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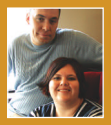

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Home Sweet Home

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DURABILITY

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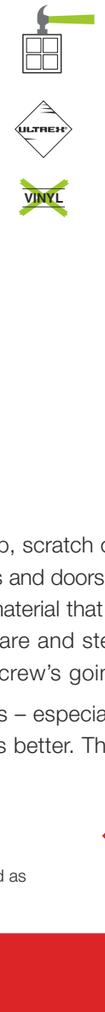

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Private Minnesota Residence

Application: Residential

Project:	Outdoor living space built with hardscape products
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Keystone Product:	Keystone Verazzo Stone™, segmental retaining wall unit
Contractor:	Bearfoot Hardscapes, Victoria, MN

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Photo: Southern Pine Cottage, Jack Gardner Photography

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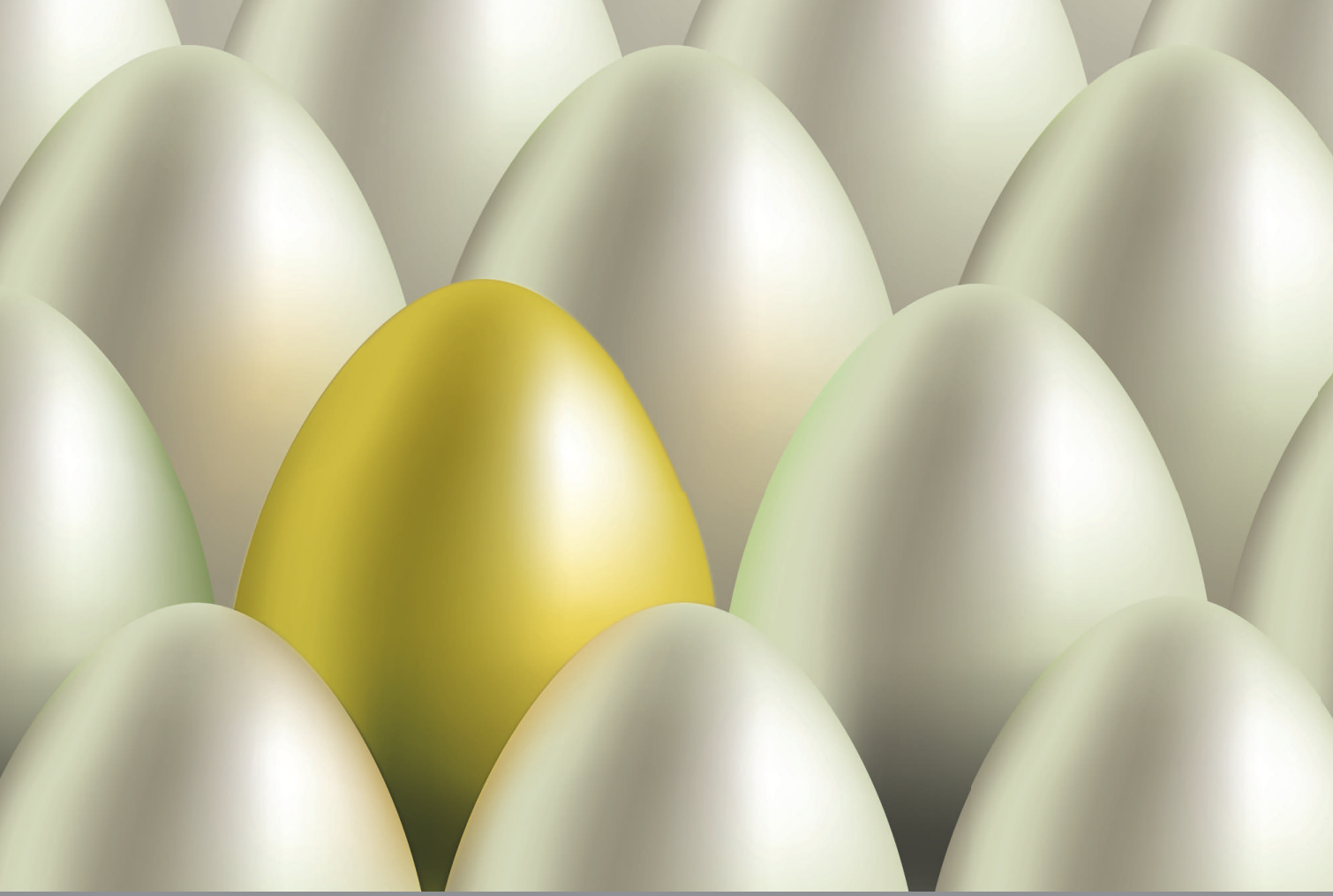

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Your Choice

It is time for the home building community to build sustainable houses.

Every one of us faces a choice. Not just builders and architects and product manufacturers, but all Americans. All people. We have to decide if there are enough resources to support our present lifestyle. It's a simple choice, and there is, really, only one conclusion. At our present rate, we will eventually outstrip our resources. Our lifestyles are unsustainable. That is the only logical and true conclusion.

The question then becomes, how long do we have at the present consumption rate before our lifestyle begins to significantly deteriorate? It is in this debate we find serious disagreement. Let me argue that debate is a fool's choice. The only real choice we have is deciding if we can sustain our present lifestyle with available resources. Once we have made that decision, shouldn't we act on it? Why worry about how long?

Because the truth is simple. We can't sustain this lifestyle; we must change. In an editorial in The New York Times Jan. 2, Jared Diamond, who wrote the brilliant book "Guns, Germs and Steel," notes that developed countries consume resources at a rate 32 times greater than developing countries. China has a consumption rate about 11 times less than ours. But China is working hard to catch up. So is India. If both were to achieve our rates, the world's consumption of resources would triple.

Now that's a mighty big if with a hefty ton of variables that can affect it, such as social unrest, population movements and climate change. The point is we consume 32 times the rate of developing countries, 11 times the rate of the countries with the greatest populations and who also have growth economies. Diamond points out that if the entire world consumed at our rate, it would be equivalent to having a population of 72 billion people. We sure can't sustain that.

This means we have to change how we build houses. We can debate about how long it will take for serious adverse effects force us to change. Or we can change now.

We consume **32 times** the rate of the developing world

We have the technology and resources to develop land and build houses that are far more sustainable than what we build now. That know-how has been in place for decades and is implemented more each day. Our failure to make this transition is symptomatic of an industry that is slow to change and that often has change forced on it by outside causes.

NAHB at the International Builders' Show is declaring Feb. 14 as "Green Day." Often these kinds of events are semi-serious attempts to curry favor. We all do this, not just NAHB. What if we took this event and made it serious? Made it real? Used it as a catalyst for change? What if we all decided to stop using so many resources and started building homes that were sustainable? Choose now. It's the only logical decision.

Paul Deffenbaugh, *Editorial Director*
paul.deffenbaugh@reedbusiness.com

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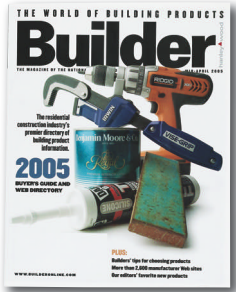
Builder Magazine, 2005 Brand Use study



imagination at work

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staff

Editorial Director
Paul Deffenbaugh 630/288-8190
paul.deffenbaugh@reedbusiness.com

Creative Director
Bill Patton 630/288-8050
bpatton@reedbusiness.com

Group Managing Editor
Erin Erickson 630/288-8198
erin.erickson@reedbusiness.com

Assistant Managing Editor
Sara Zailskas 630/288-8197
sara.zailskas@reedbusiness.com

Senior Editors
Susan Bady 630/288-8194
susan.bady@reedbusiness.com

Mark Jarasek 630/288-8171
mark.jarasek@reedbusiness.com

Bill Lurz 941/371-4804
bill.lurz@reedbusiness.com

Felicia Oliver 630/288-8483
felicia.oliver@reedbusiness.com

Products Editor
Nicholas Bajzek 630/288-8187
nicholas.bajzek@reedbusiness.com

Editorial Assistant
Jennifer Powell 630/288-8297
jennifer.powell@reedbusiness.com

Production Editor
Kristin Foster 630/288-8167
kristin.foster@reedbusiness.com

Contributing Editors
John Rymer, Paul Cardis, Rodney Hall

Senior Contributing Editor
Ann Matesi

SALES, MARKETING AND EVENTS
Vice President
Julian Francis 630/288-8826
julian.francis@reedbusiness.com

Publisher
Tony Mancini 610/205-1180
armancini@reedbusiness.com

Director of Events
Judy Brociek 630/288-8184
jbrociek@reedbusiness.com

Marketing Director
Gayle Colbert 630/288-8693
gayle.colbert@reedbusiness.com

Marketing/Events Coordinator
Heather Weber 630/288-8109
heather.weber@reedbusiness.com

FINANCE, RESEARCH AND CIRCULATION
Director of Finance
Bruce Ksiazek 630/288-8120
bksiazek@reedbusiness.com

Audience Marketing Manager
Angela Tanner 800/446-6551
subsmail@reedbusiness.com

Research Director
Barbara Allelujka 630/288-8175
barbara.allelujka@reedbusiness.com

EDITORIAL AND PUBLISHING OFFICE
Professional Builder
2000 Clearwater Drive
Oak Brook, IL 60523
Telephone: 630/288-8000
Fax: 630/288-8145

Reed Business Information
Tad Smith Chief Executive Officer
Jeff Greisch President, Chicago Division

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In general, the Point/Counterpoint story in the January 2008 edition of *Professional Builder* was quite good. However, we found a couple of misconceptions that need to be addressed to help those thinking about getting into green for the first time.

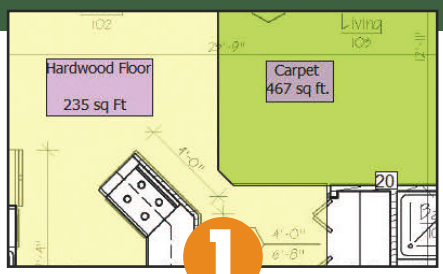
First, there are HBA programs all around the country like ours where mandatory third-party inspections (pre-drywall and pre-closing) are part of the verification/certification process. Some are following the NAHB Green Building Guidelines, and some have their own local programs that are even more strict. It's unfortunate Mr. Chandler's comments made it sound as if LEED-H was the only program doing so. In fact, local builders are telling us that LEED-H inspectors aren't located in every market, which means they have to travel extensively to do field inspections. So much for resource efficiency!

Second, our members feel local and regional issues will always trump a rigid national standard when it comes to providing a verification/certification program at a reasonable price. Even with green mortgage incentives and the obvious/immediate energy savings, most consumers won't stay in their homes long enough to choose the green upgrades that take 5-7 years to justify.

That's what makes the flexibility in the NAHB program so ideal for builders marketing to the masses. Builders participating in this program are telling us they can build to a higher level of efficiency and remain innovative with their product choices without making the units so expensive they'll quickly lose buyers to lower-priced competitors.

Steve Loos
St. Louis, MO
Home Builders Association
of St. Louis & Eastern Missouri

2 MORE WAYS TO BUILD PROFITABLY.



1

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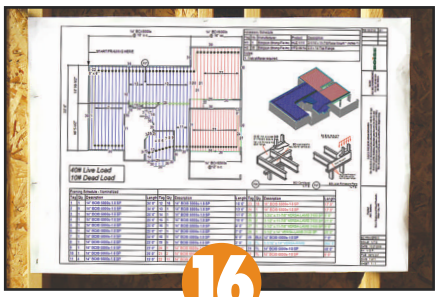

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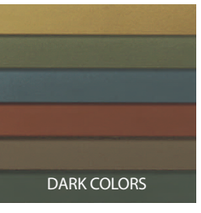

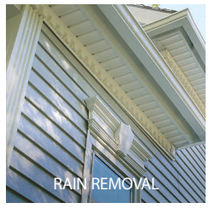

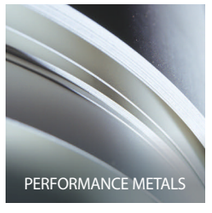

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– Brian Catalde, NAHB president

Photo: NAHB

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[CUSTOMER LOYALTY]

Attract **First-Time Buyers**

First-time home buyers are statistically happier with their home building experience — and that can mean more referrals for you.

By Paul Cardis, Avid Ratings Co.

As builders strive to reduce inventories in a soft market, they can't afford to let any potential buyer slip through their fingers. There's one type of customer you definitely don't want to lose: it's the first-time home buyer.

According to home buyer surveys, first-time home buyers tend to be more satisfied with their purchasing experience than home buyers who have bought a house before. There are several possible reasons for this: expectations, enthusiasm and education.

Happy home buyers equal referrals, and as you may recall, referred prospects are twice as likely as traditional prospects to buy. Though referrals are key to every home builder's success, they are even more essential in a buyers' market.

To attract more first-time home buyers, make sure your organization is doing everything it can to appeal to this unique breed of customers. Some ideas:

Sponsor seminars for first-time home buyers. Hold free events where people can get all their questions answered about purchasing a home. Have every department represented. But don't make the seminar a blatant sales pitch for your company; instead, offer free, professional advice and earn prospects' trust.

Help them get their ducks in a row. Have systems in place for educating prospective first-time home buyers about the lending process and what steps they can take to improve their credit score before they meet with a lender.

Have systems in place for **educating prospective first-time home buyers** about the lending process and what steps they can take to **improve their credit score** before they meet with a lender.

Match them with a caring lender. First-time home buyers often have no idea what sort of house payment they can afford. You can alleviate their fears by matching them with a trustworthy lender or mortgage broker who has their best interest at heart.

Don't push too hard. Home buyers know that market conditions are in their favor, so any aggressive attempts to close the deal will be viewed as desperation. Instead, acknowledge that today's home buyers have a lot of purchasing options and illustrate for each client why your company is the best choice.

Inoculate. Unlike experienced home buyers, first-time new-home buyers may not understand the building process and what types of things can go wrong. First-time buyers need to be warned about potential problems and reassured that every issue will be resolved to the home buyer's satisfaction.

By customizing your processes to take into account first-time home buyers' unique needs, you're ensuring their long-term satisfaction and, equally important, their rate of referrals. **PB**

Paul Cardis is CEO of Avid Ratings Co., a research and consulting firm specializing in customer satisfaction for the home-building industry. He can be reached at paul.cardis@avidratings.com.

Cardis' Tips

EDUCATE
Be prepared to advise first-time home buyers. They look to you for expertise on everything from credit scores to patio doors.

TRACK
Make sure everyone in your organization knows who the first-time home buyers are and takes extra time to ensure their understanding and satisfaction.

SOLICIT
Take advantage of first-time home buyers' increased levels of satisfaction by asking them to make referrals.

DOUBLE DIP
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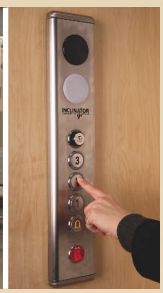

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[H.R. DEPT.]

Emotional Intelligence, Part II

How EQ acts as a team-building tool

By Rodney Hall, The Talon Group

In December, I talked about the Emotional Quotient Index. Referred to as people skills or soft skills, EQ is the ability to understand people. Those with a high EQ tend to motivate others, reach consensus decisions and gain cooperation.

Some of the psychological components for measuring EQ include self-awareness, managing emotion, self-motivation, empathy, openness, flexibility and relationship building. Or, as Dr. Gary Williamson, managing director at PSP Metrics put it: "EQ is the radar that successful executives and managers use to read their customers and co-workers."

EQ in the Workplace

Where does EQ come into play in the home building industry? Think of any anyone managing a staff or department.

Case in point: Meet Chris Kornman of Southern Homes in Slidell, La. Chris is a client of the Talon Group. He also has a doctorate in psychology. Chris describes good EQ as the ability to steer a difficult conversation through to a place where all participants feel they were heard.

"One of my key managers has very high EQ. ... She always approaches the issue with an openness to change, self-confidence, empathy for my side of the argument and an attempt to find common ground. Sometimes she wins, sometimes I win and sometimes we compromise. ...

"I always leave feeling like we understood and heard each other. Neither party was invalidated."

EQ in the interview process

You can assess EQ during the interview process by asking candidates to describe their weaknesses and what they are doing to improve them. This will help you evaluate their self-awareness.

You'll also want to ask candidates to describe the things that matter most to his or her peers or direct reports. From this you'll be able to assess the candidate's empathy aspect of EQ. To get at emotional self-control, ask candidates to describe the most difficult person he or she worked with and what he or she did to cope with the emotions generated by that relationship.

If a candidate fails to discuss, allude or refer to emotions during the interview process, then they probably have very little insight into how they affect others.

You can assess EQ during the interview process by asking candidates to describe their weaknesses.

EQ in job transitions

EQ can also play a key role in determining job compatibility. Williamson says virtually all sales and managerial assignments require EQ.

Chris offers this home-building specific example: "We had an assistant builder who was struggling in the field. She had high EQ skills, good construction skills and mediocre scheduling and management skills. We did not want to let her go. We felt she was an asset to the organization. We moved her to warranty, where she used her EQ skills to excel in her new position. The homeowners she deals with love her." **PB**

Rodney Hall is a senior partner with The Talon Group, a leading executive search firm specializing in the real-estate development and home building industries.

EQ Defined

High EQ
People with a high EQ tend to motivate others, reach consensus decisions and gain cooperation.

Psychological components for measuring EQ include:
self-awareness, manages emotion, self-motivation, empathy, openness, flexibility and relationship building

Good EQ can be described as the ability to steer a difficult conversation through to a place where all participants feel they were heard.

Assess good EQ during the interview: Ask candidates to describe their weaknesses and what they are doing to improve them.

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[FINANCE]

10 Landmines to avoid in loan documents

by Stuart Teicher, Contributing Editor

If you are applying for a loan any time soon, you'll want to cross every "t" and dot every "i" — or risk suffering costly consequences down the line. We've put together a list of common missteps in loan documents and how to avoid them.

1. Be careful of open-ended legal fees. The borrower pays for the lender's attorney, and those fees can be quite expensive if not capped. The same goes for the lender's inspection fees upon construction draws/requisitions.

2. Remove cross-default clauses. Sometimes a bank will include a term in the loan documents that states you will be in default of your loan if you default on some other, unrelated loan agreement, even if it's with a different lender. That's got to be removed.

3. Most loan documents require that personal tax returns be provided on or about April 15th. Allow language that lets your tax returns be submitted by Oct. 15. If you file extensions, you're not in default.

4. Some lenders require your financial information be submitted in accordance with Generally Accepted Accounting Principles. Delete references to GAAP — it's too costly.

5. Make sure you have notice of default and a reasonable opportunity to cure; it's particularly helpful to protect yourself from technical, non-monetary defaults such as failure to provide a timely annual personal financial statement.

6. Double check that the figures in your loan documents match the commitment letter. Usually the banker writes up the commitment and the attorney writes up the loan documents. It's not uncommon for there to be a discrepancy, and if there is, the terms of the loan documents will control.

7. Sit down with your loan documents the day of the closing and put all of the relevant dates in your calendar. Missing important dates could be costly, especially if it's the date by which you must request an extension to the maturity date of your loan.

8. Lenders often want to participate in condemnation proceedings if any are instituted. If the lender wants to participate, make sure they're doing it at their expense, not yours.

9. Check the manner in which notices are deemed to be properly given. Upon receipt? Upon sending? Is fax notice acceptable? Also, confirm your address and fax number.

10. Make sure your loan documents provide you with the right to enter into rental leases in the future without consent of the lender so long as the borrower continues to fulfill all payment obligations owed under the loan documents.

Stuart Teicher is general counsel for the Teicher Organization, a regional developer in East Brunswick, N.J.

