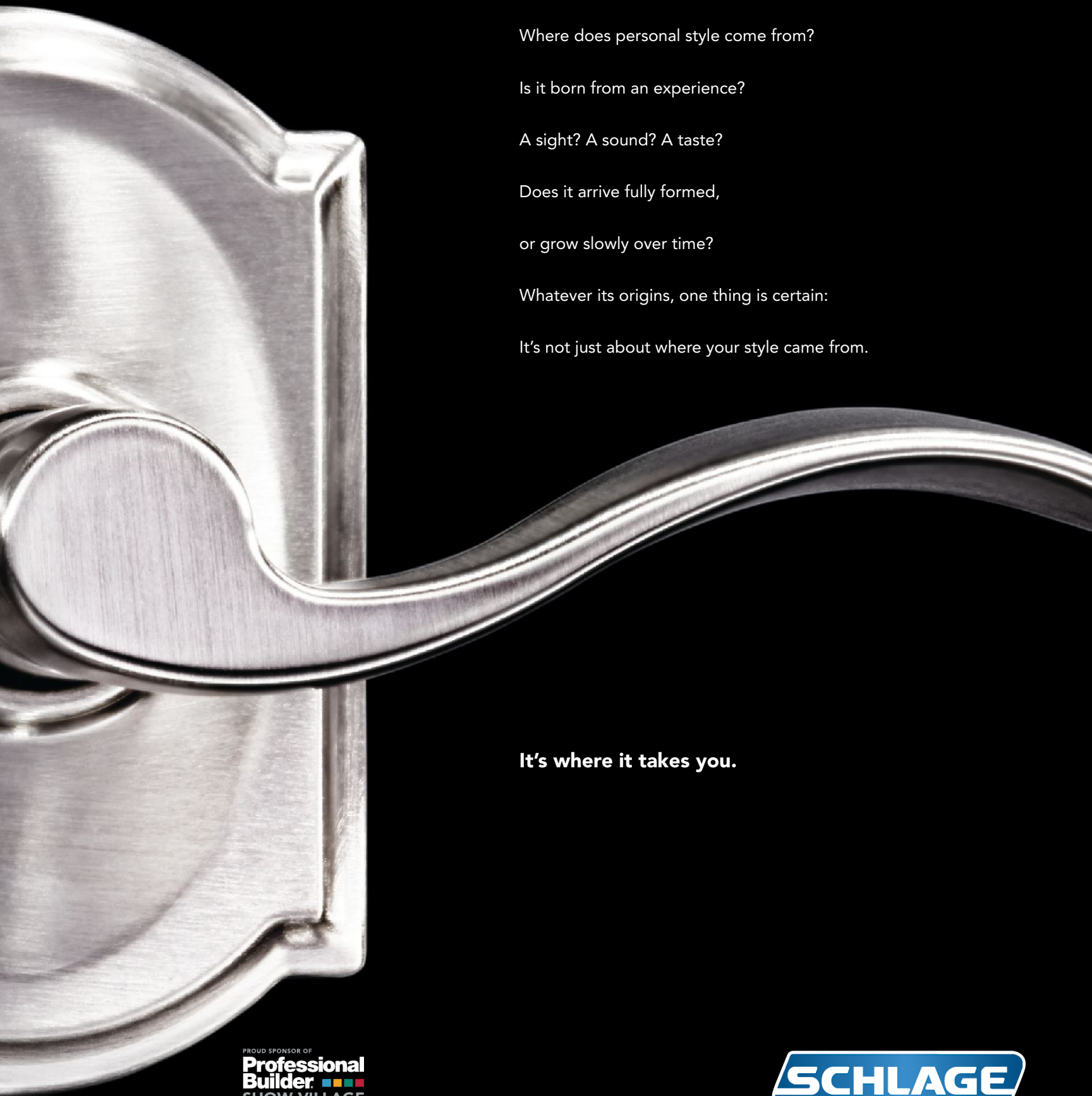
This building can include one, two, or three units. As such it makes a great multifamily starter project for the small developer. Three units or less avoids having to deal with access requirements in most jurisdictions. The shallow depth of the building is perfect for the left-over perimeter of a larger land plan. It can complement single or multifamily communities or occupy the edge of a commercial parcel.

The garages open to the front or the rear, allowing the flexibility of alley access. The main floor is devoted to the kitchen and great room. This space spills out onto the patio through 12-foot glass barn door sliders. The second level has a private master suite at one end and secondary bedrooms over the garage (helping to control noise). This wing also has a flex room with the laundry housed in a cabinet at one end. The room functions as a playroom, den, exercise space, TV room, or all of the above.



