

NOVEMBER / 08

Professional Build

CHALLENGE. INSPIRE. INFORM. / www

IN THIS ISSUE

DEVELOP LAND **OR BUY**
LOTS? / 16



PLAY **THE**
LISTENING
GAME IN
SALES / 27

BEST ADDRESS:
PRIME INFILL
PROPERTY / 42



2008
AVID AWARDS

Fine Service

Roger O. Gerstad,
Gerstad Builders

CLICK HERE TO
RENEW

your **FREE** **magazine**
subscription

CLICK HERE TO
START

a **FREE** **e-newsletter**
subscription

 Reed Business
Information.

www.NowYouCanLogOnlineAtTheJobSiteWithoutLeavingYourTruck.com

If information is power, then the all-new Dodge Ram Crew 1500 is truly our most powerful truck ever.



WELCOME TO THE NEW RAM BUSINESS CENTER.

With available uconnect web,^[1] the comfortable and roomy interior of the all-new Ram is transformed into a WiFi,^[1] hotspot, allowing everyone in the vehicle instant Web access. The available gps system utilizes a 30GB hard drive, activated by a 6.5-inch touch screen, that can be used for storing large amounts of music and picture files. To store contact files and further expand its usefulness,

this system offers voice-activated, hands-free communication via Bluetooth[®] technology.

Add available

uconnect studios with

SIRIUS^[2] Backseat TV™

for live mobile broadcasts. The final touch is the available Alpine[®] Stereo system with True Matrix surround sound and 10 optimally positioned speakers.



THE NEW MEASURE IN TRUCKS: BRAINPOWER PER CUBIC INCH.

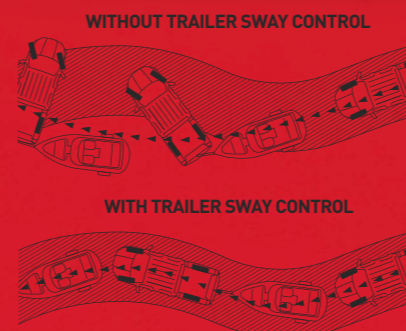
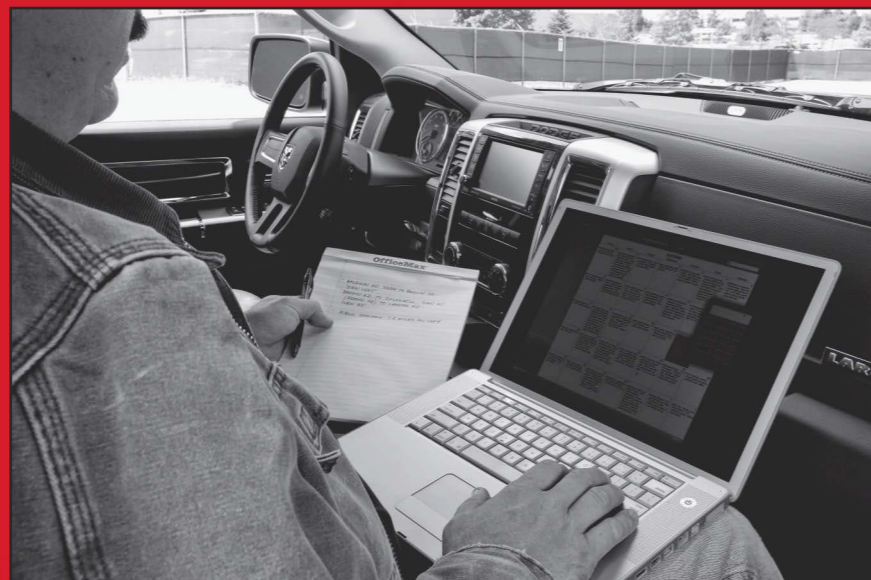
Virtually everything about this

truck has been

rethought, redesigned and greatly improved.

Our new class-exclusive^[3]

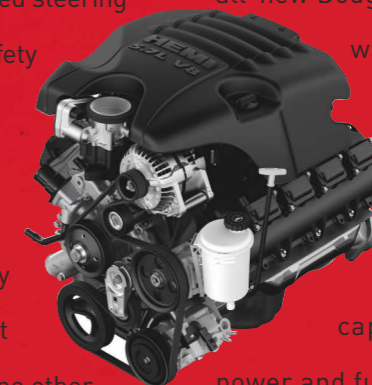
rear link-coil suspension truly revolutionizes truck comfort—delivering a smoother highway ride than Ford or GMC,^[4] without sacrificing payload or towing



capacity. The new 5.7-liter HEMI[®] V8 utilizes Variable Valve Timing (VVT)—an advancement used in the Formula One racing world. Combined with our other technologies, it helps the all-new Ram deliver the best combination of horsepower and fuel economy^{[5][6]} in its class and produce better freeway merging acceleration

while towing than Ford or Chevy.^[4]

Inside the cab, there's class-exclusive^[3] in-floor storage, along with new available features like heated and ventilated front seats, class-exclusive^[3] heated rear seats, and even a new heated steering wheel. For added safety and security, our standard Electronic Stability Program^[7] includes Trailer Sway Control and Hill Start Assist. It's a system no other truck in its class offers.^[3] You also get the industry's only Lifetime Powertrain Limited Warranty.^[8]



CATCH ALL THE ACTION AT RAMCHALLENGE.COM

There's much more to learn at RamChallenge.com. But be forewarned. This isn't one of those boring, click-laden Web sites. You'll see the all-new Dodge Ram doing what it was designed to do: taking on all kinds of extreme challenges. And setting whole new standards of capability, toughness, power and fuel efficiency. Dodge. Grab life by the horns.



DODGE

THE ALL-NEW DODGE RAM. NEVER BACK DOWN FROM A CHALLENGE.

^[1]Subscription required; sold separately. ^[2]"SIRIUS," the SIRIUS dog logo, "SIRIUS Backseat TV" and related marks are trademarks of SIRIUS Satellite Radio Inc. subscription included. ^[3]Based on *Automotive News* full-size pickup segmentation. ^[4]AMCI-Certified testing, 2009 Dodge Ram Crew 1500 4x4 5.7L 20-65 mph details at dodge.com. ^[5]Based on manufacturer's preliminary fuel economy estimates of 14 city to 20 highway mpg using EPA methodology. Results depend on consistent with conditions. Always wear your seat belt and obey traffic laws. ^[6]No deductible. See dealer for a copy of Limited Warranty details. Non-Transferable.

All rights reserved. Pricing and programming content are subject to change. Not available in AK and HI. For full Terms & Conditions, visit SIRIUS.com. One-year acceleration towing 7,150 lb vs. comparably equipped 2008 Ford and Chevy; smooth pavement ride quality at 55 mph vs. comparably equipped 2008 Ford and GMC; driving habits and conditions. ^[4]Comparison based on 2008 model year full-size pickup competitive data versus the 2009 MY Ram 1500. ^[7]Always drive carefully. Not available on SRT,[®] diesel vehicles, Sprinter, Ram Chassis Cab, and certain fleet vehicles.

SVO19

Professional Builder[®]

SHOW VILLAGE 2009



Homes open for viewing...

Environments For Living
Certified Green Home



Tues. - Thurs. 8:30 a.m. to 6 p.m.

Media-Enhanced Home



Friday 8:30 a.m. to 1 p.m.

Quiet Living Home



All homes built by:

Learning Center



For more information visit:

Build the Future Today

International Builders' Show[®]
January 20-23, 2009, Las Vegas

Homes being built today do not take advantage of the technology available now. In fact, most homes are built with technology and design that was available a decade ago. The **Professional Builder Show Village 2009** will showcase our abilities today, taking full advantage of all the latest construction techniques, design opportunities and product technology.

We will show IBS attendees today the technology they will be using for the foreseeable future in these dynamic homes.

See the latest building products installed and in action from these premier sponsors:

BASF | Insulation
BaySystems North America | Insulation
Beam | Central Vac
Behr | Exterior and Interior Paint
CONTECH Bridge Solutions
 | Bridge Solutions
Cultured Stone | Exterior Stone
Danze | Faucets and Toilets
Deceuninck North America
 | Siding and Windows
Deck Images | Exterior Deck Railings
Dow Building Solutions
 | Structural Insulated Sheathing
GE Appliances | Appliances
Generac | Generator
Honeywell | Insulation
Icynene | Insulation
Interceramic Tile and Stone
 | Tile and Stone
Koma Trim Products | Exterior Trim

Lasco Bathware | Bathtubs
Latitudes | Decking and Railings
LG Solid Source | Countertops
Masco Corp.
 | Environments For Living Certification Program
Maze Nails | Nails
Nisus Corp. | Bora-Care with Mold-Care
Owens Corning
 | Roof Underlayment, Shingles and HVAC
Panasonic | Ventilation Fans and TVs
Plastpro | Exterior Doors
Ply Gem | Siding and Windows
Rinnai | Fireplace and Tankless Water Heater
Schlage | Door Hardware
Sony | TVs & Home Theater System
Sprint | Communication Provider
Therma-Tru Doors | Exterior Doors
ThyssenKrupp Access | Elevators
TimberTech | Decking and Railings
Wayne-Dalton | Garage Door Systems

www.pbshowvillage.com

NOVEMBER / 08

Professional Builder[®]

CHALLENGE. INSPIRE. INFORM. / www.ProBuilder.com

ADVERTISEMENT



Are You Pushing Your Luck With Your Push To Talk?



Don't chance it. Choose the only
Push to Talk that's backed by the Verizon Wireless Network.

FOR MORE DETAILS LOOK INSIDE!



Don't Push Your Luck With Your Push To Talk.

Make your business instantly more productive by choosing the only Push to Talk service that comes with the Network. And right now you can get a great deal on one of our hardest-working phones. Verizon Wireless. The smart choice for Push to Talk.

Add **Push to Talk** to any
Nationwide voice plan

for only **\$5** a month.

Plus, activate Push to Talk service
on 5 or more new business lines
and get a great deal on the latest
Push to Talk phone.

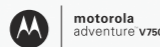


motorola adventure™ V750

\$49⁹⁹

With new 2-yr. activation on any Nationwide voice plan when you
activate 5 or more business lines.

- Built to Military Spec durability for shock,
dust and temperature resistance
- Turn-by-turn directions with **VZ NavigatorSM** capabilities



For Push to Talk solutions for your small business, let Verizon Wireless be your “go-to” guy.

Choose The Only Push To Talk That Comes With The Network.

Verizon Wireless delivers Push to Talk you can rely on. Push to reduce construction cycle time. Push to improve quality and compliance. Push to control labor costs. And in addition to Push to Talk, you get voice service on America's Most Reliable Wireless Network with outstanding coast-to-coast coverage and 24/7 customer service. Verizon Wireless. The smart choice for Push to Talk.



Let Verizon Wireless be your “go-to” guy for Push to Talk you can count on.