Brownfield Activity on the Rise

52% of environmental and government professionals involved in brownfield projects are seeing an increase in the pace of redevelopment activity, according to a 2007 by Environmental Data Resources, a national provider of environmental risk information services announced the results. The results indicate another 47 percent view the brownfield activity as stable, while none reported any slowdown. The survey also showed the driving factor behind the increased pace of the redevelopment is that the lenders are funding more brownfield projects. The EDR directed the survey to professionals with experience in the brownfield industry.

– by Jennifer Powell, Staff Writer

Get Your Green Credentials Here

by Susan Bady, Senior Editor, Design

The Green Building Certification Institute, a new credentialing organization for green building professionals, was recently established by the U.S. Green Building Council. GBCI will develop and administer credentialing programs aimed at improving green building practices and standards. In addition, the USGBC has transferred responsibility for the ongoing administration of the LEED Professional Accreditation program to GBCI, which will manage all aspects of the program including exam development, registration and delivery.

[GREEN BUILDING]

Where's the Science in Green Building Programs?

By Susan Bady, Senior Editor, Design

Arguing that personal bias has more to do with green-building standards than science, a University of Minnesota professor is challenging LEED, the NAHB green building standard and other widely used programs. James L. Bowyer, emeritus professor of bioproducts and biosystems engineering, contends that in many cases, the prescriptive standards of those programs are leading people away from green rather than toward it.

One of Bowyer's criticisms is that only one of the major programs he's studied, Green Globes, calls for systematic analysis of the environmental impact of materials during their entire life cycles. "I think it's really time for the major programs to move toward adoption of life-cycle assessment/life-cycle inventory, especially when it comes to identifying environmentally preferable construction materials," says Bowyer.

Although adopting LCA won't be easy, without such analysis, seeking to maximize the number of credits could lead to an increase — rather than a decrease — in environmental effects associated with construction.

The U.S. Green Building Council has announced it wants to incorporate LCA throughout its LEED programs, but Bowyer notes, "The USGBC has a history of implementing change at glacial speed." And NAHB isn't faring any better at incorporating LCA into its green building program. "It simply says you can use LCA if you want to, and you get a point for doing it," he says. "But there's no real provision that LCA be used. The way the standard's written, it's kind of unlikely that anybody is even going to do that."

Responding to Bowyer's comments about LEED, Eric Corey Freed, LEED AP and principal of organicArchitect in San

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JIM BOWYER believes the lack of life-cycle assessment in many green programs could defeat the purpose of building green in the first place.

Francisco, says, "The good news is that LEED is wonderfully democratic. The bad news is that, like most democracies, it is achingly slow to adopt change."

Freed thinks that as LEED continues to evolve, the standards will become more stringent. But to be successfully incorporated into LEED, an LCA standard would have to be "strong, widely adoptable and easy to understand — not to mention objective, independent and free from possible greenwashing by manufacturers."

He notes that two such LCA standards are becoming available. One is the Smart Consensus Sustainable Product Standard, developed by the Institute for Market Transformation to Sustainability. The other is the Pharos Lens, a "beautifully simple" LCA labeling standard from the Healthy Building Network.

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The Impact of Impact Fees

With builders squeezing costs to hit home prices that bring buyers back into the market, what sense does it make that many municipalities are still raising impact fees?

By Bill Lurz, Senior Editor, Business

act

To arms, home builders of America! The time has come to cut residential impact fees and free new-home buyers from the villainy of double-taxation without representation. The time is now because the time is ripe ...

AMERICA'S LONG HOUSING BOOM (1993 to 2005) fueled a binge at city hall. Municipalities, especially in fast-growing Sun Belt states, got hooked on the funding — for schools, roads, parks, police and even public art — they pulled out of the pockets of home builders desperate to get a building permit.

Impact fees are an intoxicating form of public finance that does not require raising the property taxes of local voters. Elected officials love them because they tap not-yet-enfranchised new residents (including young, first-time home buyers) as well as builders, who can be kept quiet by the fear they will be denied permission to build on land they've already bought with borrowed money.

Better yet, the fees are usually collected when building permits are issued, well in advance of the new home's real "impact" on schools, roads and water treatment plants. Fee revenues sometimes rest, drawing interest, for years before they are used for the intended purpose (if, indeed, they are ever used for it). Local politicos often claim impact fees are a way to make growth pay its own way, as it occurs. In truth, home builders and new home buyers are paying for facilities and services in advance.

No more Mr. Nice Guy

For more than a decade, home builders have taken this abuse passively, passing on the costs to buyers because they feared municipal retribution if they rocked the boat, and because people just kept buying houses — even as home prices were driven higher by the fast-rising fees.

Among themselves, builders sometimes grouse that such fees are a regressive tax that saddles young buyers with a disproportionate share of the cost of infrastructure and public services because they pay twice, first in the price of a new home inflated by impact fees, then again when they pay property taxes along with all the other home owners in the community.

Many builders secretly are seething that impact fees are nothing less than extortion at the hands of public officials. And when we examine the cumulative level to which impact fees have climbed in many municipalities, it's hard to deny a

dramatic effect on new housing affordability.

A national survey of impact fee levels across the country, conducted last year and released in August by Austin, Texas-based Duncan Associates, shows an average of $10,496 per single-family home in jurisdictions that use impact fees (which are most common in the South and West, especially California, Florida, Arizona, Colorado, Washington and Oregon). But we found impact fees of more than $30,000 per home in a number of municipalities in California, Florida, Maryland and Illinois.

"Impact fees have become a major problem in the Chicago market," says Aurora, Ill.-based home builder Perry Bigelow. "When builders buy land in unincorporated areas, they commonly enter into annexation negotiations with a community to get services. The villages ask for impact fees in these annexation agreements that are often above and beyond what they could otherwise charge," Bigelow notes. "We've even seen villages negotiate higher impact fees on lower-priced houses than on more expensive ones — because they believe the impact on the school system is greater from a four-bedroom, $175,000 house than from a three-bedroom, $350,000 house. That's regressive taxation on steroids," Bigelow charges.

"Thankfully for us, Aurora has resisted fees based on that concept. But towns north and south of Aurora have them."

If the housing boom had continued, the gravy train would still be running at the same pace into the coffers of municipal governments now addicted to this larceny. But the boom ended in 2005. And while the current housing slowdown is causing agony for home builders, it does have one silver lining: the opportunity to reshape the political landscape and cut impact fees in all the states and housing markets where they are now most prevalent.

Why the time is right

Builders often say land owners are the last to recognize and accept new price levels when a market cycles down, but local government elected officials are probably even more oblivious to today's new market dynamics. Two years into the slump, many politicians are just beginning to see falling municipal revenues as a problem.

Almost invariably, the first thing that comes to their minds is to raise impact fees. "We had a story in the paper here in San Diego a week ago about the county of San Diego's considering raising impact fees and also plan check and inspection fees," says Mick Pattinson, CEO of Carlsbad, Calif.-based Barratt American Homes and chairman of a new impact fees task force recently launched by California Building Industry Association.

"They concluded that builders are not pulling enough permits, so they need to raise fees. When the market was booming, they couldn't raise fees fast enough. They said they wanted their share," Pattinson laughs, "but now that house prices are falling, they're not even thinking about dropping fees."

We hear similar reactions all across the country. "Take a look at what Collier County (Fla.) commissioners proposed when they saw their revenues crash along with the housing market," says David Hart, Florida Home Builders Association vice president of legislative and governmental affairs. "Their solution was to double impact fees. They just don't get it. They don't realize that if they double the fees, they'll get less revenue, not more."

Because the market is bad, builders are now in a position of strength to negotiate impact fees with municipalities. They can threaten to stop building, liquidate land positions and pull out of a market — and it is no idle bluff.

Paul Colgan, who heads the Attainable Housing Alliance (AHA), an advocacy group formed by three neighboring home builder associations in the Chicago market, says, "These municipalities are addicted to impact fee revenues. They believe the myth that builders are making exorbitant

KIMBALL HILL SWEETENS SUGAR GROVE

KIMBALL HILL HOMES Chairman David K. Hill just proved that steely eyed negotiating on impact fees works with a development in Sugar Grove, Ill.

"Sugar Grove is getting educated," Hill says. "They were at more than $32,600 a house in total impact fees, but we told them there's no way we can afford that. We said, 'If you don't get rid of them, we'll just shut down our operation and see what happens in two or three years.'"

Hill explains that his Settlers Ridge development, with more than 1,100 lots and multiple product lines ranging in price from under $200,000 to over $400,000, has been "significantly impaired" in recent months. "We had in excess of $60 million in it, but it's now worth less than $30 million," Hill says, then notes, "The annexation agreements up and down the Fox River Valley are nothing short of extortion."

Eyeball to eyeball, Sugar Grove blinked and reduced fees by $9,200.

"We said, 'Thank you very much, but that's not enough!' We'll try to pull some permits at that rate, but we've given them a long list of places we'd like to see more cuts. They can't have it the way it used to be. They can have a chunk, but they can't have it all."

Hill says the demise of Neumann Homes last year probably helped shake the village's resolve: "Sugar Grove is working with us, but please don't say it's enough."

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profits, but that's clearly not true now. When builders are sweating blood to squeeze hard costs out of their homes — $50 here and $100 there — to get prices down to the new level of the market, they are not going to tolerate impact fees going up $6,000 a house."

It's time to go eyeball to eyeball with the local jurisdictions and see who blinks first. Our bet is on the builders because municipalities need revenue and they won't get a dime out of an impact fee if no house is built, and builders are not going to build houses at a loss. The local governments will have to negotiate new, lower fees that allow builders to make money, or they will get no revenue at all.

> *"Because the market is bad, builders are now in a position of strength to negotiate impact fees with municipalities."*

Wins will come at state level

Regional advocacy organizations like Attainable Housing Alliance in Illinois can be effective, especially where they have the mandate to take cases to court and sue municipalities that play fast and loose with nexus requirements in both case law and state enabling legislation. "We're looking for ways to attack the common practice in Illinois of using impact fee revenues for things that are not 'specifically and uniquely attributable' to the development in question," Colgan says. "Road and school impact fees, by law, must meet that test. But we see lots of cases where road impact fees are used on the other side of the county, completely away from the development in question."

Still, the most effective place to fight impact fees seems to be at the state level, especially in the legislature. Start by reshaping the law that frames all impact fees. "Getting a good impact fee enabling law through the state legislature

A Line in the Sand

Don Magruder, general manager of Ro-Mac Lumber & Supply in Leesburg, Fla., may have some self-interest in the cause to which he devotes long hours of his personal time, but he wears his passion for affordable housing on his sleeve.

He's no supporter of Lake County's impact fees, which totaled $9,985 on a 2,000 square-foot detached home before last summer, when the county tried to ram through an increase in the transportation fee from $2,189 to $11,396 while also proposing to boost the school fee from $7,055 to $14,656.

"They would have had the total fee for just schools and roads up to $26,052," Magruder marvels. "People in this market can't afford to pay fees like that."

Rather than stand by and watch, Magruder organized Citizens for Better Growth, an umbrella advocacy organization that hired Orlando-based economist Hank Fishkind to do a study on whether growth pays for itself in Lake County. (Fishkind proved it does.) Magruder's group shot down the transportation fee hike and held the school increase to $2,269. He says it's still too much.

"These people over-spent," he says. "They've bonded schools and roads they don't have money to pay for. The reason the county budget is in shambles is that we have no growth. What's wrong is that our housing is no longer affordable. The only cure is to deregulate housing and get those fees down."

Magruder drew a line in the sand. When will others do the same?

RO-MAC LUMBER & SUPPLY, headquartered in Leesburg, Fla., is one of Central Florida's largest building materials suppliers. General Manager Don Magruder (far left) may be Florida's most passionate advocate of affordable housing — an intractable opponent of impact fees.

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is the best way to attack this problem," says Thais Austin, an infrastructure and public finance specialist for NAHB. "Texas was the first state to pass enabling legislation for impact fees, and it's actually worked to help minimize the use of impact fees in Texas.

"The law limits impact fees to infrastructure uses, and it also limits the geographic area to which fee revenues can be applied," Austin says. "If there's an impact fee, it has to be used to pay for something that specific homeowner actually uses. A park fee has to be used for a park in the neighborhood. A road fee has to be used for a road the homeowner actually drives on. If the infrastructure is used by the whole town, the whole town has to pay for it."

Having good state statutes is important to keep the nexus of fees tight, Austin says, even though some builders regard enabling laws as evil because they legitimize impact fees. "Texas was the first state to pass a law," Austin says. "Others have copied it. It's interesting that Texas is not one of the states where we hear a lot of impact fee horror stories."

Those tales of woe come mostly from California and Florida, in addition to Illinois. "The average impact fee total for a single-family detached home in Florida, excluding water and sewer tap fees, is around $15,000," says Orlando-based housing economist Hank Fishkind, Ph.D. (The Duncan Impact Fee Survey shows Florida single-family home impact fees increased 149 percent between 2003 and 2007.)

FISHKIND

Fishkind endorses the idea that this is the right time to pursue impact fee reform, and the state legislature is the place to start. "The fees are now affecting housing affordability enough to deter builders from building," he says. "They're now willing to fight, and that could lead to legislative action to control fees. We need reasonable rules for how impact fees can be applied and where the funds generated can be used. We don't have it now. We have enabling legislation, but it isn't definitive or powerful.

"The home builders ought to back legislation at the state level as a way to establish control of the process. I think you'll see some strong moves in many states to put caps and controls on the way impact fees are used. The tenor of the Florida Legislature right now is to control local government revenues very tightly." Fishkind says.

FHBA's David Hart sees benefit in pursuing a policy similar to the one outlined by Fishkind. "Right now, local governments feel they have quite a bit of latitude to interpret the rational nexus test," Hart says. "We've pushed for legislative action to give local governments more direction in how those funds must be spent. We'd also like to see some kind of audit, so we know how much has been collected each year. I don't know if we need a new law, or just tightening of the existing one."

Hart says Florida's current push to lower local property taxes complicates the discussion of impact fees and partially explains their upward movement. "We've been telling our legislators for two years that when they push down local governments' ability to tax property, they'll find that revenue somewhere else. Until they cap all local government revenues, they'll use impact fees to fill the gap."

Hart notes that Florida fees now range from $0 in some less populated counties to $41,000 in the Naples market in Collier County.

Get fired up

In Southern California, Pattinson reports impact fees now average $50,000 for a single-family detached home, and push into the $100,000 range in some municipalities. It's intolerable, he says, which led CBIA to form the Impact Fee Task Force. "You can't pay $50,000 a house to support city infrastructure or government services and expect to deliver a product that customers will buy," he says. "In '04 and '05, California issued over 200,000 building permits. Last year, it was 115,000. And this year, it will fall even more. The entry level and first-move-up segments are just gone. How can anyone believe that a $100,000 impact fee can be absorbed without affecting affordability?"

Pattinson's task force is trying to get fees applied at certificate of occupancy rather than at building permit stage. "That would save a lot of money," he says, "and after all, there is no impact until the house is occupied. We're beginning to see some cities accept that. I think we'll have success with that innovation across the state.

"Getting fees reduced will be harder. That will take legal action," Pattinson says. "What we really need to do is stir up the builder members of CBIA. We've been passive for too long."

That's good advice, and a rallying cry, for every builder facing impact fees. **PB**

COSTLY CALIFORNIA

JOSEPH PERKINS, president and CEO of the Home Builders Association of Northern California, says the textbook example of impact fee horror is Livermore, Calif., in Alameda County, where fees in one section of town topped $120,000 per home.

"They'd say it was a temporary aberration," Perkins says, "but it was real. Housing affordability is so out of whack in this area that the city requires builders to set aside 15 percent of their units for 'affordable housing'— at below-market pricing. That essentially puts an additional tax onto the pricing of the market-rate units."

Perkins says California's huge impact fees can be traced back more than 20 years to Proposition 13, which limited property taxes as a source of infrastructure financing and forced municipalities to turn to fees to fill the void.

Perkins confirms that nearby Dublin, Calif., has now taken over the national lead in impact fees, with a total of $150,000 per detached home.

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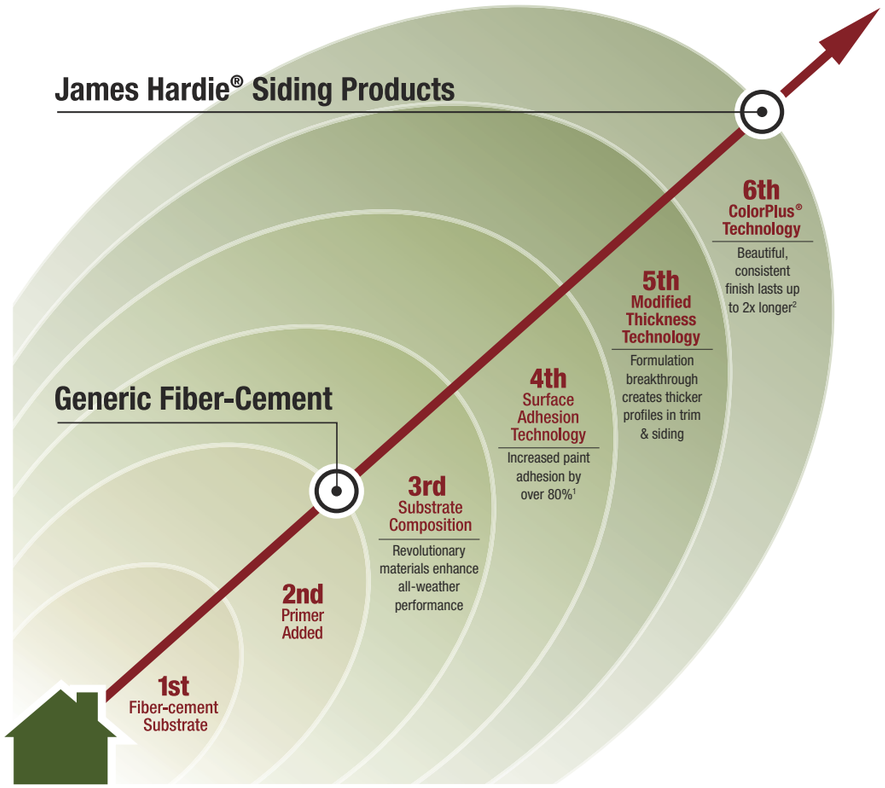

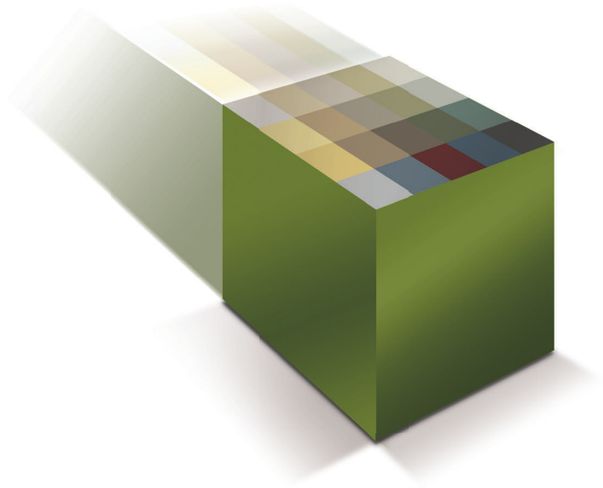

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3. North Star Research Partners Study, July 2007.
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"We do go back and forth on whether to buy a home or build a home, still to this day. We believe it will come down to the area we want to live, what features the home has and the price of the home."