- A Raised entry overlooking the great room
- B Great room
- C Under stair pantry
- D Front- or rear-loaded garage
- E Glass barn door slider
- F Laundry cabinet
- G Flex room
- H Master suite





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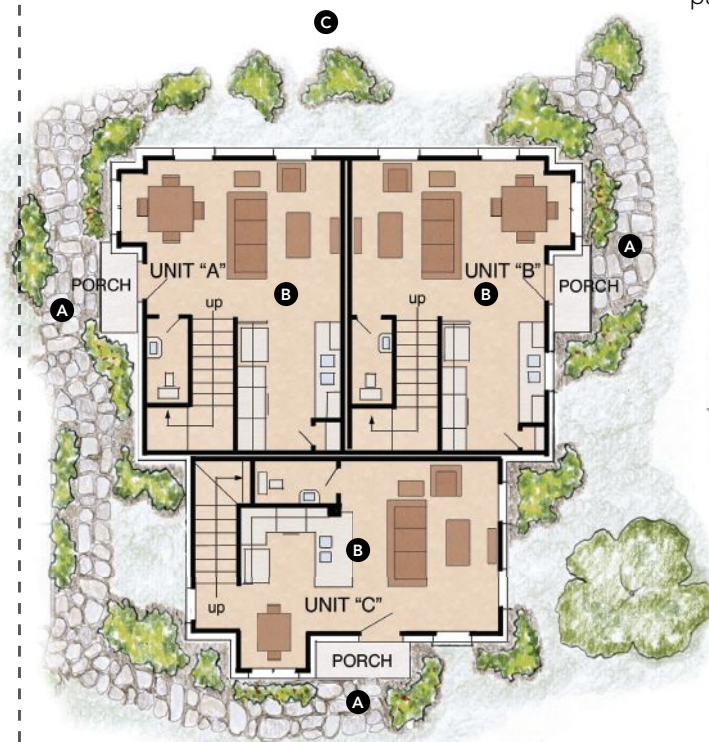
Larry Garnett, FAIBD
 larrygarnett@larrygarnettdesigns.com
 www.larrygarnettdesigns.com
 254.897.3518

PLAN SIZE

Width: 40 feet, 2 inches
 Depth: 45 feet, 2 inches
 Living areas: 715 sf, unit A and B;
 675 sf, unit C



Two of the features most often requested by renters are open outdoor spaces and an enclosed garage option. These studio units offer both. The compact footprints allow these villas to be placed on a variety of sites, achieving densities in the range of 16 to 18 per acre. An optional pavilion with fireplace provides a common entertaining space for the entire neighborhood.



- A** Each unit has a private entrance.
- B** Open living, dining, and kitchen arrangements on first floor
- C** Compact footprints allow for flexible site placement.
- D** Second level bedrooms and baths are arranged for maximum privacy.

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- 3 Special Events:** An array of networking events await you, go to the Special Events Ticket Counter in IBS Registration, South Building, Level 2, Exhibit Hall S3 of the LVCC to check availability and purchase tickets.
- 4 IBS Centrals:** Your one-stop-shop to focus on the questions, issues and strategies important to you and your niche market.
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SMART STORMWATER MANAGEMENT

Tightening regulations are pushing builders to get creative with reducing or eliminating stormwater runoff

By Jeff Zagoudis, Associate Editor

When a home builder embarks on a new project, stormwater runoff is only one of a long list of things to worry about. That may be why it hasn't been a high priority item for a lot of builders.

Over the last decade or so, however, stormwater has become a topic of serious conversation in the home building industry. The country got a firsthand look at the damage it can do when Hurricane Katrina blew through New Orleans in 2005, followed almost immediately by Hurricane Rita. While these were obviously extreme examples of the power of Mother Nature, everyday rain storms can cause problems for a builder if they're not careful. This increased awareness has led to increased regulation surrounding stormwater management, starting with the U.S. Environmental Protection Agency (EPA).

While regulations add a mandatory component to the discussion, there are plenty of other reasons builders should make stormwater management a priority on their projects. Chuck Ellison, vice president of land at McLean, Va.-based single-family builder/real estate developer Miller & Smith, and chair of the NAHB Environmental Issues Committee, says stormwater can:

- Reduce the amount of available land on a property, negatively impacting value;
- Delay projects due to the extensive permitting process involved; and
- Lead to short- and long-term maintenance issues.

By the same token, Ellison adds, how you incorporate stormwater management into a home or community land plan can be a huge aesthetic boon, turning the property into a visual asset for the community.