Call 1.800.VZW.4BIZ **Click** verizonwireless.com/pushtotalk **Visit** a Verizon Wireless store

Activation fee/line: \$35. IMPORTANT CONSUMER INFORMATION: Subject to your Major Account Agreement or Customer Agreement, Calling Plan and credit approval. Offer available for corporate-liable customers only. Up to \$175 early termination fee and other charges. Device capabilities: Add'l charges & conditions apply. Push to Talk requires compatible phone and is available only with other Verizon Wireless Push to Talk subscribers. Offers and coverage, varying by service, not available everywhere. Network details and coverage maps at verizonwireless.com. While supplies last. Shipping charges may apply. Limited-time offer. © 2008 Verizon Wireless.

For FREE info go to <http://pb.hotims.com/20669-1>

Call 1.800.VZW.4BIZ **Click** verizonwireless.com/pushtotalk **Visit** a Verizon Wireless store

Push to Talk is available only with other VZW Push to Talk subscribers; coverage not available everywhere. Network details & coverage maps at vzw.com. Device capabilities: add'l charges apply. © 2008 Verizon Wireless.

For FREE info go to <http://pb.hotims.com/20669-22>

ENVIRONMENTS FOR

CERTIFIED GREEN

Living®

AT THE 2009 INTERNATIONAL BUILDERS' SHOW



SHOW VILLAGE HOME

SV09 Professional
Builder
SHOW VILLAGE 2009

Make your homes stand out with the *Environments For Living* program.

The *Environments For Living* program provides solutions and standards that matter, with a comprehensive range of energy-efficiency services and tools. And we make it easy to give home buyers tangible benefits, including limited guarantees* on comfort, and heating and cooling energy use.

Visit the *Environments For Living* Certified Green Home in the 2009 Professional Builders' Show Village at the International Builders' Show. When you see in person how the *Environments For Living* program works, you won't want to build another home without it. To learn more visit www.eflshowhome.com

ENVIRONMENTS FOR *Living*®

A Program of Masco Home Services, Inc.

* See the guarantee for complete details and limitations.

For FREE info go to <http://pb.hotims.com/20669-2>

november

Professional Builder Volume 73, No. 11



11 runit

[FEATURE]

16 DEVELOP LAND OR BUY LOTS?

Which strategy will help you survive and profit when the market turns around? Senior Editor Bill Lurz reports.

[QUICK HITS]

13 California Builders Applaud Impact Fee Legislation

13 Shave Dollars off Energy Star Products

25 sellit

[FEATURE]

30 ESSENTIAL LOYALTY

Contributing Editor Paul Cardis presents the 2008 Avid Award winners, which prove customer loyalty is key.

[COLUMNIST]

27 John Rymer

[QUICK HITS]

29 Our Favorite Sales Tips from the Experts

41 designit

[FEATURE]

42 PRIME PROPERTY

Buyers find themselves the center of everything in this Illinois suburban infill project that's this month's Best Address.

51 buildit

[PRODUCTS]

53 Appliances

56 Hand & Power Tools

Also in this issue

9 HOW BAD? HOW LONG?

Editorial Director Paul Deffenbaugh recounts what experts say about the recovery — and explains how a Band-Aid's involved.

66 NUMBER CRUNCH

The numbers are big: This month it's all about the state of the housing industry.

Cover: Peter Wynn Thompson/Getty Images

ProBuilder.com

YOU'LL LEARN A LOT! If you missed the *Professional Builder* Benchmark and Avid Leadership Conference in October, you're in luck: we've uploaded the presentations online. Visit www.ProBuilder.com/Benchmark and dive in.



LET US HELP YOU

BUILD HIGH PERFORMANCE FLOORS & ROOF SYSTEMS



With over 100 years of experience, Stock Building Supply is one of the nation's leading suppliers of building materials across the nation to custom builders. From start to finish we have everything to help you make your customers' dreams come true, including a full array of I-level® products which support the large open spaces and the environment as today's discerning homeowners demand. Let Stock assist you in the design of your next project with I-level®.

Stock Building Supply carries I-Level® engineered wood products including the Silent Floor® joist designed using their TJ-Pro™ Rating System. Silent Floors® are fine-tuned to meet your floor performance requirements. With a variety of brand name merchandise, you can count on Stock Building Supply to provide the quality products you deserve.

STOCK Building Supply®

Customer Focused, Associate Driven.™

www.stockbuildingsupply.com

For FREE info go to <http://pb.hotims.com/20669-3>

staff

Editorial Director

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

Creative Director

Bill Patton 630/288-8050
bpatt@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 Mates

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

Director of Custom Publishing

Emily Yarina 630/288-8109
emily.yarina@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

online now

ProBuilder.com has more than you might think. Our site links you to today's home building news, expert blogs and more. Here's what you can find this month:

Green Building Webcast Replay

Play the Webcast you missed or watch it for the first time. In "Green is Hot: Why So Much Resistance?" Tom Kenney of NAHB Research Center and green building expert David Johnston discuss how builders can get their teams on board. Go to www.probuilder.com/webcast.

Get Smart with Our Jonathan Smoke's

He's in-the-know on research that you're not. Check out Jonathan Smoke's blog, Housing Intelligence, for everything from analysis on the state of the housing industry to ideas on how to leverage research.

editor's note

The September issue of *Professional Builder* featured Overhead Door's EcoBuilt line. The product shown should have been listed as "EcoBuild." We regret the error.

contact us

Editorial Submissions

letters to the editor

Send to Paul Deffenbaugh
2000 Clearwater Drive, Oak Brook, Ill. 60523 or
paul.deffenbaugh@reedbusiness.com

products

Submit text and high-resolution images to
Nick Bajzek, buildingproducts@reedbusiness.com

Subscriptions

correct, remove or add a subscription

Subscription department,
subsmail@reedbusiness.com or call
800/446-6551

back issues

Back issues are available one per customer.
E-mail jennifer.powell@reedbusiness.com

reprints

The YGS Group > Angie Van Gorder,
angie.vangorder@theygsgroup.com or call
717/399-1900 ext. 176

Special Projects

giant 400

Visit www.probuilder.com/giant400 or email
GIANTS400@reedbusiness.com to request a survey.

annual buyers' guide

Send inquiries to Gwen Kennedy at
gkennedy@reedbusiness.com or call 630-288-8440

Conferences and Events

benchmark

Visit www.probuilder.com/benchmark or e-mail
jbrociek@reedbusiness.com for more information.

show village

Visit www.probuilder.com/showvillage for more information.

Awards

best in american living award

Visit www.probuilder.com/bala or e-mail
jbrociek@reedbusiness.com for more information.

builder of the year

Visit www.probuilder.com/builderoftheyear or
e-mail jennifer.powell@reedbusiness.com for more information.

avid award presented by

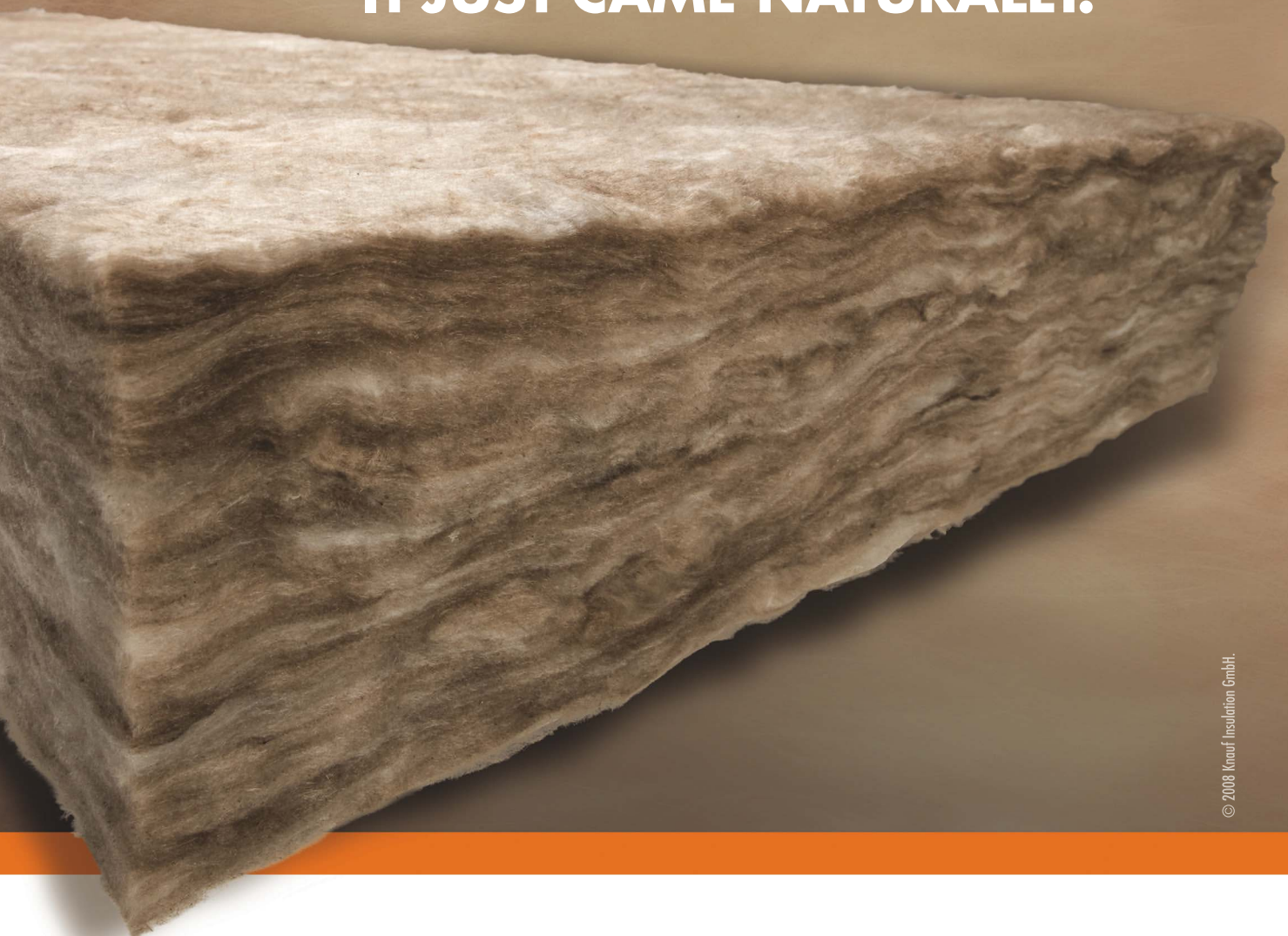
professional builder

Visit www.probuilder.com/avidaward for more information.

national housing quality awards

Visit www.probuilder.com/nhq or e-mail
paul.deffenbaugh@reedbusiness.com for more information.

WE DIDN'T CHOOSE BROWN, IT JUST CAME NATURALLY.



© 2008 Knauf Insulation GmbH.