— Potential entry-level buyers Shannon and Jeanpaul Ippolito

Photo: Marc Berlow

FIRST-TIME BUYERS

INSIDE

John Rymer and the value quotient [*page 45*]

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Organize the busy home buyer [*page 47*]

Web videos enhance online experience [*page 47*]

Latino homeownership stats you should know [*page 48*]

Your new entry-level buyer [*page 52*]

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[SALES TRAINING]

Values Are Not **Created Equal**

To create a home buyer, your sales staff must understand your customers' values first. **By John Rymer, New Home Knowledge**

How much would you be willing to pay for Barry Bonds' 756 home run baseball? Yes, that's the baseball that Barry Bonds hit to break Hank Aaron's all-time major league home run record. It's a question I recently asked a group of 25 new-home sales professionals. The scenario for determining a price was based on simple set of circumstances: They are independently wealthy and can afford to pay whatever they want for the baseball, but whatever bid they offered would mean they would forgo something equal to that amount.

We then asked everyone at the meeting to submit a sealed bid, and we then posted the results at the front of the room. It was no surprise to me and almost everyone else in the group that the bids showed huge disparities. Two associates bid zero, and the bids topped out at $1 million. (Note that the baseball was actually auctioned off for $752,000 in 2007.)

As easy as it may be to see how different people would place tremendously different values on a historic baseball, we often lose site of how differently our customers place values on aspects of our homes and our communities. For some home buyers, an oversized home site is a maintenance headache and not worth the price of added lawn care. Others place tremendous value on the privacy and added space for family activities it will provide. We simply don't know — until we understand their values.

The No. 1 mistake made in most new home sales presentations is spending too much time demonstrating the home and community rather than asking customers questions about what they value in a new home. Mistake No. 2 is to assume that the values of the sales professional are the same values of the customer. The sales professional says, "What I really like about this home is the oversized home site and the privacy it affords you." And the customer thinks, I really don't want the extra yard work.

> "Becoming a **great new home sales professional** requires we **uncover values and needs of each customer** before beginning our demonstration."

Becoming a great new home sales professional requires we uncover values and needs of each customer before beginning our demonstration. This requires skill. It's not always easy, but it is essential to maximizing the value of your homes and community with each customer. Using the baseball example above, a great presenter could spend 30 minutes telling me the detailed history of the 756 home run baseball and its significance in history, but unless I'm a sports nut, chances are I'm not buying — not even at a steep discount.

Uncover "the value recipe" for each customer by beginning with a simple question: "What's important about the new home you plan to purchase?" It's a simple question, but one that many customers have never heard before and might have to think about before answering. It will often stop customers who just want to look at the models and get a price sheet while giving you some time to understand their underlying needs. The information you get is invaluable to matching your demonstration to a customer's values. **PB**

John Rymer is the founder of New Home Knowledge, which offers sales training for new home builders and real-estate professionals. He can be reached at john@newhomeknowledge.com.

Rymer's Tips

LOOK BEYOND THE VALUE OF THE HOME Schools, home sites, amenities and commute times may be higher priorities.

FEATURES TELL, BENEFITS SELL Always convert your features to benefits to maximize value.

LET YOUR CUSTOMERS' VALUES SET THE ORDER of the presentation, rather than your own.

STOP AND ASK FOR CONFIRMATION on the high-value items, i.e. how does this compare to what you had in mind?

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[CUSTOMER RELATIONSHIP MANAGEMENT]

Automation Can Help Home Builders **Sell Smart**

by Mark Jarasek, Senior Editor, E-media

Many years ago I interviewed a gentleman by the name of Arthur Rubloff. He's a legend in the Chicago real-estate scene, both residential and commercial. He was extremely successful, and the company he founded lives on today.

Several interesting tidbits surfaced during that interview, but there's one thing he said that still intrigues me. In fielding a question regarding what he thought made him a success in the real-estate industry, he replied "I work smart, not hard" — which brings us to the concept of automating the marketing and lead-management process.

In a nutshell, marketing and lead management systems — also called customer relationship management systems — take the process of following up on home buyer leads to a new level by using automation.

Sophisticated lead management software programs can help builders and their sales staff work a lot smarter.

"Marketing automation is about doing more with less: running more campaigns, reaching more prospects and collecting more leads while minimizing costs. Ultimately, then, it's about selling more homes, faster, at a lower cost of sales," says Steve Lewkowitz in the white paper "Smart Marketing: Automated Marketing and Lead Management." Lewkowitz is a professional services director for Pivotal CRM.

In his book, "Browsers to Buyers: Proven Strategies for Selling New Homes Online," new-home online sales professional Mike Lyon identifies CRM systems that are geared toward home builders and have a proven track record. Those include Open Leads, Customer Velocity, Be Home Wise and Pivotal CRM, among others. A Google search using the term "CRM for home builders" yields other CRM system providers as well.

Lyon offers this advice: "Take your time, compare your options and be sure to speak with customers who are actually using the program. Make an educated decision for the long term and plan ahead. It is never fun to try and switch software with a database full of leads, notes and records."

And if Arthur Rubloff were around today, I'd bet he'd have his sales staff utilizing an automated leads management system.

Should Home Builders Use Video on their Web sites?

According to a Pew Internet & American Life Project report on online video, the medium now reaches a mainstream audience; 57 percent of online adults have used the Internet to watch or download video, and 19 percent do so on a typical day. The growing adoption of broadband combined with a dramatic push by content providers to promote online video has helped pave the way for mainstream audiences to embrace online video viewing. Learn how you can use video on your Web site to attract entry-level home buyers by reading about selling to entry-level buyers on page 52.

Organize This

According to the National Association of Professional Organizers, more than 80 percent of what we keep we never use. When you factor in the average size of a home — 2,459 square feet, according to NAHB — what you get is a lot of unused stuff.

MONICA RICCI

Atlanta-based builder Beazer Homes has intervened on behalf of its potential home buyers. Through a partnership with professional organizer Monica Ricci, Beazer created SmartDesign, a concept rooted in designing homes the way people live in them.

Think of SmartDesign this way: When getting ready in the morning, do you have to walk from your bathroom into the closet, then back to the bathroom and then into another room for your keys? With SmartDesign, you design a master suite that connects the bathroom to the closet; within the closet you have a key nook. You never have to leave the comfort of that smart little space.

And how about declutterization? If homeowners don't use a space daily, it becomes a trap for clutter. A SmartDesign home ensures those rarely used spaces don't exist.

– by Erin Erickson, Group Managing Editor

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[HOMEOWNERSHIP]

A Latino Homeownership Crisis

by Jennifer Powell, Staff Writer

Latino Californians are struggling with homeownership, a survey by the California Building Industry Association and the California Homebuilding Foundation revealed. The survey polled 957 Latino Californians on their attitudes and priorities and found that a majority of the non-home owning Latinos want to own a home for their families.

More than **70% of Latino renters** believe local government isn't doing enough to promote homeownership.

According to the survey, nearly all non-homeowners would like to own a home, but the main reasons they do not are that they cannot afford a home in the community where they'd like to live and they are waiting for housing to become more affordable.

The survey also found that "more than 70 percent of [Latino] renters believe local government is not doing enough to promote homeownership and nearly 50 percent believe that housing should be the top priority for local government."

Housing affordability and availability is slim for California, which will grow by over 14 million people by 2030. CBIA reports that in order for California to meet the demands, it will need to produce 4 million homes. Nearly 80 percent of California's population will be Latino. Owning a home is a big issue in the Latino community, but they feel like they cannot afford to do so. According to the survey, they believe that owning a home provides a better environment to raise their children and build wealth. In other words, it is the American Dream.

According to the CBIA, builders in California should prepare for a demand of houses they may not be able to meet. CityView, a real estate investment company, and CBIA have joined efforts to raise awareness about this issue to elected officials and policy-makers and to find solutions for more affordable housing so that the Latino community and all residents can have the dream of owning a home.

"More than 2 million Latino families will enter the housing market by 2010. The growth and size of this population will drive the new home market for years to come," says Henry Cisneros of CityView and former U.S. Secretary of Housing and Urban Development.

2 million The number of **Latino families** entering the housing market by 2010.

"They are hardworking families who see homeownership as the path to the middle class to live-out out their American dream. Latino homeownership is vital for strong communities and vibrant cities. Home builders are a key part of the solution to respond to this market demand. It makes sense for home builders to care about the Latino market if they want their business to grow."

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*Based on Dodge Ram 3500 Heavy Duty Chassis Cab vs. Ford and GM one-ton pickup-based Chassis Cab models.

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Who are these people?

It pays to understand who your first-time buyers are. Luckily, we've broken it down into easy-to-change steps that will have you selling in no time.

By Erin Erickson, Group Managing Editor

MEET SHANNON AND JEANPAUL IPPOLITO. At 31 and 34, respectively, they are the textbook definition of an entry-level buyer. They recently married, and they both work and are getting ready to move to their next phase of life: buying a house.

The Ippolitos are like many couples in that they rented an apartment after their nuptials and planned to live in it until they outgrew the space. While the one bedroom was cozy at first, one bathroom, a small kitchen, no yard and the can't-paint-the-walls policy have officially overstayed their welcome.

"Being newly married, we want to ensure we are in an OK place financially speaking before purchasing our first home," says Shannon. She's not alone. Like many 20- and 30-somethings, college loans and a less-than-stellar post-college job market left her and her husband both with several financial burdens.

Financials

Most of your entry-level buyers are not going to be entrepreneurial sensations with six-figure incomes. An even more likely scenario is that your entry-level buyer will be coming from a rental — or even mom and dad's basement — rather than a home they own. Your entry-level buyer may not be pre-approved nor have ever owned anything as expensive as a home.

In a June 2007 *Housing Giants* article, real-estate analyst and HG columnist John Burns urged home

Photos: Marc Berlow

builders to readjust their targets from entry-level buyers to move-up buyers because entry-level buyers appear to be tapped out.

"The pent-up demand among entry-level buyers is very low because those with down payments and those who can qualify at today's prices are not plentiful," says Burns.

Little money and no previous experience or collateral almost sound like a recipe for disaster.

Quite the contrary, say some home builders. Take Midwestern builder Triton Homes. The Clive, Iowa-based home builder provides on-site mortgage agents and uses preferred partnerships to help educate its 24- to 34-year-old buyers.

30.2%

Percentage of the 400 largest home builders that built starter or entry-level homes in 2006, according to the 2007 Professional Builder *Giant 400 survey.*

Marketing

Social networking for home buyers? While we haven't gone that far — yet — the idea may not be that far off gauging by the Internet usage of the entry-level buyer.

Coming in at the late-20 to mid-30 year-old range, entry-level buyers have nearly grown up with the Internet. It's nothing for them to Google a home builder prior to setting foot in the sales center, if they even get that far.

In 2006, the Pew Internet & American Life Project conducted a study of online activities as they relate to looking for a place to live. The study concluded that at least 51 percent of 18-29 year-olds have searched for housing online while at least 43 percent of 30-49 year-olds have used the Internet to find a home. The study also found that younger buyers tend to take advantage of online offerings with at least 51 percent doing virtual tours if offered.

Tony Holman, 31, another entry-level buyer we talked to, says he won't even consider visiting a builder if they don't list their pricing on their Web site.

In the Ippolitos' case, friends and family have plied them with builder referrals and horror stories, yet they find themselves looking to J.D. Power & Associates' Web site to seek out the names of local builders. They'll check the builder's ratings before going to the builder's Web site. If they like what they see on the Web site, then it's off to the sales center.

Jeff Bramble, Triton's COO, reminds that despite spending more time online prior to entering the sales center, entry-level buyers are less informed about the buying process.

So what does that mean for home builders? Show your Web site some love:

- Enhance your search engine optimization so you're easier to find on Google, Yahoo! and MSN.
- Consider adding virtual tours, price lists and an entry-level-friendly frequently asked questions section to your site.
- Host homeowner blogs. Ask entry-level homeowners to blog about their experiences as a resident of your community.

Need inspiration? Take a look at Triton Homes' Web site. They not only get their market, they exercise their online options as well.

When traditional advertising didn't work, Bramble, the COO, and Joel Goodman, president and CEO, say they turned to refer-

Entry-level profile

The median age of first-time buyers is 32, with a median income of $58,300. They purchased a home costing $165,000 and plan to stay in that home for six years. The median down payment by first-time buyers was 2 percent, but 45 percent purchased with no money down. And of first-time buyers who made a down payment, 22 percent received a gift from a friend or relative, usually their parents.

Source: 2006 National Association of Realtors Profile of Home Buyers and Sellers

ENTRY-LEVEL PRODUCT

According to respondents of the 2007 *Professional Builder* Giant 400 survey, affordability and size are in the eye of the beholder.

	Attached	Detached
Average Price	$200,878	$204,798
Average Square Feet	1,400	1,706
Average Price per Square Foot	$143.48	$120.02

Source: *Professional Builder* Giant 400 survey, May 2007

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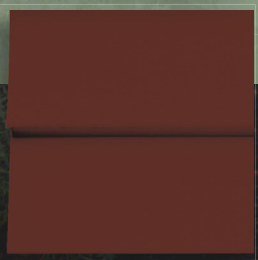

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* Variform commissioned an independent research study of homeowners in 2005 that was conducted by the Vernon Research Group. Respondents did not include homeowners with primary brick or stucco exteriors.

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Product

"Generation X is cheap and practical — they're price comparers," says author and generation expert Penelope Trunk.

Unlike their baby boomer parents who traded in modest for McMansion, Generation X and the Echo Boomer buyers — the generations that make up the entry-level profile — don't build homes to show off their power and prestige. "They pay for experiences rather than things," says Trunk.

To get sales with such a crowd, Trunk is blunt: "Turn a house into an experience." Forget grand entryways and dining rooms that only get used once a year. Adapt your floor plans: convert the formal living room into an office, make the kitchen larger and add in more organization-friendly features like an electronics nook in the kitchen or bike racks in the mudroom.

Jeffrey Mulcrone, director of design for BSB Design in Palatine, Ill., has noticed a 3-S trend for entry-level buyers: simpler, smaller and smarter.

Entry-level buyers don't want or need the ladies' only powder room on the mezzanine level. They prefer the simple and smaller 2 bedroom, 1.5 bathroom abode they can use to entertain. Having many rooms isn't necessary, says Mulcrone.

Mulcrone advises designing the house so multiple rooms can have different functions, adding, "A smart home uses more of an open floor plan to multi-task all the spaces."

The bottom line has come down a bit thanks to a downward trend in square footage that has made entry-level product more affordable to build. Ditch the expansive master suites; your entry-level buyer would rather have a "kitchen they can host a party in," says Mulcrone. **PB**

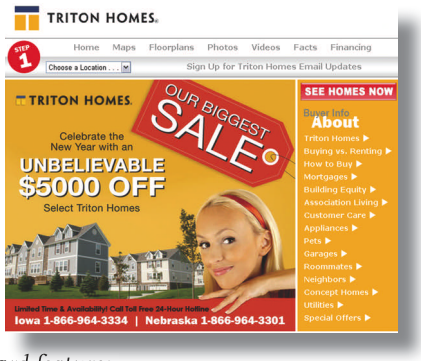
THE PEW REPORT

Characteristics of Internet users who have looked online for information about a place to live

Groups of Internet users	Have ever looked online	Looked online yesterday
Total Internet users	39%	5%
Men	38%	7%
Women	40%	4%
Age 18-29	51%	9%
Age 30-49	43%	5%
Age 50-64	27%	3%
Age 65+	15%	1%
High school graduate	34%	5%
Some college	38%	3%
College graduate or more	46%	7%
Live in households earning less than $30,000	43%	5%
$30,000-$49,999	42%	8%
$50,000-$74,999	32%	4%
$75,000 or more	45%	6%
3 years or less of online experience	23%	1%
4-5 years of online experience	30%	2%
6+ years of online experience	45%	7%
Dial-up connection at home	30%	4%
Broadband connection at home	45%	6%

Source: Pew Internet & American Life Project

If you can't beat 'em, join 'em



You can tell by looking at its Web site that Triton Homes recognizes the habits of its entry-level buyer. From testimonials and virtual tours on YouTube to IKEA-furnished model homes, Triton has figured out how to package its information for its Web-savvy 24- to 34-year-old target market.

Visiting the Triton Web site (www.TritonHomesUSA.com), brings you to a youthful, realistic and believable home buyer. While the young, hip and beautiful are more than welcome to buy, you get the sense that owning a Triton home isn't just for the uber-rich.

Unlike most home builder Web sites, Triton is banking on the fact that most of its users aren't familiar with homeowner associations, mortgage applications or upgrades versus standard features.

Questions like "What's an Association?" "What are upgrades?" and "Can I have a roommate?" offer answers that you wouldn't normally find on a typical builder Web site.

Triton also understands that buyers are more likely to listen to one another than to a company press release. For that reason, it has created My Triton Life, a video blog featuring actual homeowners talking about their life in a Triton Home.

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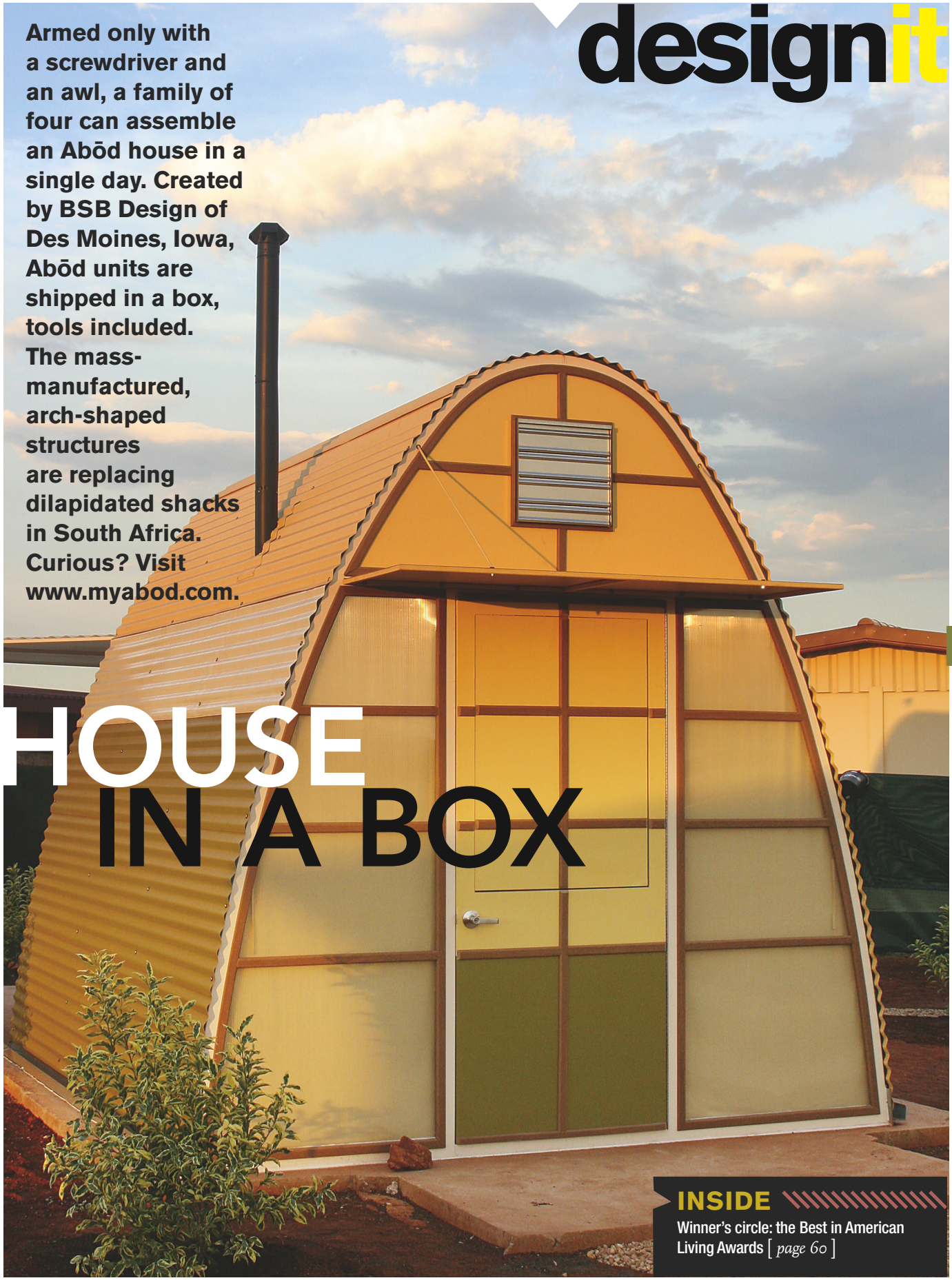


INSIDE

Winner's circle: the Best in American Living Awards [*page 60*]

SOUTHERN PINE COTTAGE This understated, empty-nester home in WaterSound, Fla., takes Home of the Year honors in the 24th Best in American Living Awards, cosponsored by *Professional Builder* and the NAHB Design Committee. Designed by Looney Ricks Kiss Architects, the home was built by Haven Custom Homes using modular construction.

