

THE HOME BUILDERS blueprint

The Voice of the Greater Des Moines HBA October 2012 • Volume 45 • Issue 10

Winners of the 2012 HBA Fall Golf Outing

General Membership Meeting and 2013 Elections to be held November 8 at Stoney Creek Inn, Johnston

**Save the Date!
HBA Annual Christmas Party, November 30 at Prairie Meadows, Altoona**



Chad Wiley, Scot Bokhoven, Lucas Herrick, and Joel Pinkerton

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In this issue...

- 4** President's Report
Jim Miller
- 5** New Face at HBA
Welcome Nicole Wilson
- 6** EO Report
Creighton Cox
- 8** Government Affairs
- 12** Membership Drive
- 14** Holiday Party
Save the Date: Friday, November 30, 2012
- 16** Remodelers' Council
Rollie Clarkson
- 17** Fall Golf Outing Winners
- 18** The Gallery
Spring Golf Outing & After Hours with Northwest Bank
- 20** Green Building Council
Matt Connolly
- 21** Green Remodeling Webinar
- 22** Green Building Certification
- 24** Advertising Rates
- 26** PWB Invitation
- 27** COSC
Finding the Sweet Spot in Energy Efficiency
- 28** Eye on the Economy
- 30** August Market Pulse
- 31** August Permit Totals

On the Cover...

**Winners of the
2012 HBA Fall Golf Outing**

Chad Wiley, Scot Bokhoven, Lucas Herrick, and Joel Pinkerton

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Jim Miller - President

How can October not be a great month? Football is underway, and it looks like the NFL has learned a lesson after using substitute refereeing staff during a dispute. After the call made in the Packers/Seahawks game, it sounds real positive that the regular officiating crews will be returning. What a disaster just that one substitute made of that particular game. We all, as Builders and Suppliers, work with our regular subcontractor base for a reason. Have you ever tried a different sub to do your work, only to have something similar happen? Sometimes it works, and sometimes we have to learn the hard way.

With the news most of us heard last month of housing being up 27% in our market, hearing how busy everyone seems to be, with fewer homes on the market, how could October look any brighter for a Builder, Sub, or Supplier? I hear people talking about how far behind guys are, due to the volume of work. Imagine if we would have had a wet year! Guys are working 6 and 7 days a week, some just hoping for a rainy day. My pond needs it desperately, our rivers and streams are empty, it's too late to help the farmers with yields of this year's crops. If we have a severely cold winter are we going to have frozen and broken waterlines without the moisture to help insulate from frost. Well, we can all worry about that when it happens. Let's enjoy what the market seems to be doing right now, and plan accordingly.

As I reported last month, our Association built two homes for Habitat for Humanity, but they were not completed when we went to print. We had the team of Tom Grattias and Don Beal, and of Jerry's Homes. I apologize if I left any others that were team leads out of this article. These guys worked their tails off. When I saw Tom more than 6 feet off the ground working on siding, all I could think was "thank goodness we are only blocks from Mercy Hospital." I did notice that after years of jokes from Tom about Dan Knoup having issues - or supposedly having issues - trying to install the storm door on a previous Habitat Build, that Tom was nowhere to be found when that time came. He



delegated this out to Keith Butz and Tom's right hand man Chucky. Just to start the rumor, it took them hours to install the door, so long that I had to take a picture, which I am sure will be used at a later date!

I enjoyed Don Beal working on site. He even brought his own skid loader to help with the build. Every time I saw Don he was just shaking his head. It was comic relief. I think Tom Stevens was on the team, but the only time I saw him was at the end of the workday when they were drinking beer on the tailgate. Someone told me to go get one, but by the time I was done working so hard, Tom had drank the last one. I forgot to mention that this was a day or two after I brought 2 cases of beer for the framing crews, including theirs!

The Build finished on schedule with the help of many volunteers and trade professionals. At this time we are still not sure whether we received the NAHB Green Emerald rating that we were trying to achieve. I will report back next month. Again, thanks to the many people that donated time, materials, labor, and ultimately money to these two homes. These soon to be owners will have safe, affordable housing that they probably wouldn't have been able to afford through conventional means of finance and purchase. This Association of Building Professionals makes a difference in our communities. Thanks to all of you for being part of it. •

Sincerely,
Jim Miller
President of Home Builders Association
of Greater Des Moines

A New Face at the HBA!

Meet Nicole Wilson



Home Builders Association of Greater Des Moines is pleased to welcome Nicole Wilson as our new Office Administrator. Nicole is currently filling this position as a “temporary” staff member, and comes to us through Midwest Professional Staffing. She replaces Jennifer Sweet, who made the decision to pursue a new opportunity with a previous employer.

Nicole is from Nevada, IA and is a 2012 graduate of Grand View University in Des Moines. She majored in Sports Management, minored in Marketing, and obtained her coaching certificate. Nicole was also a member of the women’s basketball team and the track and field team at

Grand View, worked in the University Athletic Department, and worked as a marketing intern for Des Moines Parks and Recreation. As you can tell, Nicole likes to keep busy! She exceeds our expectations every day, and is doing a great job of keeping everything running smoothly in the office.

Some of you have already had the pleasure of meeting Nicole. If you haven’t yet met her, be sure to stop in soon to introduce yourself, and welcome her to the HBA. She greets everyone with a smile and a cheerful hello, and will be happy to help you with anything you need. •

Creighton Cox, Executive Officer

Another Successful Tour of Remodeled Homes, HBA Members among Business Record's "Best of Des Moines" & NAHB Economic Outlook



Tour of Remodeled Homes

I'll let Rollie pontificate about this year's Tour of Remodeled Homes, but Congratulations to the Remodelers Council of Greater Des Moines for another outstanding Tour! Thank you as well to the 10 Gold Sponsors who supported this great Tour – you'll read this same list again in the Remodelers Corner article by Rollie, but without our Sponsors many aspects of the HBA and RC would not be possible, so they are all worthy of further recognition: Woodharbor of Des Moines; Pella Windows and Doors; Factory Direct Appliance; CR Painting; Ferguson Bath, Kitchen, and Lighting Gallery; Beisser Lumber; Builders Cabinet Design; Leachman Lumber Company; Sunderland Brothers Company; and Gilcrest Jewett Lumber Company.

HBA Members among Business Record's "Best of Des Moines"

I have great pride in the members of the Home Builder's Association and often refer to each of you as the "Best in the Industry". Though I'm not allowed to legally claim that in our marketing and advertising, it is always a pleasure to see the rest of Des Moines support and vote for several of our members in the Des Moines Business Record's "Best of Des Moines" survey.

Congratulations to the following HBA of Greater Des Moines members who were voted either "Best" or "Runner-Up" in their individual categories:

- ABC-Electrical Contractors LLC – Electrical Contractor
- Baker Electric – Electrical Contractor
- Belin McCormick P.C. – Law Firm
- Brown, Winick, Graves, Gross, Baskerville & Schoenbaum P.L.C. – Law Firm
- Century Link – Local Internet Service Provider, Telecommunications Equipment
- Coldwell Banker – Residential Real Estate Company
- Davis, Brown, Koehn, Shors & Roberts P.C. – Law Firm
- Hubbell Homes – Home Builder
- Hubbell Realty Co. – Development Company
- Iowa Realty Inc. – Residential Real Estate Company
- Jerry's Homes – Home Builder
- Karl Chevrolet – Auto Dealer
- Kimberley Homes Inc. – Home Builder
- Knapp Properties – Development Company
- Premier Credit Union – Credit Union
- Re/Max LLC – Residential Real Estate Company
- The Legacy Club – Golf Course
- Veridian Credit Union – Credit Union
- Wells Fargo & Company – Company Work Force, Bank, Commercial Lender, Wealth Management, Large Company with Most Promising Future
- West Bank – Bank, Commercial Lender

Economic Outlook

Looking forward, there are signs that conditions in the housing market should show modest improvement in the coming months:

- While the economic recovery has been sluggish, it continues to add jobs, a key driver for housing market recovery.
- Historically low interest rates and post-bubble house prices that have settled back to normal in most of the country means that housing affordability is very high in many markets.
- Three years of sub-normal household formation rates have created pent-up demand that will help reduce some of the excess housing inventory.

