

# THE HOME BUILDERS blueprint

The Voice of the Greater Des Moines HBA August 2012 • Volume 45 • Issue 8

## Home Show Expo 2012 “Pella Windows & Doors People’s Choice Award Winner” Neighborhood Builders

HomeShowExpo2013:  
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Urbandale -  
A Vista Real Estate  
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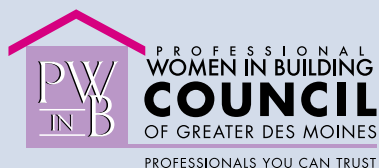
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**2012 Home Show Expo  
Pella Windows & Doors  
People's Choice Award Winner**

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Jim Miller - President



Its 6am on a Saturday and I am in the office working on new starts. The Sun is coming up outside my window, and I have a hot cup of Joe to help with the early morning motivation. It is going to be a beautiful day. Doesn't it just feel great to get moving, get it done and move on to the next challenge at hand? Doesn't it feel great to have new starts? Buzz on the streets is people are busy. That is exciting news.

We are in the final stretch of our Association's 2012 Home Show Expo, and what a great run it has been. We have far exceeded our attendance estimates, and to have that happen with plus 100 degree temperatures is very impressive. We finally received a small dose of rain Wednesday night, but not enough to help bring us out of the most serious drought we have had since the 1950s. Not to be pointing any fingers, but some of you may remember that year, (Tom, Don and Keith). The parking lot at times has reminded me of pictures from school of the 1930's Dust Bowl, or as some called it, the "Dirty Thirties". After shuttling folks from the parking lot to the front gate with the HBA Limos, a shower and change of clothes was in order!

So we still have the two weekend days to go, with small chances of rain in the forecast. Creighton Cox reported as of close Friday night we were at 9,400 guests. If we stay consistent with last the couple of weekends when the weather was hot we will add another 3,000 to that number bringing the total potential clients thru our doors at 12,400. By the time you read this you may have heard actual numbers, but you know I had a story deadline. Just to put into perspective how big this show is. I was one of the judges for the "Parade of Homes" in Iowa City this year. They had well over 30 homes, and anticipated around 3,000 folks. Guys and gals if you didn't know it before, this Association is a "Big Deal".

It is hard to even know where to start to thank all the many people it takes to pull this event off. It all starts with someone willing to step up to the plate and handle the "Beast". From the time they say "I will do it", the planning is beginning. We will sit down over the next month and talk about what went well, what didn't go so well. We always have to be thinking about how we can improve the show, be it for the potential clients walking thru the door, the builders, the suppliers, and all the many volunteers and Association staff.

Countless hours before, during and after the show are required to make this happen. It was hard for me to appreciate, or I just had not thought about it that much, before being more involved this year as our President. We owe all the volunteers a sincere "Thank you" and pat on the back for a job well done. The folks that do this are giving a ton, for very little in return. The time they spend away from their jobs and families to help promote our industry is very selfless. They could have looked the other way and said someone else will do it. Guys these are the kind of quality people that make up this organization that I am very proud to represent.

Your 2012 Chairman, Matt Thompson of Gilcrest/Jewett Lumber. For this guy to step up to the plate when his wife Stacey was expecting their third child, and was due during the show, should tell you something about the type of people we all have as members. Matt with a new baby at home, has been at the show every day. I'm not sure that this is totally selfless, but it sounded good. Thanks so much for all you have done to help make this a great show.

Your 2012 Vice Chairman, Colin King of K&V Homes. He is a veteran of this show, helping many, many times. To

be a builder and step up to the plate like Colin has is outstanding. He doesn't have any business in the show, doesn't make any money doing this, and it just costs him helping. He gets to wear his K&V shirt, covered with sweat to help promote his business. That is extremely selfless.

A big thanks to the Developer, DRA Properties, to bring such a quality development to us. Dennis Albaugh was in the parking lot all day helping to park cars, and shuttling visitors to the door with his custom golf cart. All of the DRA folks helped out with parking lot issues, the many meetings and planning, and anything we needed to make this a better show. They were always willing to help.

All the additional hours worked by our very limited staff. Creighton Cox our Executive Officer, Lisa VanScoyk, and Jennifer Sweet the backbone of our Association. These guys and gals are the glue that holds us together. They have one of the toughest jobs with over 430 bosses to try and please.

You can't have a show without all the Builders. The countless hours it takes to plan and build a home in the show, be it a sold, or spec. Time is always an issue with these

shows. Thanks so much for taking a risk and showing the public what is possible with creativity and passion. Every year this show has something for everyone that visits. As I walked thru the homes no two were even close to the same style and feeling. We all use for the most part the same products, but how they are used changes the look and feel. You all do that with one of the last manmade, site built, products sold in the world.

And thanks to the numerous sponsors for helping with your support of this event. As many of you know, this is the biggest fund raiser and generates revenue for our non-profit association to pay the bills, fight our fight to promote our industry, and give back to our members. I appreciate so much what many of you have done for our cause.

Please get involved, as together we are stronger. •

Sincerely,

Jim Miller

President of Home Builders Association  
of Greater Des Moines



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*Creighton Cox, Executive Officer*

**Thank You DRA,  
Builders, Sponsors and  
Thank You HBA Members!!**



During what was the 2nd hottest month on record in the Metro, and quite possibly the hottest HomeShowExpo in 37 years – a wonderful Golf Course setting at Otter Creek in Ankeny, presented by Developer DRA Properties and 12 incredible homes by 10 great builders – brought over 12,000 people through the gates over the three-weekend Expo.

Exceeding all expectations in attendance and giving Ankeny, DRA, and each builder an extraordinary amount of exposure, there are so many to thank. Thank you to Matt Thompson, Colin King, Dave Adickes and the HSE2012 Committee for countless hours of volunteer time. Thank You to AKC Marketing for their behind the scenes promotion of the Expo. Thank You to our Sponsors: Veridian Credit Union, KCCI TV8, Karl Chevrolet, Gilcrest/Jewett, Nebraska Furniture Mart, Ankeny Chamber of Commerce, Prairie Meadows Race Track & Casino, American Concrete, South Story Bank & Trust, Factory Direct Appliance and Pella Windows and Doors. Thank you to DRA Properties and the City of Ankeny for presenting an outstanding site. Finally, thank you to each of our builders; Neighborhood Builders, Clarity Construction, Bella Homes, Drake Homes, Kimberley Development, Classic Builders, Grand Homes & Renovations, Timber Ridge Homes, Meadowbrook Builders, and Jerry’s Homes. Without these Builders, their risks and their talents, we would not have had such a successful event.