[BALA]

2007 Best in American Living Awards

Professional Builder and the NAHB Design Committee present the winners of home buildings' most prestigious design contest.

Building a new home is an incredibly complex process; it pulls together hundreds of people, requires clear communication and often involves executing near-impossible details. The result we all desire is a living environment people can call home. In the abstract, the concept seems nebulous. But during the Best in American Living Awards judging, what is abstract and nebulous becomes very real.

In the 2007 Best in American Living Awards, the judges poured over hundreds of entries and recognized homes that, in the most specific sense, represent our concept of living. Every year, that understanding shifts slightly, and we see new trends emerge, old trends resurface and long-standing trends strengthen.

The judges identified eight trends that stood out. Many of them emerged in our fabulous Home of the Year, which rests in the middle of pine forest alongside a golf course in the panhandle of Florida. And, new this year, the judges recognized a Room of the Year, one space that is so dynamic and inspiring they felt it deserved special recognition.

As you look through the winners, note the eight trends the judges identified:

- The evolution of outdoor living spaces continues.
- Boldness of color and form stands out in both interior and exteriors.
- Houses convey a more human scale.
- Wood is ascendant in interior trim and details.
- The streetscape has evolved into a form of art.
- Designers are reinterpreting what contemporary means.
- Urban infill pulls all elements of living together.
- Modular homes offer heightened design.

BALA JUDGES

Kate Brennan
Mary Cook and Associates, Chicago

Dan Buffington
Buffington Homes L.P., Seabrook Island, S.C.

Georganne Derick
Merchandising East, Ellicott City, Md.

Barry Glantz
Glantz and Associates Architects Inc., St. Louis, Mo.

Dan Gorski
Veridian Homes, Madison, Wis.

Victor Mirontschuk
EDI Architecture P.C., New York

Wendy Ney Manley
Manley Partners, Pottstown, Pa.

Anne Olson
Olson Architecture, Niwot, Colo.

SMART GROWTH JUDGES

Bruce Hardesty
Hardesty Homes, Chesterfield, Mo.

Steve Noble
Noble Custom Homes, Waite Park, Minn.

Jim Sattler
Jim Sattler Homes, Cedar Rapids, Iowa

Ed Tombari
NAHB, Washington, D.C.

HUD JUDGES

Stephen Shelley
HUD Chicago Office of Housing

Andrea Vrankar
HUD Cleveland Office of Public Housing

Best in South Atlantic Region: Platinum Award for Best One-of-a-Kind Spec-Built Home Up to 4,000 Square Feet

A Boxed-Set Cottage

A leading American architect works in modular construction to deliver a cottage in a southern pine forest, earning the Best in American Living Award for Home of the Year.

When the developers of Southern Living magazine's Idea House asked J. Carson Looney if he could execute his design as a modular home, he jumped at the opportunity. For years, the principal of Looney Ricks Kiss Architects of Memphis, Tenn., had wanted to do a modular project, but he had never found the right partner. Now, with Haven Custom Homes, a modular builder based in Linthicum, Md., on board, and backing from The St. Joe Company of Santa Rosa Beach, Fla., he felt they could transfer his design for a stick-built house into something that would work in modular.

The Best in American Living Award judges agreed. The modular construction certainly got their attention, but it was the muted beauty of the 3,544 square-foot cottage in WaterSound, Fla., that sealed the deal and earned the project Home of the Year status.

Public vs. private

Designed to be an empty-nester vacation home, the front is accessible by a private pathway from other homes in the area. But even as a vacation home, it works as a family home, with clear differentiation of public and private spaces.

Of the many elements the judges noted that deserved recognition, it is the blending and differentiation of the public versus private spaces that works so completely with this house. In fact, that aspect plays through every element of the design, from the siting to the floor plan to the elevations.

"That's the magic," says Looney. "The DNA of what we do is we integrate planning and architecture that makes great places. Sometimes you see a great floor plan and the house looks like Silly Putty piled on top. The magic is when we're laying out the plan, we're working with three-dimensional shapes."

The cottage fits the environment with ease, both standing out from the forest setting and blending in comfortably. The roof's shape, with its strong cross gable, accommodates a lot of space, Looney notes, but it allows the house to fit into the elegant location. It is also a part and parcel of the public versus private nature of the house, making it more understated in its environment.

Often, homes distinguish public spaces from private spaces by putting the private on the second floor and reserving-first floor space for public rooms. The Home of the Year draws more subtly on these distinctions and begins with the entrances to the home. The front elevation faces the golf course and is accessible only by a private pathway that connects to the other homes in the area. The back of the home, with its car park area and enclosed garden space, is the entrance most public visitors approach.

That entry from the car park and the garage also helps define public and private spaces. It includes a hallway entry that brings visitors through a gallery as well as a private entry into the kitchen from the covered walkway. Before entering the kitchen, there is a utility serves as a staging area for groceries. Adjacent to that is a utility area, which can be closed off for even greater privacy.

A big cottage?

The public versus private aspects fit with the way empty nesters use this house. "It's a lot of what we see in the Panhandle region," says Looney. "Homes may blow you away by what's inside. But there is an overwhelming desire to be understated from the street. We found that to be a unique marketing aspect of homes in that region. Big developments don't sustain value or achieve the price point per foot."

Nowhere is that understated nature more obvious than the

Project Name: 2007 Southern Living Idea House
Location: WaterSound, Fla.
Designer/Architect: Looney Ricks Kiss Architects, Memphis, Tenn.
Builder: Haven Custom Homes, Ridgeland, S.C.
Interior Designer: Looney Ricks Kiss Architects, Memphis, Tenn.
Developer: The St. Joe Company, Santa Rosa Beach, Fla.
Photographer: Jack Gardner Photography, Valparaiso, Fla.

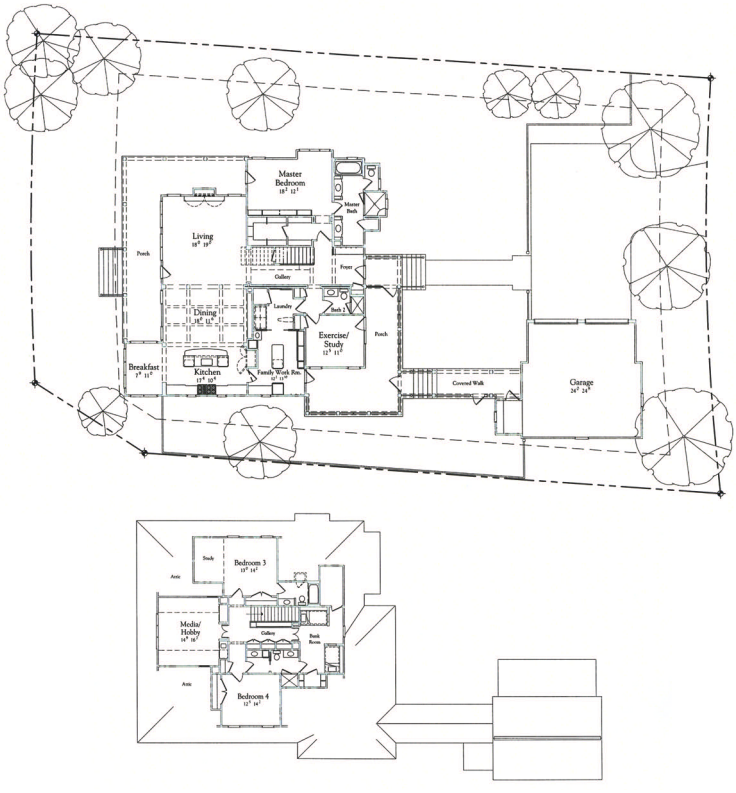
CREATING PRIVATE COMFORT of a large home that feels like a cottage takes a careful balance of private spaces. The coffered-ceiling dining room creates an intimate setting, while the entry delivers a human-scale public space that doubles as a gallery. The utility area off the kitchen can be closed of for more privacy.

seeming contradiction of a 3,544 square-foot home and a cottage. The home reads as an intimate space with human scale rooms that allow people to feel relaxed and welcomed in the environment. Looney Ricks Kiss achieved this feeling from the exterior by making the roof line seem smaller yet deliver more space. The interior design elements also play to the feeling of the cottage. In particular, the palette speaks to a quiet life not to be displayed, providing a canvas for the homeowners to show their decorative interests. The bead-board walls, coffered ceilings and pine floor present a pastiche of cottage life that fits empty nester vacation lifestyles.

"People from Chicago may live in a fine, stately home," says Looney. "But when they come here, they're coming to be relaxed. ... They don't want to give up niceties but don't want to show it."

Project Manager Chris Haley adds that breaking down the house into several structures helps. "It makes it very welcoming on a pedestrian scale. We didn't want the house to scream."

In spite of that attention to making the house human scale, it still needed to accommodate a range of guests. It is in this area that the differentiation of public and private really shows. The master bedroom has a private entrance. The children's bunkroom on the second floor offers a retreat for the kids and provides quiet for the adults. Even the second



Platinum Award: Best Detail in a Semi-Custom or Custom Home

Boat Builder's Refuge

The design of this sumptuous billiard room and retreat — our Room of the Year — was inspired by the homeowner's desire to maximize views of a river and marsh from the second floor of his home. Because the owner is the founder and creative force behind a successful boat manufacturing company, he wanted to incorporate motifs and materials characteristic of fine marine craftsmanship.

The room's defining feature is the ceiling, which rises from 9 feet to 12 feet at its highest point. It's detailed with ash, teak and mahogany and shaped like a boat hull. Dropped, articulated center panels of ash and mahogany run the length of the arc and hide indirect lighting and HVAC systems, keeping the ceiling unobstructed. The wood-burning fireplace, mantel and built-in cabinetry at one end of the room have mahogany details. All interior trim was carefully integrated to create an elegant yet casual atmosphere. The warm teak and holly floor is also reminiscent of a finely detailed watercraft.

The woodwork on the floor and ceiling was complicated to execute, says architect Stephen Herlong. "We consulted the interior designer about woodgrain patterns and other issues, and the builder, Philip Smith, found local craftsmen to do the installation," Herlong says. "It took a lot of extra time."

A secondary kitchen serves the room, which at 44 feet by 25 feet was a challenge to design for other purposes besides billiards. Lighting was used to subtly divide the space into different areas, allowing for a game of billiards, a conversation by the fire or an invitation to walk out to the deck for a closer view of the Lowcountry surroundings.

Project Name: Potts Residence
Location: Daniel Island, S.C.
Designer/Architect: Stephen Herlong & Associates, Architects, Isle of Palms, S.C.
Builder: Philip Smith General Contractors, Mount Pleasant, S.C.
Interior Designer: Designs Three & Associates, John's Island, S.C.
Photography: Warren Lieb, Mount Pleasant, S.C.

WOOD SPECIES typically used in building boats — woods including ash, teak, mahogany and holly — were incorporated into the billiard room's floor and ceiling.

THE BOAT BUILDER'S RETREAT is anchored at one end by a richly detailed fireplace and at the other by a full-service kitchen.

Project Name: Private Residence
Location: Philadelphia, Pa.
Designer/Architect: Group 3 Architecture/Interiors/Planning, Hilton Head, S.C.
Builder: Hankin Builders, Exton, Pa.
Interior Designer: Group 3 Architecture/Interiors/Planning, Hilton Head, S.C.
Photography: Brian Vanden Brink, Rockport, Maine

Best in North Atlantic Region: Gold Award for Best One-of-a-Kind Custom-Built Home Up to 4,000 Square Feet

Clean, Bright and Modern

Located in a historic Philadelphia suburb, this contemporary home replaced a small, Prairie-style home that was torn down to the studs. The disjointed floor plan of the original house gave way to an open, light-filled environment with strong indoor-outdoor relationships, clean lines and soft colors.

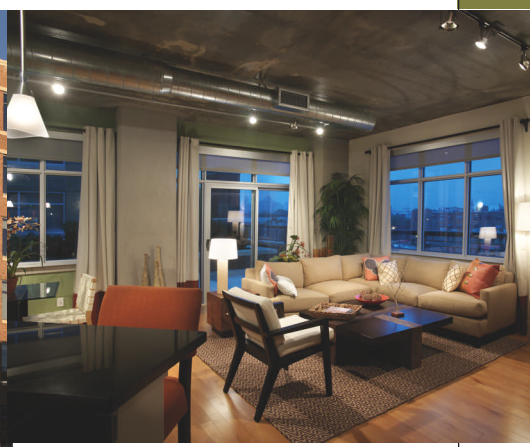
Ceilings rise to 20 feet in the central, open living room, to which all private rooms are connected including the master suite, two guest suites, exercise room, library and wine cellar. Bold elements such as a granite slab fireplace wall; a curved glass balcony overlook; and a connecting bridge supported by a single, canted column add drama to the living room.

Best in Middle Atlantic Region: Gold Award for Best Rental Development 5 Stories and Up

Lofts on the Water

The Crescent at Fells Point in Baltimore is an eight-story, upscale loft apartment project created to complement the existing active streetscape, historic row houses, boutique retail shops and quaint restaurants surrounding it. The building offers connectivity to the Baltimore waterfront that did not previously exist.

The Crescent's 252 rental units include 10 waterfront townhomes along the promenade. The building's modified E-shaped plan maximizes the number of corner waterfront views for a majority of units to the south and east; the remainder of the units have downtown skyline views. Loft apartments feature 10-foot ceilings; oversized windows; exposed concrete structural elements and ductwork; and stained concrete floors.



Project Name: The Crescent at Fells Point
Location: Baltimore, Md.
Designer/Architect: Design Collective, Inc., Baltimore, Md.
Builder: The Hanover Company, Houston
Interior Designer: Design Collective, Inc., Baltimore, Md.
Developer: The Hanover Company, Houston, Texas
Land Planner: Design Collective, Inc., Baltimore, Md.
Photography: Ed Lacasse, Denver, Colo.

Best in Midwest Region: Silver Award for Best One-of-a-Kind Custom-Built Home 6,501 Square Feet and Over

Timeless Elegance

Visitors to this old-world-style residence are greeted by a richly textured elevation and a picturesque roofline with varying peaks, eaves, gables and chimneys. Belying its 7,172 square feet, the home was skillfully designed to make large living spaces feel comfortable. A view of the woods from the living room, directly across from the front entrance, delivers high impact.

Functionality is paramount everywhere, especially in the octagon-shaped kitchen with its two islands (one with snack-bar seating, the other for food preparation). A separate wing off the kitchen is devoted to a screened porch with grill, sink and under-counter refrigerator, plus ample seating for casual family barbecues.

Project Name: Pemberley
Location: Ada, Mich.
Designer/Architect: Visbeen Associates, Inc., Grand Rapids, Mich.
Builder: Grand Concept Homes, Grandville, Mich.
Interior Designer: Home Fabrics, Grand Rapids, Mich.
Photography: Michael Buck/M Buck Studios, Grand Rapids, Mich.

Best in Central Region: Gold Award for Best One-of-a-Kind Custom-Built Home 4,001 to 6,500 Square Feet

Inspired by Shingle Style

Abundant shake and cobblestone details and groups of large windows reveal the New England shingle-style influence of this home. Inside, the architect used antique elements such an Eastlake newel post, whose form is replicated throughout the main staircase. The entry foyer makes a statement with 24-foot cathedral ceilings, cherry wood beams, oversize custom trim, built-ins and columns. Opposite the front entrance, the great room features a fireplace wrapped in ledgestone and commanding views of mature hardwood trees.

Complementing the historic details and finishes are such high-tech features as a whole-house light and sound system, 8-foot projection TV, security system and maintenance-free materials. The luxurious master bath has a shower trimmed with a combination of chamfered and mosaic stone.

Project Name: Keystone at Lakeside
Location: Cedar Rapids, Iowa
Designer/Architect: Knudson Gloss Architects, Boulder, Colo.
Builder: Jim Sattler Custom Homes, Inc., Cedar Rapids, Iowa
Interior Designer: Jim Sattler Custom Homes, Inc., Cedar Rapids, Iowa
Developer: Jim Sattler/Lakeside Development, Cedar Rapids, Iowa
Land Planner: Hall & Hall Engineers, Hiawatha, Iowa
Photography: Mike Schlotterback/Fisheye, LLC, Hiawatha, Iowa

Project Name: Cheska
Location: Houston, Texas
Designer/Architect: Robert Dame Designs, Houston, Texas
Builder: Thompson Custom Homes, Houston, Texas
Interior Designer: Bellacasa Design Associates, Inc., The Woodlands, Texas
Photography: Stephen Karlisch, Dallas, Texas

Best in South Central Region

Classic French Normandy

To ensure that this new home would blend in with an older, established neighborhood, the architect created a classic French Normandy elevation, properly proportioned and timeless in design. Materials such as a slate tile roof; diamond-cut, leaded-glass windows; and stone and copper gutters were chosen because they add character to the architecture, will age well and will become more beautiful over the years.

The interior has a more modern feel with clean woodwork and a minimum of ornamentation. Most of the dramatic wall panels are painted rather than stained with a dark color. In place of a formal living room, there is a formal study with a sitting area on the first floor that provides an additional space for guests to gather during a party. For outdoor entertaining, there's a large backyard, pool area and summer kitchen.

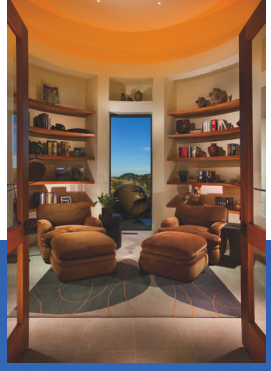
Best in Mountain Region: Silver Award for Best One-of-a-Kind Custom-Built Home 6,501 Square Feet and Over

Cattle Ranch Ambience

At 8,500 square feet, this trio of buildings, set by a pond in a Montana river valley, expresses the architect and client's vision for a sweeping home, a working barn and a shop with greenhouse and hobby areas. The home is characterized by vast expanses of glass, timber and stone details throughout and multiple outdoor rooms off the main living areas. A calculated course of moving water runs from the front of the house through the entry to the pond and river beyond.

The interior conveys warmth and nostalgia through timber trusses and beams, hand-troweled plaster, wirebrushed cedar windows, worn alder doors, period cabinetry and other finely crafted details and finishes. Built on the site of a famous Montana cattle ranch, the home has a lodge-style presence that welcomes family and friends with open arms.