SUCCESS MEASURED IN BMPs

The EPA's primary mechanism for enforcing stormwater management comes in the form of the National Pollutant Discharge Elimination System (NPDES) permit program. Under the terms of NPDES, builders must apply for a Phase II permit. Phase II emphasizes the use of in situ stormwater best management practices (BMPs) to reduce or eliminate runoff. BMPs are implemented across six categories, including construction and post-construction activities.

The permitting process itself is "very local," according to

Ellison. The EPA does handle stormwater permitting directly in many states, but delegates authority to state and local authorities in other cases. He relates the difference between doing projects in Delaware and Maryland, where six of Miller & Smith's 11 communities are located: "In Delaware, the land is relatively flat, so the permitting process generally only takes a couple months," he says. "But in Maryland, the land is rocky, and the process can take anywhere from six months to a year."

TAKE YOUR PICK

So what options are out there for builders when it comes to handling stormwater? Solutions generally fall into three categories, according to Ellison:

- Impoundment systems capture and collect stormwater runoff in one central location, usually what amounts to a large hole above ground;
- Infiltration devices remove runoff from an area by absorbing it directly into the ground; and
- Structural devices capture or drain runoff as part of the home or other property.

As expected, each treatment type has its own set of advantages and disadvantages, and one size certainly does not fit all. "Solutions need to be site-specific," says Ellison.

IMPOUNDMENT SYSTEMS

Retention basins or ponds are the most common type of impoundment system, providing one central location for stormwater to collect. In some cases, smaller forebays may be installed upstream from the retention pond, where they can "catch the first flush," according to Ellison, and prevent the retention basin from overflowing.

The major benefit of impoundment systems is they can often be utilized as green space on the property or in the community, playing host to different types of grasses and other plants; often, this can significantly enhance the aesthetic value of the property or community.

That aesthetic value is only as good, however, as the amount of regular maintenance put into the pond. Bob Rebori, president of Shawnee, Kan.-based Bio-Microbics, a manufacturer of engineered wastewater and stormwater treatment solutions, says, "Generally they have to try to keep it mowed and someone has to manually remove the trash," adding that most often, the responsibility for maintaining the ponds ends up with homeowners associations.

The biggest downside of an impoundment system, according to multiple sources, is the negative impact it inevitably has on land value. Quite simply, if a retention pond is put in

place, the builder automatically loses lots for potential development in the future. According to Ernie Platt of Clackamas, Ore.-based Ernest E. Platt & Associates, a real estate development consulting firm, "That's usually about a 10-percent loss in productive lots, plus the cost of the structures, say around \$100K for a 60-lot development."

INFILTRATION SYSTEMS

Infiltration systems eliminate stormwater runoff by absorbing all of the water directly into the ground. On the surface, builders can install landscape beds, gravel, or any other porous medium. As the water drains, it is carried into and through an underground drainage system to the designated discharge point (usually a river or stream).

According to Rebori, there are three basic kinds of infiltration systems on the market today. The most basic are disposable filtration devices that must be cleaned and replaced after a rain event. "Witch's hats"—nicknamed for their pointed-cone shape—are one such mechanism, where water passes through while trash and other pollutants are captured.

The second type of infiltration system is essentially a below-grade detention basin, often consisting of a plastic matrix that also captures trash. Rebori cautions that these need to be emptied regularly so the trash doesn't plug the system.

The third and final option for infiltration systems is an engineered hydraulic system. The idea, according to Rebori, is to

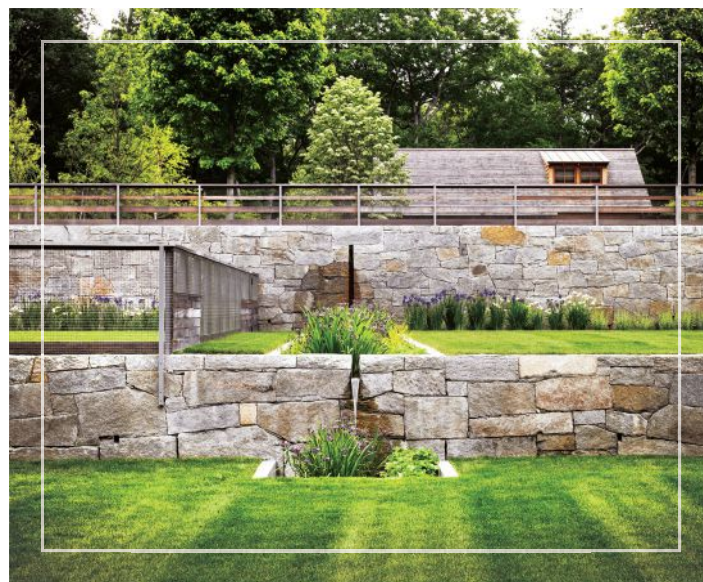


PHOTO: ASIA AWARD RECIPIENT - MAPLE HILL RESIDENCE BY STEPHEN STIMSON ASSOCIATES LANDSCAPE ARCHITECTS (PHOTO BY CHARLES MAYER PHOTOGRAPHY)

Structural systems, like a water garden populated with native plants, can filter stormwater while beautifying the landscape.