2013 is already looking to be another great HomeShow-Expo! The Committee was able to announce that Vista Real Estate will host the 2013 Show at Bent Creek Plat 4 in Urbandale. 15 Executive style lots have been made available for the show, and lots have been moving quickly since the announcement at HomeShowExpo Member night. If you are a Builder interested in participating in 2013, please contact Justin Washburn at Vista soon.

The next big event for the Home Builders Association is the HBA Builder Blitz to benefit the Greater Des Moines Habitat for Humanity from August 20th to August 29th when we will hand over the keys to two very well deserving families. On August 21st, Habitat will host an HBA After hours at the park across from the Blitz Build (1444 & 1448 4th Street in Des Moines) to introduce the future Homeowners and to thank the HBA Members donating their time, money, products and resources, and of course, for great networking amongst members! Please come join us from 4:30 – 7:00 on Tuesday, August 21st.

Email me anytime at [ccox@desmoineshomebuilders.com](mailto:ccox@desmoineshomebuilders.com) or call me at the office: 515-270-8500, or on my cell phone: 515-778-5516. I look forward to hearing from you. •

Creighton Cox, Executive Officer

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## Thank You Lt. Governor Reynolds

As the 2012 election season heats up, presidential and congressional contenders have largely avoided any mention about housing or homeownership, even though the consensus among most economists is that there can be no long-term economic recovery until home prices stabilize and the housing market rebounds.

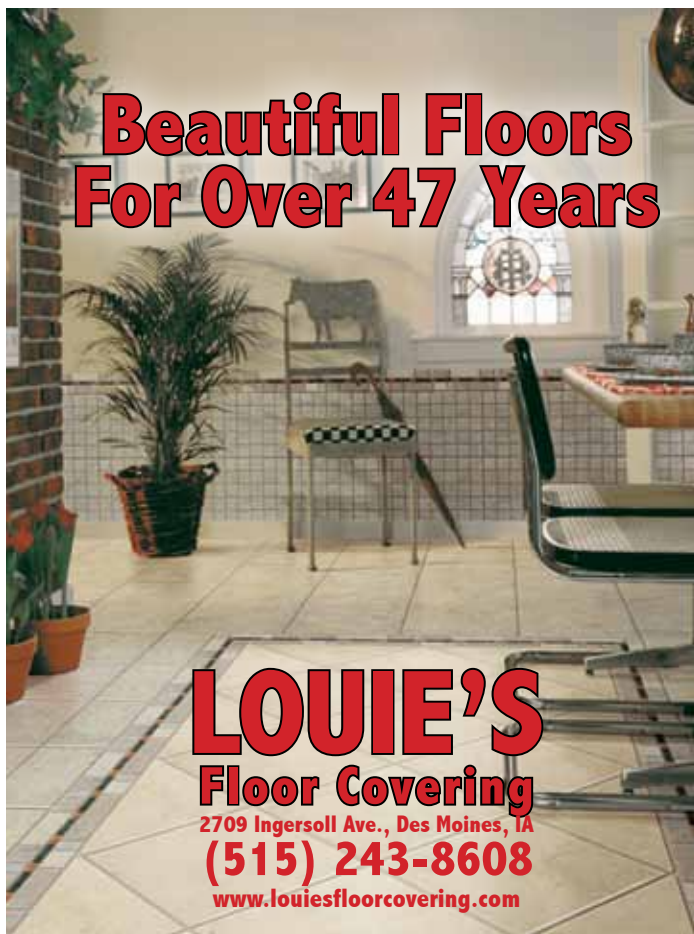
Not all politicians have turned a blind eye to this critical issue. Lieutenant Governor Kim Reynolds should be commended for her leadership role in helping to pass a recent resolution by the National Lieutenant Governors Association that calls on the President and Congress to “act with a sense of urgency to address the nation’s housing crisis in a meaningful and responsible manner, while avoiding any legislation or regulatory actions that will inhibit the recovery of the home building industry.”

Constructing 100 single-family homes creates more than 300 full-time jobs and adds millions of dollars in federal, state and local tax revenues that are essential to many cash-strapped municipalities which lack funds for vital services such as local schools, road and infrastructure maintenance, and police and firefighters. Through the first half of 2012, nearly 1750 residential permits have been pulled in the Des Moines Metro (1,022 Single Family & 719 Multi-Family Condo’s & Apartments), with an expectation of nearly 3,500 by the end of the year. 3,500 new residential properties equates to creating more than 10,500 new jobs in the metro in both the construction industry and the community at large to serve those new residents, adding millions to the local Des Moines and Iowa Economies.

Recent surveys by the Woodrow Wilson International Center for Scholars and TD Bank underscore that American voters fervently believe that owning a home remains a core value and that homeownership plays a critical role in our nation’s social fabric and economic well-being. As policy-makers debate how to boost the economy, they must understand that restoring housing to full health is essential to create jobs, stabilize home values and strengthen local communities. This is a powerful message that is sure to resonate with voters here and across the nation who will cast their ballots in November.

Thank you Lieutenant Governor Reynolds for your leadership on this important housing recovery issue! •

Creighton Cox  
Executive Officer  
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# Good News on the Housing Front

You may have noticed during the past two months that national media coverage of housing has turned a corner. NAHB has been doing its part by continually talking with the press to give our perspective on key housing data -- new-home sales, housing starts, national home prices, the NAHB/Wells Fargo Housing Market Index (HMI) and the NAHB/First American Improving Markets Index (IMI) -- which have all shown measurable signs of improvement during the past several months.

The HMI, which measures builder confidence in the single-family market, now stands at its highest level since March of 2007. Meanwhile, the IMI, which identifies local housing markets that have shown measurable and sustained improvement, has jumped from 12 markets when the index was first unveiled last September to 84 as of July. Moreover, production of single-family homes is now the strongest it has been since 2010 due to rising consumer demand brought on by improving market conditions.

Indeed, government data reveals that housing has gone from a net drag on the economy to a net positive and that residential home construction is now starting to reassume its traditional role of helping to move the economy forward following a recession.