Knauf EcoBatt™ Insulation doesn't look like any insulation you've ever seen, but that's because its natural brown color represents a level of sustainability never before achieved.

The color comes from ECOSE™ Technology, a revolutionary, new sustainable binder born from five years of intensive research. Made from rapidly renewable organic materials rather than oil-based chemicals commonly used in other insulation products, ECOSE Technology reduces binder embodied energy by up to 70%, and does not contain formaldehyde, phenol, acrylics or artificial colors used to make traditional fiberglass insulation.

EcoBatt Insulation combines sand, one of the world's most abundant and renewable resources, post-consumer recycled bottle glass and ECOSE Technology to create the next generation of sustainable insulation...naturally from Knauf.



For more information call (800) 825-4434 ext. 8300

or visit us online at www.knaufinsulation.us

KNAUF INSULATION
it's time to save energy

For FREE info go to <http://pb.hotims.com/20669-4>



How Bad? How Long?

Neither reliable reports nor experts can predict the recovery, but it's likely it'll get worse first. Let's rip off the Band-Aid as soon as we can.

Whenver I talk with someone in the housing industry, it invariably boils down to two questions: How bad will this downturn get? How long will it last? There is part of me that doesn't want to know how bad it will get. I heard one reliable report that predicted we would have a couple of months in 2009 when we'll build houses at an annualized rate of 300,000 starts. I heard another reliable report that says this will last well into 2010. Those are the worst I've heard, but the best I've heard isn't a whole lot better than that.

Here's the only thing I know for certain. The new home building industry is going to get worse before it gets better, and I fervently hope that it gets as bad as it's going to get fast. Confused? In short, let's rip off the Band-Aid and get past the pain as quickly as we can.

This is a sentiment that was expressed in June at PCBC by Richard Dugas, CEO of Pulte Homes, and Bert Selva, CEO of Shea Homes. During a discussion with *Housing Giants* columnist and real-estate consultant John Burns, they both hoped that our industry would make a rapid deep dive to the bottom. That was in June. Five months later, we're still slipping downward, but the descent has not been as quick as hoped.

During the *Professional Builder* Benchmark and Avid Leadership Conference in October, a variety of experts in real-estate, mortgage financing, housing and capital markets, at different points and in different words, all supported the supposition that our recovery will have a much shallower slope than our downturn.

The consensus? In the latter part of 2009, we will begin to see a gradual move upward. That movement will take years, not months or quarters. Maybe that's not a scenario some would hope for, but I have to say that I'm firmly in the camp of slow, measured growth is better for everyone than the high-flying times we saw in the recent past. Home building is not a commodity businesses nor a new industry, so it shouldn't be subjected to the harsh

winds those environments suffer. For those builders who have managed their assets, controlled their businesses and made the hard choices that have allowed them to survive this downturn, these next few years of growth could be the best of their

careers. Imagine the day when you can have time to react to the vagaries of the market; control your production schedule; and more easily deliver quality and customer satisfaction.

Perhaps I'm naïve or overly optimistic to look forward to those days, but I believe having a vision of the future is essential to our success (survival) today. But I am also impatient. I want to get there immediately, so let's hope for one final yank on the Band-Aid and begin our recovery.

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

Consensus is we'll have a much **shallower-slope recovery** than our downturn.

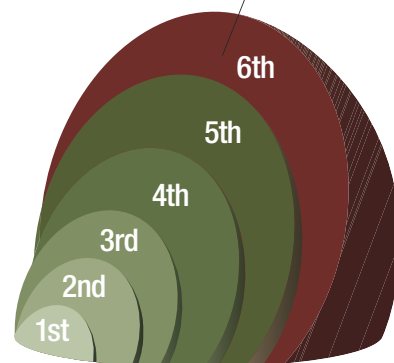
THIS IS NOT RED.

6th Generation
Created ColorPlus Technology

It's ColorPlus® Technology— the latest innovation from James Hardie.

James Hardie® siding with ColorPlus Technology is a unified composition of advanced fiber-cement and baked-on pigment. Unlike a generic siding that's pre-finished or painted on-site, our sixth generation of innovation guarantees a superior quality exterior that won't need painting for at least 15 years. To create truly distinctive and long-lasting homes that sell, trust James Hardie, the #1 siding manufacturer in the U.S. It's a better way to build.

To find out how James Hardie can help you build better homes
visit jameshardiecolorplus.com, or call 1-866-4HARDIE.



Four Generations Ahead of Generic Siding

5th Generation

Introduced a thicker fiber-cement board

4th Generation

Improved surface adhesion

3rd Generation

Advanced fiber-cement composition

2nd Generation

Developed factory applied fiber-cement primer

1st Generation

Invented fiber-cement substrate



Additional installation information, warranties and warnings are available at www.jameshardie.com.
© 2008 James Hardie International Finance B.V. All rights reserved. TM, SM, and ® denote trademarks or registered trademarks
of James Hardie International Finance B.V. ® is a registered trademark of James Hardie International Finance B.V.

For FREE info go to <http://pb.hotims.com/20669-5>



SEEKING PERFECTION

They're called the Millenials, and they're coming to a development near you. Also known as Generation Y, our youngest age group – the oldest are about 26 right now – have been protected by their parents and are used to VIP treatment, generational expert Neil Howe told builders at the *Professional Builder* Benchmark and Avid Leadership Conference last month. Millenials are all about being perfect – and your homes better be, too. Have you done your research?

Photo: Ryuichi Sato/GettyImages

INSIDE

California could get impact fee relief
[page 13]

A site to save on Energy Star [page 13]

Buy land or develop lots? [page 16]

7:59 Appliances Delivered

8:01 Installation



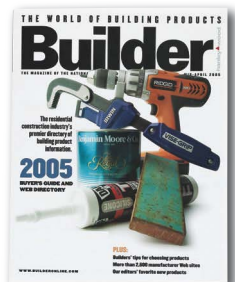
You need to know your appliances will be at your home sites exactly when you're ready for them. With nine distribution centers and 120 cross-dock locations across the country, GE's distribution network provides on-time delivery you can count on. Not too late, but not too early either. You also need to feel confident that those appliances will arrive in good condition. GE uses quality packaging to reduce the chance for damage and prides itself in the accuracy of the product delivered. No excuses.

For more information on GE appliances, please call 866.251.1753.

More builders were familiar with GE, and used GE, than any other brand.
Builder Magazine, 2005 Brand Use study



imagination at work



For FREE info go to <http://pb.hotims.com/20669-6>

[IMPACT FEES]

California Builders Applaud Impact Fee Legislation

By Bill Lurz, Senior Editor, Business

Battered by an unprecedented housing slump, California's home builders can take heart that Gov. Arnold Schwarzenegger and the state legislature now recognize builders need relief from the huge burden of impact fees in that state, where only 70,000 residential building permits are expected to be pulled this year — the lowest level since record-keeping began in 1954.

The governor recently signed into law AB 2604, a bill that encourages — but does not mandate — California local jurisdictions to defer collection of impact fees until as late as the close of escrow on a house, allowing builders to get projects off the ground that would otherwise be unfeasible. In most municipalities, fees have been collected when building permits are pulled or even when land-use approvals are granted.

"In Southern California, our impact fees vary between \$50,000 and \$100,000 per home," says Barratt American Homes President Mick Pattinson, a long-time activist against the burden such fees impose on housing affordability. "This bill is a start toward reversing the upward trend."

Nick Cammarota, general counsel for the California Building Industry Association, was part of the CBIA lobbying team that pushed the bill in Sacramento. "There's no stick in it, no penalty to municipalities that continue to collect fees early," he says. "The previous state law said collec-



tion of fees could be happen any time up until the date of certificate of occupancy. Some municipalities argued the state was mandating that they never be paid later than that. This bill now makes it clear it's OK with the state to delay collection until close of escrow."

When the money is collected makes a big difference. "In Ontario, where fees average about \$50,000 a house, that's \$500,000 on a phase of 10 houses," says Adrian Foley, president of Brookfield Homes' Los Angeles/Orange County Group. "If I don't have to pay it up front, I can use that money to build two or three houses. If the fees don't have to be paid until close of escrow, we don't have to transact cash at all. We can just pay from the proceeds (of each closing)."

CBIA argued there's no need for fees to be paid before occupancy because there's no "impact" on local services until a house is occupied. But local governments say they often have to advance money for infrastructure years earlier. They don't want to wait to collect fees when the investment is already out of pocket. But many municipalities now realize it's a moot point if no houses get built.

The new legislation does not include school impact fees. "We didn't want to pick a fight with the school districts, California Teachers Association and the Coalition for Adequate School Housing," Cammarota admits.



Shave dollars off Energy Star products

Want a discount on Energy Star-rated products? If you're looking to purchase energy-saving products in bulk, QuantityQuotes.net could save you money. How it works: Builders specify Energy Star products they need online, and the Energy Star-sponsored site notifies suppliers of the request. Those suppliers submit bids, and builders get to choose whom they'll buy from, if at all.

Did we mention it's free and anonymous? All you have to do is submit your city and state. It helps if you describe the project, too, and you can leave your name and information if you prefer to be contacted directly.

Big names such as Whirlpool and Sears participate, as well as smaller, specialized outfits. Who knows: your next batch of light bulbs or order of refrigerators could cost less than you expect. — Sara Zailskas, Assistant Managing Editor

THE HARDEST WORKING MACHINE ON THE SITE. AFTER YOU.

THE FULL-SIZE TUNDRA. No one works as hard as you do, so we built a half-ton that'll keep up. We gave Tundra an available 5.7L V8 capable of pumping out 401 lb.-ft. of torque. Its large bed has a payload capacity up to 2065 lbs.^{1,2} — more than enough to haul a crew's-worth of tools and still have plenty of room left for drywall and rebar. It's got a towing capacity up to 10,800 lbs.^{3,4} which comes in handy when your power tools consist of a backhoe and forklift. This truck's all about maximum efficiency without sacrificing maximum power. Components like an aluminum engine block let you handle those heavy loads without feeling weighed down. Now that's a half-ton worth having at any site. **Find out more at toyota.com**

THE TRUCK THAT'S CHANGING IT ALL.



TUNDRA



2008 4x2 Tundra Double Cab Long Bed with available 5.7L V8. Options shown. ¹4x2 Regular Cab Long Bed with available 5.7L V8 and Maximum Payload Package. ²Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment. ³4x2 Tundra Regular Cab Long Bed with available 5.7L V8. ⁴Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. ©2008 Toyota Motor Sales, U.S.A., Inc.

For FREE info go to <http://pb.hotims.com/20669-7>

Develop Land or **Buy**

16

Photo: Gettyimages

Lots?

It's an easy question in the short run. But can you really make conversion to the land-light NVR model of operations stand up over the long haul?

By Bill Lurz, Senior Editor, Business

Even with the primary focus on surviving the cataclysmic housing market, in the back of every production builder's mind is a troubling concern: what strategy will assure an adequate supply of building lots for the next few years (when lots are bound to be plentiful and terms easy in most markets) and when the lot supply tightens again five years from now?