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Ultimately, the more green space that can be allotted, the better a site's stormwater filtration will be.

simultaneously filter stormwater runoff and capture and hold trash, with easy access for public works trucks to vacuum out the contents when full.

"During the early part of a storm event, that's when the roads are most slippery because the rain is washing off the oils and the rubber," he says. "That's what you want to capture and hold."

STRUCTURAL SYSTEMS

For builders looking to incorporate stormwater management directly into their projects, structural systems are the way to go. Solutions in this category serve other primary functions on the jobsite, as well. A walkway made of pervious pavement is a perfect example, allowing enough spacing for water to drain while at the same time serving as a pathway to the home.

Green roofs are another popular structural-system option for stormwater management. Aside from beautifying a home, these rooftop gardens are traditionally built on top of a drainage system to remove excess stormwater. Depending on the situation—most likely during development of an entire residential community—parking lots can also be a resource for stormwater management.

Ultimately, says Rebori, builders should keep it simple and relatively inexpensive. "Even though something might be low-cost, if it's expensive to maintain, after a couple storm events, one, you might have blown all your savings up front, and two, you might end up having to replace it anyway," he adds.

KEEP AN OPEN MIND

Smart stormwater management is crucial to any project, no matter what type of system a builder chooses. Depending on the approach they decide to take, builders can also gain significant green building and energy efficiency incentives. "There are several green certifications that really propel the usage of smarter stormwater management," Rebori says.

And, by being mindful of green building processes and techniques, builders can often improve the aesthetic value of their homes. "In a sense, wastewater and stormwater treatment in unsewered areas is becoming like an outdoor decorative item," Rebori adds. "It gives you the street look the Realtors want you to have to sell your property."

If builders are concerned about tackling the issue on their own, Ellison suggests "finding a good consultant who can think outside the box." The NAHB Environmental Issues Committee is one potential resource, regularly working with builders to keep them up-to-date on the latest legislation as well as offering background information and tips for proper implementation. Other industry organizations like the American Society of Landscape Architects could walk a builder through permitting and implementation.

Whether they go it alone or need to seek help from others, builders should see the increased scrutiny of stormwater regulations as an opportunity to build better projects, says Rebori.

"In the end, it's like some other new regulations—it doesn't cost a lot of money, and there are a lot of extra benefits they get out of it." **PB**

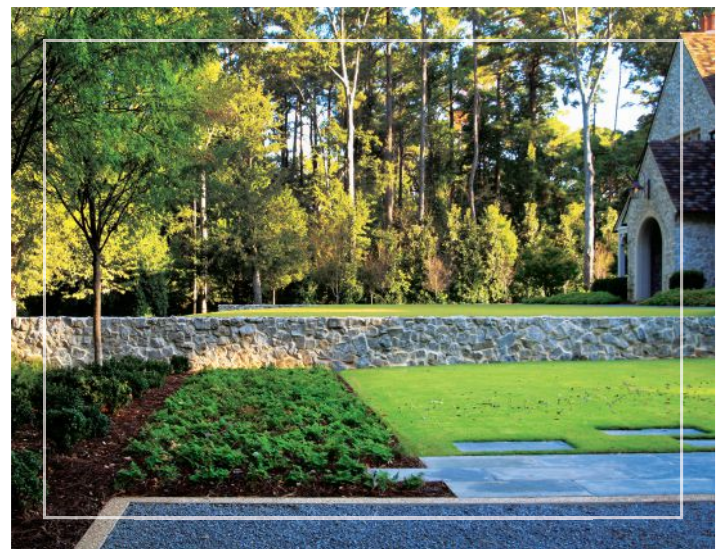


PHOTO: ASLA AWARD RECIPIENT - WOODLAND RAIN GARDENS BY JEFFREY CARBO LANDSCAPE ARCHITECTS (PHOTO BY REBECCA A. O'NEAL)

Permeable materials, like porous limestone, can be an effective low-grade infiltration system to absorb stormwater.