A link (log on to [www.nahb.org/goodnews](http://www.nahb.org/goodnews)) has been provided to give you access to these positive media reports on housing and I encourage you to use this data as a sales tool to employ with your customers. Potential home buyers have been waiting on the sidelines for the market to show consistent signs of improvement.

Use this positive news coverage to make the case to your customers that housing is on the rebound, that home prices are stabilizing and that now is the best time to purchase a newly-built home while prices and interest rates are so favorable.

If you would like additional help or have any questions, please contact Joseph McGaw at the NAHB Sales and Marketing Council at 800-368-5242 x 8693 or email the NAHB Communications Office at [communications@nahb.org](mailto:communications@nahb.org).

NAHB stands ready to assist you in any way possible in this endeavor. •

Barry Ruttenberg,  
2012 NAHB Chairman



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## Four Iowa Congressmen Cosponsor H.R. 5911 on Lead Paint Rules

Thank you Congressman Leonard Boswell, Congressman Steve King, Congressman Tom Latham, and Congressman Dave Loebsack for Cosponsoring H.R. 5911 and supporting Remodelers across Iowa and the nation!

NAHB sent out a legislative alert in July urging you to ask your Representative in Congress to cosponsor H.R. 5911, the Lead Exposure Reduction Amendments Act of 2012, much-needed legislation to improve the rules governing removal of lead-based paint.

Thank you for taking action and contacting our Iowa Representatives, with your help, four of the five Iowa members of Congress have signed on to support Iowa Remodelers.

Specifically, this bill would restore the “opt-out” provision to the Lead: Renovation, Repair and Painting Rule that allowed home owners to forego the use of lead-safe work practices if their home is not occupied by children under the age of six or a pregnant woman -- each of whom are the intended focus of the rule’s protections. NAHB estimates that this opt-out ability would save approximately \$336 million per year in compliance costs.

Thank you for taking a few moments from your day to support this very important effort. For more information on the lead paint issue, visit [www.nahb.org/leadpaint](http://www.nahb.org/leadpaint) or contact Nissa Hiatt at 800-368-5242 x8451. •

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## Legislation on EPA's Lead: Renovation, Repair and Painting Rule

### **Background**

EPA's Lead: Renovation, Repair and Painting (LRRP) rule governing the work of contractors in any pre-1978 home took effect on April 22, 2010. The rule requires renovation work that disturbs more than six square feet on the interior of a pre-1978 home and all window and door replacement to follow rigorous and costly work practices supervised by an EPA-certified renovator and requires that it be performed by an EPA-certified renovation firm. (Homes can be exempted from the rule if no lead-based paint is found.)

A complete file of records on the project must also be kept by the certified firm for three years. These records include verification of owner/occupant receipt of the *Renovate Right* pamphlet or attempt to inform, documentation of work practices, Certified Renovator certification, and proof of worker training, as well as any pre-renovation testing for lead-based paint. Contractors are required by EPA to provide a copy of records developed under rule requirements with the customer within 30 days of completing the remodeling work. Almost all EPA enforcement investigations to date have been to verify proper paperwork and recordkeeping.

On July 6, 2010, EPA removed the "Opt-Out Provision" from the rule which allowed homeowners without children under six or pregnant women residing in the home to allow their contractor to forego the use of lead-safe work practices. By removing the opt-out provision, EPA more than doubled the number of homes subject to the LRRP Rule, and EPA has estimated that this amendment will add more than \$336 million per year in compliance costs to the regulated community. However, the costs are far greater because of EPA's flawed economic analysis which significantly underestimated the true compliance costs.

EPA has also failed to meet the requirements of its own rule by failing to approve a more accurate lead test kit. Current test kits can produce up to 60 percent false positives, meaning that in many cases, consumers are needlessly paying additional costs for work practices that are not needed and provide no benefit, but must be employed because of false positive test results. EPA's initial estimates stated that an improved test kit would reduce the rule's cost by \$400 million a year.<sup>1</sup> In addition, EPA stated in its rulemaking that "if the improved test kits are not commercially available by September 2010, EPA will initiate a rulemaking to extend the effective date of this final rule for 1 year with respect to owner-occupied target housing built after 1960."<sup>2</sup>

EPA has also begun the process of extending the LRRP Rule to commercial and public buildings through an Advance Notice of Proposed Rulemaking—even though Congress only granted EPA authority to issue guidelines for work practices applicable to RRP activities unless the agency engages in a study of renovation in commercial and public buildings.

### **LRRP Legislation introduced by Sen. Inhofe/Rep. Sullivan**

This legislation that would:

- Restore the "Opt-Out Provision" which would allow homeowners without small children or pregnant women residing in them to decide whether to require LRRP compliance, not the government;
- Prohibit EPA from expanding the LRRP to commercial and public buildings until EPA conducts a study demonstrating the need for such an action;
- Suspend the LRRP if EPA cannot approve one or more commercially available test kits that meet the regulation's requirements (40 CFR §745.88);
- Provide a de minimus exemption for first-time paperwork violations;
- Provide for an exemption for renovations after a natural disaster

---

<sup>1</sup> 73 Fed. Reg. 21692, 21751 (April 22, 2008).