NAHB/Wells Fargo Housing Market Index – The index, which measures builder confidence in the market for newly built single-family homes, rose three points to 40 for September. This is the fifth consecutive monthly increase and brings the index to its highest level since June of 2006. Any number under 50 indicates that more builders view sales conditions as poor than good.

NAHB Chief Economist David Crowe's analysis: "We continue to see encouraging signs that the housing recovery is here to stay. Builder confidence has posted five consecutive months of improvement, the pace of overall housing production has been edging gradually upward all year, new and existing home sales have been trending higher in recent months, more metros are experiencing a sustained uptick in housing prices and the number of improving housing markets posted a healthy gain in September. That said, the pace of the housing and economic recovery continues to be constrained by various hurdles, including a tough lending environment for builders and buyers, inaccurate appraisals, sluggish job growth and rising prices on key building materials."

Email me anytime at 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

P.S. If you haven't met new members Brad or Kori Meeves, of "And More by Kori", you soon might receive a call or visit. Brad and Kori come to us from the Builders Association of the Twin Cities (BATC) where they increased Sponsorships Sales by 50% & 40% in their first two years respectively. The Home Builders Association of Greater Des Moines has chosen to try something new this year with Sponsorship Sales and have hired Brad and Kori as professionals to increase our Sponsorships for the HBA, the RC and our three major events. The Staff and Board of Directors have listened to our members and have heard that many members want to support the Association, want to Market their goods and Services to other members through the HBA, but many times are "hit up" several times a year when budgets have already been created and, often, the dollars have already been spent. Brad and Kori will be reaching out with new and improved Sponsorship Packages over the next 3 months, please welcome them to the Association, and give them 5 minutes of your time to hear about these great opportunities that have been created to not only support the Association, but also to grow your business and get your name in front of over 500 member Businesses! •

House Bill Would Permanently Extend 25C Tax Credit

NAHB-supported legislation that would permanently renew and improve the Existing Home Retrofit Tax Credit (25C), which provides consumers a tax credit of up to \$500 for the purchase of qualifying energy-efficient products, was introduced last week by Reps. Jim Gerlach (R-Pa.) and Richard Neal (D-Mass.).

Since the tax credit expired at the end of last year, NAHB and its coalition allies have been working with Congress to reinstate the tax credit and increase the \$500 cap to \$1,000.

The Home Energy Savings Act of 2012 (H.R. 6398), the bipartisan bill introduced by House Ways and Means Committee members Gerlach and Neal, would ultimately achieve this aim.

Specifically, the legislation would extend the credit at its 2011 levels of 10% of the installed costs with a maximum credit for all qualified retrofits of \$500. Beginning in 2014, consumers would receive a tax credit of up to \$1,000 for all

qualifying products as well as installation costs.

Since this tax credit provides home owners with fixed tax incentives for performing energy efficiency upgrades, remodelers often leverage 25C tax incentives when working with clients. Consumers know exactly how much money they will get back, which makes it possible for them to weigh the costs and benefits of purchasing a more energy efficient product.

According to an NAHB analysis, the 25C tax credit supported nearly 280,000 jobs in 2009, with nearly half of them in the remodeling sector.

NAHB will continue to work to extend the 25C tax credit and other housing-related short-term tax provisions that expired last year.

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

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ICC Explores Use of Remote Voting at Code Hearings

The International Code Council (ICC) Board of Directors is exploring ways to use emerging technology to increase the participation of building officials in the code development process by adding remote voting and online interaction.

If approved, building officials who would otherwise not be able to attend the hearings could cast an electronic vote on code changes. Under the ICC's current process, only those building officials who attend the final action hearings are permitted to vote.

There are about 15,000 ICC members eligible to vote at the ICC's final action hearings on changes affecting the organization's "family" of model building codes, including the International Residential Code, the International Energy Conservation Code and codes governing mechanical, plumbing and electrical systems.

These voting members are drawn from the ranks of state and local building departments, fire officials, environmental agencies and other government employees charged with enforcing code provisions.

ICC is well aware of NAHB's concerns with maintaining the integrity of the code development process, and has assured association leaders that it will not change as a result of the availability of remote voting.

Because these building officials would not be present

at the hearings, NAHB is concerned that they may not be required to listen to the testimony before their votes are cast and thus may not have all the information they need to make informed, knowledgeable decisions.

Recognizing these concerns, the steering committee is making additional recommendations to increase the level of involvement of voters who participate remotely. These may include creating an online portfolio for each code change that will allow all voting members to review the proposals and provide commentary on code changes via an electronic forum or blog.

The Construction, Codes and Standards Committee members and staff have already begun discussing potential strategies to engage these remote participants to effectively advocate for cost-effective code changes and retain regulations that will maintain housing affordability.

The ICC Board of Directors plan to pilot remote voting during the 2014 Code Development Cycle, which will focus on proposed changes to the International Green Construction Code. If successful, ICC will use remote voting for all future code development cycles.

ICC members will vote on the remote voting process at their annual meeting in October. For additional information, contact Steve Orłowski at 800-266-8366 x8303. •



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Senior Officers Stress Importance of Housing with Key Political Groups

At a time of severe budget shortfalls at the state and local levels, many cities are finding it increasingly difficult to finance needed infrastructure. This hot topic was the subject of discussion when NAHB Chairman-Elect Rick Judson addressed the National Conference of Democratic Mayors at its Fall Policy Conference on Sept. 20, and will be on the agenda when Chairman Barry Rutenberg addresses the Republican Governors Association next week.

In particular, our Senior Officers are calling attention to the many innovative municipal finance options that have proven successful in communities across the country -- such as tax increment financing, state revolving loan funds, tax-exempt municipal lease-finance and certificates of participation. They are also talking about other approaches, such as design-build strategies, public-private partnerships and small-scale water and wastewater systems that offer good collaborative ways to get infrastructure built quickly and cost effectively. Beyond these subjects, Rutenberg will also have the opportunity to participate in a panel on green

building strategies during his visit to the Republican Governors this week.

Meanwhile, NAHB CEO Jerry Howard remained behind in Washington for a day during the Fall Board of Directors Meeting to participate in a housing policy "listening session" held by the Senate Democratic leadership. Representatives from a broad cross-section of the housing community attended the Capitol Hill meeting, which addressed a number of issues, including AD&C financing, appraisals and tax reform.

Howard later briefed the NAHB Board of Directors on the discussion, noting that it's clear that members of Congress finally "get it" that a full economic recovery will not occur until credit is flowing into the housing sector. He added that Sen. Mark Begich (D-Alaska) expressed an interest in learning more about the problems home builders are experiencing with appraisals, and said NAHB will be following up with the senator on that subject. •

NAHB Continues Push for Congressional Action on Rural Housing

As this issue of Washington Update goes to press, NAHB continues to urge Congress to "grandfather" all existing communities in the USDA rural housing programs, allowing them to maintain access to USDA's Rural Housing Service.