It's a big worry because in some markets, it takes three to five years to plan, entitle and develop a parcel of ground. And most builders now face the certainty that their bankers will not be there with the expansive credit lines they've counted on to provide land acquisition, development and construction financing for the last 15 years or more. "There's going to be a fundamental change in the way builders do business," says Littleton, Col.-based management consultant Chuck Shinn. "The banks will be out of real-estate lending for the next five years, probably more."

Shinn believes builders are going to have to depend on equity fi-

nancing for a long time — private investment groups, pension funds, insurance companies, etc. That's more expensive money. And none of those investors have much appetite for land risk after the bloodletting of the last three years and Uncle Sam's massive \$700 billion bailout of the financial industry. "Even the public builders will try to operate as land-light as possible," Shinn reasons. "Wall Street is certainly not going to let them carry a 10-year supply of lots and land under development. Just-in-time delivery of lots will be the goal of production builders large and small."

No wonder the NVR model is the subject of so much cocktail conversation these days. The McLean, Va.-based public builder has been the darling of Wall Street for years because of the superior margins it earns by specializing in efficient home building, leaving land acquisition, entitlement and lot development — and the profits associated with those functions — to others. A network of developers and land bankers funnel lots to NVR in markets from the mid-Atlantic to the Carolinas.

One little problem

The Catch-22 for all those builders who suddenly think the NVR model is the way to go is that it just won't work in some markets, or at least it never has. Production builders in Southern California, South Florida and the Chicago suburbs, for example, have to develop land to get enough lots to grow their companies. Land developers in those markets don't operate on a scale to match the sales pace production builders achieve. You might be able to survive by buying developed lots in those markets for the next several years, but when housing heats up, you'll have to develop land to hold market share, let alone grow.

"We'll still develop land," says Chicago builder Buz Hoffman of Lakewood Homes, "and I'll be able to put together private investment groups made up of local professionals — doctors and lawyers — to provide the capital we need. The thing that will have to change is the scale of the projects. They will be smaller — to limit the risk."



DAVID DREES, president of The Drees Co., worries an absence of bank financing for developers may make the NVR model obsolete.

At the *Professional Builder* Benchmark and Avid Leadership Conference in October, The Drees Co. president David Drees asked pointedly, "What makes you think even NVR will be able to make that model work in the future, when the developers they count on can't get bank financing?"

"To find anyone willing to shoulder the risk of carrying land for a builder, you're going to have to guarantee better returns



BUZ HOFFMAN, president of Lakewood Homes, says Chicago builders will still have to develop land, even if banks don't provide financing.

OPPORTUNITY IN A LAND SUPPLY GAP?

Despite stagnant sales and a current oversupply of building lots in many markets, Colorado-based management consultant Chuck Shinn believes the housing industry could soon see a shortage of serviced lots that will drive up prices — at least temporarily.

"The federal bailout of financial institutions is going to result in creation of a new government entity resembling the Resolution Trust Corporation (RTC) of the late 1980s," Shinn predicts, "except this time, they won't let the banks go broke like they did the savings and loans. This time, the feds are going to buy the assets in order to put equity back into the banks and keep them alive."

This scenario will allow banks to foreclose on builders, then dump land assets on the federal government, which will eventually package them into large blocks and sell them off. The trouble, Shinn says, will come from the long delay between acquisition and disposition of these land assets. "The federal bureaucracy can't do anything fast," Shinn warns. "It took the RTC four years to begin to get land back into the market in 1991.

"When the housing market comes back, we'll see a shortage of lots until the feds finally bring all those lots back into play," Shinn says.

He predicts lot prices will go up faster than house prices until the feds finally put the assets trapped in a bureaucratic backwater into the market again.

The good news: Shinn sees an opportunity for builders to negotiate with bankers during 2009, before they flip land assets to the feds. "The government will only pay 20 cents on the dollar for this stuff," Shinn says. "The banks want 70 cents. And the gap in availability will drive up lot prices. No one will develop dirt during the gap because everyone knows the feds will eventually dump huge quantities of lots back on the market."

Builders able to negotiate asset prices slightly above what the feds will pay could create an advantage for themselves to build on cheap lots, Shinn reasons. "Those lots will become scarce and valuable during the gap."

than those firms produced in the past," Drees surmises.

Tom Krobot, president of Atlanta-based Ashton Woods Homes, believes many of the firms that performed the role of land banker for public builders earlier in this decade are on their way out of business. "They'll either go away or be greatly diminished," he says, "because most of them have to be upside down today. The land they invested in is under water (impaired) and the builders are walking away from their deposits, which don't begin to cover the losses."

Where the NVR model works

The NVR model will not work everywhere, but where it does, it has a proven track record of success. Anywhere with an established land development industry producing large quantities of finished lots in a variety of sizes and price ranges, builders who disdain developing their own land swear by the results. Texas is one region where builders can probably do fine, with-

SVO19

Professional Builder[®]

SHOW VILLAGE 2009



Homes open for viewing...

Environments For Living
Certified Green Home



Tues. - Thurs. 8:30 a.m. to 6 p.m.

Media-Enhanced Home



Friday 8:30 a.m. to 1 p.m.

Quiet Living Home



All homes built by:

Learning Center



For more information visit:

Build the Future Today

International Builders' Show[®]
January 20-23, 2009, Las Vegas

Homes being built today do not take advantage of the technology available now. In fact, most homes are built with technology and design that was available a decade ago. The **Professional Builder Show Village 2009** will showcase our abilities today, taking full advantage of all the latest construction techniques, design opportunities and product technology.

We will show IBS attendees today the technology they will be using for the foreseeable future in these dynamic homes.

See the latest building products installed and in action from these premier sponsors:

BASF | Insulation
BaySystems North America | Insulation
Beam | Central Vac
Behr | Exterior and Interior Paint
CONTECH Bridge Solutions
 | Bridge Solutions
Cultured Stone | Exterior Stone
Danze | Faucets and Toilets
Deceuninck North America
 | Siding and Windows
Deck Images | Exterior Deck Railings
Dow Building Solutions
 | Structural Insulated Sheathing
GE Appliances | Appliances
Generac | Generator
Honeywell | Insulation
Icynene | Insulation
Interceramic Tile and Stone
 | Tile and Stone
Koma Trim Products | Exterior Trim

Lasco Bathware | Bathtubs
Latitudes | Decking and Railings
LG Solid Source | Countertops
Masco Corp.
 | Environments For Living Certification Program
Maze Nails | Nails
Nisus Corp. | Bora-Care with Mold-Care
Owens Corning
 | Roof Underlayment, Shingles and HVAC
Panasonic | Ventilation Fans and TVs
Plastpro | Exterior Doors
Ply Gem | Siding and Windows
Rinnai | Fireplace and Tankless Water Heater
Schlage | Door Hardware
Sony | TVs & Home Theater System
Sprint | Communication Provider
Therma-Tru Doors | Exterior Doors
ThyssenKrupp Access | Elevators
TimberTech | Decking and Railings
Wayne-Dalton | Garage Door Systems

www.pbshowvillage.com

out developing land, for the foreseeable future.

"Our company operated on the NVR model for 25 years before we started developing land seven years ago," says David Weekley, chairman of Houston-based giant David Weekley Homes, who once spent a week studying how land-light operations work with former NVR chairman Dwight Schaar. "Going forward, unless land returns reach double digits or the market gets as constrained as it is in Southern California, it just doesn't pay for a builder to be a land developer," he says.

Weekley says when Texas housing markets stayed hot for a dozen years, he lost sight of the risk inherent in land development. "We all forgot the pain potential. The risk was less visible. All we could see was the gain some builders derived from those double-digit margins in land development."

Developers' terms got so tough, Weekley says, builders chafed at the cost and thought they could do it themselves. "When we had to put up half a million dollars in advance to get lots, we figured we were basically financing the cost of development without getting the profit," he says.

Crashing land values brought a change of heart. "We're returning to our roots," Weekley says. "If I ever go back into developing land, scold me. The only place we'll ever do it again is on infill parcels for high-density projects. We've got to develop those from scratch."

Future players emerge

Although many of the companies that used to land bank for

public builders before the crash may be going away, new players are emerging, eager to take their place. One is Starwood Land Ventures, a subsidiary of Greenwich, Conn.-based Starwood Capital Group Global. It was formed in September 2007 to create a nationwide business as a capital source for residential builders as well as a joint venture partner and land developer.

"Our niche is residential land," says Starwood's east region president Mike Moser, who operates out of Bradenton, Fla. He was formerly a home building and land development executive with Taylor Woodrow Communities. "We will entitle land, develop it and deliver lots. In some situations, we'll sell lots to builders, but we also have the ability to move toward other forms of business relationships, even providing equity funds to private builders who need to circumvent the absence of bank financing."

Moser says Starwood will form joint ventures with builders where the firm carries the bulk of the land risk and the builder a much smaller share. "That will allow the builders we partner with to grow when the market comes back rather than just survive," he says. He admits firms of a similar nature that bought land in 2004 and 2005 and carried it for public builders into the housing crash have not survived. Still, that's the role Starwood wants.

"Acting as off-balance-sheet land bankers for the public builders is the niche we're designed to fill," Moser says, "delivering lots on a just-in-time basis."

What goes around comes around. **PB**

Trouble Without Problems: A Look at The Estridge Group



Indianapolis builder Paul Estridge (The Estridge Group) says his market is largely free of the problems causing housing markets to freeze up in many areas of the

country. Still, the fallout from crashing financial institutions and consumer fear are impacting his business, which is concentrated in the move-up market, at prices between \$350,000 and \$500,000.

"What's going on in California and Florida is as foreign to me as if it happened on the moon," Estridge says. "We've not seen any drop in home values. In fact, our prices in Indianapolis have gone up 3.6 percent in the last year. We don't have any overhang of unsold inventory. Our

market is one of the most affordable in the country. And yet, our customers are scared to death. They watch the news on TV."

Estridge says his sales were off 50 percent this year, until 90 days ago, but now are just fine. "We've sold 63 homes since then," he reports, "split almost equally between contracts and inventory houses."

He reports that less than 1 percent of Estridge buyers have ever used sub-prime mortgages. "Our average buyer has a 720 credit score and an 83 percent loan-to-value ratio on the home purchase," Estridge says. But he also reports his bank financing is going away, just like that of builders in more stressed markets.

"To make up for the absence of bank financing, I'll put together private equity ventures," he says. "I've lived here all my life and I have the reputation to do it. The

public builders have walked away from a lot of deals, but I've never done that."

He says he'll pull together local investors, insurance companies and several small community banks to provide financing. "The guy down the street who has \$5 million to invest and hates for it to be in the stock market will come to me because he knows me and I have his trust," he says.