Project Name: Montana River Residence
Location: Montana
Designer/Architect: Locati Architects, Bozeman, Mont.
Builder: Langlas & Associates, Billings, Mont.
Interior Designer: ToadNWillow, Billings, Mont.
Land Planner: Land Design, Inc., Billings, Mont.
Photography: Clark Marten, Columbus, Mont.



Project Name: Wine Country Residence
Location: Paso Robles, Calif.
Designer/Architect: Bassenian/Lagoni Architects, Newport Beach, Calif.
Builder: Woody Woodruff Construction Co., Templeton, Calif.
Interior Designer: Marilyn Riding Design, San Jose, Calif.
Photography: Eric Figge, Irvine, Calif.

Best in Pacific Region: Gold Award for Best One-of-a-Kind Custom-Built Home 4,001 to 6,500 Square Feet

Tied to the Landscape

Distinctively modern with a Southwestern flair, this home hugs gently rolling terrain that is dotted with vineyards. Rugged fieldstone walls, heavy timber beams and a clay-tile roof are combined with bold architectural forms and colors.

Created to showcase the owners' extensive art collection, the home has dramatic, light-filled interiors with a mixture flat and sloping ceilings. An arching spine unifies and defines the living areas — living/dining room, kitchen, utility room, library, master bedroom and two secondary bedrooms — while organizing flow and circulation.

A rotunda encloses the library and adds verticality to the horizontal home. Indoor and outdoor rooms blend and capture spectacular views of the surrounding countryside.

Best in Pacific Northwest Region: Platinum Award for Best One-of-a-Kind Custom-Built Home Up to 4,000 Square Feet

Happy Landing

Sited only a few feet from the shore of Lake Washington in the Seattle suburb of Renton, this home captures the sensation of a seaplane landing on the water. Its concrete and steel-frame structure allows for an open floor plan with unobstructed views of the lake and Olympic Mountains to the west. All rooms are open to each other and the 80-foot deck, which wraps around three sides of the home.

Inside, clear stained-wood detailing, wood ceilings and rich, natural accent colors (including the stained concrete floor) create a warm, comfortable atmosphere. The owners — a commercial airline pilot, and a home builder and helicopter enthusiast — use part of the lower level as a hangar for their personal chopper. The main living areas are upstairs to take advantage of the views.

Project Name: Conner Residence
Location: Renton, Wash.
Designer/Architect: Hackworth Group Architecture/Planning, Seattle, Wash.
Builder: Conner Homes Co., Bellevue, Wash.
Land Planner: Hackworth Group Architecture/Planning, Seattle, Wash.
Photography: Doug Scott, Mount Vernon, Wash.

Project Name: NeMo (New Modern)
Location: Winter Park, Fla.
Designer/Architect: Phil Kean Designs, Winter Park, Fla.
Builder: Phil Kean Designs, Winter Park, Fla.
Interior Designer: CRT Studio, Winter Park, Fla.
Photographers: Michael Lowry, Orlando, Fla.; Harvey Smith, Altamonte, Fla.

Best Single-Family Attached Home

Prairie Style Homage

Targeting young professionals and empty nesters with its hip, urban flats and townhomes, Three-65 at Victoria Gardens pays tribute to Prairie style architecture while offering smart space planning. Horizontal lines in the red brick and wood veneer siding, applied in long runs, focus the eye; this effect is further enhanced by varying low-pitched, hipped roof lines.

The buildings also feature true four-sided architecture, with visually interesting elevations on both the public and private sides; groupings of windows below the roof line with casement-like trim to set off sash-like mullion patterns; and a strong tower element, enhanced with brick or horizontal siding, that breaks up the roof mass into asymmetrical planes.

Two- and three-story townhomes are offered as well as flats. Each plan has either a covered deck, covered porch, covered patio or open deck, as well as a tandem or side-by-side two-car garage.

Project Name: Three-65 at Victoria Gardens
Location: Rancho Cucamonga, Calif.
Designer/Architect: Bassenian/Lagoni Architects, Newport Beach, Calif.
Builder: Shea Homes, Inland Empire, Corona, Calif.
Interior Designer: Garrett Interiors, Westlake Village, Calif.
Developer: Shea Homes, Inland Empire, Corona, Calif.
Land Planner: Bassenian/Lagoni Architects, Newport Beach, Calif.
Photographer: Will Hare, Orange, Calif.

Best Single-Family Detached Home 4,001 Square Feet and Over

Modern Roots

When Phil Kean began designing this home, located in an established, upscale Florida neighborhood, he looked to Frank Lloyd Wright, Richard Neutra and Rudolf Schindler for inspiration. The neighborhood is a mixture of historic mansions, large new homes and mid-century ranches. Local building codes are stringent, with excessive corner lot setbacks, height limitations, square-footage restrictions and pervious area requirements that dictated many of the basic design elements on the 12,661-square-foot lot.

To overcome these constraints, Kean used an indoor/outdoor plan to maximize the use of space on the lot. Windows and glass walls slide back into pockets, opening the house to a pool, spa and water feature. Natural materials, neutral colors, plentiful lighting and a 360-degree saltwater aquarium warm up the interior spaces.

Called the NeMo (for New Modern) home, the residence meets the requirements of multiple buyer segments with its three- and four-bedroom options, three-car garage, home office, home theater, game room and oversized kitchen with wine storage.

Project Name: Overlook at Battery Creek
Location: Beaufort, S.C.
Designer/Architect: Dominick Tringali Architects, Inc., Bloomfield Hills, Mich.
Builder: Simonini Builders, Inc., Charlotte, N.C.
Interior Designer: Jill Snyder, GDC Home, Charlotte, S.C.
Developer: PEC Development, Atlanta, Ga.
Photographer: Warren Lieb, Mount Pleasant, S.C.

Best Single-Family Detached Home 1,801 to 2,400 Square Feet

Southern Belle

Evocative of a traditional Charleston-style home, the Magnolia integrates interior spaces with the surrounding community's creeks, parks, lagoons and sprawling oak trees. To facilitate entertaining, the kitchen and dining room have sliding glass doors that open onto a private courtyard and lap pool. Second-floor bedrooms also surround the courtyard, maximizing views of the pool and adjacent Battery Creek.

The Magnolia has built-in flexibility to adapt to homeowners' changing needs. A side stairway off the courtyard leads to a room over the garage that can be used as a recreation room, in-law suite or home office. Sited close to the street, the home's spacious front porch beckons neighbors in for a visit. The balcony directly above the porch serves as an extension of the master sitting room.

Best Single-Family Detached Home 3,001 to 4,000 Square Feet

No Wasted Space

This home features a well-crafted floor plan that makes use of nooks and crannies where space might otherwise be wasted. Built-ins abound, from the boot benches in the mudroom, the desks in the children's bedrooms and a playhouse tucked under the basement stairs. Just off the kitchen, the inglenook — a fireplace flanked by a pair of cushioned, built-in benches — harks back to an earlier time.

Another noteworthy feature is the two-story stair tower. Clerestory windows suffuse the stair with light and a vaulted ceiling draws the eye upward.

By shifting the entry to the three-car garage to the side of the house, the architect was able to create horizontal living spaces that flow into each other. The living room, study, inglenook and laundry room occupy the center of the main floor while the kitchen, dining room and screened porch are at the back. Guests can gather in an intimate seating area off the kitchen or stroll out to the porch. The upper level is reserved for private spaces such as the master suite and secondary bedrooms, while the lower level has a spacious family room, exercise room and guest bedroom with private bath.

Project Name: Hampshire
Location: Grand Rapids, Mich.
Designer/Architect: Visbeen Associates, Inc., Grand Rapids, Mich.
Builder: Legacy Homes, Grand Rapids, Mich.
Interior Designer: Israels' Designs for Living, Grand Rapids, Mich.
Developer: Mosaic Properties, Grand Rapids, Mich.
Photographer: Michael Buck/M Buck Studio, Grand Rapids, Mich.

Best Specialty Room in a Home 2,401 to 4,000 Square Feet

At One With Nature

Enclosed on four sides by glass, this library offers appealing nature views from every angle, including a koi pond in the home's courtyard. A far cry from the stereotypical dark study, it is brightened by clean lines and a combination of light-colored maple and dense babinga wood. Subtle directional lighting casts a warm but effervescent glow for reading after sunset. Vaulted ceilings and beams painted to recede toward the back of the room enhance the feeling of spaciousness. Part of a rebuild of a small home on a large, wooded lot, the library fulfills the owners' desire to capture the spectacular scenery around them.

Project Name: Hankin Residence
Location: Philadelphia, Pa.
Designer/Architect: Group 3 Architecture/Interiors/Planning, Hilton Head, S.C.
Builder: Hankin Builders, Exton, Pa.
Interior Designer: Group 3 Architecture/Interiors/Planning, Hilton Head, S.C.
Photographer: Brian Vanden Brink, Rockport, Maine

Project Name: Lakeside at Hampton Lake
Location: Bluffton, S.C.
Designer/Architect: Cowart Coleman Group Architects, Savannah, Ga.
Builder: Fraser Construction Company, LLC, Bluffton, S.C.
Interior Designer: Image Design, Inc., Atlanta, Ga.
Developer: Reed Development, Hilton Head Island, S.C.
Land Planner: Wood + Partners, Inc., Hilton Head Island, S.C.
Photographer: Rob Kaufman, Hilton Head Island, S.C.; Gabriel Benzur, Atlanta, Ga.

Best Community Facility 151 Units and Above

Resort-Style Amenities

Designed around a 165-acre freshwater lake and a 350-acre nature preserve, the Lakeside amenity complex has the character of a resort thanks to the fitness center, community center, boathouse, swimming pools, play areas and sand beach. It serves the Hampton Lake master plan, which will ultimately comprise about 950 homes. The Lakeside buildings convey a rustic lodge theme with a mixture of simulated stone, stucco and heavy timbers.

The Lakehouse building includes a themed restaurant, Backwater Bill's, that hints at the story of its namesake's life with reclaimed barn wood paneling and truck mirrors at the back bar. The freestanding Tower Bar provides an additional gathering place just steps away. Next door to the restaurant is the Lodge Room, a community family room with casual seating around a huge stone fireplace and hearth. Fitness Central offers a variety of exercise programs plus a full-service spa, while Doc's Boathouse has 15 covered boat docks, a country store and a nature center.

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Best In American Living AWARD

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Best Single-Family Detached Home 1,801 to 2,400 square feet

Project Name: East Beach Residence
Location: Norfolk, Va.
Designer/Architect: Donald Powers Architects, Providence, R.I.
Builder: North Shore Construction Company, Norfolk, Va.
Photographer: Otto Studios, Norfolk, Va.

Best Single-Family Detached Home up to 1,800 square feet

Project Name: Esperanza at Spanish Walk — Miro — Residence One
Location: Palm Desert, Calif.
Designer/Architect: Robert Hidey Architects, Irvine, Calif.
Builder: Taylor Woodrow Homes, San Diego, Calif.
Interior Designer: Design Line Interiors, San Diego, Calif.
Developer: Taylor Woodrow Homes, San Diego, Calif
Land Planner: SWA Group, Laguna Beach, Calif.
Photographer: Toby Ponnay Photographer, Corona Del Mar, Calif.

Best Single-Family Detached Home 2,401 to 3,000 square feet

Project Name: Penfield
Location: Artisan Park, Celebration, Fla.
Designer/Architect: Looney Ricks Kiss Architects, Celebration, Fla.
Builder: The St. Joe Company, Celebration, Fla.
Interior Designer: Brooks Interior Design, Maitland, Fla.
Developer: The St. Joe Company, Celebration, Fla.
Landscape Architect: Quality by Design, Leesburg, Fla.
Photographer: Looney Ricks Kiss Architects, Celebration, Fla.; Burg Photographix, Maitland, Fla.

Best Single-Family Detached Home 3,001 to 4,000 square feet

Project Name: Magnolia at Alamo Creek – Residence Two
Location: Danville, Calif.
Designer/Architect: Dahlin Group Architecture Planning, Pleasanton, Calif.
Builder: Shapell Homes of Northern California, Milpitas, Calif.
Interior Designer: Michael Trahan Designs, Benicia, Calif.
Developer: Shapell Homes of Northern California, Milpitas, Calif.
Land Planner: DK Associates, Walnut Creek, Calif.
Photographer: Eric Figge Photography, Irvine, Calif.

Best Single-Family Detached Home 4,001 square feet and over

Project Name: Van Den Heuvel Residence
Location: Atlanta, Ga.
Designer/Architect: Stephen Fuller Design, Norcross, Ga.
Builder: Stephen Fuller Construction Services, Norcross, Ga.
Photographer: Stephen Fuller Design, Norcross, Ga.

Best Multi-Family up to 5 stories

Project Name: Vallagio at Inverness — Moscato
Location: Englewood, Colo.
Designer/Architect: Kephart Community::Planning::Architecture, Denver, Colo.
Builder: Metropolitan Homes, Denver, Colo.
Interior Designer: Design Works, Denver, Colo.
Developer: Metropolitan Homes, Denver, Colo.
Land Planner: Kephart Community::Planning::Architecture, Denver, Colo.
Photographer: Steve Hinds, Dallas, Texas

Best One-Of-A-Kind Custom Home up to 4,000 square feet

Project Name: The Urban Lodge
Location: Snohomish, Wash.
Designer/Architect: Curtis Gelotte Architects, Kirkland, Wash.
Builder: Grey Lundberg/CMI Homes, Bellevue, Wash.
Interior Designer: Schoenfeld Interiors, Bellevue, Wash.
Photographer: Michael Seidl Photography, Seattle, Wash.

Best Single-Family Attached Urban, Infill

Project Name: Manget
Location: Marietta, Ga.
Designer/Architect: Hedgewood Properties, Roswell, Ga.
Builder: Hedgewood Properties, Cumming, Ga.
Interior Designer: J. Hirsch Interior Design, Cumming, Ga.
Developer: Hedgewood Development, Cumming, Ga.
Land Planner: Tunnell, Spangler, Walsh & Associates, Atlanta, Ga.
Photographer: Chris Little Photography, Roswell, Ga.

Best One-Of-A-Kind Custom Home 4,001 to 6,500 square feet

Project Name: Grand Cottage
Location: Ocean City, Md.
Designer/Architect: Becker Morgan Group, Salisbury, Md.
Builder: Joseph T. Dashiell, Ocean City, Md.
Interior Designer: Joseph T. Dashiell, Ocean City, Md.
Developer: Joseph T. Dashiell, Ocean City, Md.
Photographer: Becker Morgan Group, Salisbury, Md.

Best One-Of-A-Kind Custom Home 4,001 to 6,500 square feet

Project Name: Naiff/Cohen Residence
Location: Scottsdale, Ariz.
Designer/Architect: Urban Design Associates, Scottsdale, Ariz.
Builder: RS Homes, Scottsdale, Ariz.
Interior Designer: Tamm Marlowe Design Studio, Scottsdale, Ariz.
Photographer: Dino Tonn Photography, Scottsdale, Ariz.

Best One-Of-A-Kind Custom Home 6,501 square feet and over

Project Name: Potts Residence
Location: Daniel Island, S.C.
Designer/Architect: Stephen Herlong & Associates, Architects, Isle of Palms, S.C.
Builder: Philip Smith General Contractors, Mount Pleasant, S.C.
Interior Designer: Designs Three & Associates, John's Island, S.C.
Photographer: Warren Lieb Photography, Mount Pleasant, S.C.

HUD Secretary's Award for Excellence

Project Name: Roanoke and Lee Street Housing Project
Location: Blacksburg, Va.
Designer/Architect: Community Design Studio, Christiansburg, Va.
Builder: Community Housing Partners, Christiansburg, Va.
Developer: Community Housing Partners, Christiansburg, Va.
Land Planner: Gay and Neel, Christiansburg, Va.
Photographer: Community Housing Partners, Christiansburg, Va.

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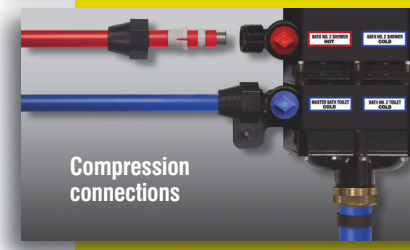

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HUD Secretary's Award for Excellence

Project Name: Falcon Crest — Plan Two
Location: Palm Desert, Calif.
Designer/Architect: KTGY Group, Santa Monica, Calif.
Builder: Community Dynamics, Santa Monica, Calif.
Interior Designer: Two's Company Interiors, Chatsworth, Calif.
Developer: Palm Desert Redevelopment Agency, Palm Desert, Calif.
Land Planner: MSA Consulting, Rancho Mirage, Calif.
Photographer: Robb Miller Photography, Sherman Oaks, Calif.

Best Rental Development up to 4 stories

Project Name: College Vista
Location: San Mateo, Calif.
Designer/Architect: KTGY Group, Irvine, Calif.
Builder: Devon Construction, Milpitas, Calif.
Interior Designer: Interior Design Class at San Mateo Community College, San Mateo, Calif.
Developer: Thompson Dorfman Partners, Sausalito, Calif.
Land Planner: KTGY Group, Irvine, Calif.
Photographer: Christopher Mayer Photography, Huntington Beach, Calif.; Steve Hinds Photography, Dallas, Texas

Best Rental Development 5 stories and over

Project Name: Gables West Village
Location: Dallas, Texas
Designer/Architect: Looney Ricks Kiss Architects, Memphis, Tenn.
Builder: Gables Construction, Dallas, Texas
Interior Designer: Studio Bella, Dallas, Texas
Developer: Gables Residential, Dallas, Texas
Land Planner: Bury & Partners – DFW, Dallas, Texas
Photographer: Steve Hinds Photography, Dallas, Texas
Landscape Architect: Linda Tycher & Associates, Dallas, Texas

Best Rental Development 5 stories and over

Project Name: The Crescent at Fells Point
Location: Baltimore, Md.
Designer/Architect: Design Collective, Baltimore, Md.
Builder: The Hanover Company, Houston, Texas
Interior Designer: Design Collective, Baltimore, Md.
Developer: The Hanover Company, Houston, Texas
Land Planner: Design Collective, Baltimore, Md.
Photographer: LaCasse Photography, Denver, Colo.

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GOSSIP FROM A

WALKIE-TALKIE

There isn't much I don't hear about over these waves. Project updates, building permits, lunch orders, baseball scores, and plenty of profanity — much of which revolves around shower valves. Either someone ordered the wrong valve, or installed the wrong valve, or changed their mind at the last minute. Can someone just make one valve that fits any shower so I don't have to listen to all this chatter? It's giving me a headache.

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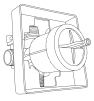

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Best Rental Development up to 4 stories

Project Name: Nuevo Amanecer
Location: Pajaro, Calif.
Designer/Architect: KTGY Group, Irvine, Calif.
Builder: Segue Construction, Point Richmond, Calif.
Interior Designer: Interior Dimensions, Berkeley, Calif.
Developer: South County Housing, Gilroy, Calif.
Land Planner: KTGY Group, Irvine, Calif.
Photographer: Christopher Mayer Photography, Huntington Beach, Calif.

Best Community up to 150 homes

Project Name: Overlook at Battery Creek
Location: Beaufort, S.C.
Designer/Architect: Dominick Tringali Architects, Bloomfield Hills, Mich.
Builder: Simonini Builders, Charlotte, N.C.
Developer: PEC Development, Atlanta, Ga.
Photographer: Warren Lieb Productions, Mount Pleasant, S.C.

Best Specialty Room in a Home 4,001 square feet and over

Project Name: Mills Farm — The Belmont
Location: Overland Park, Kan.
Designer/Architect: R.S. Bickford and Company, Overland Park, Kan.
Builder: Ashner Construction Company, Stillwell, Kan.
Interior Designer: Janet Alholm Interiors, Overland Park, Kan.
Developer: Matt Adam Development Company, Overland Park, Kan.
Land Planner: Epic Landscape Productions, Gardner, Kan.
Photographer: Bob Greenspan Photography, Kansas City, Mo.