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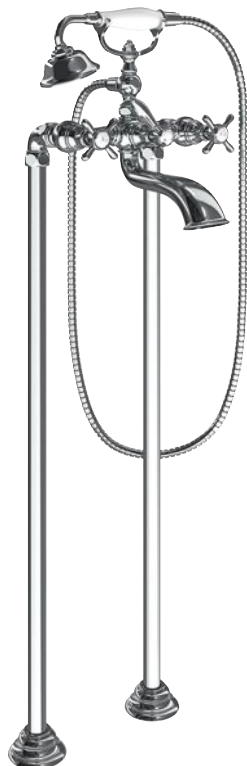


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Weymouth

The traditionally styled Weymouth tub-filler faucet comes in a wall-mount or floor-mount option. The faucet has cross handles with porcelain inlays and is offered in Chrome and LifeShine Brushed Nickel finishes. The tub filler has a system that adjusts in distance from the tub as well as height to accommodate any joist application, providing an efficient and predictable solution for installers. Matching shower, faucet, and bath accessories are available. **For more info circle 850**

NRCP Series

The NRCP line of residential tankless water heaters from Noritz have a circulating pump inside, which keeps hot water close to the outlet. This setup minimizes the wait for warm or hot water and the waste of unused potable water down the drain. Homeowners can program the recirculation system to operate only when needed by using the digital display system on the front of the water heater. The auto setting allows the system to learn the household's water-usage routines, letting the system automatically control the recirculation loop activation times. **For more info circle 851**



Classtone Onyx

Made with translucent clays, the Onyx color from Neolith uses proprietary technology to create a durable, sintered surface that can be backlit. Available in 6 mm or 12 mm thickness and 3200 by 1500 mm size, Classtone is suited for countertops, flooring, and wall cladding. Onyx is available in a polished finish and is scratch, wear, and heat resistant, hygienic, stain resistant, impervious to chemicals, and easy to clean. Its natural colors will never fade due to exposure from UV rays making it usable for outdoor surfaces. **For more info circle 852**

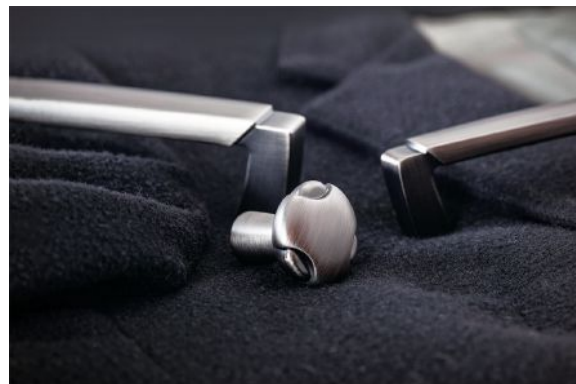


Serenity 55 DriftBath

The drop-in Serenity 55 DriftBath acrylic tub from Aquatic has an oval bottom, a curved back area, and shaped armrests that help users recline and relax. A front-to-back graduated deck height and elongated backrest maximize bathing space without increasing the tub's footprint. The tub has an optional linear overflow drain that allows it to be a few inches lower in height without sacrificing water depth. **For more info circle 854**

Vested Interest

Berenson launched a collection exclusive to its company, Vested Interest, which features an emphasis on longer lengths of decorative hardware. Available as a knob and pulls in 96 mm, 128 mm, 160 mm, 224 mm, and 12 inches. Finishes include Brushed Nickel, Verona Bronze, and Vintage Nickel. **For more info circle 853**





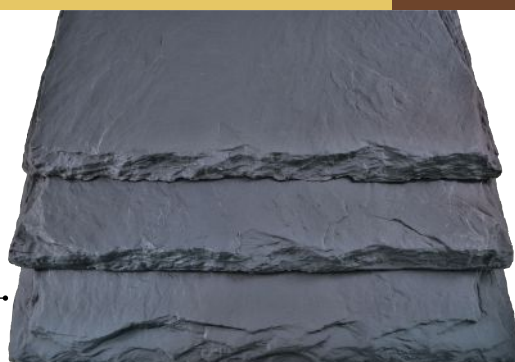
Top Hinged Roof Window

This GPL roof window from VELUX lets you expand areas like lofts and attics into spaces with daylight, outdoor views, and fresh air. The window is designed to be within reach to provide maximum ventilation, and the ventilation flap allows for fresh air circulation when the window is closed. The glass is easy to clean from the inside due to the rotating sash, and the bottom latch of the window opens to a 45-degree angle for emergency escape and rescue. **For more info circle 855**



Smokey Gray

A new Single-Width Slate 12-inch tile is being launched by DaVinci Roofscapes. Smokey Gray is the 50th color offered by DaVinci and the darkest gray available. The color will be available as a standard color option in the DaVinci Multi-Width and Single-Width Slate product lines as well as the Bellaforté Slate line. The launch of the dark gray pavement tone was due to marketplace requests for new colors. DaVinci's products are 100-percent recyclable and have a 50-year limited warranty. **For more info circle 856**