Estridge develops land. "We could go either way," he says, "but we choose to develop land so we can control the quality of the community and the timing of lot availability. Developers were not delivering lots when I needed them."

He has one request: "Why doesn't the national media report that the housing market in Indianapolis is stable, and that we've never had a run-up in prices?"

Necessity has evolved.

Technology is always changing. You want to know that what you have today won't be obsolete tomorrow. AT&T Connected CommunitiesSM ensures that your homeowners have all of the high speed Internet, Advanced TV, and voice necessities of modern living. AT&T's state-of-the-art network, incorporating fiber technology, delivers next-generation services to your communities. Call today and maximize the value of your community both now and for the future.

To learn more, call 1-888-899-9048
or visit att.com/communities



THE INTERSECTION OF 9 TO 5 AND 24/7.



GMC.COM/SAVANA

**THE GMC® SAVANA® ENGINE LINEUP KEEPS YOU RUNNING.
NO MATTER HOW LONG YOUR WORK DAY IS.**

No one on your crew should ever punch out before you do, including your van. That's why the GMC Savana Cargo offers an impressive range of engine options, including the 5.3L with optional E85 Ethanol FlexFuel capability*, the 4.8L, the 6.0L, and the DURAMAX® 6.6L, specifically engineered for low emissions and easy servicing. If that's not enough, the Savana Cargo ½-ton stands alone with a GM®-exclusive standard V6 engine†.

You may not know when the work day will end, but you can count on your GMC Savana Cargo to be with you all the way.

*E85 is 85% ethanol, 15% gasoline. Visit livegreengoyellow.com to see if there is an E85 fuel station near you.

† Exclusive to GM vehicles in the 2008 GM Large Van segment.

THE SAVANA FROM GMC. WE ARE PROFESSIONAL GRADE. **GMC**

What happens in
Vegas
stays with you
forever.

Attend **The NationalsSM 2009**
and see who is *branded a winner.*

Gala
January 20, 2009
CAESARS PALACE
Las Vegas, Nevada

Make your plans now to attend **The NationalsSM 2009** in Las Vegas and see who gets branded a winner.

The NationalsSM is the largest networking event for sales and marketing professionals which takes place during the International Builder Show and it'll be the biggest party in Las Vegas.

Join us as we recognize Legends of Residential Marketing - Adrienne Albert of The Marketing Directors, Inc. and Mark Paris of Basic Management, Inc. Great food. Fabulous entertainment. Prestigious awards.

TO PURCHASE TICKETS:

Visit: www.TheNationals.com

Phone: 800-658-2751 or 909-987-2758

Email: LParrish@TheNationals.com

**Get your
tickets
today!**

Presented by NAHB's National Sales and Marketing Council

Exclusive Co-Sponsor

Elite Sponsors

Legends Winners



THE NATIONALS



Adrienne Albert



Mark Paris

Designed by Barcellona, Inc. • BarcellonaBrand.com
For FREE info go to <http://pb.hotims.com/20669-9>

SPIN ON SAMPLES

There's a new spin on discounting that doesn't compromise value. Liverpool, N.Y.-based Eldan Homes offers a 2 to 4 percent discount to buyers of its prototype homes. The floor plan for its "test" home is offered as-is – no customizations. So the buyer saves money, and Eldan gets to try out a new plan with a guaranteed sale.

INSIDE

Sharpen your listening skills [page 27]

Sell like the experts [page 29]

2008 Avid Award winners [page 30]

THE TWO AND ONLY.



2008 CHEVY KODIAK No other competitor in classes 6 and 7 offers dual air bags.* Other Kodiak safety features include an energy absorbing steering column, standard daytime running lamps and oversized mirrors. Drive with peace of mind. And keep your construction business running smoothly. 800-TO-CHEVY or chevy.com/mediumduty

Vehicle shown with equipment from an independent supplier. See Owner's Manual for information about alterations and warranties.
*Always use safety belts and the correct child restraint for your child's age and size, even in vehicles equipped with air bags. Children are safer when properly secured in the rear seat in an appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active frontal air bag. See the Owner's Manual and child safety seat instruction for more safety information.

©2008 GM Corp.



AN AMERICAN REVOLUTION

[SALES & MARKETING]

Measure Your **Listening Skills**



Learn how to measure if you are really hearing what's important to your customer.

By John Rymer, New Home Knowledge

Every sales professional knows that listening is the key to great salesmanship. But how good are your listening skills? When I ask most salespeople this question, the answers typically range from “pretty good” to “excellent.” But are you really sure? Can you really measure how well you hear what a customer is looking for?

Track the time

To start, try a test that anyone can take. Begin by taking two stop watches with you on a sales presentation. (You can also do this as an after-the-fact measurement when reviewing a video sales shop.) Use the stop watch in your right hand to measure the time the sales professional is speaking. Use the stop watch in your left hand to measure the time the customer is

speaking. At the conclusion of the sales presentation, compare the time of each stop watch! Uh Oh!

Sales professionals with excellent listening skills should expect that the time on each stop watch will be approximately the same, meaning the same amount of time the customer is speaking is equivalent to the time the salesperson is speaking. Yet the results of most new home sales presentations I review are far more one sided: 10-1 in favor of the sales professional or even as high as 20-1.

Take actions

The point of this exercise is to understand you're not listening if you're talking. While it's certainly true that a customer's talking is no guarantee that the sales professional is listening, it's also true that

if the sales professional is monopolizing what's being said, the customer is rarely engaged — or heard — during the visit.

The root of the problem is that the vast majority of sales professionals have abandoned “selling” in lieu of “presenting.” Rather than seeking to understand the customer's needs and build the presentation around a solution, they focus their efforts with the customer on presenting their models and floor plans, hoping that something in the presentation may have meet their needs.

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

Rymer's Rules

GREAT SALES PRESENTATIONS INVOLVE 50% LISTENING AND 50% SPEAKING

Sales agents who don't take the time to listen learn little about the needs of their customers.

GOOD QUESTIONS EQUAL BETTER ANSWERS

Great questions get the customer talking and uncover their needs and motivations in buying a home — essential information for making a sale.

IF YOU'RE TALKING, YOU'RE NOT LISTENING

It's far easier to “listen” your way to a sale than to keep demonstrating something you're not sure your customer wants or needs.

The **root of the problem** is that the vast majority of sales professionals have **abandoned “selling”** in lieu of “presenting.”



To read more, visit us at www.probuilder.com



It's more than a heating system, it's a comfort system...Viega ProRadiant.™

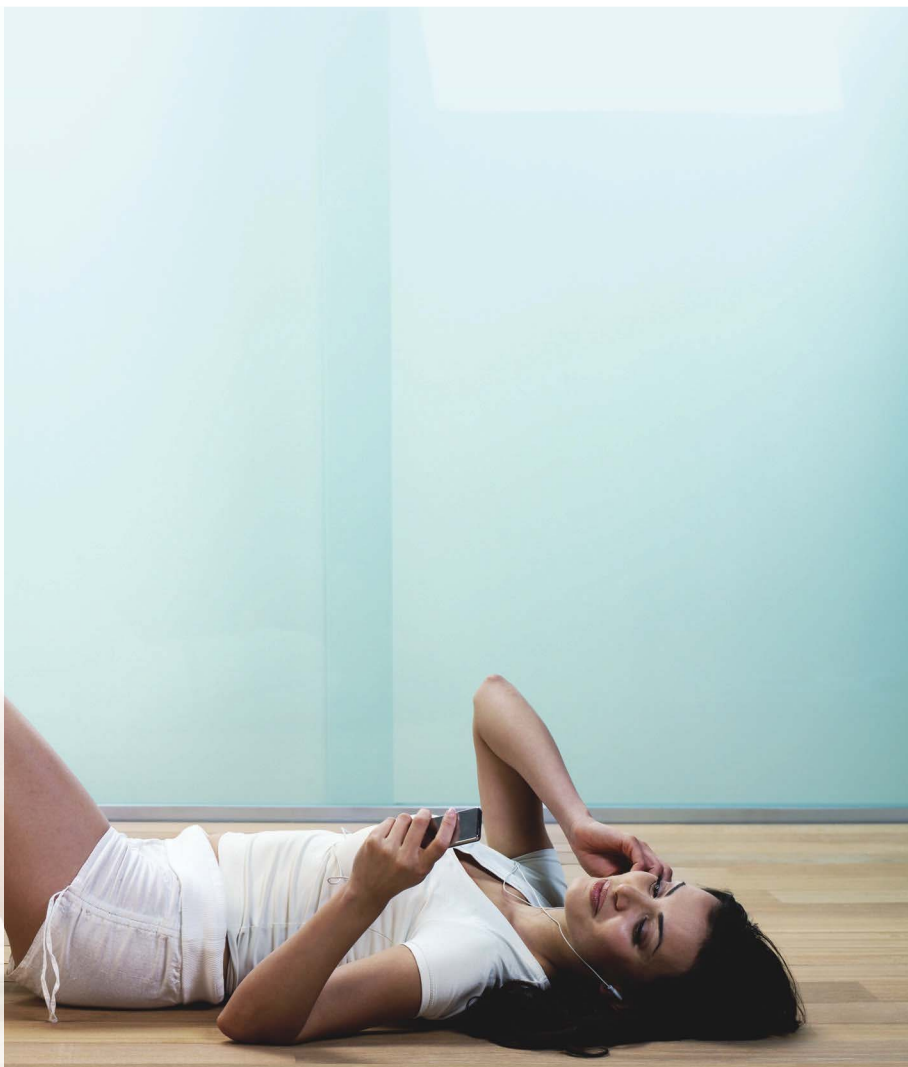
Viega ProRadiant Systems... perfect for tile, hardwood, vinyl or carpeting.

ProRadiant offers comfort, efficiency and versatility. Our radiant floor heating systems combine the benefits of comfort and efficiency.

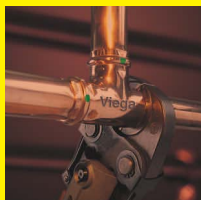
- ProRadiant floor heating reduces energy costs up to 40 percent.
- ProRadiant improves indoor air quality by reducing the circulation of dust and allergens.
- Viega systems can be installed in new construction and in existing homes with ease.

As a systems solution provider, Viega provides everything you need. This includes components, technical support services, systems design and CAD layouts for ease of installation.

Discover how Viega ProRadiant heating technology will maximize customer's satisfaction. Visit www.viega.com or call 1-877-843-4262.



Viega...The global leader in plumbing and heating systems.



ProPress® System



Climate Panel® System



Snap Panel® System



Climate Trak® System



Slab on Grade



Pure Flow® System

W W W . V I E G A . C O M

1 - 8 7 7 - 8 4 3 - 4 2 6 2

For FREE info go to <http://pb.hotims.com/20669-10>

[EXPERT ADVICE]

Our Favorite Sales Tips

We've canvassed sales experts and collected great tips you can share with your sales team.