The nation's home builders strongly believe that single-family and multifamily programs offered by the Rural

Housing Service are instrumental in providing access to housing to families living in rural communities.

NAHB is urging Congress to act on this issue before adjourning for the November elections.

For more information, contact Kedrin Simms Brachman at 800-368-5242 x8413. •

HUD Announces Improvements to FHA Condominium Guidance

In response to requests from NAHB for more flexible guidance, HUD has announced temporary changes to condominium project approval guidelines that provide greater eligibility for FHA-insured financing. The announcement was made Sept. 13 through Mortgagee Letter 2012-18. Changes are effective immediately and will apply until Aug. 31, 2014, unless further extended by FHA. Specific changes include:

- Revisions to the ways in which projects under construction, gut rehabilitations or conversions are defined, as well as changes to construction presale requirements. These changes will better accommodate phased construction projects and provide more flexibility for developers and owners in terms of pre-sale and owner occupancy requirements as they build or convert projects.
- An increase to the allowable investor ownership percentage, from 10% up to a maximum of 50%, if at least half of the project's units are conveyed or under contract to owner-occupants.
- A developer may now own up to 50% of the total units at the time of project approval.
- Unoccupied and unsold units owned by a builder/developer are not considered as investor owned and subject to the requirements unless the unit is currently rented or has previously been occupied.
- The new guidelines update FHA's requirements regarding non-residential/commercial space in a condominium project, including a new exception policy for mixed-use developments unable to satisfy the previous 25% and/or 35% non-residential space limitations.
- Changes to the delinquent home owners association assessments requirement. Previously, units that were 30 days or more past due on their assessments were counted toward the maximum allowable percentage of units with delinquent assessments; now, only those that are 60 or more days past due will be counted.
- A revised project certification to make it clearer, permit only one individual to sign it, and ensure that the certifications made are more within the realm of what can reasonably be expected to be known by the person completing the certification.

NAHB has actively engaged FHA to issue more flexible guidelines to provide greater eligibility for FHA-insured financing, and is pleased with these substantial changes to address current housing market conditions. Going forward, we will continue to work with FHA to develop condominium policies that meet the needs of consumers and builders/developers.

For more information, email Steve Linville at NAHB or call him at 800-266-8366 x8597. •



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2012 MEMBERSHIP DRIVE & CONTEST

Join the Surge and Beat 2011!

Thanks to the hard work and efforts of our local Home Builders Associations, our federation is extremely close to our goal of “beating” 2011 and achieving membership growth this year!

YOUR help is vital in pushing membership over the top and we’re ready to reward the local HBAs that get the biggest surge in new members.

This November, NAHB is sponsoring the Beat 2011 Surge – a month-long membership competition that can result in your HBA getting a big stack of cash. Just like in the overall Beat 2011 competition, you’ll be competing in a group of HBAs of similar size. If you win your group, you’re going to get back \$75 for each new Builder and Associate member you’ve recruited during November.

For example, if you win your group and have recruited 100 new members, you’ll be getting back \$7500 (\$75 x 100)!

Your HBA’s bank account isn’t the only winner in this game – by participating in the Surge, all of your members are eligible to earn DOUBLE SPIKE CREDITS for the first 10 new members they recruit.

For every member they recruit beyond 10, they’ll earn QUADRUPLE SPIKE CREDITS!

They’ll also be competing for a chance to win additional tickets to the Spike Party and Director’s Reception at the 2013 International Builders Show in Las Vegas!

EXTRA INCENTIVE & COMPETITION FOR DES MOINES HBA MEMBERS

Interested Board and Committee members will be asked to form teams of 5 people maximum to recruit new members during October and November.

A \$50 new member bonus will be paid during the incentive period (October 1 – December 10th) that is over and above the bounty already in place, which means each new member approved at the November or December board meeting will earn the sponsor \$75 (associate) or \$100 (builder).

The team with the highest total of dollars earned, will receive a gift card prize package worth \$500 to split amongst it’s members.

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Rollie Clarkson



Time to take a stroll down memory lane. If I begin sounding like one of your parents please forgive – or you can just stop reading this article.

I was going through some old tour information when I came across our first TRH flyer. I was chairman of the Remodelers Council and responsible for the tour. The date for the tour was October 12 & 13 of 2001 which happened to be a Friday and a Saturday. The show was open 3-8 PM on Friday night and 10 AM- 6 PM on Saturday. Tickets were \$5.00. I found a couple of interesting similarities as I looked through the information. In 2001 we had 11 projects in the tour, representing 6 different remodelers. I thought that was pretty good for the first year. We had 7 sponsors, which I also thought was pretty good. Now here is what I really found interesting: Of those 6 remodelers, 3 were in this year's tour (either as a remodeler or a sponsor). Of the 7 sponsors from 2001, 3 sponsored this year's tour. My point is simply this: It's the consistent support of our members – both remodelers and sponsors – that make our tour a success year in and year out. It's also this kind of support that has allowed our Remodelers Council the success it has had over the years. Thanks to all of those who have helped in the past.

Speaking of past – I'm glad last weekend is in the past. We wrapped up our 12th annual Tour of Remodeled Homes last weekend. Weather was great, the projects were incredible, and the public's response was affirming. As you know in an event such as this, most of the work starts months ahead of time. It is my opinion that this year's marketing and advertising was as complete and thorough as we have ever had in the past. We covered myriad radio, TV, print and internet options with information of the tour. I would like to thank Leslie Maynes from AKC Marketing, Leslie Mayo from KCCI-TV and Tim Gilman from the Register for all the help and support they have provided for our tour.

The TRH could never happen without the support of the sponsors. We were fortunate to have ten sponsors supporting us this year: Woodharbor of Des Moines; Pella Windows and Doors; Factory Direct Appliance; CR Painting; Ferguson Bath, Kitchen, and Lighting Gallery; Beisser Lumber; Builders Cabinet Design; Leachman Lumber Company; Sunderland Brothers Company; and Gilcrest Jewett Lumber Company. Thanks for helping to make this all possible.

It's always a substantial burden to the remodeler to take the time and effort to enter a project in the show. Thanks to all of you. It's great to have all the "old" stand-bys we can count on every year and this year it was even better because some newer members came on board. Hope you enjoyed it as much as I did.

Thanks to Creighton and his staff for all they did to make this a success. You guys do a great job and we couldn't do it without you.

Almost done. Something the TRH participants had done for many years was a limo tour of the homes. We had gotten away from that the last year or two – much to the consternation of Devan Kaufman. Devan and his lovely wife Tracey took it upon themselves to resurrect this important event again this year. I for one am glad you did. It was a great opportunity to reconnect with fellow remodelers on a different level. A great time was had by all, so to both of you – thanks for seeing the importance of this event.

Finally – to the one who was the "heart and soul" of the tour this year – the outstanding, amazing and astonishing Carrie Norris. Thanks for your time, your sacrifice and most of all – your heart. It wouldn't have been possible without you. •

God Bless America
Rollie Clarkson
Chairman

2012 Fall Golf Outing Winners

The HBA of Greater Des Moines held the Fall Golf Outing on Friday, September 7, 2012. It was a bit chilly and rainy early, but turned out to be a great day for golf. Everyone had a great time, especially our winners, who are listed below!