Spotlights Collection

Spotlights door glass from ODL is suitable for any flush door purchased from a distributor or shop. Spotlights offers four different glass options, chain link, cubed, frosted, and clear, and is available in three door-glass sizes, 7.5 inches by 7.5 inches; 12 inches by 12 inches; and 22 inches by 3.5 inches. Privacy level, size, and glass option can be mixed and matched. The white, low profile PVC frame can be painted to match any color. **For more info circle 857**

Ultimate Multi-Slide Door

The Ultimate Multi-Slide Door from Marvin allows homeowners to bring the outside in. The product is available in an array of configurations and sizes to fit numerous, wide-open spaces. When the door slides open, the panels stack in front of each other. The panels come in standard widths of 3 feet to 5 feet and heights of 7 feet to 12 feet. Consumers can choose from a unidirectional configuration or the bi-parting style which opens from the center. Each configuration is available in both left- and right-handed styles. **For more info circle 858**



Astria Montebello DLXCD

The Astria Montebello DLXCD direct-vent gas fireplace has a ceramic-glass opening, a contemporary burner, and an array of available glass media colors. The design features a ceramic glass option for optimum heat transfer and safety. An adjustable flame height gives you control of heat output, and an intermittent pilot ignition includes battery backup to provide continued operation in the event of a power outage. Gas controls are located on the side of the fireplace, which provides easy installation and operation. **For more info circle 859**



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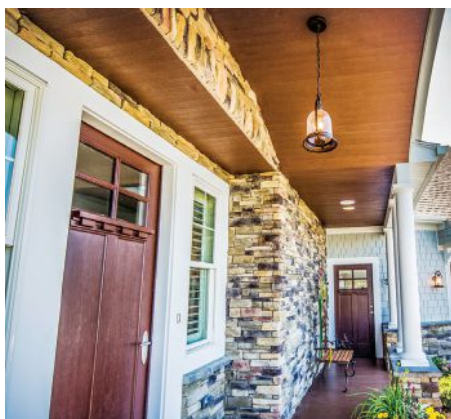
Aledora Slate V-Series

With varied-width polymer slate tiles that replicate multiple sizes of natural thick slate, Aledora Slate V-Series from Inspire Roofing is an alternative economical lightweight roof tile option that is easy to install and low-maintenance. Available in four widths, 6 inches, 8 inches, 10 inches, and 12 inches, the tiles can be installed in a non-repeating straight or staggered pattern. The product features a Class A fire rating, 110 mph wind uplift rating, Class 4 impact rating, and a lifetime warranty. **For more info circle 860**

Split Shake Siding

The Weathered Collection Split Shake Siding from The Foundry offers a 7-inch exposure with natural surfacing shingles and random mill saw marks. Split Shakes are defined by peaks and grooves along the grain.

The Weather Collection features the look of cedar that has weathered over time with color options of Golden Straw, Vanilla Bean, Red Cedar, Aged Cedar, Colonial Grey, and Coastal White. The panels are durable and maintenance-free. An ASA cap maximizes color appearance with no painting, staining, or sealing required. The product is backed by a limited lifetime warranty for residential installation. **For more info circle 861**



NyloPorch

Containing no wood or PVC, NyloPorch from NyloBoard has material properties that include resistance to moisture, mold, and insects. A proprietary process creates a natural-looking wood-grain finish. The product is offered with a 25-year fade and stain warranty along with a 25-year limited residential warranty. NyloPorch is available in four colors: Mountain Mocha, Saddle Rose, Desert Spice, and Coastal Mist. Special order colors include Newport White and Harbor Gray. Widths include 3 inch or 5 inch.

For more info circle 862



Discovery iQ Dual-Fuel Range

Dacor has released the world's first smart range, the Discovery iQ Dual-Fuel Range, which comes with a Dacor iQ Remote App. The user can control the range through the app via any smartphone or tablet, and voice command capabilities will be available starting in spring 2015. Ranges come in 36 and 48 inches and feature a gas cooktop with 10 cooking modes and a Dacor iQ cooking application, which allows users to watch cooking tutorials and download recipes right from the range. Other amenities include: soft-close door hinges, 14-inch wide platform grates that allow for large pots and pans, GreenClean Steam technology, and WiFi software updates. **For more info circle 863**



The 200 WF Wall Mount with Fascia

The 200 WF Wall Mount with Clear Satin Anodized Finish Fascia can hold up to a 400-pound door. The product can be used for any height, and thickness of 1 inch or greater. The wall mount will accommodate a single door opening to 96 inches wide and converging door openings to 192 inches wide. The hardware system includes one thick-walled aluminum I-beam track, which is available in 48, 60, 72, 96, 120, 144, and 192 inches and extruding aluminum mounting brackets that can be positioned anywhere along the I-beam track for secure fastening to wall studs, blocking, and other solid support. Systems include enough brackets for a 16 inches on center fastening wall.