There are myriad resources for sales training; seminars, books, podcasts and even boot camps have become the norm. While those might be useful, we know that money is tight and time is limited. We've made it easy for you by collecting what we think are great tips from expert sales trainers and consultants.

“Lose the jargon. They’re not in the business. When sharing technical data, use pictures.”

— Beverly Koehn, Beverly Koehn & Associates

“The best way and the surest way to get yourself placed in the ‘keep’ pile is to create a memory point. You accomplish this by showing your customer how you’re different.”

— Rick Heaston, TouchPoint Selling

“If you will really listen to your customer, they will provide you with a path to home ownership.” — John Rymer, New Home Knowledge

“The follow-up involves taking the necessary steps from the outset of the sales presentation to bring the customer back, ready to listen, understand and buy.” — Bob Hafer, author and sales trainer

“By presenting a home to customers before you discuss pricing and incentives, you can cause them to emotionally own it.”

— Bob Schultz, New Home Specialist

>> *“The biggest change in selling today versus yesterday is the necessity to multiple-close. ... Now we have to exercise repetitive closing because the world of persistent — not high-pressure — closing is a reality.”*

— Tom Richey, Richey Resources

“Consistent communication is the key to achieving a high return on the branding investment.”

— David Miles, Milesbrand



To read more, visit us at
www.probuilder.com

Essential Loyalty

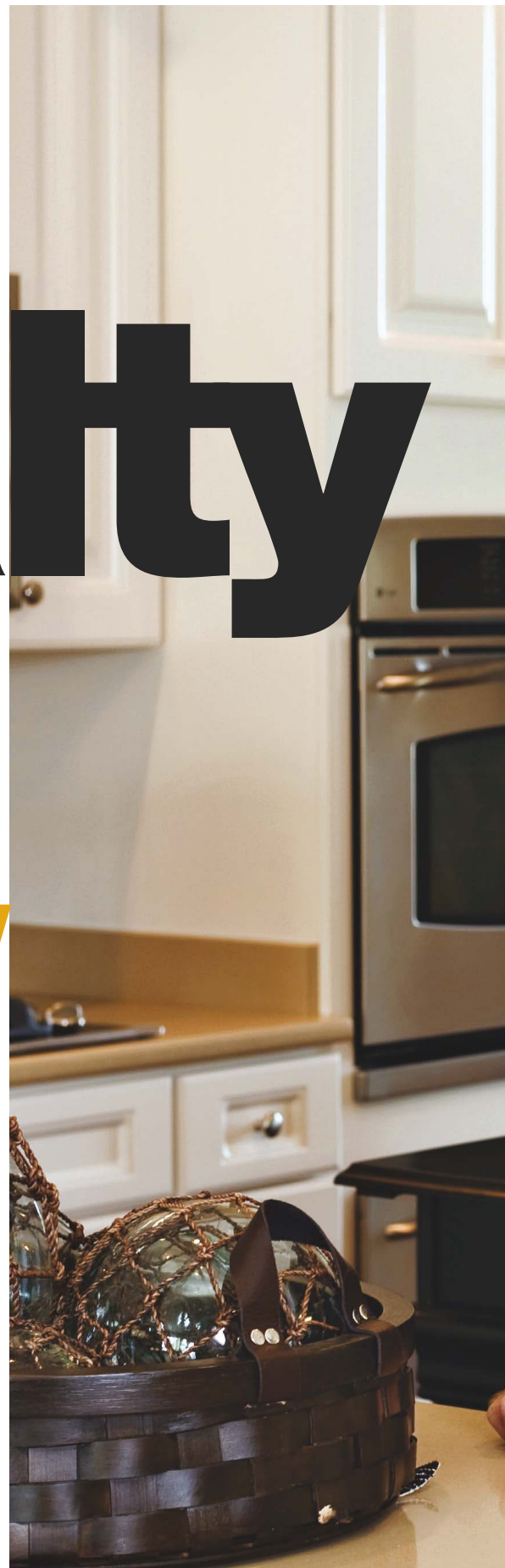
Avid Award winners leverage customer loyalty to survive the housing slump.

By Paul Cardis, Avid Ratings

Whether you're selling more homes than you can reasonably build or struggling to get rid of high inventories, nothing sustains a business better than a cadre of delighted customers who loyally send new home buyers your way. Industry research proves that it's twice as hard to sell a home to a regular prospect as it is to sell one to a referred home buyer. This fact alone — especially in light of the current downturn in the market — should be enough to convince every builder to reevaluate and improve its customers' experience.

Some builders have already done the hard work of creating a customer-centric organization. To recognize them, we created the Avid Awards, presented by *Professional Builder*. Each year, the awards honor select home builders that deliver the best customer experience as measured through surveys of actual home buyers. Many home builders vie for the honor, but only a few qualify for the prestigious award.

In many industries, quality-driven and customer-centric businesses have become market leaders, and this same evolution is taking place in the home-building industry. Whereas home builders a generation ago could succeed with little regard to customer satisfaction, they now realize that creating



METHODOLOGY

WINNERS ARE CHOSEN based on their Avid Index Score, which is a weighted score that combines a builder's Total Homebuyer Experience score, its Recommend to a Friend score and the percentage of home buyers who made Actual Positive Recommendations.

A WHOPPING 100 PERCENT of Roger O. Gerstad's company's home buyers make a referral, one of the factors earning Gerstad Builders top honors.

31

Photo: Peter Wynn Thompson/Gettyimages

loyal customers is vital to long-term success.

Builders that excel in customer relations are turning out to be the strongest survivors. Consider Gerstad Builders, this year's Avid Diamond Award winner, which generates about 50 percent of its business from referrals and repeat buyers. While many other builders are forced to spend marketing dollars they don't have to lure in prospects, Gerstad relies on delighted customers to do much of its marketing — for free.

A builder's reputation for top-notch products and service also help define its brand, another valuable tool in good times and bad. Avid Award winner Lakewood Homes has been able to maintain its reputation for quality construction and service while re-engineering its processes to trim thousands of dollars of waste from the cost of each home.

Other builders have been able to use their strong

traditions of delighting customers to attract buyers during this period of high inventories and low demand. Avid Award winner Van Metre Homes, a builder that also manages apartment complexes, does such a great job delighting renters that its tenants become an easy sale when they are ready to buy their first home.

Lastly, in Phoenix, Avid Award winner Blandford Homes orchestrated a scene reminiscent of 2005, when buyers camped out

FOCUS: PHOENIX

Each year, the Avid Awards honor the best customer experience in a particular market. This year, the spotlight shines on Phoenix.

Avid surveyed 49,094 home buyers of 47 builders in the Phoenix market, and the winner is Blandford Homes. The Top 5 Phoenix builders in overall customer satisfaction, along with their Avid Index Scores, are:

- NO. 1 Blandford Homes (274.118)
- NO. 2 Sun Core (271.253)
- NO. 3 Shea Homes (265.087)
- NO. 4 Farnsworth (264.386)
- NO. 5 Ashton Woods (262.088)

Read about No. 1 Blandford Homes on page 38.

to have the first opportunity to buy their newly released homes.

As builders become increasingly cognizant of the impact the customer experience has on the bottom line, more of them are aggressively soliciting feedback from their home buyers and using that data to improve their overall operations. This year's Avid Award winners illustrate what you can do to turn a sour market into sweet profits for your company.

GERSTAD BUILDERS

Headquarters:

McHenry, Ill.

Avid Index Score:

284.9

Home Buyers Willing to Recommend: 100%

Home Buyers Making an Actual Referral: 100%

AN OPEN

RELATIONSHIP WITH

CLIENTS is part of the firm's success formula, says

President Roger O. Gerstad.

Photo: Peter Wynn Thompson/Getty Images

GERSTAD BUILDERS

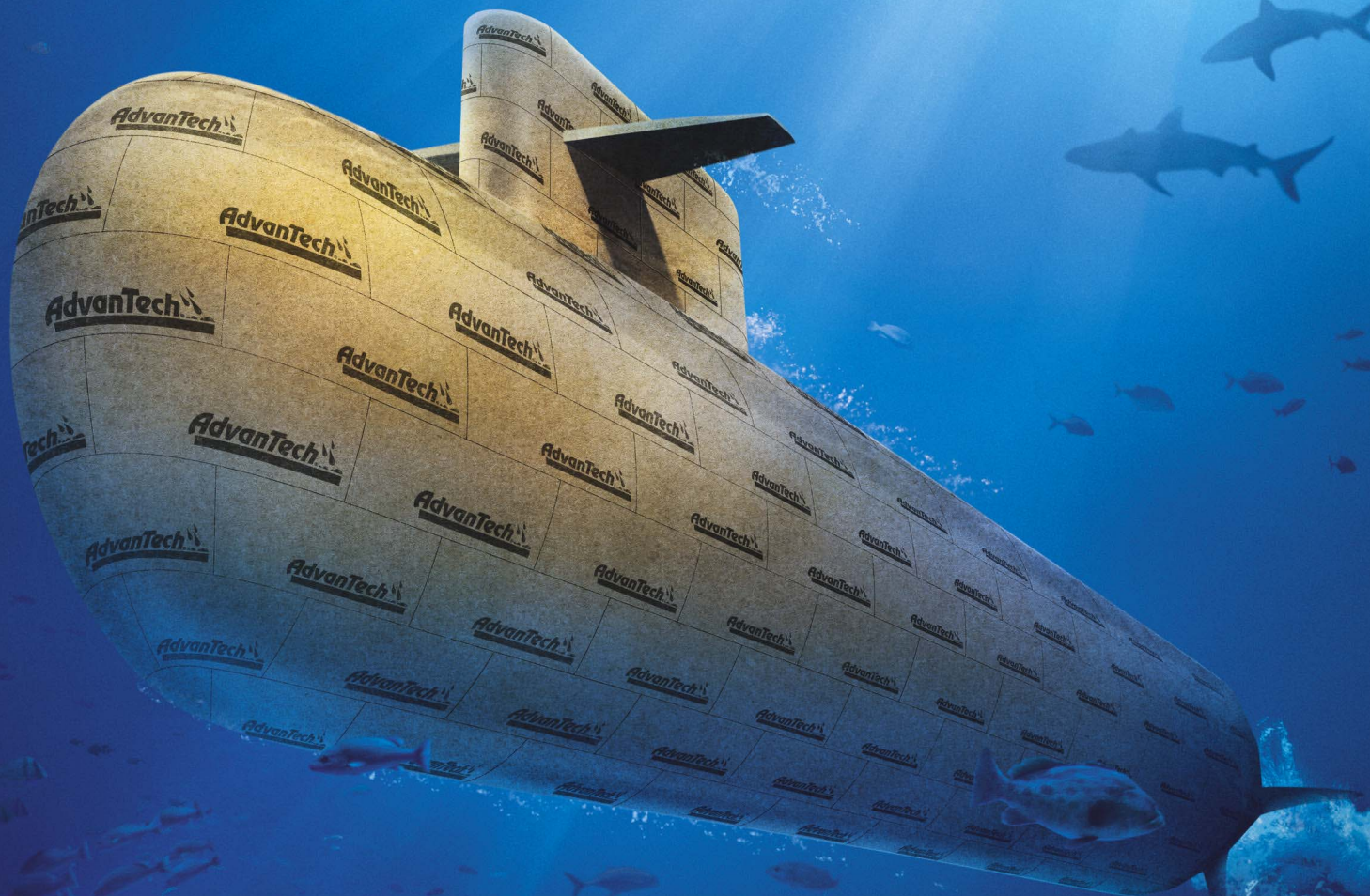
Avid Diamond Award Best Customer Experience in North America

Repeat Success

Even in a down market, Gerstad Builders generates an impressive 50 percent of its sales from referrals and repeat buyers, some of whom are living in their third Gerstad home. Factor in that every one of its home buyers has made at least one referral, and it's no surprise that Gerstad Builders has the most delighted home buyers in the U.S., earning it top honors as the 2008 Avid Diamond Award winner.