<sup>2</sup> *Id.*, 21713

# HOMESHOW EXPO® 2012



3rd Place: CURB APPEAL



3rd PLACE: LANDSCAPING



2nd PLACE: CURB APPEAL



2nd PLACE: LANDSCAPING



1st Place: CURB APPEAL



1st Place: LANDSCAPING



# HOMESHOW EXPO® 2012



3rd Place: KITCHEN



3rd PLACE: MASTER SUITE



2nd Place: KITCHEN



2nd Place: MASTER SUITE



1st Place: KITCHEN



1st Place: MASTER SUITE



# HOMESHOW EXPO® 2012



3rd Place: Children's Room



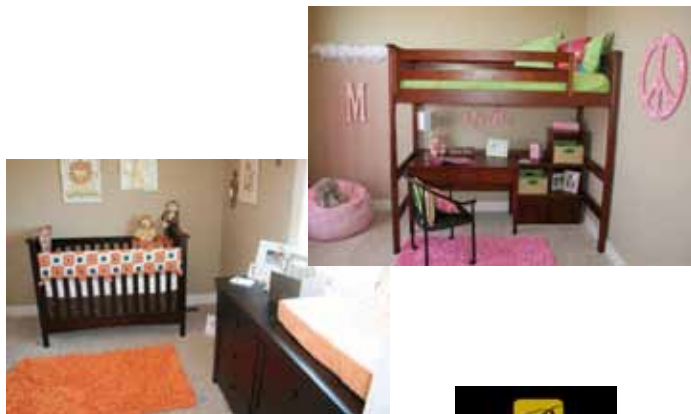
5



3rd Place: Entertainment Room



4



2nd Place: Children's Room



8



2nd Place: Entertainment Room



2



1st Place: Children's Room



2



1st Place: Entertainment Room



9

# HOMESHOW EXPO® 2012



3rd Place: Livability



5



3rd Place: Craftsmanship



7



2nd Place: Livability



7



2nd Place: Craftsmanship



5



1st Place: Livability



9



1st Place: Craftsmanship



9

# HOMESHOW EXPO® 2012



2012 BEST OF SHOW



9



# Presentation of the Peoples Choice Award



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# Gallery HBA Member Night



# Gallery HBA Builder Potluck



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July's meeting was once again at the Caribou Coffee shop on Ingersoll Ave. As we had a very productive, although fairly secretive, meeting, please come to the August meeting and ask all about it. What a great meeting room Caribou has available. If you haven't tried a cold press coffee at Caribou, Starbucks, or Mars Cafe you don't know what you are missing. It is concentrated coffee on ice, which is actually refreshing during the summer.

In August, we are having Doug Wells who, with a partner, has developed [www.maffittridge.com](http://www.maffittridge.com), present their very cool and very green development in West Des Moines. They are new members by now, I'm sure. Please make them feel welcome, as all of us try to do often, with new members of the HBA.

The home show was super this year, with great builders and great homes. Great job! It seems that we have the most fun all year showing off our talented builder and associate member talents during the summertime. For me personally, I have been involved a lot with HBA, although not much with the home show. Wow, have I been missing out.

People sometimes talk about the "good old days" of our membership having lots of builders show up and get involved; commenting on how much more fun it was during those times. Member night, as we opened the home show this year, felt like this to me. There were a ton of builders around, it did feel like more than usual, and it was more fun than usual. My good buddy (an HBA member) and I went that night, and had an absolute blast. The Homes for Hope house that Justin Bauer built was an incredible charity and showcase for the night.

The Habitat Builder Blitz is probably going on as you are reading this article. Please go check out how you can build full tilt green very, very affordably.

Thanks for your time, thanks for being my friend. The membership is fun to be a part of, and through our fantastic home show I just learned of even more of a reason why. The Green Council might need to build a home in it some-time..... •



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Rollie Clarkson



Some days I would love to have a crystal ball to look into and tell me what the future holds for me. From selling projects, laws and regulations, economic forecasts, presidential elections, housing slow down and speed ups, rising energy costs... Lots of uncertainty in this world. Yogi Berra got it right when he said, "The future ain't what it used to be." I'm pretty sure he wasn't talking about the housing industry, although he may have been as qualified as most to do so. I've heard many people say that once we get the elections behind us, things will get better. Where is that crystal ball when you need it?

Remodelers are just a different breed of people. I'm not sure if it is just some type of defense mechanism that is part of their psychological makeup or what, but they seem to be eternally optimistic. The glass usually seems to be half full. You're more likely to hear words such as "stable" and "hopeful" rather than "unsure" and "wrong direction". In a poll taken last year, research found that nearly two-thirds of the remodelers polled expected their businesses to grow. Not sure a whole lot of industries would have been bold enough to say that.

And it doesn't stop there! In a similar poll almost half the remodelers expected their job size to increase – or at least stop falling. While about 68% didn't plan on hiring any additional help, 28% anticipated adding employees. Most remodelers seemed to be pretty firm on pricing also. Almost 79% percent of firms said that they intended to hold the line on project pricing while only 21% said that they are willing to reduce their prices.

This hardiness and stability doesn't really surprise me. I see it everyday in the workings of our Remodelers Council. The commitment our members have to our council is remarkable. You are creative, persistent, diligent and dependable. You care about each other as well as our community. This is evident in the work done (and thank you Barry) on the Kauzlarich project. You want what's best for our industry as is evident in the upcoming Tour of Remodeled Homes, which showcases not only wonderful projects, but incredible companies willing to step up and sponsor in a somewhat soft economic environment.

We have much to be optimistic about, not the least of which is the people we are surrounded by. Thanks for all you do. •

God Bless America  
Rollie Clarkson  
Chairman



# HBA Iowa Member Rebate Program

## Free HBA Member Benefit



[www.HBArebates.com](http://www.HBArebates.com)

No one likes to leave money on the table. So, what would you think if you could get a rebate for your loyalty to many of the nation's leading housing industry product suppliers? Well, now you can!

We're happy to introduce the HBA Iowa Member Rebate Program, aimed at increasing your bottom line. For the minimal effort of informing us about the home construction products you use and when you complete a home or project, you'll be putting money back in your pocket. Both Builder and Remodeler companies, no matter how large or small, qualify for the program. When you participate in the program, you can count on receiving checks every quarter! **Please note:** Program is only available to current HBA Iowa Members.

**Questions:**  
**Rich Robinson**  
**Program Administrator**  
**Direct: 866-849-8400**  
**info@HBArebates.com**

# Silent Rivers

## Design + Build Wins Remodeling Award



*Tyson Leyendecker and Christian Anderson*

Continuing to set new standards of professionalism, 81 remodeling companies from across the United States were named winners at the eighteenth annual Chrysalis Awards for Remodeling Excellence. The winning projects were selected from 420 entries. The entries were

judged on overall design, the creative use of space and materials, and the degree to which the project enhanced the original structure.

“The entire staff is very excited to be included as an award winner for this year’s Chrysalis Awards,” states Tyson Leyendecker, LEED AP, designer for the bathroom remodel selected in competition. “From design through construction our whole team is fully engaged, working closely with our clients, which makes the honor incredibly rewarding for everybody involved.”

Silent Rivers’ project entry, entitled A Fresh Start, highlights the reorganization of a 1990 master bathroom originally built with features for a well-appointed home of a local builder, but lacked the spatial sensibilities to provide the current homeowners comfort. The renovation took full advantage of potential opportunities to create a harmonious and light-filled sanctuary, one with a warm and natural palette of materials. The craftsmanship and cabinetry detailing stands out when compared with typical projects of similar scope.