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10 ☐ Builder, Developer, General Contractor
20 ☐ Architectural Firm, Engineering Firm, Architectural/Engineering Firm, Designer of Homes
30 ☐ Manufactured or Modular Home Builder
40 ☐ Remodeler working in building activities
90 ☐ Other (please specify) _____

4. Which category best describes your job title? (Check one box only.)
10 ☐ Owner, Partner, Corporate Executive, Director, General Manager
20 ☐ Architect, Designer, Engineer
30 ☐ Construction Manager, Superintendent, Purchasing Agent, Buyer
40 ☐ Other Management personnel
50 ☐ Sales or Marketing Manager
90 ☐ Other (specify): _____

5. What type of construction is your firm involved in? (Check ALL that apply.)
A ☐ Single Family – Custom D ☐ Remodeling
B ☐ Single Family E ☐ Light Commercial
C ☐ Multi-Family F ☐ Other (specify): _____

6. How many homes does your firm build per year? (Check one box only.)
A ☐ Over 500 units D ☐ 11 – 25 units
B ☐ 101 – 500 units E ☐ 1 – 10 units
C ☐ 26 – 100 units F ☐ 0 units ☐

7. What is your firm's annual revenue? (Check one box only.)
A ☐ More than \$10 million D ☐ \$1 to \$999,999
B ☐ \$5 million to \$10 million E ☐ \$0 ☐
C ☐ \$1 million to \$4,999,999

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8. Which of the following building materials, products or equipment do you buy, specify or influence the selection of? (Check ALL that apply.)

- 01 ☐ Appliances
02 ☐ Cabinets and Countertop Materials
03 ☐ Caulks and Sealants
04 ☐ Central Vacuum Systems
05 ☐ Computer Hardware and Software
06 ☐ Construction Equipment
07 ☐ Decking / Fence Materials
08 ☐ Doors
09 ☐ Engineered Wood Products
10 ☐ Fireplaces and Accessories
11 ☐ Flooring and Floor Coverings
12 ☐ Garage Doors
13 ☐ Green Building Products
14 ☐ Hand and Power Tools
15 ☐ Home Automation Systems
16 ☐ HVAC and Environmental Controls
17 ☐ Insulation and Related Products
18 ☐ Lighting Fixtures
19 ☐ Locksets and Hardware
20 ☐ Paint, Stains and Finishes
21 ☐ Plumbing Fixtures / Faucets
22 ☐ Roofing Materials
23 ☐ Siding
24 ☐ Sound and Security Systems
25 ☐ Tile
26 ☐ Trucks
27 ☐ Windows
99 ☐ None of the above ☐

9. Which of the following publications do you receive personally addressed to you? (Check ALL that apply.)

- A ☐ *Builder*
B ☐ *Custom Home*
C ☐ Neither of the above

10. Excluding land, please indicate the cost per square foot of the homes your company builds. (Check ALL that apply.)

- A ☐ \$251/sq ft or more
B ☐ \$201-\$250/sq ft
C ☐ \$151-\$200/sq ft
D ☐ \$121-\$150/sq ft
E ☐ \$101-\$120/sq ft
F ☐ \$100 sq ft or less

11. Please indicate your primary supplier for each category:

- | Windows | Siding | Faucets |
|--------------------------------------|--|--|
| 01 ☐ Andersen | 06 ☐ CertainTeed | 11 ☐ Kohler |
| 02 ☐ Pella | 07 ☐ James Hardie | 12 ☐ Moen |
| 03 ☐ Marvin | 08 ☐ Ply Gem | 13 ☐ Delta |
| 04 ☐ Jeld-Wen | 09 ☐ LP SmartSide | 14 ☐ Amer. Std. |
| 05 ☐ Milgard | 10 ☐ TAPCO | 15 ☐ Elkay |