So how does Gerstad Builders instill such loyalty among its home buyers? "We have always had an open relationship with customers," explains President Roger O. Gerstad. "We always wanted to be attentive to the customer and build a home for each customer rather than build a home that a customer would buy."

This is easier said than done. Even incredibly customer-centric companies such as Gerstad Builders need to constantly reevaluate processes to guarantee the optimum home buyer experience. For example, a few years ago, the company encountered an expectations problem, whereby home buyers were envisioning things one way and the builder was interpreting them another way. "Anything the customer doesn't understand, he or she has the ability to misinterpret," Gerstad says. "We obviously



Engineered for complete water protection.

Water is a builder's worst enemy unless you protect your home with AdvanTech® panels from the start. Engineered to provide greater water resistance than other OSB and plywood products, they resist swelling, warping and delamination. With no sanding needed – guaranteed* – you'll be on and off the job site more efficiently. And their uncommon strength won't be compromised under tough conditions. We go to great depths for your peace of mind – visit engineeredtoperform.com/pbl or call 1.800.933.9220.



Visit huberwood.com for product application and other important information. *Limitations and restrictions apply – visit huberwood.com for details. © 2008 Huber Engineered Woods LLC. AdvanTech is a registered trademark of Huber Engineered Woods LLC. Huber is a registered trademark of J.M. Huber Corporation. HUB404-11/08

For FREE info go to <http://pb.hotims.com/20669-11>

another innovation from



felt we were doing something great, but it was blowing up in our face.”

That marked the beginning of the company’s renewed efforts to better establish customer expectations. The result is a pre-construction meeting attended by the home buyer and representatives from the purchasing, production and sales departments.

“This meeting ups their comfort level of the people who are going to be building their home,” says Operations Manager Jennifer Thomas.

Having been in the community for 37 years, Gerstad enjoys a trusted reputation that no amount of marketing can create. In addition, some members of the management team have been working together since the late 1960s, something that’s evident in the familial way they interact.

One area that Gerstad Builders scores exceptionally high is “reasonable cost of upgrades.” When pricing upgrades, the company simply takes the wholesale cost and applies a multiplier to derive the resale cost. Home buyers, however, might be responding more to the way that upgrades are sold than to their actual cost. Rather than using design consultants, Gerstad has its sales associates walk home buyers through the design choices at a centralized design center.

Another area in which the builder receives high marks is cabinets and trim. Gerstad attributes this to the company’s quality oak base cabinet frames and state-of-the-art kitchen designs.

“When we come up with a new product, we look at the hot buttons in today’s market and still bring it to the customer at an affordable price,” he says.

“Ours look like custom and upgraded kitchens, and our home buyers feel the value is there,” says

Lynda Conkel, director of marketing.

Strength in customer service has helped Gerstad avoid the deep discounting that many other builders have had to endure. “The industry is mandating that you make some concessions on prices, but for us it’s limited to certain areas or features,” Gerstad says.

No matter where the economy goes, Gerstad maintains that the company has a formula for success. “Your staff and your land are the most valuable assets you have,” Gerstad says. “And a good staff will bring good home buyers.”

GET THE STATS

READ A RUNDOWN on Gerstad Homes with this article online at ProBuilder.com.

LAKEWOOD HOMES

LAKEWOOD HOMES

Headquarters:

Hoffman Estates, Ill.

Avid Index Score: 267.6

Home Buyers Willing to

Recommend: 98.3%

Home Buyers Making an

Actual Referral: 81.8%

FOUNDER Buz Hoffman

emphasizes attitude.

Photo: Peter Wynn
Thompson/GettyImages



Avid Award – 500-plus Closings

The Right Attitude

Unlike many other home builders, Lakewood Homes has retained a company spirit that translates into a genuine sense of caring for its customers during the housing downturn.

“It’s all about attitude,” says Buz Hoffman, founder and president of Lakewood Homes. “As a builder, you can do all of the processes and procedures and systems you want, but if you aren’t out there everyday with the right attitude, it don’t mean squat. No matter how many people you have, if they don’t have a great attitude, you’re lost.”

In lieu of a formal mission statement, everyone at Lakewood Homes lives by “The Golden Rule.” Whether they are negotiating a land deal with a farmer, financing with a bank, or a sale to a new home buyer, everyone treats people as they would like to be treated themselves — one of the reasons the company’s customer loyalty scores are some of the highest in North America, winning it a 2008 Avid Award for builders closing more than 500 homes a year.

**Get the FREE Strong Frame™ Catalog --
Discover a Cost-Effective Moment Frame Solution**

Get all the details in our new *Strong Frame™ Ordinary Moment Frame* catalog. You'll find all the technical and installation info you need on this pre-engineered solution that offers fast, cost-effective installation.

Also, catch our informative Strong Frame Webinar online at
www.strongtie.com/strongframe.



800-999-5099
www.strongtie.com

Name _____
Company _____
Address _____
City _____
State _____
Zip _____
E-mail _____

SFBRC-PBLD208

**Get the FREE Strong Frame™ Catalog --
Discover a Cost-Effective Moment Frame Solution**

Get all the details in our new *Strong Frame™ Ordinary Moment Frame* catalog. You'll find all the technical and installation info you need on this pre-engineered solution that offers fast, cost-effective installation.

Also, catch our informative Strong Frame Webinar online at
www.strongtie.com/strongframe.



800-999-5099
www.strongtie.com

Name _____
Company _____
Address _____
City _____
State _____
Zip _____
E-mail _____

SFBRC-PBLD208



**Change your frame
of reference.**



SIMPSON
Strong-Tie

Strong Frame
MOMENT FRAME

Moment frames have long been considered the expensive option when small wall sections and open floor plans make shearwalls unworkable. Simpson Strong-Tie is going to challenge that perception with the new Strong Frame™ ordinary moment frame. Now designers can choose from 196 engineered frames, in sizes up to 16 feet wide and 19 feet tall, rather than spend hours designing their own. And since the Strong Frame is the only factory-built moment frame for wood that offers 100% field-bolted connections, it is easier and faster to install. Now there is a cost-effective moment frame solution for residential, light commercial and multi-family applications: Simpson Strong-Tie® Strong Frame.

For more information call (800) 999-5099 or visit us at www.strongtie.com. Look for the Strong Frame Special Moment Frame in 2009.

SIMPSON
Strong-Tie

®

For FREE info go to <http://pb.hotims.com/20669-12>

©2008 Simpson Strong-Tie Company Inc. SF08

"It starts and ends with your own people," Hoffman continues. "It's treating them with dignity and respect so they are not working out of fear. It's preparing them to make decisions so things are done faster. And it's obviously rewarding them financially accordingly. I've found that if you treat your own people well, they'll treat your customers well."

Lakewood's management team is in sync with this business philosophy and has been successful communicating it to everyone in the office and out in the field.

"It comes from the top and migrates down into the organization," says Jack Shum, executive vice president of operations. "We try to provide every customer with a perfect house — the optimum experience. We try to identify things that are going to be a surprise — what is going to be upsetting to home buyers — and we eliminate them."

While some builders have mandated price cuts from their subcontractors to help stem losses, Lakewood has chosen to work with them to find cost savings that do not impact quality or diminish the customer experience. By "value engineering" the company's processes and the ways subcontractors did things, Lakewood Homes has been able to recover \$2,000 to \$3,500 of waste per house, Shum says.

Given Lakewood's team approach to working with subcontractors, it's no surprise that the builder celebrates every success and award with the appropriate trades.

"You need to have the houses done as close to perfect as you can the day of walk-through," says Robin Johnson, vice president of sales. To get to this point, Lakewood Homes has an extensive inspection program that also tracks individual performance.

By having homes complete at walkthrough, the superintendents are able to celebrate the home with the home buyer rather than creating punch lists. Lakewood Homes has a 98 percent completion rate at the time of closing.

To keep employees focused on the customer experience, Lakewood is constantly evaluating and changing the way it does business. "If we hit a goal in one area and it becomes commonplace, we change the goal — we raise the bar," Shum explains. "You keep yourself going by constantly reevaluating what used to be the sacred cows."

MORE ON LAKEWOOD HOMES

LOG ON TO ProBuilder.com to read more on Lakewood Homes alongside this article.



VAN METRE COMPANIES

VAN METRE COMPANIES

Headquarters: Burke, Va.

Avid Index Score: 268.2

Home Buyers Willing to Recommend: 96.1%

Home Buyers Making at Least One Actual Referral: 79 %

Photo: GettyImages

BRIAN DAVIDSON,
executive vice
president, credits
an "expectations
book" for smooth
transactions.

Avid Award — 100-499 Closings

Great Expectations

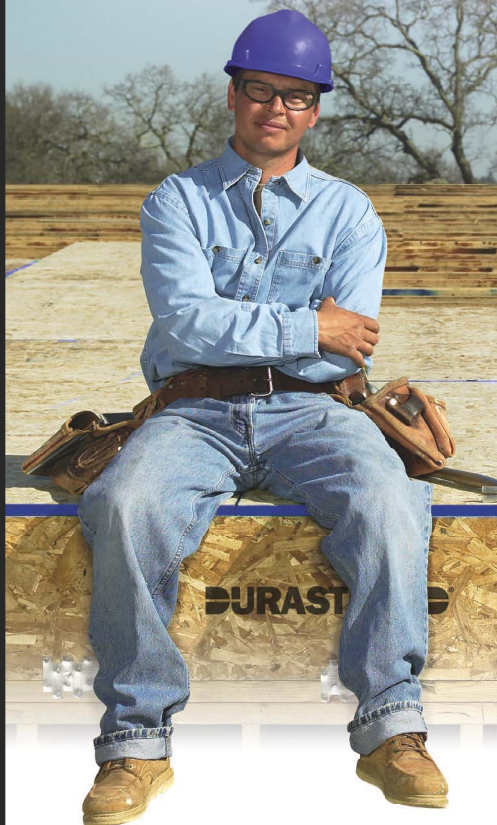
Faced with a spiraling decline in the market, many builders are cutting corners wherever they can. Van Metre Homes, however, has continued to do what it does best: building homes that meet consumers' current needs and expectations. That has lead to incredibly high levels of customer delight, earning the builder the 2008 Avid Award for builders closing 100 to 499 homes a year.