“Silent Rivers has won fifteen Chrysalis Awards in the past decade, demonstrating their ongoing commitment to professionalism and excellence,” says Ken Kanline director of the program. “To win an award in such a highly competitive category as Bathroom Remodel is quite an achievement.”

Christian Anderson, the lead artisan for the project’s construction was giddy when he heard about his project being chosen for an award. “I am really proud of the details in the winning master bathroom. I labored a good part of the winter to ensure my clients were satisfied with their project and its craftsmanship. To be recognized by the Chrysalis program is awesome news to me, and to us all!”

The Chrysalis Awards program, begun in 1994, recognizes the nation’s best work in sixteen general categories of residential and commercial remodeling. The Chrysalis Awards are open to any professional remodeler and design professional in the United States.

Pictures of the 2012 award-winning projects can be seen on Chrysalis website [www.chrysalisawards.com](http://www.chrysalisawards.com) beginning in late June. For more information about the Chrysalis Awards, contact Ken Kanline at 888-263-5687 or at [info@chrysalisawards.com](mailto:info@chrysalisawards.com). Photographs of the project can also be obtained from the remodeling company contact representative. •

**This project will be included in this year’s Greater Des Moines Remodelers’ Council’s Tour of Remodeled Homes, to be held September 22nd & 23rd, 2012.**



# GRANITE TRANSFORMATIONS NAMES 2012 AWARD WINNERS AT ANNUAL CONVENTION

## *Remodeling Franchise Awards Des Moines Franchise with Franchisee of the Year Distinction*

Miramar, Fla. (July 19, 2012) – Granite Transformations, the franchise division of Trend USA that has facilities and showrooms around the world, recently named Des Moines and Cedar Rapids, IA franchise owners Tom and Teresa Egli as the 2012 Franchisees of the Year at the Granite Transformations' Annual Convention in Colorado Springs, Colo.

The Granite Transformations Franchisee of the Year designation is awarded to the franchise owner who exemplifies outstanding sales results for the year as well as mastering the Granite Transformations' franchise system. In addition to the Franchisee of the Year award, Tom and Teresa Egli were also awarded the President's Club Award, which honors franchise locations that have sales of \$250,000 or more in any one month during 2011.

"We are extremely proud to have awarded Tom and Teresa with Franchise of the Year as they truly exemplify what it means to put employees and customers first," says Carl Griffenkranz, vice president of marketing and franchise support. "Tom and Teresa work hard to understand and exceed their customers' needs and expectations, and do a phenomenal job of representing the culture of Granite Transformations."

Other awards presented during the convention include:

- The Jeff Aubert Memorial Award was awarded to Cynthia Mayo from Sonoma County, Calif. The Jeff Aubert Memorial Award represents success through perseverance and determination.
- The Ken Lucas Memorial Award was awarded to Josh Katterheinrich from Atlanta, Ga. The Ken Lucas Memorial Award is given to the franchisee that showcases leadership in marketing. The Atlanta franchise also awarded the Highest Sales Percentage Increase and Highest Installed Percentage Increase awards for 2011.
- The Mentor Award was presented to Greg Brown from South Alberta. The Mentor Award is awarded to the franchisee that provides support and guidance to others in the system.
- The Founders Award was awarded to Tim Lucia of Orange County, Calif. The Founders Award recognizes

the franchisee that shows early leadership and dedication to the system.

- Bob Buchan, Kevin Hunt and Joe Rayesky from South New Jersey were awarded the Highest Total Sales Revenue in 2011. In addition, the South New Jersey franchise was awarded the Highest Total Installed Revenue.
- The President's Club Awards were given to the franchise locations that achieved sales of \$250,000 or more in any one month in 2011. The locations awarded include N. San Diego, Calif., Kansas City, Mo., SE Pennsylvania, Omaha, NE, Jacksonville, Fla., Atlanta, Ga., Ontario, CA, Edmonton, AB, Knoxville, Tenn., Cincinnati, OH, Des Moines, IA and Nashville, Tenn.

For a more complete revamp to your kitchen or bath remodel, Granite Transformations offers unique product lines of Trend Stone and Trend Glass countertops and backsplashes, all proudly manufactured in the United States of America.

For more information, visit [www.granitetransformations.com](http://www.granitetransformations.com). •

## **ABOUT GRANITE TRANSFORMATIONS**

*With U.S. offices based in Miramar, Fla., Granite Transformations, a division of Trend USA, has facilities and showrooms around the world offering new and exciting alternatives to traditional countertops, backsplashes, floors and more. The first Granite Transformations franchise opened in 1996 in Perth, Australia. Consumer response to the revolutionary resurfacing process was overwhelming resulting in growth across Australia and New Zealand. With the first U.S. offices opening in 2001, Granite Transformations now has nearly 80 showrooms across North America with more showrooms opening every year. In 2004, the company began UK operations and is now also growing throughout Europe. In addition to easy installation and beautiful surfaces, the company also offers its customers the convenience of quality cabinet refacing and acrylic tub liners.*

## MARKET PULSE

### Home Inventory & Sales Statistics For The Des Moines Metro

Month of June 2012

Residential Homes - All Price Ranges - Resale & New Construction

Location	Current Inventory (Active)	Accepted Offers (Pending)	Closed Transactions (Sold)	Avg Sales Price	Avg Days to Contract	Months of Inventory
Altoona	116	39	20	\$203,905	128	3.0
Ankeny	351	196	81	\$209,847	138	1.8
Bondurant	41	25	11	\$165,167	106	1.6
Clive	107	50	26	\$264,057	71	2.1
Des Moines East	68	29	10	\$62,515	95	2.3
Des Moines Northeast	275	90	44	\$86,803	75	3.1
Des Moines Northwest	407	144	70	\$122,528	83	2.8
Des Moines Southeast	180	70	29	\$108,918	85	2.6
Des Moines Southwest	179	67	28	\$132,199	61	2.7
Des Moines West	128	57	18	\$174,272	91	2.2
Downtown Des Moines	6	1	0	\$0	0	6.0
Indianola	93	31	10	\$137,570	34	3.0
Johnston	116	53	30	\$292,779	130	2.2
Norwalk/Lakewood	64	25	12	\$218,486	98	2.6
Pleasant Hill	65	31	8	\$197,655	39	2.1
Urbandale	232	115	47	\$283,075	119	2.0
Waukee	114	70	23	\$229,038	119	1.6
West Des Moines	255	122	73	\$238,989	80	2.1
Windsor Heights	32	11	6	\$145,400	132	2.9