Best Community 151 homes and over

Project Name: The Harbors at Haverstraw
Location: Haverstraw, N.Y.
Designer/Architect: Do Chung and Partners, Stamford, Conn.
Builder: Ginsburg Development Companies, Valhalla, N.Y.
Interior Designer: DEI – Design Environment, Kennesaw, Ga.
Developer: Ginsburg Development Companies, Valhalla, N.Y.
Land Planner: Saccardi & Schiff, White Plains, N.Y.
Photographers: Philip Jensen-Carter Photography, Croton Falls, N.Y.; Fred Forbes Photogroupe, Lansdale, Pa.; All Photographic Services, Orangeburg, N.Y.; Blue Bird Aerial Projects, Putnam Valley, N.Y.

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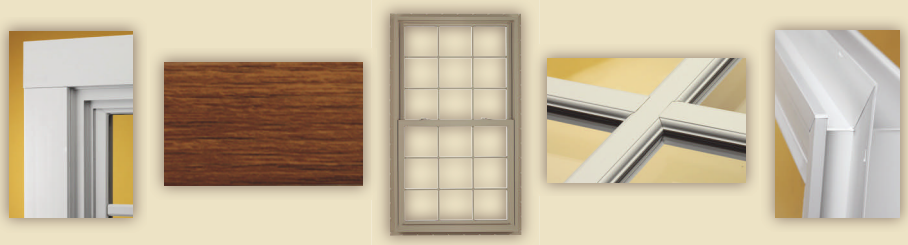

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Best Urban Smart Growth Neighborhood/ Community

Project Name: Arts District Hyattsville – Blake
Location: Hyattsville, Md.
Designer/Architect: Lessard, Vienna, Va.
Builder: EYA, Bethesda, Md.
Interior Designer: Carlyn and Company, Great Falls, Va.
Developer: EYA, Bethesda, Md.
Land Planner: Lessard, Vienna, Va.
Photographer: Thomas Arledge Photography, Bethesda, Md.

Best Community Facility up to 150 units

Project Name: Shark's Tooth Golf Club – Clubhouse
Location: Lake Powell, Fla.
Designer/Architect: Foley Design Associates Architects, East Point, Ga.
Builder: Group VI Corporation, Peachtree City, Ga.
Interior Designer: The Interiors Studio – Foley Design Associates Architects, East Point, Ga.
Developer: Hillman Properties, Pittsburgh, Pa.
Land Planner: Foley Design Associates Architects, East Point, Ga.
Photographer: Tom Harper Photography, Fort Myers, Fla.

Best Community Facility 151 units and over

Project Name: GlenRiddle Clubhouse
Location: Berlin, Md.
Designer/Architect: Becker Morgan Group, Salisbury, Md.
Builder: Atec Industries, Laurel, Md.
Interior Designer: Becker Morgan Group, Salisbury, Md.
Developer: Centex/Taylor, Dagsboro, Md.
Photographers: Becker Morgan Group, Salisbury, Md.; Alan Goldstein Photography, Silver Spring, Md.

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Best Single-Family Detached Home up to 1,800 square feet

Project Name: Stonegate West Village Homes — The Claridge
Location: Aurora, Ill.
Designer/Architect: BSB Design, Palatine, Ill.
Builder: Kensington Homes, Naperville, Ill.
Interior Designer: Mary Cook & Associates, Chicago, Ill.
Developer: Kensington Homes, Naperville, Ill.
Land Planner: V-3 Consultants, Woodridge, Ill.
Photographer: PhotoSmith, Libertyville, Ill.

Best Single-Family Detached Home 1,801 to 2,400 square feet

Project Name: Magnolia at Alamo Creek — Residence One
Location: Danville, Calif.
Designer/Architect: Dahlin Group Architecture Planning, Pleasanton, Calif.
Builder: Shapell Homes of Northern California, Milpitas, Calif.
Interior Designer: Michael Trahan Designs, Benicia, Calif.
Developer: Shapell Homes of Northern California, Milpitas, Calif.
Land Planner: DK Associates, Walnut Creek, Calif.
Photographer: Eric Figge Photography, Irvine, Calif.

Best Single-Family Detached Home 3,001 to 4,000 square feet

Project Name: Parkside at Mayfaire — The Mathes
Location: Wilmington, N.C.
Designer/Architect: Allison Ramsey Architects, Beaufort, S.C.
Builder: Whitney Blair, Sunset Beach, N.C.
Interior Designer: Southern Studio Interior Design, Apex, N.C.
Developer: Tri-Coast Properties, Wilmington, N.C.
Land Planner: Haden Stanziale, Wilmington, N.C.
Photographer: G. Frank Hart Photography, Wilmington, N.C.

Best Single-Family Detached Home 4,001 square feet and over

Project Name: Whisper Rock — La Vecchia Fattoria
Location: Scottsdale, Ariz.
Designer/Architect: J. Moffatt & Associates, Phoenix, Ariz.
Builder: The Phil Nichols Company, Scottsdale, Ariz.
Interior Designer: C. Stark Design, Scottsdale, Ariz.
Developer: Whisper Rock, a division of Greyhawk Development, Scottsdale, Ariz.
Land Planner: Tornow Design and Associates, Scottsdale, Ariz.
Photographer: Dino Tonn Photography, Scottsdale, Ariz.

Best Single-Family Attached

Project Name: The Brownstones at Park Potomac — The Berkeley
Location: Potomac, Md.
Designer/Architect: Lessard, Vienna, Va.
Builder: EYA, Bethesda, Md.
Interior Designer: Carlyn and Company, Great Falls, Va.
Developer: EYA, Bethesda, Md.
Land Planner: Lessard, Vienna, Va.
Photographer: Thomas Arledge Photography, Bethesda, Md.

Best Single-Family Attached

Project Name: Vallagio at Inverness — Allos
Location: Englewood, Colo.
Designer/Architect: Kephart Community::Planning::Architecture, Denver, Colo.
Builder: Metropolitan Homes, Denver, Colo.
Interior Designer: Design Works, Denver, Colo.
Developer: Metropolitan Homes, Denver, Colo.
Land Planner: Kephart Community::Planning::Architecture, Denver, Colo.
Photographer: Steve Hinds, Dallas, Texas

Best Multi-Family up to 5 stories

Project Name: Vallagio at Inverness — Trentino
Location: Englewood, Colo.
Designer/Architect: Kephart Community::Planning::Architecture, Denver, Colo.
Builder: Metropolitan Homes, Denver, Colo.
Interior Designer: Design Works, Denver, Colo.
Developer: Metropolitan Homes, Denver, Colo.
Land Planner: Kephart Community::Planning::Architecture, Denver, Colo.
Photographer: Steve Hinds, Dallas, Texas

Best High-Rise Multi-Family 6 stories and over

Project Name: Ocean Palms — Penthouse
Location: Hollywood, Fla.
Designer/Architect: Fullerton Diaz Architects, Coral Gables, Fla.
Builder: Coastal Construction Services, Miami, Fla.
Developer: Ocean Palms (The Plaza Group and Avatar Properties), Hollywood, Fla.
Photographer: Barry Grossman Photography, Weston, Fla.

Best High-Rise Multi-Family 6 stories and over

Project Name: One Vinings Mountain
Location: Atlanta, Ga.
Designer/Architect: Niles Bolton & Associates, Atlanta, Ga.
Builder: TC Construction of Georgia, Atlanta, Ga.
Interior Designer: Niles Bolton & Associates, Atlanta, Ga.
Developers: Trammell Crow Residential and The Halter Companies, Atlanta, Ga.
Photographer: Robert Thien Photography, Atlanta, Ga.

Best Single-Family Attached Urban Infill

Project Name: Sumner Station
Location: Sumner, Wash.
Designer/Architect: Hackworth Group Architecture/Planning, Seattle, Wash.
Builder: GLG Homes, Auburn, Wash.
Developer: BRS Development, Sumner, Wash.
Land Planner: Hackworth Group Architecture/Planning, Seattle, Wash.
Photographer: Doug Scott Photography, Mount Vernon, Wash.

Best One-of-a-Kind Custom Home 4,001 to 6,500 square feet

Project Name: McCarthy Residence
Location: Jupiter, Fla.
Designer/Architect: Village Architects AIA, Tequesta, Fla.
Builder: John McDonald Company, Jupiter, Fla.
Photographer: Randy Smith Photographer, West Palm Beach, Fla.

Best One-Of-A-Kind Custom Home 6,501 square feet and over

Project Name: Private Residence
Location: Naples, Fla.
Designer/Architect: Eric Brown Design Group, Bonita Springs, Fla.
Builder: Harwick Homes Construction, Naples, Fla.
Interior Designer: House in Harmony, Naples, Fla.
Developer: Bonita Bay Group, Bonita Springs, Fla.
Land Planner: Bonita Bay Group, Bonita Springs, Fla.
Photographer: Doug Thompson Photography, Bonita Springs, Fla.

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Best One-Of-A-Kind Spec Home 4,001 to 6,500 square feet

Project Name: Mills Farm — The Belmont
Location: Overland Park, Kan.
Designer/Architect: R.S. Bickford and Company, Overland Park, Kan.
Builder: Ashner Construction Company, Stillwell, Kan.
Interior Designer: Janet Alholm Interiors, Overland Park, Kan.
Developer: Matt Adam Development Company, Overland Park, Kan.
Land Planner: Epic Landscape Productions, Gardner, Kan.
Photographer: Bob Greenspan Photography, Kansas City, Mo.

Best One-Of-A-Kind Spec Home 4,001 to 6,500 square feet

Project Name: Boardwalk
Location: South Haven, Mich.
Designer/Architect: Visbeen Associates, Grand Rapids, Mich.
Builder: David C. Bos Homes, Spring Lake, Mich.
Interior Designer: Great Lakes Furnishings, Holland, Mich.
Developer: David C. Bos Homes, Spring Lake, Mich.
Land Planner: Exxel Engineering, Wyoming, Mich.; Visbeen Associates, Grand Rapids, Mich.
Photographers: Photosphere Studio, Grand Rapids, Mich.; Commercial Digital Images

Best One-Of-A-Kind Spec Home 4,001 to 6,500 square feet

Project Name: Whisper Rock — La Vecchia Fattoria
Location: Scottsdale, Ariz.
Designer/Architect: J. Moffatt & Associates, Phoenix, Ariz.
Builder: The Phil Nichols Company, Scottsdale, Ariz.
Interior Designer: C. Stark Design, Scottsdale, Ariz.
Developer: Whisper Rock, division of Greyhawk Development, Scottsdale, Ariz.
Land Planner: Tornow Design and Associates, PC, Scottsdale, Ariz.
Photographer: Dino Tonn Photography, Scottsdale, Ariz.

Best One-Of-A-Kind Spec Home 6,501 square feet and over

Project Name: Marly Way
Location: Austin, Texas
Designer/Architect: Joseph Volpe Design, Dripping Springs, Texas
Builder: Jon Luce Builder, Austin, Texas
Interior Designer: Jon Luce Builder, Austin, Texas
Photographer: Peter Tata Architectural Photography, Austin, Texas

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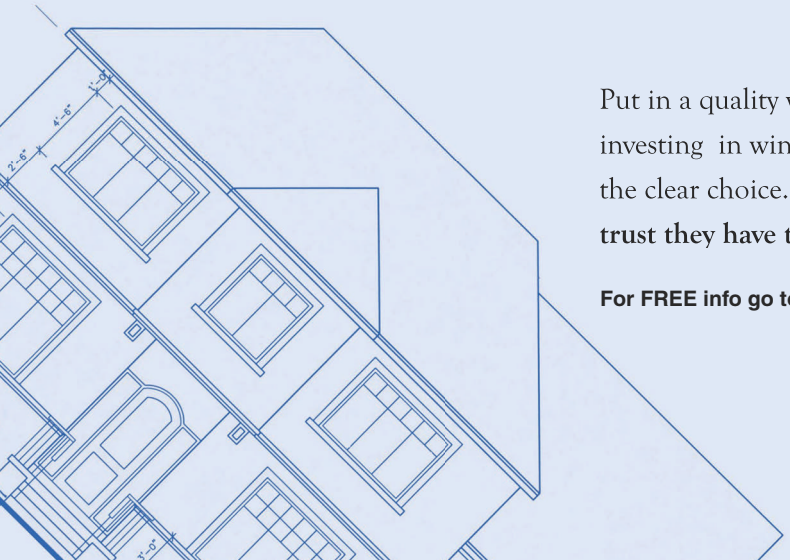

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Best One-Of-A-Kind Spec Home 6,501 square feet and over

Project Name: Scarlet Oaks
Location: Rumson, N.J.
Designer/Architect: Anderson Campanella Architects, Rumson, N.J.
Builder: Surgent Construction, Wall, N.J.
Interior Designer: Michelle Warnken Designs, Long Branch, N.J.
Developer: Surgent Construction, Wall, N.J.
Land Planner: Steven R. Krog, Landscape Architect, Bronxville, N.Y.
Photographer: Edberg Marketing, Edgewater, N.J.

Best Affordable Home (Both Detached and Attached)

Project Name: Puerta del Sol
Location: Los Angeles, Calif.
Designer/Architect: Newman, Garrison, Gilmour + Partners, Newport Beach, Calif.
Builder: AMCAL General Contractors, Agoura Hills, Calif.
Interior Designer: JAG Interiors, Westlake Village, Calif.
Developer: AMCAL Homes, Agoura Hills, Calif.
Photographer: Chet Frohlich Photography, San Clemente, Calif.

HUD Secretary's Award for Excellence

Project Name: Nevada Court "High Performance Affordable Homes"
Location: Denton, Texas
Designer/Architect: DAHC and Dan Fette Builders, Denton, Texas
Builder: Denton Affordable Housing Corporation, Denton, Texas
Interior Designer: DAHC and Dan Fette Builders, Denton, Texas
Developer: Denton Affordable Housing Corporation, Denton, Texas
Land Planner: Greg Edwards Engineering Services and Alliance Area Surveying, Ponder, Texas
Photographer: Denton Affordable Housing Corporation, Denton, Texas

Best Rental Development up to 4 stories

Project Name: The Bel Air
Location: Houston, Texas
Designer/Architect: Looney Ricks Kiss Architects, Memphis, Tenn.
Builder: C.F. Jordan L.P., Dallas, Texas
Interior Designer: Looney Ricks Kiss Architects, Memphis, Tenn.
Developer: ZOM USA, Dallas, Texas
Land Planner: Looney Ricks Kiss Architects, Memphis, Tenn.
Photographers: Aker/Zvonkovic, Houston, Texas; MG CD Communication Design, Fort Worth, Texas
Landscape Architect: Enviro Design, Dallas, Texas

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Best Rental Development 5 stories and over

Project Name: Halstead Tower
Location: Alexandria, Va.
Designer/Architect: Cooper Carey, Alexandria, Va.
Builder: Erkiletian, Alexandria, Va.
Interior Designer: Cooper Carey, Alexandria, Va.
Developer: The DSF Group, Waltham, Mass.
Land Planner: Bowman Consulting Group, Alexandria, Va.
Photographer: Taylor Design and Photography, Fairfax Station, Va.

Best Suburban Smart Growth Neighborhood/ Community Award

Project Name: Amelia Park
Location: Amelia Island, Fla.
Town Architect: Starr Sanford Design Associates, Fernandina Beach, Fla.
Interior Designer: Sisler Johnston Interior Design, Jacksonville, Fla.
Builders: Brylen Homes, Jacksonville, Fla.; Buchanan Builders, Fernandina Beach, Fla.; Donna Lynne Custom Homes, Fernandina Beach, Fla.; Drace Construction, Fernandina Beach, Fla.; Island Builders, Fernandina Beach, Fla.; Greg Lane, Fernandina Beach, Fla.; J.P. McClellan, Amelia Island, Fla.; Donald Roberts Jr., Fernandina Beach, Fla.; The Construction Company, Fernandina Beach, Fla.
Developer: Amelia Park Development, Ponte Vedra Beach, Fla.
Landscape Architect: Jake Ingram Landscape Architect, Jacksonville, Fla.
Photographers: CCOM, Inc., Amelia Island, Fla.; Everett and Soule, Altamonte Springs, Fla.; Taylor Architectural Photography, Winter Park, Fla.; Renaissance Creative Services, Jacksonville, Fla.
Civil Engineer: Michael Antonopoulos and Associates, Ponte Vedra Beach, Fla.
Land Planner: DPZ, Miami, Fla.
Architects: Moser Design Groups, Beaufort, S.C.; The Evans Group, Orlando, Fla.; Bloodgood Sharp Buster Architects and Planners/BSB Design, Jacksonville, Fla.

Best Suburban Smart Growth Community

Project Name: The Village at Camp Parks
Location: Dublin, Calif.
Designer/Architect: Torti Gallas and Partners, Silver Spring, Md.
Builder: Clark Builders Group, Arlington, Va.
Developer: Clark Realty Capital, Arlington, Va.
Land Planner: Torti Gallas and Partners, Silver Spring, Md.
Photographer: Hedrich Blessing, Chicago, Ill.

Best Kitchen in a Home 4,001 square feet and over

Project Name: Mills Farm — The Belmont
Location: Overland Park, Kan.
Designer/Architect: R.S. Bickford and Company, Overland Park, Kan.
Builder: Ashner Construction Company, Stillwell, Kan.
Interior Designer: Janet Alholm Interiors, Overland Park, Kan.
Developer: Matt Adam Development Company, Overland Park, Kan.
Land Planner: Epic Landscape Productions, Gardner, Kan.
Photographer: Bob Greenspan Photography, Kansas City, Mo.

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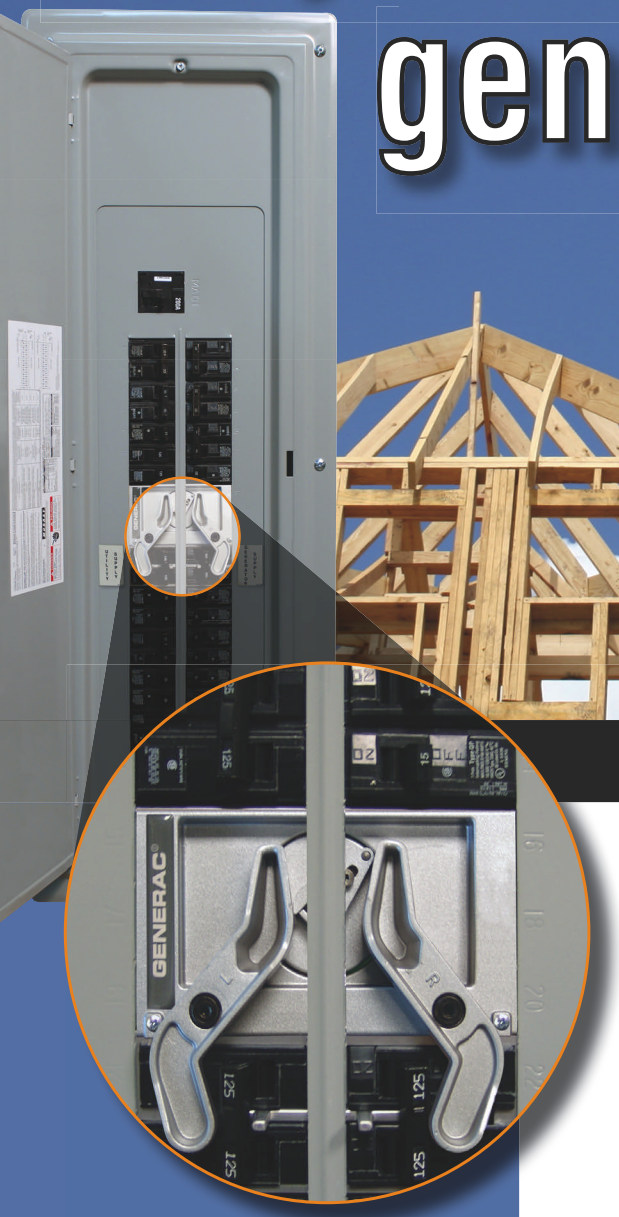

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Best Kitchen in a Home 4,001 square feet and over

Project Name: EcoManor
Location: Atlanta, Ga.
Designer/Architect: Harrison Design Associates, Atlanta, Ga.
Builder: Delany Rossetti Construction, Atlanta, Ga.
Interior Designer: DES-SYN, Atlanta, Ga.
Developer: Delany Rossetti Construction, Atlanta, Ga.
Land Planner: Ed Castro Landscape, Roswell, Ga.
Photographer: Today's Custom Home Magazine, Atlanta, Ga.