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Bio-Microbics Inc.	18	758	MITek	59	777
Bobcat Company (demographic ad)	101	793	Navien	23	763
Boral Bricks	99	792	Nissan North America	16	756
Bosch	40-41	772	Nisus Corp.	110	800
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Danver Inc.	96	791	Norbord Industries Inc.	12	754
Danver Inc.	109	798	PPG Industries Inc.	14	755
DuPont Building Innovations	53	774	Panasonic	65	779
DuPont Building Innovations	32	768	Propane Education & Research Council	102	794
DuPont Building Innovations	33	769	Protective Products	111	806
Eldorado Stone Corp.	31	767	Roseburg Forest Products Co.	51	773
Environment One	39	771	Sherwin-Williams	67	780
Environmental StoneWorks	93	789	Simpson Strong-Tie Co. Inc.	10-11	753
Geberit North America	24	764	SoftPlan Systems Inc.	110	802
Gerber	22	762	Tapco Intl. Corp.	85	786
Gladiator Garageworks	36	770	Thermador	8-9	752
Henkel OSI	89	787	Timberlake Cabinetry	26	765
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Keystone Retaining Wall System	61	778	Western Window Systems	BC	808
Kleer	79	784	Whirlpool Corp.	77	783

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755	765	775	785	795	805	815	825	835	845	855	865	875	885	895	905	915	925	935
756	766	776	786	796	806	816	826	836	846	856	866	876	886	896	906	916	926	936
757	767	777	787	797	807	817	827	837	847	857	867	877	887	897	907	917	927	937
758	768	778	788	798	808	818	828	838	848	858	868	878	888	898	908	918	928	938
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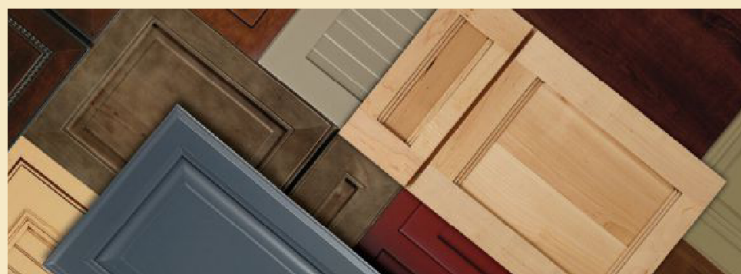
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Arpan Gupta
President and
Founder
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Houston

Arpan Gupta has the title M.D. on his business card. The former resident in internal medicine went from high school valedictorian to one of 10 freshman selected for the Rice/Baylor Medical Scholars program, which guarantees admission to Baylor's College of Medicine after earning a bachelor's degree. "That's what smart kids who get good grades are supposed to do," he says. But Gupta left med school in 2009 to start his own luxury home building company, initially acting as his own sales agent, superintendent, and more. Today his company has 18 employees.

QWhy leave medicine?

AThere is commonality between medicine and construction. People think they're completely different but a lot of the characteristics are the same. I like negotiating, and I love creating something. In medicine, you were not able to do those things. I loved the patient interaction, but I wasn't passionate about it. I would be there at six in the morning and watching the clock waiting for the day to end. Where in construction—and there are days that are longer than residency hours sometimes—I was getting excited about things that other people don't think is exciting. I get to negotiate and talk to people forty, fifty times a day some-

times. Then when you see the product, you can always leave your mark on the city. In medicine I wasn't really getting that so much.

QWhich do you like more, negotiating a deal or building a house?

AWhen I got into the business, it was the number crunching and negotiation. But when I drove by to show someone my second house—there were two houses side by side in St. George Place—I saw the family from my first closing. It was Saturday morning; the father was on the balcony. They had just had a baby two weeks after closing. The baby was in his arms, and the young daughter and mom were playing in the front yard. I'll never forget that. You only see patients when they are at their worst situations in life. It's great to see them turn around. But something about that image gave me an overwhelming sense of pride. Negotiating and financing will come and go. They're cyclical. But no one can take away that image or the marks you leave on the community, on people's lives.

QHow did you build your team?

AIt's been very difficult to find people because just like in medicine, some of the things you bring to building are having to be really meticulous, really picky. You bring those traits to construction and it makes you an excellent builder. You may not build as

quickly as anybody else but the quality is there. I'm the same way with employees. I was finding it hard to let go and trust somebody with an important investment. With Carnegie Homes, my name is involved with the company and every home is personal to me. It was very difficult to choose people and for the first couple years, it was just me and one other employee. Then most of the people I hired are people I had interactions with, not through an interview or posting a job. It was more like how about you come and join us.

QWhat skill sets are you transferring from medicine to building?

AAlmost from the very beginning to the very end of a medical interaction, it's the same thing as the quality you put into a home. For instance, when you first talk to a patient, you interview them; you take their physical history. You do that when you first start the process with land. I still handle all the acquisitions, the design, the architects, finishes, price points. I take a history of the land, I assess the area, what has been around here before, how can we create product that is historically congruent and pays homage to where the area is headed. We have a development of 15 homes in Westmoreland, and there's a 100-year-old oak tree that we're saving. The community is 100 years old and every single home pays homage to that history, sort of like what you do with a patient. **PB**





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