Source: Les Sulgrove, Keller Williams Realty - Des Moines Area Association of REALTORS® MLS

## MARKET PULSE

### Home Inventory & Sales Statistics For The Des Moines Metro

Month of June 2012

Condo/Townhome Properties - All Price Ranges - Resale & New Construction

Location	Current Inventory (Active)	Accepted Offers (Pending)	Closed Transactions (Sold)	Avg Sales Price	Avg Days to Contract	Months of Inventory
Altoona	40	6	8	\$147,499	172	6.7
Ankeny	147	54	23	\$106,059	94	2.7
Bondurant	7	0	1	\$92,500	124	7.0
Clive	37	5	0	\$0	0	7.4
Des Moines East	7	0	1	\$40,000	63	7.0
Des Moines Northeast	6	2	0	\$0	0	3.0
Des Moines Northwest	7	3	1	\$155,900	28	2.3
Des Moines Southeast	22	2	1	\$52,250	9	11.0
Des Moines Southwest	17	4	4	\$201,752	241	4.3
Des Moines West	38	11	4	\$100,500	136	3.5
Downtown Des Moines	77	10	3	\$213,774	30	7.7
Indianola	15	1	0	\$0	0	15.0
Johnston	32	15	8	\$167,612	216	2.1
Norwalk/Lakewood	21	8	1	\$146,853	349	2.6
Pleasant Hill	21	5	2	\$130,000	36	4.2
Urbandale	83	27	12	\$178,458	69	3.1
Waukee	43	7	6	\$124,063	33	6.1
West Des Moines	160	65	31	\$135,725	144	2.5
Windsor Heights	3	1	1	\$98,000	19	3.0

Source: Les Sulgrove, Keller Williams Realty - Des Moines Area Association of REALTORS® MLS

2011 - June Permit Totals				2012 - June Permit Totals				2011 - To Date Building Permit Totals				2012 - To Date Building Permit Totals			
City	SF	TH	MF	City	SF	TH	MF	City	SF	TH	MF	City	SF	TH	MF
Adel	5	0	0	Adel	4	0	0	Adel	11	0	0	Adel	14	0	0
Altoona	5	2	0	Altoona	3	0	0	Altoona	38	4	0	Altoona	59	0	0
Ames	5	0	0	Ames	7	0	51	Ames	27	2	217	Ames	26	0	75
Ankeny	31	8	36	Ankeny	43	9	1	Ankeny	167	8	36	Ankeny	196	17	132
Bondurant	1	0	0	Bondurant	2	0	0	Bondurant	20	0	0	Bondurant	30	0	0
Carlisle	0	0	0	Carlisle	0	0	0	Carlisle	2	0	0	Carlisle	4	0	0
Clive	11	0	0	Clive	8	0	0	Clive	47	6	0	Clive	41	0	0
Cumming	0	0	0	Cumming	0	0	0	Cumming	3	0	0	Cumming	1	0	0
Des Moines	12	0	0	Des Moines	21	0	0	Des Moines	39	0	88	Des Moines	77	0	39
Grimes	10	3	0	Grimes	14	0	0	Grimes	54	7	0	Grimes	55	2	0
Indianola	1	0	0	Indianola	1	0	37	Indianola	4	0	0	Indianola	7	6	37
Johnston	18	0	0	Johnston	13	0	0	Johnston	85	13	0	Johnston	59	0	195
Marshalltown	0	0	0	Marshalltown	0	0	0	Marshalltown	3	0	0	Marshalltown	1	0	0
Newton	0	0	0	Newton	0	0	0	Newton	0	0	0	Newton	0	0	0
Norwalk	7	6	0	Norwalk	4	0	0	Norwalk	11	14	0	Norwalk	25	2	0
Pella	1	0	0	Pella	0	0	0	Pella	5	2	0	Pella	6	4	0
Pleasant Hill	2	0	0	Pleasant Hill	1	0	0	Pleasant Hill	20	0	0	Pleasant Hill	9	0	0
Polk City	8	0	0	Polk City	5	4	0	Polk City	16	2	0	Polk City	45	6	0
Polk County	5	0	0	Polk County	11	0	0	Polk County	22	0	0	Polk County	26	0	0
Urbandale	13	4	0	Urbandale	17	0	0	Urbandale	76	4	0	Urbandale	92	0	0
Waukee	22	0	0	Waukee	29	0	0	Waukee	66	0	0	Waukee	73	0	204
WDM	19	17	48	WDM	27	17	9	WDM	94	62	48	WDM	100	39	67
<b>TOTAL</b>	<b>176</b>	<b>40</b>	<b>84</b>	<b>TOTAL</b>	<b>210</b>	<b>30</b>	<b>98</b>	<b>Y-T-D Totals</b>	<b>814</b>	<b>124</b>	<b>389</b>	<b>Y-T-D Totals</b>	<b>946</b>	<b>76</b>	<b>749</b>

300

338

1,327

1,741

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# Senate Approves Tax Relief for Households Earning Up to \$250,000

The Senate this week held two tax votes that reflect the governing philosophies of the Democratic and Republican parties.

By a vote of 51 to 48, the Senate narrowly approved a Democratic proposal to extend the 2001 and 2003 tax cuts through 2013 for individuals earning less than \$200,000 per year and couples earning up to \$250,000 annually. The Democratic plan would also allow taxes on long-term capital gains and dividends to rise and cause the estate tax rate to revert back to its highest level since 2001.

An alternate Republican plan to extend the tax cuts through the end of next year for all income brackets and maintain current capital gains, dividends and estate tax rates fell by a vote of 54 to 45.

The votes essentially leave Congress deadlocked on this issue.

The Constitution requires all tax measures to originate in the House and the Republican-controlled lower chamber will not take up the Democratic-approved Senate tax bill.

Meanwhile, the House is expected to vote next week on a one-year extension of the 2001 and 2003 tax cuts that is similar to the GOP Senate bill. Assuming this measure is approved, it is likely to be blocked in the Democratic-controlled Senate.

If Congress fails to resolve this issue, federal income taxes are scheduled to rise for all tax brackets on Jan. 1 and many Americans will be paying higher dividend, capital gains and estate tax rates next year.