Championship Flight

Place	Score	Team
First	58	Lucas Herrick Joel Pinkerton Scot Bokhoven Chad Wiley



Second	61	Colin King Dean Vogel Scott Haas Scott Haas II
Third	62	Larry Heisler Adam Grubb Ron Grubb Brent Kouba

First Flight

Place	Score	Team
First	66	Brad Schulte Karl Bannick Jim Erbes Ken Meline

Second	66	Pat Nicholson Travis Landwehr James Tarpey Rob Valentine
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Third	66	Brad Friedel Nick Jensen Tom Ross Ryan Kaufman
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Second Flight

Place	Score	Team
First	69	Stephen Roney George Karwoski Cary Thompson Joe Williams

Second	69	Mark Voss Jim Dillon Larry DeBuse Bill Vonderlinde
--------	----	---

Third	70	Jim Gebhart Jason Tollari Cyndy Miller Jay Duncan
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Most Honest

Place	Score	Team
Last	79	Ann Patterson Jim Miller Victoria Tracey Dan Knoup

Gallery 2012 Fall Golf Outing



After Hours Northwest Bank



Matt Connolly
CGP, CGB
office 515.453.6196



There are some questions out there... 1. Are we going to be able to sustain this rebound that our market is in? 2. (And let me mention this next one, as I'm pretty confident with the answer) Is Green Building a fad that will go away soon? 3. How is the commercial market doing and how is it affecting our residential market? 4. Are Land values going to remain this high and go even higher? Finally, the big question is one that people really like to speculate over – What about this year's presidential election, and how will it affect our industry?

Interestingly enough, my answer to all these questions is positive regardless of how it actually shakes out. The way I see it is that finally, most of us aren't scraping by just to feed our families, or are at least on the right track. This lift in our market needs to be capitalized on, to help spur our economy, our energy level, our excitement for our jobs. The signs are good now. Sales are on the rise; starts are on the rise; land is being developed, helping increase our supply; and best of all, confidence from our client base has been built back up.

Just this morning at the gym I picked up a client who wants to buy and hold some real estate. He is in the financial services industry and figures the most promising investments people can make (as usual) are in the real estate market. Let me share a little bit of advice that I gave him - and many of my clients this year - as people have not seen returns on their real estate investments since 2005 or so. Real Estate, for example these homes we build for people, is not meant to be a short term investment. If you plan on selling property any time soon after you buy it, there will probably be a loss associated with that sale. There is a small market for flipping property, although for most everyday home buyers

or investors, this is not the route to go. Buy and hold your investments; your main residence, your vacation home, your rental property, your commercial office or retail space. As Bill Knapp said in the paper this summer, pay cash for some land and hold it. Bottom line is, there is a lot of money to be made in our industry just as there has been in the past. Very similar to life, in real estate there is no quick fix.

Let me close by tying this into the green thing somehow... Just as the market in our industry is finally warming up again, green building will be gaining momentum as well. The automobile industry is and has been going green. Regardless of your take on it, they are showing us that there are many buyers out there for their green machines. Our industry is right behind them as people realize the financial benefits and quality of products we are and will be producing in our market.

For our September Green Building Council meeting, Pella Windows and Doors will be hosting, and will inspire us with how the company, from their founders through today's workforce, has made sound economic and sustainable choices for their company, while benefiting the environment. A friend of mine will also talk to us about natural gas and how he is working to bring natural gas stations to our metro. For our industry, automobiles running on natural gas may have many benefits that we will learn about, including more torque, better gas mileage, and cheaper fuel.

This morning I had an important coffee date on Ingersoll Ave. As I was coming off 35th Street onto Ingersoll, I saw a man get off the bus, grab his bike off the front, and hop on it, to (I assume) ride the remainder of the way to work. That, my friends, is a great example of how this person is living right today! •

ATTN: GREEN COUNCIL & REMODELERS COUNCIL

Mark Your Calendar

November 7 Webinar: Green Remodeling

**Understanding Varying Demographics
and How to Market to Them**

Many remodeling projects are already green and the recent Green Home Smart Market Report found that 30% of remodelers plan to be engaged in dedicated green remodeling by 2016 but it's important to find the right consumer for the right project. In this session we will break down the different types of green remodeling consumers and how their views on sustainability affect their choices. Learn the importance of knowing your market and gain best practices on how to best position yourself to clients as a green remodeler.

Learning Outcomes

- **Learn who your green remodeling client is, how to spot them, and why they want what they want.**
- **Be able to apply green marketing concepts to your business**
- **Learn strategies that will help brand yourself as a green remodeler**
- **Identify additional resources available for green remodeling**

Register Now! At www.nahb.org/webinars

**For additional information about this item contact
Sheronda Carr at 1-800-368-5242 x8217
or visit www.nahb.org/webinars.**



National Green Building Certification

Registration Process Coming

In anticipation of the release of the 2012 National Green Building Standard (NGBS), the NAHB Research Center will be implementing a registration process for all certification projects. Registration will be free for all projects. There are two primary objectives of this new process – 1) to get multifamily buildings into our system quicker so we can begin to market them earlier; and 2) to establish what version of the NGBS the building will use for compliance (deadlines for using the 2008 NGBS will be established for various project types and will be reflected in the online registration form). Accredited verifiers will be responsible for registering projects and will use the Project ID generated throughout the certification administrative cycle; we anticipate this will streamline the certification process/procedures for verifiers along the way. Registration can occur anytime after a verifier has a formal commitment with a builder/developer/architect for verification services for that project. Find out more about the registration process and other changes coming as a result of the impending 2012 NGBS in one of our upcoming webinars – see item below.

Prepping for 2012 NGBS: Webinar Schedule

The Research Center will host a series of webinars over the next few months to ready our various program partners for the launch of and transition to the 2012 NGBS. Below is a list of the webinars available for builder and remodeler partners – please contact us if you would like to attend one of these sessions (access information for each webinar will be sent to participants a couple days before the session). These sessions are intended for builders or developers that are currently seeking NGBS certification or are interested in the certification program.

• SINGLE-FAMILY BUILDER/REMODELER SESSION:

Monday, Oct. 22, 2:00 p.m.-3:30 p.m. (Eastern)

New NAHB Research Center Website and Links for Green

The Research Center recently launched a new corporate website. The goal of the site is to better describe the services we offer, including green certification. Please look around the site and get to know the Research Center better – we bet you find some things you never knew about us! While you're on the site, be sure to check out a couple "redirects" we've created to get certification program partners to our green certification information more quickly – www.nahbrc.com/green will get you to our green certification landing page and allow you to immediately get into either Multifamily or Single-Family Certification information (we will be adding a quick link to Land Development Certification soon and will be augmenting the resources on each page as well); and www.nahbrc.com/marketgreencertified will get you to a general page with all the marketing materials currently available (more to be added soon – check back often).

You will notice that some of the links on these green certification pages currently link off to the external sites, but that will change over the next several weeks so that all the tools needed for our green certification program will be housed on the NAHB Research Center site. Our goal is to streamline the certification process as much as possible, from information gathering to verification report submission.

You may also find information housed in the various sections of our News & Events area interesting – [Research Center News](#), [In the News, Events](#), and [Newsletters](#) where you can find back issues of Insider Update.

Current Incentives for NGBS Certified Projects

There is a long [list of available incentives](#) for projects certified to the NGBS available online. Incentives are listed alphabetically by state. If you haven't previously, be sure to look over this list and check back often; it is updated as frequently as we become aware of other NGBS-specific incentives. If you know of other incentives not included on the list, go to www.nahbgreen/contactus.