Best Kitchen in a Home 2,401 to 4,000 square feet

Project Name: Connelly Kitchen
Location: Jupiter, Fla.
Designer/Architect: Mitchell O'Neil Architect
Builder: John McDonald Company, Jupiter, Fla.
Photographer: Randy Smith Photographer, West Palm Beach, Fla.

Best Specialty Room in a Home 4,001 square feet and over

Project Name: Bruce Twp. Residence
Location: Bruce Township, Mich.
Designer/Architect: CBi Design Professionals, Bloomfield Hills, Mich.
Builder: Simone Contracting Group, Sterling Heights, Mich.
Interior Designer: Interiors by Becky Spier, Troy, Mich.
Land Planner: Gethsemane Landscape Architecture Builders, Oakland Twp., Mich.
Photographer: Beth Singer Photographer, Franklin, Mich.

Best Community Facility 151 units and over

Project Name: The Residences at Bulle Rock Residents Club
Location: Havre de Grace, Md.
Designer/Architect: Gaudreau, Baltimore, Md.
Builder: Manekin Construction, Columbia, Md.
Interior Designer: Marc Michaels Interior Design, Winter Park, Fla.
Developer: MTBR, Columbia, Md.
Land Planner: Morris & Ritchie Associates, Laurel, Md.
Photographer: Charlie Pruett Photographer, Elkton, Md.

Best Community Facility 151 units and over

Project Name: Idyllwilde — Grand Hall
Location: Parker, Colo.
Designer/Architect: BSB Design, West Des Moines, Iowa
Builder: Village Homes of Colorado, Englewood, Colo.
Interior Designer: Hamilton Design, Denver, Colo.
Developer: Village Homes of Colorado, Englewood, Colo.
Land Planner: Nuszer Kopatz Urban Design Associates, Denver, Colo.
Photographer: Jacob Sharp Photo, Denver, Colo.

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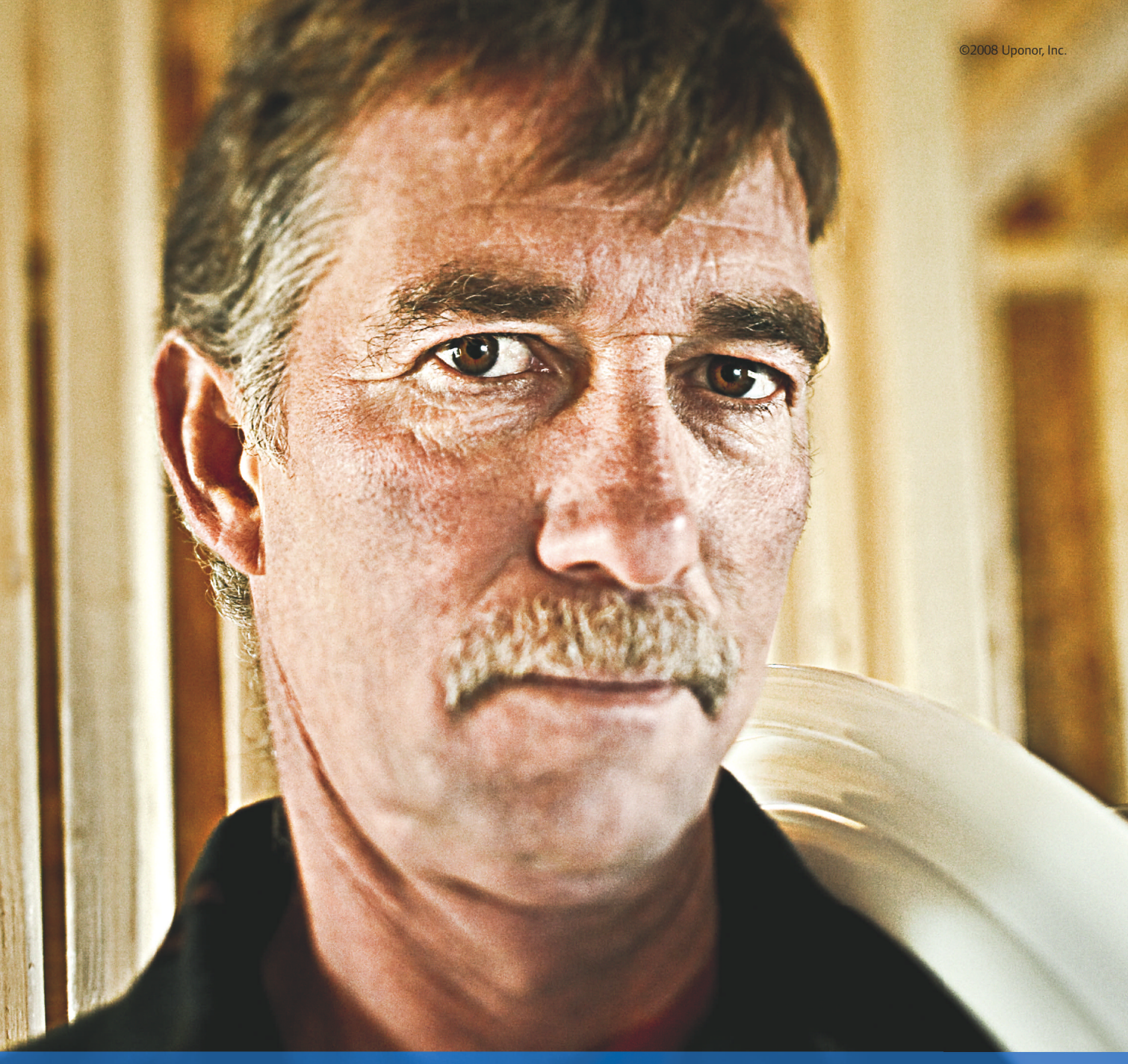

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Stainless steel cabinets are back from the ’50s; you can chalk that up to the minimalist European influence and the prevalence of professional-looking appliances. And don’t forget how versatile steel can be. Virtually any design can be fabricated for the modern kitchen; you can complement your choices with steel backsplashes and surfaces.

INSIDE

Cabinetry that wows [*page 105*]

Hot, hot hardware [*page 109*]

New products to check out [*page 113*]

Total home audio [*page 116*]

Restructured PATH [*page 121*]

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[CABINETS]

Cool **Cabs**

Quality Versatility

Versatile enough for most kitchens and bathrooms, Quality Cabinet's Quincy line features a flat, recessed-panel door with wide stiles and rails that offer a transitional look. It's a contemporary door that hints toward traditional styling; look for it in cherry or maple.
For FREE information, visit http://pb.ims.ca/5642-125

Recess Time

White kitchen cabinets are still in high demand, and Aristokraft Cabinetry's Durham offers homeowners the timeless look they're after. The Durham has a recessed laminated center panel and a five-piece square mitered style with full overlay. The company recommends pairing the doors with its toasted antique glaze.
For FREE information, visit http://pb.ims.ca/5642-126

Access Granted

The aXesso line from Kitchen Craft Cabinetry has a new addition in the Le Mans Blind Corner Pullout storage option. The pullout rolls and pivots inside a cabinet, allowing the entire shelf to shift outward for full access. It is constructed of gray melamine with chrome guardrails that keep pots and pans in place.
For FREE information, visit http://pb.ims.ca/5642-127

Do It for the Children!

Looking after the kids can drive parents nuts, especially when they have a meal to cook. At least homeowners can keep an eye on the tots with the KidZone cabinets from Armstrong. The cabinets stand 36 inches tall and offer child-friendly storage spots, an adjustable pull-out activity table and chrome wire bins for toys and games.
For FREE information, visit http://pb.ims.ca/5642-128

A Clean Viking is a Happy One

Touted as recyclable, hypoallergenic and colorful, the all-metal cabinets from St. Charles Cabinetry come in 23 powder coated colors. St. Charles, a division of Viking Range Corp., made the cold-rolled steel doors frameless and full-overlay with soft-close hinges and slides. Colors include matte, iridescent and designer shades.
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[CABINETS]

Cool **Cabs**

Sip On This

Timberlake has added a new finish to its repertoire. Cognac is now available in the company's Portfolio Select series, which includes the Sierra Vista, Rushmore and Wyoming styles. Made specifically for maple cabinets, the finish leaves a furniture-like look to complement the rest of the home's décor.
For FREE information, visit http://pb.ims.ca/5642-130

Uptown Girl

Calling its latest cabinetry line "a mix of uptown elegance blended with a relaxed rural feel," Plain & Fancy Custom Cabinetry's Town & Country kitchen cabinets feature a mix-and-match style for creating something between a rustic brownstone and an urban farmhouse. Shown is the company's brushmark crackle and white wash finish with mullion-windowed cabinets.
For FREE information, visit http://pb.ims.ca/5642-131

A Good Companion

The latest glazes from KraftMaid include the butter rum, canvas, biscotti (shown) and dove white. According to the company, the finishes complement most flooring, surfaces, furnishings and appliances. For two-toned kitchens, the company recommends pairing the biscotti with sages, rusts and other muted tones.
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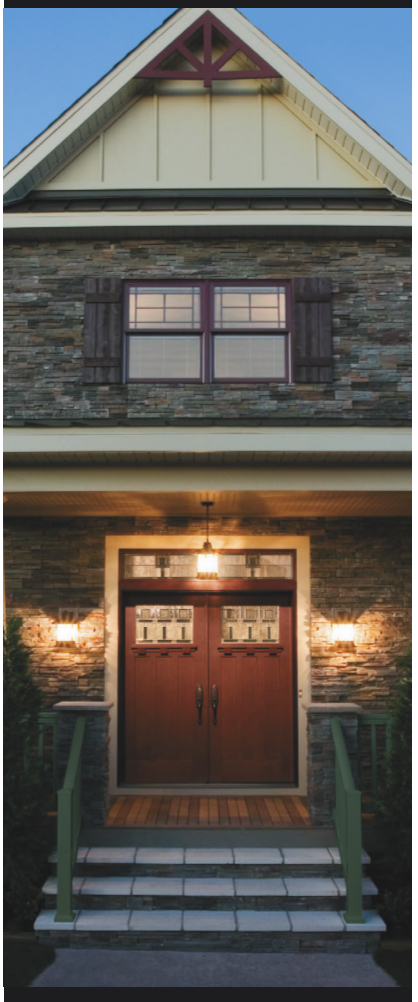

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[HARDWARE]

Immense Pull

Old Hickory

Hickory Hardware's four new styles of decorative appliance pulls coordinate with the company's cottage, Williamsburg, American diner and Euro-contemporary cabinet hardware collections. Meant for use on oversized cabinets and wood-paneled appliances, the pulls are available in 8-inch to 24-inch sizes and an assortment of finishes.
For FREE information, visit http://pb.ims.ca/5642-133

Hardware Infused

The latest "themed" hardware from Fusion Hardware Group includes decorative faucets, door hardware, cabinet hardware, accessories and even lighting. There are fewer parts for easier installation and a dual spring assist to get rid of the "knob wobble." All locks auto adjust to door thickness from 1-1/4 to 2-1/2 inches.
For FREE information, visit http://pb.ims.ca/5642-134

Lock It In

A new series of hardware upgrades for patio doors from Simonton Windows has an external key lock and multi-point locking system for safety. Dubbed the Legacy, the handles are surprisingly ergonomic and are made in antique brass, brushed chrome, mineral bronze, oil-rubbed bronze and polished brass.
For FREE information, visit http://pb.ims.ca/5642-135

Berenson's Opus

Sporting a hip, modern look, the Opus Suite from Berenson complements most traditional or contemporary kitchens, vanities and entertainment centers. The suite offers 96 mm, 128 mm and 416 mm pulls that are accompanied by an oval-shaped, 1-3/8 inch knob. Standard-size hardware in Venetian bronze, rustic tin and other finishes are available.
For FREE information, visit http://pb.ims.ca/5642-136

Crooks Beware

The rugged D800 Series deadbolt lock set from Dorma Architectural Hardware features an imposing deadbolt made from stainless steel for strength and rust resistance. Crooks are going to have a hard time kicking doors in with the heavy-duty brass cylinder housed in hardened steel with a heavy steel spin ring. The Grade 1 deadbolt is available in either 2 3/8-inch or 2 3/4-inch backsets.
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There's a reason frying pans are made of aluminum, not concrete.

Warmboard comfortably heats homes using the same logic.

The thick aluminum surface of Warmboard radiant subfloor possesses the two most important properties for excellent thermodynamic performance: high conductivity and low thermal mass.

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[HARDWARE]

Immense **Pull**

Smart Keys, Safe House

Part of the company's latest security offerings, Kwikset's SmartKey features a proprietary patented side-locking bar to replace the traditional pin and tumbler designs. SmartKey locks can be re-keyed in 30 seconds or less, eliminating many of the hassles and complexities associated with re-keying. ***For FREE information, visit http://pb.ims.ca/5642-138***

Get a Grip

Hettich America's new handles from the 2007 ProDecor Collection offer a large surface area perfect clients seeking dramatic décor. The handles are slender and contoured and are made of aluminum or die-cast zinc with bright chrome and stainless steel finishes. Several handle widths and lengths are available.
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[NEW PRODUCTS]

Off the Wire

Staring Isn't Polite

Take the guesswork out of your measurements and still do it the old-fashioned way. The new ProSite CP505A-12 Combination Protractor by Starrett provides fast, direct readings for miter cuts; single cuts and compound cuts (with conversions for cutting crown molding); exact angle/supplemental angles; and roof pitch references.

For FREE information, visit http://pb.ims.ca/5642-140

Green the Garage

Clopay is introducing a new double-wall honeycomb ¼-inch thick polycarbonate window panel option for its residential Avante Collection doors. Billed as a green choice, the material used in the doors is durable and lightweight. Doors are made in both clear and bronze-tinted finishes.

For FREE information, visit http://pb.ims.ca/5642-141

Hands Off!

Homeowners will love the hands-free operation of Symmons' new Ultra-Sense S-6050 Series Sensor Activated Faucet. The S-6050 is battery-powered with self-adjusting infrared microchip technology. It features a 10-second factory-set cycle time and will "time out" by automatically shutting off if the sensor is blocked. It is made for single-hole or 4-inch center installations with a solid brass deck plate.

For FREE information, visit http://pb.ims.ca/5642-142

Sealin' in the Flavor

Keeping things nice and tight around the seams is Dow's Window & Door 1000 Sealant. It is specifically formulated to seal window and door framework as well as exterior and interior trim and finish joints. Plus, it works with most building materials. It is moisture- and mildew-resistant and contains a non-yellowing formula and rust-inhibitor that reduces the potential for corrosion at joint seals with metal components.

For FREE information, visit http://pb.ims.ca/5642-143

Made by Milwaukee, not in Milwaukee

The 2401-22 sub-compact driver by Milwaukee delivers a beefy 100 pounds of torque per inch in a mere 2 pound package. It's powerful enough to drive 130 3-inch screws in a single battery charge and provides the speed (0-500 RPM) to finish jobs faster.

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Building Tip

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In response to the needs of specifiers, builders and contractors, Simpson Strong-Tie has developed a complete line of cost effective, pre-manufactured shearwalls. Our Steel Strong-Wall shearwalls feature fewer parts and easier attachment at the top and bottom, and are engineered not only for strength, but also quick installation.

Simple and quick installation

All aspects of installation have been simplified, requiring fewer anchor bolts and screws, eliminating the need for washers or straps. Connections at the top and bottom of walls are faster and easier than ever. Our Steel Strong-Wall panels are also designed with pre-attached wood studs and pre-drilled holes for utilities.

More options available

Steel Strong-Wall shearwalls provide a variety of easy to install solutions. Additional technical information and installation details are available in the new *Strong-Wall Shearwalls* catalog to provide you with effective, easy to install solutions.

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[NEW PRODUCTS]

Off the Wire

What a Relief

Decorative backsplashes are all the rage in the kitchen, and Fraser Clay Works has two new offerings in the 1 by 1½-foot grape and vineyard high-relief wall murals. The company, which also produces decorative borders, trims, inserts, decorative and field tiles, says the murals complement travertine, marble, limestone, slate and other natural materials.
For FREE information, visit http://pb.ims.ca/5642-145

Certainly, My Dear

You can't beat real cedar — but you can at least look like it. CertainTeed's CedarBoards XL insulated siding is 16'8" long and is made in a double 6-inch clapboard profile with extruded polystyrene insulation. The boards are molded from real cedar planks and have a rough texture.
For FREE information, visit http://pb.ims.ca/5642-146

Delta Force

The new Jobox Industrial Slope Lid Chest from Delta Consolidated Industries features the Site-Vault security system to keep sticky fingers out with the company's 3-point lock design. The lock hooks in from the side, making it nearly impossible to be bent or pried out. The box has a taller sloped lid that converts to a work table. ***For FREE information, visit http://pb.ims.ca/5642-147***

Keep Creepy Crawlies Out

Builders looking to score some eco-points can now look to Bor-Ram from Sostram for termite pre-treatment programs. The treatment is a new glycol-borate termiticide, insecticide, fungicide concentrate. Bor-Ram also controls of other types of critters, insects and decay fungi. It only requires a few gallons of diluted product per average application.
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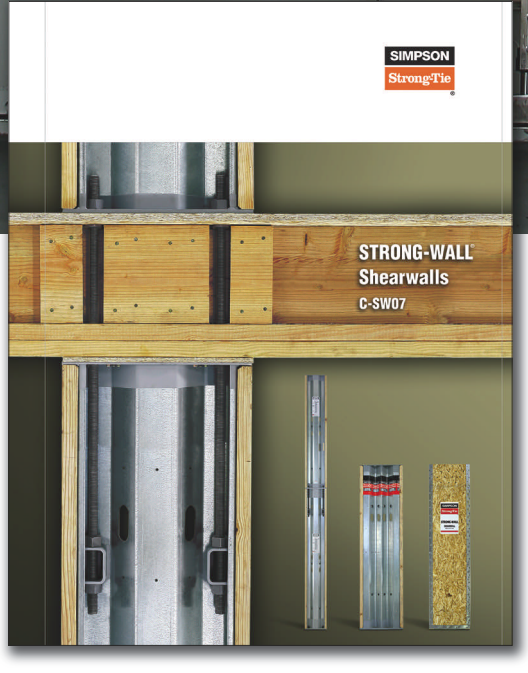
We take shearwall solutions to new heights.



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Total Home Audio **Done Right**

By Nick Bajzek, Products Editor

There was a time when total home audio systems were reserved exclusively for ultra-high-end Bill Gates-like homes. But times are changing, and builders need to stay on top of total home audio solutions as a way to attract younger buyers and set themselves apart from the competition.