Democrats believe that taxes should be raised on high-income earners to help pay down the federal debt while Republicans argue that any attempt to raise taxes on the wealthiest earners would harm job growth and hurt the economy.

Prior to the Senate debate, NAHB sent a letter to all senators urging them to “reject any proposal that would raise taxes on small businesses and to support a full extension of the 2001 and 2003 tax cuts.”

The letter noted that many small home builders are organized as pass-thru entities, and “extending these expiring tax provisions will block a massive tax increase from hitting our struggling small business owners.”

While the Democratic tax plan made no reference to the estate tax, the Republican proposal would maintain current estate tax policy, with a \$5 million exemption level and 35% maximum tax rate.

Though the NAHB letter to senators stated that the association would prefer to see the estate tax eliminated, NAHB strongly supported the GOP estate tax proposal, noting that the “current rate and exemption amount eases the tax burden on family-owned businesses seeking to pass their business to the next generation.”

NAHB also signed on to the Family Business Estate Tax Coalition letter that offered the same message on the estate tax.

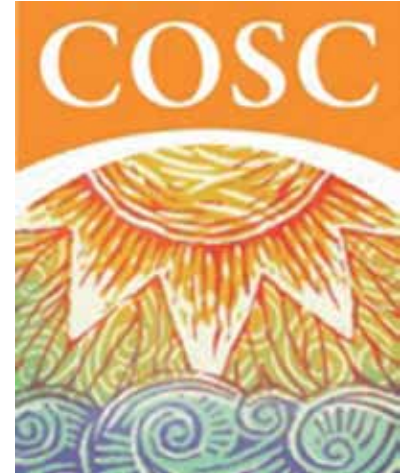
If lawmakers fail to act on this matter, on Jan. 1, 2013, the estate tax will revert back to its pre-2001 level of a \$1 million exemption and a top tax rate of 55%.

NAHB is monitoring the tax debate situation closely and continues to call on Congress to extend the 2001 and 2003 tax cuts for all income brackets, keep the current tax rate on capital gains and dividends, and at a minimum, to maintain current estate tax policy.

For more information, email J.P. Delmore at NAHB or call him at 800-368-5242 x8412. •

## Iowa Solar Tax Credits are Ready for You

By Nathaniel Baer, Iowa Environmental Council



Iowa's new tax credit for solar energy means there's never been a better time to install solar panels on a home or business. The Iowa legislature created a new state tax incentive for solar energy technologies in the final weeks of the 2012 session. Governor Branstad signed the legislation on May 25 and now the Iowa Department of Revenue has issued guidance and an application form to apply for the credit.

Here's how it works:

- Eligible technologies include solar photovoltaics (also called solar PV, these are the panels that generate electricity) and solar thermal systems, which are often used to provide hot water.
- The Iowa guidelines match guidelines for existing federal tax credits for solar energy installations. If a homeowner or business qualifies for the federal tax credits, they should be able to claim the Iowa tax credit.
- And here's the best part: When the state and federal tax credits are combined, the credits can offset close to 50% of the upfront cost of a new solar energy system.

With solar prices coming down and the availability of both the state and federal tax credits for the next few years, now is a great time to go solar. Solar PV generates electricity on-site to offset or even eliminate electricity bills. Solar PV is a great fit in Iowa, as our demand for electricity is often highest during hot summer days – just when solar PV is generating a lot of electricity. Solar thermal technologies can heat water as well as indoor spaces. Both technologies reduce Iowa's use of fossil fuels like

coal and natural gas while also creating jobs in the local economy.

However, there is a limited quantity of Iowa credits each year and they are issued on a first-come, first-serve basis. If you or your clients are interested in going solar, right now is the time to act.

For more information:

- To learn more about the state tax credit, please see the Department of Revenue website here: <http://www.iowa.gov/tax/business/solarcredits.html>
- To learn more about solar technologies, please see the Iowa Energy Center's website here: <http://www.iowaenergycenter.org/renewable-energy/solar/>
- To find out about businesses in Iowa that install solar technologies, start your search here: <http://www.iowa-seta.org/directory.asp> •

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## July 2012 New Members

### Builder

**Arko's Custom Homes LLC**  
4307 155th St  
Urbandale, IA 50323  
P. 515-987-1600  
Armin Avdic  
arkoscustomhomes@gmail.com

### Associate

**Dan's Overhead Doors & More**  
4669 121st Street  
Urbandale, IA 50323  
P. 515-331-7767  
F. 515-331-7862  
Tim Ashford  
tim@dansdoors.com  
www.dansdoors.com

### Associate

**Hicklin Overhead Doors Inc**  
5201 NE 14th St, Ste C  
Des Moines, IA 50313  
P. (515) 276-3700  
Tim Hicklin  
garagedoorrepair@hotmail.com  
www.hicklindoors.com

### Associate

**Phillips Floors Inc**  
2714 N Jefferson  
Indianola, IA 50125  
P. (515) 961-7300  
F. (515) 961-9842  
Jeremy Phillips  
jeremyp@phillipsfloors.com  
www.phillipsforrws.com

### Associate

**BC Siding LLC**  
7815 Douglas Ave, #210  
Urbandale, IA 50322  
P. 515-554-7262  
Brett Corrigan  
bcsiding@mchsi.com

### Associate

**Don Bright Electric**  
PO Box 951  
Des Moines, IA 50304  
P. 5152492419  
Don Davis  
brightltd@msn.com

### Affiliate

**Northwest Bank**  
5700 University Ave, Ste 100  
West Des Moines, IA 50266  
P. (515) 963-8033  
F. (515) 865-7062  
mhurd@Bank-Northwest.com  
www.bank-northwest.com

### Associate

**Wausau Supply Company**  
7102 Commerce Drive  
Schofield, WI 54476  
P. (800) 236-1528  
F. (800) 877-4973  
Jay Cowan  
jay.cowan@wausausupply.com  
www.wausausupply.com