Research Center's NGBS Certification Recognized in Fannie Mae Multifamily Green Initiative

As the nation's housing stock ages, the opportunities for making cost-effective energy upgrades to existing multifamily buildings grows. Now more than ever, thanks to recent recognition by Fannie Mae in its Multifamily Green Initiative, the ICC 700 National Green Building Standard (NGBS) provides an affordable and practical path to accomplish these improvements. [Find out more](#) about the NGBS being recognized for compliance with this new Fannie Mae initiative.

Equity Financing Partners Recognize NGBS Certification

Developers should be aware that many, if not all, of the large institutional organizations that provide equity financing are seeking to finance residential buildings that will attain green certification. All of the major financial institutions recognize certification to the ICC 700 National Green Building Standard (NGBS) as an acceptable green certification and on par with LEED. If you are seeking equity financing, the Research Center's certification to the NGBS might help you attain it. If you need more information or encounter a financial institution that is unfamiliar with the NGBS, let [Michelle Desiderio](#) know and she will contact the institution directly.

Study Shows Green Labeled Homes Get Premium

As you may have seen in a number of mainstream and trade publications in July, a newly-released study that focused on a large sample of homes sold in California between 2007 and early 2012 documented that a green certification label on a house adds an average 9% to its selling value. The study's authors also found that buyers in areas where environmental conservation and related sentiments are prevalent are also more willing to buy and pay a premium for green certified homes than those in other areas – they dubbed this “the Prius effect.” For more information on the study, check out the [Los Angeles Times article](#).

Looking for 100% Commitment Builders

In an effort to extend the reach and awareness by consumers across the country of the National Green Building Standard, the Research Center is currently looking for builders who are committing to have all their homes certified to the NGBS. Having local or regional media events centered around announcements from these total-commitment builders will benefit all our program participants. If you have already or are planning to make this kind of announcement, please let [Michelle Desiderio](mailto:mdesiderio@nahbrc.org) at mdesiderio@nahbrc.org know.

Join The Green Certification Conversation - Get “LinkedIn”

The NAHB Research Center manages a professional networking group on [LinkedIn](#) dedicated to National Green Building Certification. If you already have a LinkedIn profile and want to join this group, search for the “National Green Building Certification” group. If you do not have an account, creating one is easy and free. Access to the general group is open, and we also have a sub-group for accredited verifiers and NAHB and NAHB Research Center staff only. The goal for the broader group is to spread the word about all that's going on with National Green Building Certification, and the goal of the verifier group is to provide a collaborative and supportive environment for verifiers to learn from and share with each other.

Increase Your Exposure in 2013 Advertise in the Blueprint Magazine and the Annual Membership Directory



The "BLUEPRINT" is the official publication of the **Home Builders Association of Greater Des Moines**

2013 BLUEPRINT ADVERTISING CONTRACT

6751 Corporate Drive – Johnston, Iowa 50131 · PHONE (515) 270-8500 · FAX (515) 334-0165

BILLING INFORMATION

Any advertisement running 3 or fewer months must be paid for upon signing the contract. Invoices must be paid within 30 days of billing. We reserve the right to refuse placement of advertisements on accounts that are 30 days past due.

- Term of contract: # of months _____
- Monthly tear sheet required? _____ Y _____ N
- Ad type is..... _____
- **A 12-month contract is non-cancelable.**

AD INSTRUCTIONS

- Use present ad. Last issue date _____
- Ad is delivered with this contract? _____

CURRENT RATES

- _____ Covers – 4-Colors _____
- Back Cover.....\$900.00
- Inside Cover – full page.....\$800.00
- Page 3 – full cover.....\$800.00
- _____ Inside Pages _____
- Full Page.....\$645.00
- ½ Page.....\$395.00
- ¼ Page.....\$295.00
- _____ Special Promotions _____
- Center Spread-two full bleed pages.....\$1900.00
- Business Card – monthly.....\$85.00
- Business Card – yearly.....\$900.00

Contact Nicole Wilson 515-270-8500
NicoleW@desmoineshomebuilders.com

Contract Authorization

The HBA of Greater Des Moines is hereby authorized to insert our advertisement in the Blueprint as specified above. Contract is effective on the date of first placement of advertisement and is based on current rates. I agree to pay all invoices within 30 days of receipt thereof. I understand that my advertisement will not run if payment is more than 30 days in arrears.

Company _____ Fax _____

Address _____ Contact _____

City/State/Zip _____ Title _____

E-mail _____ Phone _____

Approved by: _____ Date: _____

ADVERTISEMENT SCHEDULE

<u>Month</u>	<u>Ad Size</u>	<u>Ad Price</u>	<u>B/W or 4 Color</u>
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Subtotal _____ Less 10% _____ For 12 Ad/12 Month Contract TOTAL _____ Contract Term: _____ thru _____

Don't Be Left Out - Take Advantage of This Great Value Today!



HOME BUILDERS ASSOCIATION OF GREATER DES MOINES 2013 Membership Directory & Supplier Guide Ad Rates and Specifications

4- Color or BW Ads	Size	Ad Price
Back Cover	4-3/8" x 7-1/4"	1,045.00
Inside Back Cover	4-3/8" x 7-1/4"	945.00
Inside Front Cover	4-3/8" x 7-1/4"	945.00
Full Page	4-3/8" x 7-1/4"	745.00
Half Page – Horizontal	4-3/8" x 3-5/8"	425.00
Quarter Page – Vertical	1-3/4" x 3-5/8"	245.00

Section Dividers (4-Color or BW) Ads

Full Page	4-3/8" x 7-1/4"	945.00
Half Page – Horizontal	4-3/8" x 3-5/8"	495.00

All completed digital ad files are due by **February 15, 2013**, on CD disk or email. The above prices are only for the placement of completed ad files. Accepted formats are Photoshop 7.0 and Illustrator 9.0 and images must be 300dpi at final ad size.

Additional fees for art will be charged, per quote for design and production.

I agree to pay the sum of \$_____ for advertising space.

I understand that payment is due within 30 days of this contract, and ad files are due by **February 15, 2013**

I will submit art for my new ad insert as:

Pick up and use my 2012 ad:

Full Page ½ Page Horiz ¼ Page Vert AS IS, No Corrections WITH CORRECTIONS, Add Charges

4-Color or Black & White

Business Name: _____

Address: _____

City/State/Zip: _____

Phone _____ Fax: _____

Your Name (please print) _____ Date: _____

Authorized Signature: _____

Credit Card # _____ Exp Date _____ CVC _____

For Sales Please Contact:

Nicole Wilson

Phone: 515-270-8500

Fax: 515-334-0165

Email: NicoleW@desmoineshomebuilders.com

Deliver Art & Submit Payment to the HBA
6751 Corporate Drive, Johnston, IA 50131

You're Invited

COME JOIN THE FUN! WE NEED YOU!

We're Putting the Band of Girls Back Together!

Only \$65 Yearly!

**We are so proud the first council in the country started in Des Moines in 1957
Please support our tradition!**



OPPORTUNITY TO MEET OTHER WOMEN IN THE INDUSTRY.

JOIN THE PITCH GROUP - GOLF OUTING - CHRISTMAS PARTY-

NAME.....

ADDRESS.....

CARD #.....

EXP.....SECURITY.....

You can also PAY BY PHONE call the HBA OFFICE 270-8500 OR MAIL TO

6751 CORPORATE DR. JOHNSTON, IOWA 50131

"WE ARE ON A MISSION FROM GOD"

Finding the Sweet Spot in Energy Efficiency

By Don Otto, DPOConstruction, L.C.