Building Technologies Group Research Analyst R. Srivatsan says that despite the housing downturn, home technology has been experiencing a favorable trend for the past few years because many young buyers prefer single-family units, are tech savvy and are more willing to part with their cash for a finer sound throughout the home.

The NAHB, in partnership with the Consumer Electronics Association, found 74 percent of builders who offered home technology in 2005 offered multiroom audio as a standard or optional installation, up from 68 percent in 2004 and 56.8 percent in 2002, according to their most recent "State of the Builder Technology Market" study in 2006. The NAHB/CEA survey also found that consumers seem willing to spend more than ever for custom A/V systems. The typical price of a multiroom audio system rose in the latest builder survey to

ARCHITECTURAL IN-WALL SPEAKERS (left) and wiring panels (right) simplify the total home audio system. *Photos courtesy of Sonance (left) and Instalz Communications*

$2,500 from $1,300 in the previous survey.

With more builders marketing custom-installed A/V systems, new-home installation rates continue to rise. Builders surveyed who offer home technologies installed multiroom audio systems in 15 percent of the homes they built in 2005, up from the previous year's 12 percent, which in turn was up from 8.6 percent in 2002, the NAHB/CEA survey found.

What's right for you?

Choosing the right audio distribution system depends on many different factors, from the size of the house to the customer base you plan to attract. Adding an audio distribution system may add significant value to the residence when it comes time to refinance or sell. But buyers on a budget might not see the value in a state-of-the-art audio distribution system and are less likely to pay top dollar for it. However, banks and mortgage lenders, who used to see home audio solutions as appliances and not as an amenity, are now adding these systems into the home's value.

Play nice

Integration is a word you should beat yourself over the head with. Builders need to choose audio products carefully to make sure each part of the system, from the wiring to the speakers, works well with one another without much (or any) third-party programming costs.

Structured wiring vs. wireless

If you want to distribute audio correctly, you're going to have to use the venerable Cat-5 cable to wire up for distributed audio. You can't get away with just installing

ENCLOSURES, LIKE THOSE MADE BY ON-Q/LEGRAND, divide audio zones. Photo Courtesy of On-Q/Legrand

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THE HIP-100 (above) user interface by Lagotek installs directly in the wall in lieu of a 2-gang light switch. The touch panel controls most elements in a total home system. "Modes" can be set for each user or for times night or vacation.

a phone line and some coaxial cable anymore. For those builders unwilling to splurge on expensive cable, wireless speakers could be another possible entry builders should look for. Wireless systems typically use the 2.4-gigahertz spectrum (like your phone) to transmit and receive the audio signals. Bear in mind these units have a maximum distance of about 80 feet.

The NAHB/CEA survey reports builders selling home technology increased their sales of all home technologies except structured wiring, which was offered by fewer builders in 2005 and whose installation rates likewise declined. Structured wiring's decline, the study speculated, might be attributable to "the plethora of inexpensive wireless networking technologies."

The hub

The latest advances include gigabit-speed (1 billion bytes of information) home networking solutions, enabling today's homeowners to support both current and future technologies, such as the latest in multi-player gaming consoles, media servers, high-speed networking devices and other home technologies.

The home PC is actually a great hub for your audio systems, allowing users to stream audio from Internet radio stations and other sources. Some network media hubs connect to the network via wired Ethernet. Other hubs connect via wireless WiFi, using either the slower 802.11b specification or the faster 802.11g. For most of us, WiFi hubs are easier to deal with — unless you really want to run a couple of hundred feet of Ethernet cabling from your PC to your living room.

Speakers

The next step is choosing speakers. Mark Pickard, director of marketing for Sonance, says that in speakers, "You don't always get a better bang for your buck if you spend more, but don't forget that most of the time you do get what you pay for." Builders have a variety of options, including flush-mount in-wall, in-ceiling, bookshelf, floor-standing or a number of "invisible" speakers. Speakers in the walls or ceiling get the sound off the floor for a rounded effect.

Storing it

Builders should rough in a distribution point such as an equipment closet to store the audio-video gear. Although the point is to keep all the gear hidden, homeowners will still have to toy around with the hardware eventually. **PB**

Win a truckload of propane gas appliances.

And the truck they were hauled in on.

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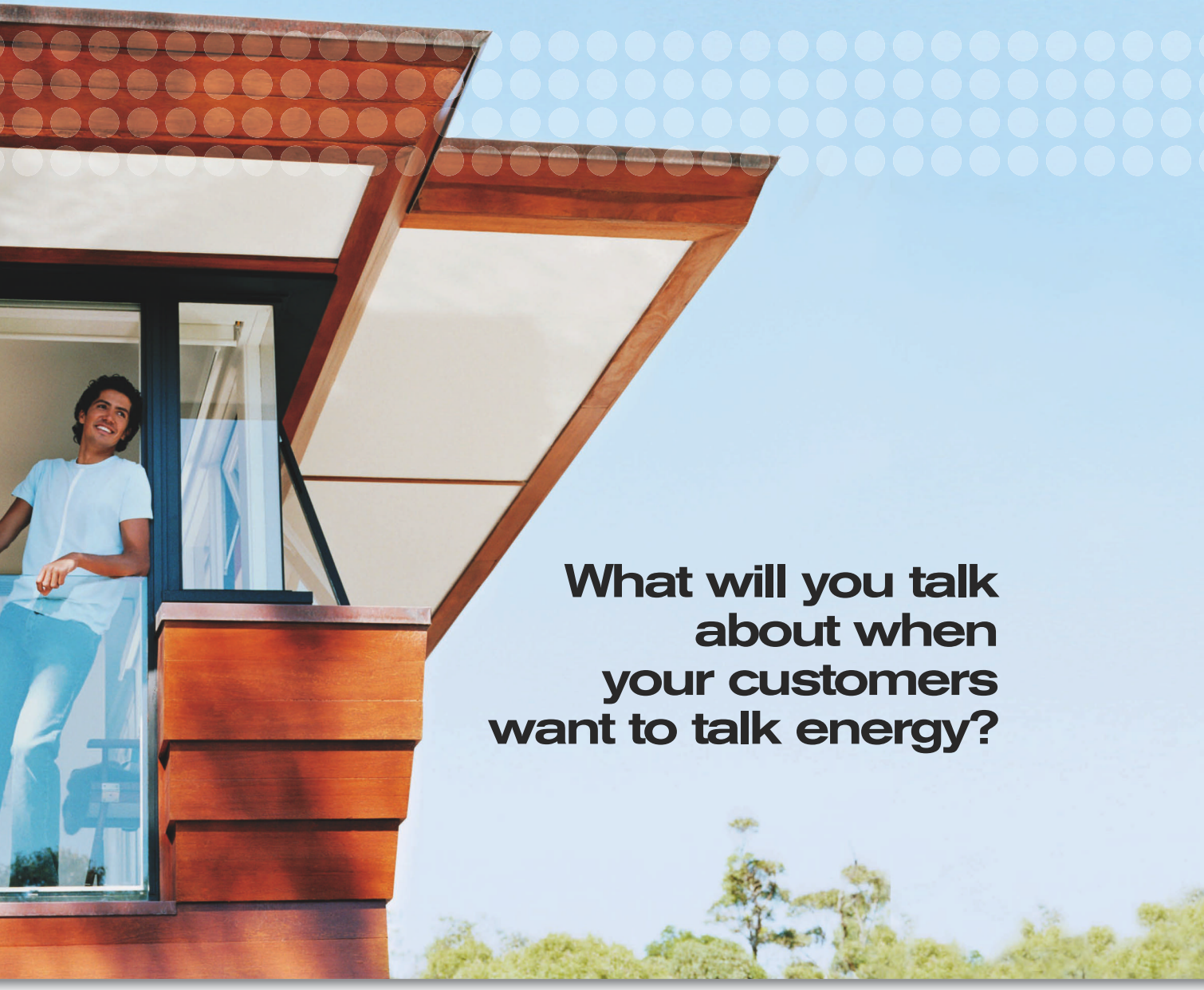

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[PATH REPORT]

This **Design Guide's** for You

By Glen Salas and Kelly Cutchin, PATH Partners

Housing in the United States has historically been driven by local resources and the economy. But that's changing. Building codes, consumer preferences and innovative construction materials are becoming increasingly important in determining the details of how a home is built.

To build stronger houses without vastly increasing material costs, builders and designers must learn to emphasize efficient structural design. That probably explains why "The Residential Structural Design Guide" is the most frequently downloaded publication from the Partnership for Advancing Technology in Housing's Web site (visit www.pathnet.org and click on Resources, then Publications.)

The PDF contains design recommendations for the safe and efficient design of homes. It provides all the information necessary to calculate wind, snow and seismic loads in all regions of the country, and it teaches builders and designers how to improve structural performance while simplifying construction practices. These principles emphasize quality of installation to achieve the intended performance rather than over-designing to compensate for real or perceived problems in installation.

Foundation to roof

The guide has seven chapters, with practical design examples and practice problems to work through:

Chapter 1 includes a graphic of conventional construction details; describes alternative materials, building codes and standards; and discusses the role of design professionals.

By summarizing the damage to typical single-family housing after earthquakes and hurricanes (e.g. 24 percent of sampled homes displayed moderate or high levels of damage to roof sheathing after Hurricane Andrew while none suffered foundation damage), the guide shows builders and design professionals where to focus their attention.

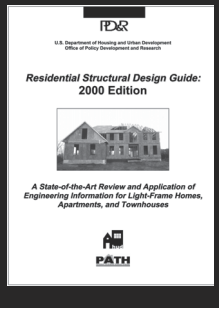
Chapter 2 introduces basic engineering concepts regarding safety, load path and the structural system response of residential buildings, sub-assemblies and components to various types of loads.

Chapter 3 provides readers with the forms, charts, graphics and equations needed to calculate design loads as they apply to residential construction.

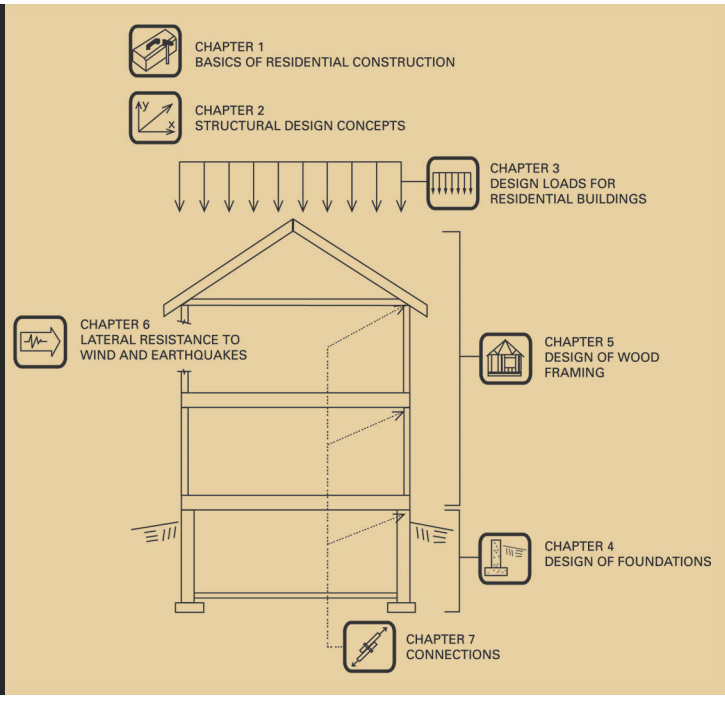
Chapter 4 explains how to design an efficient, stable foundation system.

Chapter 5 provides step-by-step design procedures for components and assemblies of wood framing systems. It provides design examples

"THE RESIDENTIAL STRUCTURAL DESIGN GUIDE" can help builders simplify construction and work with code inspectors. It can help design professionals, particularly structural engineers, work more effectively with others in the home building industry to produce safe and affordable homes. Find it at www.pathnet.org and click on Resources, then Publications.



PATH'S GUIDE teaches builders and designers how to improve structural performance while simplifying construction practices.



for framing elements and recommendations for improving the practicality and function of various design solutions.

Chapter 6 is devoted to the design of light-frame homes in hurricane- and earthquake-prone regions.

Chapter 7 addresses the design of various connections in a wood-framed home that are important to the overall function of the component parts.

Wood or concrete?

The guide focuses on appropriate methods of designing with wood for the above-grade portion of the structure. The guide assumes concrete and masonry are used for the below-grade portion of most homes, but preservative-treated wood foundations are also covered. For those wishing to branch out, the guide also discusses innovative materials and systems that address specific issues in home performance. For example, steel framing is popular in Hawaii partly because of the region's wood decay and termite issues. Likewise, partially reinforced masonry construction is used extensively in Florida because of its demonstrated ability to perform in high winds.

Typical wood-frame homes have specific issues that are covered, including girder design for a custom house; corrective measures, such as repair of a damaged roof truss or floor joist; and high-hazard conditions on the West Coast (earthquakes) and the Gulf and Atlantic coasts (hurricanes).

A technical tool with perspective

The guide uses existing, proven, innovative engineering technologies, such as advanced framing techniques to address typical weaknesses and inefficiencies in modern housing construction and structural engineering. It also reveals areas where gaps in existing research, design specifications and analytic tools require alternative designs and sound engineering judgment to produce efficient designs. For instance, the guide presents adjustment factors to the allowable National Design Specification for Wood Construction-Supplement values.

The values apply to a standard set of conditions, but the guide's adjustment factors take the different structural properties of wood into account. Much of the technical information and guidance is supplemental to building codes, standards and design specifications that define current engineering practice. In fact, current building codes may not explicitly recognize some of the technical information or design methods described or recommended in the guide. When local inspectors or code officials are wary of permitting a project that adheres to the efficient, structurally sound methods recommended, the guide and the references it provides should help furnish the necessary documentation. **PB**

Glen Salas and Kelly Cutchin write about better building practices on behalf of the Partnership for Advancing Technology in Housing (PATH). PATH is administered by the U.S. Department of Housing and Urban Development. Learn more at www.pathnet.org

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Additional PATH Publications

"The Residential Structural Design Guide" isn't the only publication PATH provides. Visit www.pathnet.org > Publications for a complete list of published works, including:

- "Affordability and Value Through Housing Technology: Programs and Services Guide"
- Affordable Housing Design Advisor
- "Pilot Study: Applying Lean to Factory Home Building"
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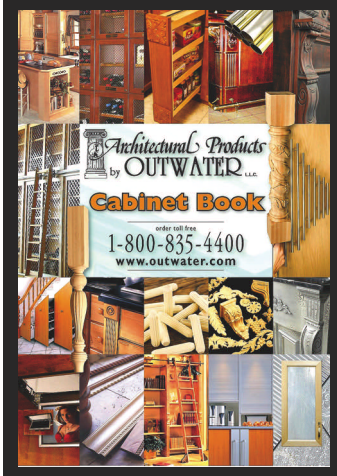

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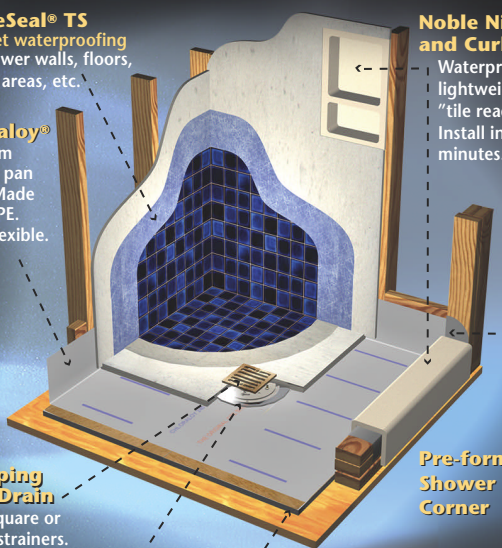

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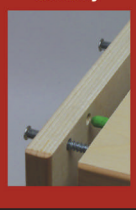

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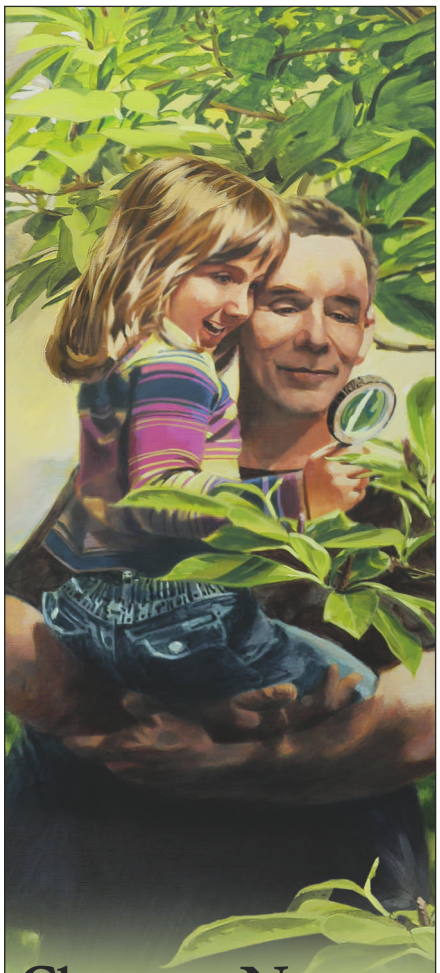

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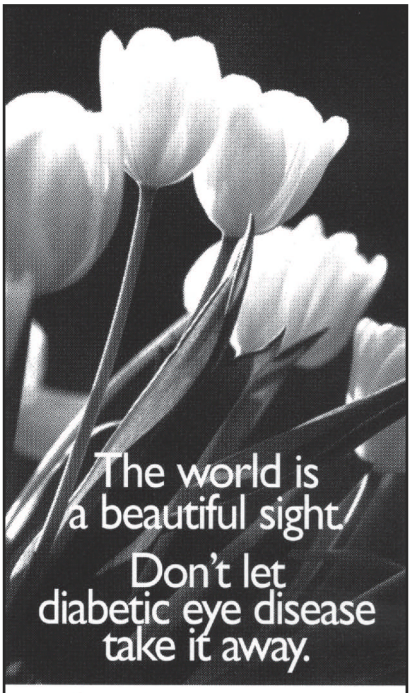

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Think About It

102,200
Building permits issued in the U.S. in October 2007, according the U.S. Census Bureau. In October 1959, the number was 94,600.

10
A 10 percent down payment will be the standard fixed-mortgage rate, according to Bankrate.com. No more creative plans falling out of the sky to get the homeowner into their dream home.

$2 billion
The green building industry will grow by more than $2 billion by 2011, according to Specialists in Business Information. In 2011, that market will have grown to $4.7 billion, which is 17 percent growth from 2006 when it was $2.2 billion.

50
Land prices in Southern California plunged as low as 50 percent in some areas, according to The Hoffman Co.

30
NAHB joined forces with UPS to offer discounts up to 30 percent on shipping for its association members.

$525 million

The sale price for a group of Lennar Corp. properties to a joint venture established with Morgan Stanley in December 2007. The amount the properties are worth: $1.3 billion.

Best In American Living AWARD

67

The number of winners in this year's Best in American Living Awards. If you think you built a house that has what it takes to win, learn how to enter the 2008 contest at ProBuilder.com/bala.

$265 billion

In 2006, the kitchen and bath industry brought in $265 billion. That's more money than IBM, Hewlett-Packard and Microsoft put together, according to the National Kitchen and Bath Association. Holy cow!

$14 billion

According to the California Building Industry Association, California is facing a $14 billion deficit. The biggest reason for the deficit? The housing slump. In 2005, the home building industry produced about 209,000 housing units and generated nearly $68 billion to the state's economy. Nearly 500,000 California employees work in the industry.

6.9%

The percent decline the Portland Cement Association expects in cement consumption in 2007, followed by a 2.2 percent decline in 2008.

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