## June 2012 Renewals

Company	Member Type	Since	Company	Member Type	Since
Darwin T Lynner Inc	Builder	1953	Kittrell Homes	Associate	2002
Jerry's Homes	Builder	1957	Truview Enterprises, Inc	Builder	2002
Louie's Floor Covering, Inc	Associate	1968	Atlantic Coca-Cola Bottling Co	Associate	2003
Glen-Gery Brick Center	Associate	1969	Timber Ridge Homes	Builder	2003
Kitchen and Bath Ideas	Associate	1969	Valley Bank	Associate	2003
Downing Construction	Builder	1970	J Corp Inc	Builder	2005
Armstrong Cabinets	Associate	1979	Keystone Homes LLC	Builder	2006
Martin Marietta Materials	Associate	1983	Slycord Electric Co	Associate	2006
A-Tec Energy Corp	Associate	1986	The Underground Company Ltd	Associate	2006
Amega Garage Doors & Openers Inc	Associate	1987	Carpet One Floor & Home	Associate	2007
Polk County Heating & Cooling	Associate	1989	Digital Residence	Associate	2007
TNT Construction Company Inc	Builder	1989	Lopez Construction Services Inc	Associate	2007
Dana Company	Associate	1994	Gypsum Supply of Des Moines	Associate	2008
Kness Signs	Associate	1997	Laffoon and Company, Inc	Associate	2008
Lumberman's Drywall & Roofing Supply	Associate	1999	Newcastle Home Builders LLC	Builder	2008
Cosgriff Development LLC	Builder	2000	Oak Crest Homes	Builder	2008
A+ Lawn and Landscape	Associate	2001	Emerald Homes of Iowa Inc	Builder	2009
Kaufman Construction	Builder	2001	Ironwood Homes LLC	Builder	2009
Avis Drywall Inc	Associate	2002	Wells Fargo Home Mortgage- Charity Moreland	Affiliate	2009
Charter Bank	Associate	2002	Davis Brown Law Firm	Associate	2011
Flooring America	Associate	2002	Modern Touches	Builder	2011



## SPIKE CANDIDATES

**Spike Name**      **Spike Points**

Jeffrey Grubb	5.00
Justin Washburn	4.00
Curtis Busch	3.50
Robert Jacobs	3.50
Brian Meyer	3.00
John Sample	3.00
Dick Larimer	2.50
David Cosgriff	2.00
Zachary Fleming	2.00
Eric Grubb	2.00
Amy Kimberley	2.00
Brandon Klinge	2.00
Dan Knoup	2.00
Robert Myers	2.00
Kelly Sharp	2.00
Brennan Buckley	1.50
Mark Detrick	1.50
Ralph DiCesare	1.50
Gil Petersen	1.50
James Slife	1.50
Rob Applegate	1.00
Chad Baker	1.00
Justin Bauer	1.00
Don Dorrian	1.00
Larry Goodell	1.00
Chaden Halfhill	1.00
Dennis Hanson	1.00
Michael Marinangeli	1.00
Rory Robson	1.00
Mike Schmit	1.00
Joseph Smith	1.00
Matt Thompson	1.00
David Volante	1.00
Frances Best	0.75
Cliff Anderson	0.50
Kathy Barnum	0.50
John Buttz	0.50
Creighton Cox	0.50
Shannon Flickinger	0.50

Ted Grob	0.50
Char Hobson	0.50
Jon Jacobson	0.50
Mark King	0.50
Keith Kuennen	0.50
Brad Long	0.50
Bret Nehring	0.50
Mark Parlee	0.50
Georgette Schutte	0.50
Oran Struecker	0.50
Joe Tollari Sr	0.50
Larry Webster	0.50

## MEMBERS

**Spike Name**      **Spike Points**

Eric Heikes	24.00
Steve Schrodtt	17.00
Steve Theis	16.50
Robert Boesen	16.00
Frank Lindsey	14.25
Christopher Boley	13.00
Rick Laffoon II	11.50
Brad Schulte	11.50
Scott Cierzan	8.00

## LIFE MEMBERS

**Spike Name**      **Spike Points**

George Mirras	548.25
Thomas Gratias	418.50
Don Marean	296.00
Doug Mayo	230.50
Don Beal	223.00
Lloyd Clarke	211.00
Keith Butz	197.00
Darrel Avitt	188.50
LaDonna Gratias	173.00
Rick Thompson	167.00
Tom Stevens	159.00
Ted Lockwood	152.75
Tom Ward	150.50
Bill Kimberley	150.00

Rollie Clarkson	137.25
Colin King	136.00
Jim Paine	129.50
Ronald Grubb	126.50
Gerald Grubb	112.50
Polly Marean	110.50
Steve Archer	94.75
Rick Bach	90.00
Gene Buttrey	84.25
Gary Scrutchfield	72.00
Ben Harrington	65.00
Tom Sheehy	63.00
Brad Gannon	59.50
Ronald Wyckoff	55.50
Leslie Bryant	53.75
Gaylen Eller	52.50
Tom Lynner	51.50
Dave Best	47.50
Devan Kaufman	47.25
Kim Beisser	43.50
Kent Katch	41.50
Greg Marean	41.00
Charles Wasker	39.00
Terry Doling	38.00
Tom Gannon	33.50
Jack Bohlender	33.00
Brian Donaghy	31.50
Ralph Haskins	31.00
Jim Best	30.00
M. Dan Collins	30.00
Matt Connolly	25.00

<b>August</b>						
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			<b>1</b> 11:30 a.m. Tour of Remodeled Homes Mtg.	<b>2</b> 11:30 a.m. Associates Mtg.	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b>	<b>7</b> 11 a.m. Community Service/Special Projects	<b>8</b> 11:30 a.m. Remodelers Exec.	<b>9</b> 11:30 a.m. Home & Remodeling Show Mtg.	<b>10</b> 11:30 a.m. Executive Mtg.	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b> 11 a.m. Board of Directors	<b>15</b> 11 a.m. Remodelers Council	<b>16</b> 11:30 a.m. Governmental Affairs  1 p.m. Developers Council	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b> 11:00 a.m. Home Show Expo Mtg.  Networking After Hours – Habitat Blitz Build 5 to 7 p.m.	<b>22</b>	<b>23</b> 11:30 a.m. Green Council	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b> 2 p.m. PR & Marketing	<b>29</b> 11:30 a.m. Membership	<b>30</b>	<b>31</b>	
						<b>2012</b>

## 2012 HBA Networking After Hours

Habitat Blitz Build  
Tuesday, August 21

Northwest Bank  
Thursday, September 6

Fireplace & Stone Center  
Thursday, October 4

American TV & Appliance  
Thursday, November 1

\*All times are 5 – 7 p.m.

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