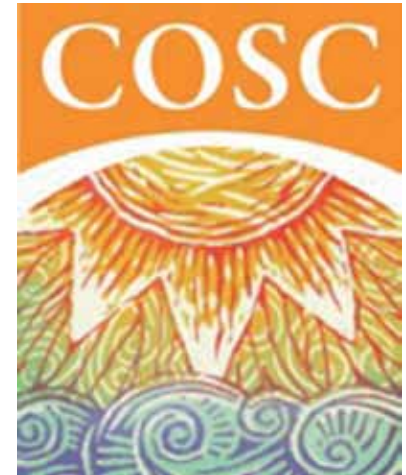
There is an endless amount of wonderful materials and equipment we can put into homes, and programs we can follow just to save energy, but unless we can afford them, they'll remain just another good, but dormant, idea. We still want to do what's right, but where is the "sweet spot"—that peak of the curve where we get the most benefit for our buck in both efficiency and livability?

To be sure, we have to find that sweet spot, because it will take a lot of us committing to energy upgrades to make a significant difference in curbing climate change. Most houses are not built on 'ideal' lots; they're built in developments and, ideal or not, the lots will have houses built on them. To wring the best value in every home we have to be able to do the best we can with what we have to work with.

While I spend more time and money than most people think it's worth to prove a point, if I can't find an economical way to achieve energy goals, I'll never do it because it's not affordable. Many of the upgrades I build into homes do cost more. They add perhaps 5%, even 10%, to the cost over conventional construction. However, they pay for themselves in energy savings often within 5 to 6 years, and continue to contribute valuable benefits for the life of the house.

I advocate for a raised minimum building standard based on energy conservation and efficient energy production, but I have to question how widely some programs will be implemented because of their cost: programs such as PassivHaus, and even the goal of Net Zero Energy Homes. As an example, PassivHaus requires as much as 14" of rigid foam insulation under the basement floor alone—a \$10,000 cost by itself—and it saves how much in energy? Net Zero may be impossible to achieve without photovoltaics (PV). PV alone can easily account for 50% of the total cost of upgrades. In another perspective, Net Zero can cost 10 times as much as building envelope upgrades.

Then, of course, there's more to a house than building for energy efficiency and livability is an essential aspect. For instance, how about installing a window to enjoy a view, even on the north or west side of the house? Or how about build-



ing a house that feels spacious even with a smaller footprint? Or creating a home that gives you a place to be by yourself, or entertain a large group of people at once?

Designing spaces to suit one's needs and lifestyle adds immeasurably to the enjoyment of a home. Doing it with techniques that reduce the total square footage takes work, but is doable—remember Sarah Susanka's Not-So-Big-House? After all, we are looking for that sweet spot.

While we're talking design, how about planning for a time when it will be harder to get around—like lowering switches, raising outlets, installing occupancy sensors, no-step entries, lever handles, casement windows, even toilet paper holders placed where you don't have to twist your body around?

I'm an incurable technogeek and I get excited about Btus, but I'm also at an age where delight in my surroundings is taking sway. I have a lot to learn about building homes, but as much as our homes should respect the environment, they should also be built for people, finding that even-sweeter spot of blending beauty with Btus, reflecting our lifestyles and nurturing our spirits. •

Don Otto owns DPOConstruction, L.C. in Iowa City, and is now in his 34th year of building sustainable homes. Don specializes in energy efficiency and the use of design, space-planning and natural light. Reach him at don@dpoconstruction.com or www.dpoconstruction.com.



COSC Corner features insights from staff, partners and members of Center on Sustainable Communities - Iowa's trusted resource promoting ecologically sustainable practices by engaging and connecting individuals, businesses and communities across Iowa. Join us at icosc.com.

Eye on the Economy

NAHB Surveys Point to Growing Optimism for Housing

A set of recent NAHB surveys suggest that the growth in housing will continue. This is a promising sign for home builders, remodelers and other housing industry stakeholders. It is also a hopeful indicator for the economy as a whole, which has underperformed in terms of growth and job creation during 2012.

With respect to the single-family market, the NAHB/Wells Fargo Housing Market Index rose another three points to 40 in September, the highest in more than six years and extending to five the number of consecutive months of increase. All three components also increased to levels last seen five or six years ago.

The component measuring expectations for the next six months broke the 50-threshold, landing at 51. The three-month moving average indexes for all four Census regions also increased from two to five points to 30 for the Northeast, 40 for the Midwest, 36 for the South and 43 for the West.

The uptick in builder confidence was followed by a Census Bureau report of an increase in total housing starts for August. Housing starts increased 2.1% in August to a 750,000 seasonally-adjusted annualized (SAAR) level. The increase was concentrated entirely in the single-family sector increasing 5.5% to an SAAR of 535,000, the highest since early 2010 just before the home buyer tax credit expired. The improvement was broad based with increases in all four Census regions.

Recent quarterly data from the Census Bureau provide details concerning conditions of specific types of single-family building. As of the second quarter of 2012, total townhouse construction increased significantly in recent months, matching a post-Great Recession high set during the home buyer tax credit period.

Quarterly starts of townhouses rose from 11,000 in the second quarter of 2011 to 17,000 during the same period of 2012. Using a one-year moving average, the market share of townhouses now stands at 11% of all single-family



starts, up from 10.4% for the first quarter of 2012.

Despite growth for all types of single-family building, the market share for custom home building also remains high as of second quarter 2012. Census data indicate that the number of owner- or contractor-built housing starts totaled 37,000, placing the 1-year moving average of the share of total

single-family starts at 28%.

This is down somewhat from the cycle high share of 31.5% set during the second quarter of 2009, a period for which the custom home building sector played an important role of providing jobs and economic growth during the depths of the Great Recession.

The growth seen in builder confidence and single-family housing starts is matched by positive trends in the NAHB/First American Improving Markets Index. The number of improving housing markets across the country rose to 99 in September, up from 80 metros listed as improving in August. The index now includes representatives from 33 states as well as the District of Columbia.

More metros across the country are experiencing a sustained uptick in house prices, employment and new building activity as rising consumer confidence in local market conditions pushes more people to consider a new-home purchase. Existing home sales are on the rise as well, increasing 7.8% from July and up 9.3% from the same period a year ago, according to the National Association of Realtors. That said, overly tight lending conditions for builders and buyers continue to slow the ability of housing to contribute to more robust GDP growth.

Tight lending conditions are confirmed by a recent NAHB survey on acquisition, development and construction (AD&C) financing, which shows that while there may have been some modest easing in lending conditions for new single-family construction loans during the second quarter, that slight improvement was more than offset by

tightening on new loans for land acquisition and multifamily condo construction.

In general, for any type of AD&C loan, more than half of builders and developers in the NAHB survey reported that availability of credit was about the same in the second quarter as it was in the first. About 23% said credit had become less available for land acquisition loans, versus 15% for both land development and single-family construction loans.

Meanwhile, the tendency to report declining availability of credit was stronger among builders with fewer than 25 starts. One upbeat finding of the survey was that the practice of lenders tightening terms on outstanding AD&C loans appeared to be receding.

With respect to multifamily construction, the NAHB Multifamily Production Index (MPI) improved for the eighth consecutive quarter with an index level of 54, the highest reading since the second quarter of 2005. The MPI, which measures builder and developer sentiment about current conditions in the apartment and condominium market on a scale of 0 to 100, rose from 51 in the first quarter to 54 in the second quarter.

The Multifamily Vacancy Index (MVI), which measures the multifamily housing industry's perception of vacancies, increased five points to 36, bringing it back approximately to the level it sustained throughout 2011. With the MVI, lower numbers indicate fewer vacancies. After peaking at 70 in the second quarter of 2009, the MVI declined consistently through 2010, then held steady at either 35 or 36 in every quarter of 2011.

These survey findings suggest that multifamily construction will continue to increase over the long run. For August, Census data indicate that the seasonally adjusted annual rate of starts in buildings with five or more apartments was 208,000. This is a 2.8% decrease from the downwardly revised July starts rate. Despite the monthly drop, this rate is nearly 37% higher than the August 2011 rate of 5+ unit starts. Moreover, the three-month moving average of 5+ unit starts for the month of August is the fourth highest since 2008.

Despite improving housing conditions, other economic factors offer negative headline and substantive risks. The employment market continues to experience lackluster growth. Monthly job openings data from the Bureau of Labor Statistics (BLS) repeat a pattern that has been in place for more than two years: Hiring rates remain positive but with no breakouts while job opening rates increase. This suggests the economy is having problems adding jobs by filling open positions, which in turn holds back housing demand for renter- and owner-occupied housing.

Low hiring rates mean that total employment growth is sluggish. BLS data for August indicated nonfarm payroll employment added a meager 96,000 jobs, down from a revised 141,000 last month. The private sector added 103,000 while the government sector shed another 7,000. Figures for the prior two months were revised downward by a total of 41,000.

The unemployment rate moved down to 8.1% from 8.3% in July. This would be positive news except that it happened for the wrong reason: a shrinking labor force. According to the household survey, the number of persons employed actually declined by 119,000. But the unemployment rate declined because an equal number plus an additional 250,000 workers, previously counted as unemployed, left the labor force.

Persistently high unemployment and softening GDP growth were certainly factors that led the Federal Reserve to announce effectively a new round of quantitative easing (QE). As expected, the FOMC extended its forward guidance, announcing that the Fed funds target rate would remain at its current 0-25 basis point range through mid-2015.

Under QE3, the Fed will purchase \$40 billion in agency mortgage-backed securities per month. This combined with the maturity extension program ("operation twist") and the current principal payment reinvestment practice will increase the Fed's holdings of longer-term securities by \$85 billion per month through the end of the year, reducing long term interest rates and providing support to mortgage markets. However, we expect QE3 to have little real effect on housing markets as appraisals and credit constraints offer more binding restraints on housing demand than mortgage interest rates.

The rate of inflation moved higher in August, with the CPI-U increasing 0.6% on a month-to-month basis. This ended a four-month streak in which the CPI-U was either unchanged or declined, plus it also marked the largest percentage change in overall consumer price levels since mid-2009.

Energy prices accounted for the bulk of last month's increase in CPI as the energy index surged 5.6% from July 2012. The index for gasoline climbed 9% on a month-to-month basis, with the EIA indicating that the national average retail price of all grades rose from \$3.50 to \$3.78 per gallon.

Despite the headline risks, positive survey data concerning home building conditions and the growing amount of pent-up housing demand suggest better times ahead for housing. For example, recent NAHB analysis of households containing individuals who are not relatives provide another illustration of pent-up housing demand, which will be unlocked when job market conditions improve. •

MARKET PULSE

Home Inventory & Sales Statistics For The Des Moines Metro

Month of August 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	97	48	22	\$158,198	65	2.0
Ankeny	367	160	86	\$215,339	71	2.3
Bondurant	39	28	13	\$188,073	83	1.4
Clive	121	36	18	\$312,821	64	3.4
Des Moines East	64	31	12	\$49,016	170	2.1
Des Moines Northeast	297	89	33	\$74,022	81	3.3
Des Moines Northwest	393	124	69	\$105,282	70	3.2
Des Moines Southeast	168	64	38	\$117,167	108	2.6
Des Moines Southwest	189	36	29	\$135,510	118	5.3
Des Moines West	130	41	22	\$236,762	60	3.2
Downtown Des Moines	7	1	1	\$275,000	0	7.0
Indianola	95	24	12	\$170,241	105	4.0
Johnston	115	38	19	\$307,687	77	3.0
Norwalk/Lakewood	51	29	8	\$168,226	35	1.8
Pleasant Hill	58	23	15	\$190,943	122	2.5
Urbandale	242	86	46	\$238,889	76	2.8
Waukee	109	67	25	\$213,901	96	1.6
West Des Moines	238	108	53	\$245,288	85	2.2
Windsor Heights	29	9	11	\$145,409	54	3.2

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 August 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	37	6	3	\$118,837	52	6.2
Ankeny	136	43	21	\$125,007	113	3.2
Bondurant	8	0	0	\$0	0	8.0
Clive	31	9	7	\$178,914	139	3.4
Des Moines East	9	0	0	\$0	0	9.0
Des Moines Northeast	7	2	2	\$80,390	52	3.5
Des Moines Northwest	4	1	2	\$98,500	253	4.0
Des Moines Southeast	24	3	0	\$0	0	8.0
Des Moines Southwest	16	7	2	\$158,500	192	2.3
Des Moines West	37	6	3	\$176,666	79	6.2
Downtown Des Moines	50	11	6	\$177,666	193	4.5
Indianola	17	4	1	\$115,000	69	4.3
Johnston	22	18	8	\$155,006	87	1.2
Norwalk/Lakewood	17	1	8	\$159,750	332	17.0
Pleasant Hill	15	9	2	\$86,000	74	1.7
Urbandale	78	24	15	\$157,953	151	3.3
Waukee	37	10	7	\$107,000	59	3.7
West Des Moines	161	62	34	\$143,507	167	2.6
Windsor Heights	2	0	1	\$85,000	113	2.0

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

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2011 - August Permit Totals				2012 - August 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	2	0	Adel	18	0	0	Adel	21	2	0
Altoona	11	0	0	Altoona	1	2	0	Altoona	52	4	0	Altoona	63	2	0
Ames	7	0	41	Ames	7	0	0	Ames	37	2	279	Ames	39	0	75
Ankeny	31	41	34	Ankeny	58	2	44	Ankeny	197	12	246	Ankeny	304	55	228
Bondurant	3	0	0	Bondurant	5	20	0	Bondurant	25	0	0	Bondurant	47	20	0
Carlisle	4	0	0	Carlisle	1	0	0	Carlisle	8	0	0	Carlisle	6	0	0
Clive	9	4	0	Clive	6	4	0	Clive	70	10	0	Clive	51	4	0
Cumming	1	0	0	Cumming	1	0	0	Cumming	5	0	0	Cumming	3	0	0
Des Moines	10	0	21	Des Moines	12	0	0	Des Moines	53	0	109	Des Moines	90	0	51
Grimes	7	0	0	Grimes	11	0	0	Grimes	72	7	0	Grimes	82	2	0
Indianola	5	0	0	Indianola	1	0	84	Indianola	12	2	0	Indianola	8	6	121
Johnston	13	7	0	Johnston	13	0	0	Johnston	98	20	0	Johnston	79	0	195
Marshalltown	0	0	0	Marshalltown	0	0	0	Marshalltown	3	0	0	Marshalltown	1	0	0
Newton	0	0	0	Newton	1	2	0	Newton	0	0	0	Newton	2	2	0
Norwalk	8	0	0	Norwalk	3	0	0	Norwalk	23	14	0	Norwalk	37	2	0
Pella	1	0	0	Pella	0	0	0	Pella	11	4	0	Pella	6	4	0
Pleasant Hill	2	0	0	Pleasant Hill	2	0	0	Pleasant Hill	22	0	0	Pleasant Hill	18	0	0
Polk City	5	0	0	Polk City	4	0	0	Polk City	29	2	0	Polk City	53	18	0
Polk County	10	0	0	Polk County	10	0	0	Polk County	37	0	0	Polk County	41	0	0
Urbandale	15	0	0	Urbandale	22	0	0	Urbandale	106	4	0	Urbandale	151	0	0
Waukee	18	0	0	Waukee	14	0	0	Waukee	98	4	0	Waukee	96	0	204
WDM	11	8	0	WDM	13	17	192	WDM	115	70	64	WDM	125	64	259
Totals	176	23	196	TOTAL	189	49	320	Y-T-D Totals	1,153	155	622	Y-T-D Totals	1,318	181	1,133

395

558

1,930

2,632

September 2012 New Members

Associate

Andmore by Kori

2538 Cottage Grove Crest
Woodbury, MN 55129
P. 515-829-4209
F. 515-334-0165
Brad Meewes
C. 651-269-2399
bradm@desmoineshomebuilders.com
www.andmorebykori.com

Associate

Commercial & Home Services

545 Highway 6
Waukee, IA 50263
P. 515-216/1022
Jamie Hatch
jamie@chs-services.com
www.chs-services.com

Affiliate

Justin Kimberley-Kimberley Dvlpt Corp

2785 N Ankeny Blvd, Ste 22
Ankeny, IA 50023
P. 515-963-8335
F. 515-963-0457
Justin Kimberley
justin@kimdev.com
www.kimdev.com

Associate

Maffitt Ridge, LLC

4500 Westown Pkwy, Ste 115
West Des Moines, IA 50266
P. 515-222-6201
F. 515-222-6202
John Mandelbaum
C. 515-240-0678
jrm@johnmandelbaum.com
www.maffittridge.com

Associate

Tremco Barrier Solutions

23965 W 112th Terrace
Olathe, KS 66061
P. 919-559-8182
Ryan Newth
rnewth@tremcoinc.com
www.tremcoinc.com

Associate

Business Publications Corp

100 4th Street
Des Moines, IA 50309
P. 515-288-3336
F. 515-288-0309
Kris Maggard
krismaggard@bpcdm.com
www.dsmMagazine.com
www.businessrecord.com

Associate

Environmental Solutions of Iowa

3405 SE Crossroads Dr, Ste X
Grimes, IA 50111
P. 515-250-2487
F. 515-369-4445
Patrick Ruelle
pruelle@goterose.com
www.goterose.com

Associate

Lastime Roofing

3710 SE Capitol Circle, Ste A
Grimes, IA 50111
P. 515-279-6199
John Nofsinger
lastimerroofing1@yahoo.com
www.lastimerroofing.com

Associate

Stetson Building Products

2205 Bell Ave
Des Moines, IA 50321
P. 515-243-6286
F. 515-243-0363
Dean Cooper
C. 515.971.5684
dean.cooper@stetsons.com
www.stetsonbuildingproducts.com

August 2012 Renewals

Company

Member Type

Since

Company	Member Type	Since
ABC Electrical Contractors	Associate	1959
Bell Brothers	Associate	1968
Dick's Concrete	Associate	1973
Beisser Lumber Company	Associate	1980
Plumb Supply Company	Associate	1986
Roberts & Dybdahl	Associate	1997
Kate-Lo Tile	Associate	1999
Kimberley Development Corp	Builder	1999
Silent Rivers Design Build	Builder	1999
Tyler Homes	Builder	2000
Soil-tek	Associate	2003
Accurate Painting Company, Inc	Associate	2004
Great Caterers of Iowa	Associate	2005
Prudential First Realty	Associate	2005
Woodharbor of Des Moines	Associate	2005
Collins Financial Services, Inc	Associate	2006
Daniel Kealy, CPA	Associate	2006
Life Style Development, Inc	Builder	2006
Sunderland Brothers Co	Associate	2008
Advanced Services	Associate	2009
Showplace Builders, Inc	Builder	2009
Great Western Bank	Associate	2011

SPIKE CANDIDATES

Spike Name Spike Points

Jeffrey Grubb	5.00
Justin Washburn	5.00
Curtis Busch	3.50
Robert Jacobs	3.50
Brian Meyer	3.00
John Sample	3.00
Ralph DiCesare	2.50
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
Joseph Smith	2.00
Brennan Buckley	1.50
Creighton Cox	1.50
Mark Detrick	1.50
Gil Petersen	1.50
James Slife	1.50
Joe Tollari Sr	1.50
Rob Applegate	1.00
Chad Baker	1.00
Justin Bauer	1.00
Don Dorrian	1.00
Barry Elings	1.00
Larry Goodell	1.00
Chaden Halfhill	1.00
Dennis Hanson	1.00
Brad Long	1.00
Michael Marinangeli	1.00
Rory Robson	1.00
Mike Schmit	1.00
Matt Thompson	1.00
David Volante	1.00
Larry Webster	1.00
Frances Best	0.75

Cliff Anderson	0.50
Kathy Barnum	0.50
John Buttz	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
Bret Nehring	0.50
Mark Parlee	0.50
Georgette Schutte	0.50
Oran Struecker	0.50

MEMBERS

Spike Name Spike Points

Eric Heikes	24.00
Robert Boesen	17.00
Steve Schrodtt	17.00
Steve Theis	16.50
Frank Lindsey	14.25
Christopher Boley	13.00
Brad Schulte	12.00
Rick Laffoon II	11.50
Scott Cierzan	8.00

LIFE MEMBERS

Spike Name Spike Points

George Mirras	552.75
Thomas Gratias	418.50
Don Marean	296.00
Doug Mayo	231.50
Don Beal	225.50
Lloyd Clarke	211.00
Keith Butz	199.00
Darrel Avitt	188.50
LaDonna Gratias	173.00
Rick Thompson	167.00
Tom Stevens	160.00
Ted Lockwood	152.75
Tom Ward	150.50

Bill Kimberley	150.00
Rollie Clarkson	138.75
Colin King	138.00
Jim Paine	129.50
Ronald Grubb	127.00
Gerald Grubb	112.50
Polly Marean	112.25
Steve Archer	96.25
Rick Bach	90.50
Gene Buttrey	84.25
Gary Scrutchfield	73.50
Ben Harrington	65.00
Tom Sheehy	63.00
Brad Gannon	61.00
Ronald Wyckoff	55.50
Leslie Bryant	53.75
Gaylen Eller	52.50
Tom Lynner	51.50
Devan Kaufman	48.25
Dave Best	47.50
Kim Beisser	44.00
Kent Katch	41.50
Greg Marean	41.50
Charles Wasker	39.00
Terry Doling	38.00
Tom Gannon	33.50
Jack Bohlender	33.00
Ralph Haskins	32.00
Brian Donaghy	31.50
M. Dan Collins	30.50
Jim Best	30.00
Matt Connolly	26.00

October

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

2012

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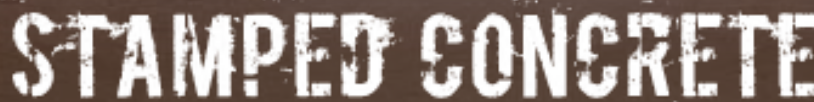
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