"We listen to our customers as we go through the process," says Brian Davidson, executive vice president. "We run focus groups with people already in our homes, and we respond quickly with product that meets the needs in our market."

Thanks to an in-house architect, Van Metre is able to modify homes quickly to hone in on what today's buyers really want. "We don't hold on to something dearly despite what the demand is in the market," Davidson says. This willingness to continually redevelop product is a major factor in Van Metre's success, enabling the builder to delight home buyers by giving them homes that they feel have been customized just for them.

Despite a housing slump that has caused sales to drop this year, the company has retained its focus on customer loyalty. A survey of home buyers reveals that more than 96 percent of Van Metre's customers are

Sustainable choices you can build on



Durastrand® Rimboard and SteadiTred® from Ainsworth

Builders and dealers are finding that smart, sustainable building practices deliver real bottom-line benefits. Multipurpose products like 0.8E Durastrand OSL Rimboard are manufactured from renewable resources—and in the sizes you need—so you can save time and labor, reduce waste and disposal fees, and minimize inventory.



DURASTRAND RIMBOARD



STEADITRED

Attention Builders

Fabricate stair systems using SteadiTred stair treads and Durastrand Rimboard as stringers.



Multipurpose strength

1-1/4" 0.8E Durastrand OSL Rimboard

- > as rim board, short-span headers and stair stringers
- > ICC-ES code evaluated for flexural applications (ESR-1053)
- > better utilization means less jobsite waste

For strong, consistent stair treads versus particleboard & solid sawn

- > greater span capability (up to 45 in)
- > always flat and straight: save on defects and call-backs
- > APA exposure 1 rated: eliminate the waste and cost of temporary stairs
- > bull-nosed or square-edged
- > primarily made of aspen, a fast-growing, renewable species

Engineered Performance for the World of Wood®

For more information, please contact:

Ainsworth Group of Companies
604 661 3280 Industrial & EWP Sales
877 661 3200 Toll free
604 661 3275 Fax
sales@ainsworthengineered.com
www.ainsworthengineered.com

AinsworthEngineered 

/// Ainsworth®, AinsworthEngineered®, Durastrand®, SteadiTred®, the color Purple®, the color Turquoise®, and Engineered Performance for the World of Wood® are registered trademarks.

For FREE info go to <http://pb.hotims.com/20669-13>

willing to recommend the company to a friend or family member, with nearly 80 percent making at least one such referral.

"We have tremendous teamwork between departments," says Merle Phillips, vice president of sales and marketing. "Everyone comes together as a team to face challenges. Everyone has customer service front and center."

A major factor in Van Metre's success could be the fact that it does not have a customer service department. Instead, the superintendent who oversaw the home's construction performs the 60-day and year-end walk-throughs. This system not only provides continuity for the homeowner, it fuels the superintendent's motivation to make sure the home is built right the first time. "The best way to sum that up is accountability," Davidson says. "In the end, the salespeople and the superintendent are the face for the customer. They know they are not being handed off from one group to another. That's the same through the warranty period."

Knowing that customer satisfaction is closely tied to expectations, Van Metre Homes has assembled an "expectations book" that clearly spells out what home buyers can expect at every phase of the process. Meanwhile, the company closely analyzes its Avid surveys to identify potential problems areas. Even if the company's scores are where they

need to be, the leadership team will look at the lowest scores and figure out ways to improve them.

Whereas about 15 percent of Van Metre's sales come from home buyer referrals, an additional 5 percent stem

from the apartment complexes the company manages. "We hold seminars to convert apartment residents to homeowners," Davidson says. "If they're happy with their apartment, buying a home from us is the next step up. It's someone who doesn't have to sell their home in a tough market."

Repeat customers and generational buyers also feed into the success of Van Metre Homes, a privately held company that's been in business for 53 years. Whether they want to move into larger or smaller homes, repeat buyers often want to stay in the community, says Candy McCracken, director of land development. "That's because our communities are just as important as our home designs," she says. "We develop our communities as well as build them."

STATS TO KNOW

FIND STATISTICS on Van Metre Homes alongside this article online at ProBuilder.com.



BLANDFORD HOMES

Headquarters: Mesa, Ariz.

Avid Index Score: 274.1

Home Buyers Willing to Recommend: 100%

Home Buyers Making an Actual Referral: 87.5%

Photo: Mark Peterman/GettyImages

TEAM APPROACH:

From left to right: Mesa homeowner Larry Steele, company owner Jeff Blandford and Project Superintendent Rich Weig.

No. 1 in Phoenix

Perfect Score

When 100 percent of your home buyers are willing to make referrals, you know you're doing something right in the area of customer service. Blandford Homes is one such builder. In fact, nearly 100 percent of its sales come from repeat and referred buyers, which helps to explain why it has won the 2008 Avid Award for the Phoenix market.

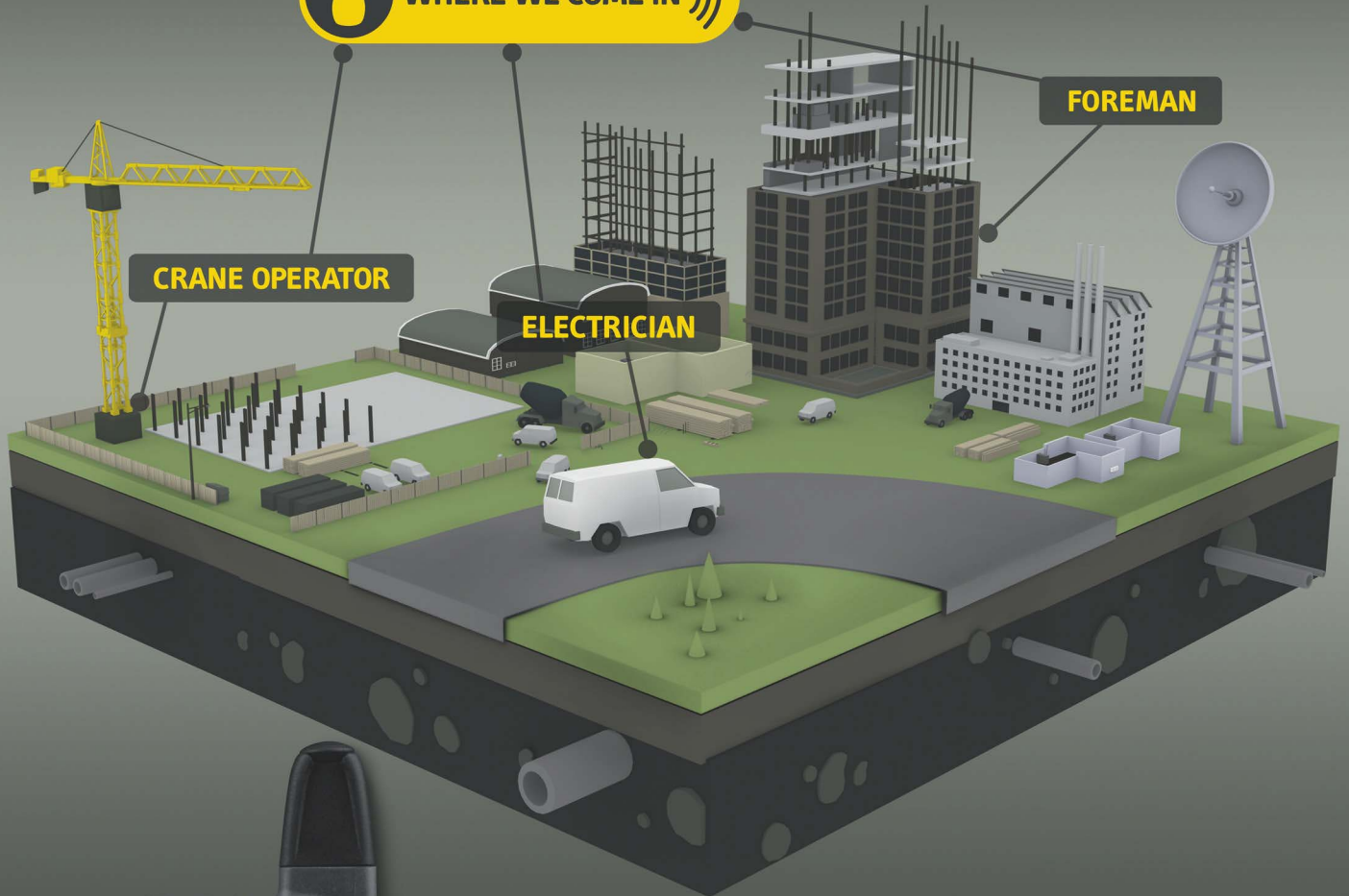
Blandford Homes' relationships are key throughout the home building process. To ensure customer delight, Blandford strives for zero-item walk-throughs and insists that any remaining items are fixed and signed off by home buyers within 10 days. In addition, the builder does not force home buyers to close or walk through a home until they are happy.

"We don't shove it down the homeowners' throat," owner Jeff Blandford says. "Instead, we'll take the pressure off and say that house isn't going to close this year or this quarter until we know it's ready. And that's OK. It's more important that the home buyer feels comfortable."

However, to ensure that the process runs smoothly and houses do close on time, Blandford reviews reports on every home each Thursday and intervenes if something looks like it's falling behind schedule or taking too long to resolve. "The superintendents know that it's being watched by the guy that signs their check," Blandford says. "That alone prevents many problems from ever occurring." **PB**

LEARN MORE

FIND STATISTICS on Blandford Homes online with this article at ProBuilder.com.



From the ground up is not a metaphor here. You start with a site and truckloads of supplies, then add a ton of complex and physically demanding labor. When you're finished, you've got offices, houses and schools. Basically, civilization.

Nextel Direct Connect® lets you coordinate crews on the fastest national push-to-talk network connecting the world's largest push-to-talk community, keeping projects on track and on schedule. And phones like the Motorola i580 are built to tough 810F Military Spec Standards to survive job sites.

Nextel Direct Connect. Only on the Now Network.™

To see Nextel Direct Connect in action, go to **sprint.com/nextel**

1-800-SPRINT-1

Coverage not available everywhere. Nextel National Network reaches over 274 million people. ©2008 Sprint. MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office. Other marks are the property of their respective owners.

For FREE info go to **<http://pb.hotims.com/20669-14>**

See us in Las Vegas
January 20-23, 2009



Any customer.

Any code. Any lot.

- Single Family
- Multi-Family
- Community Developments
- Resorts
- Urban Infill
- Coastal Homes
- Scattered Sites



If you have a building need, our single-family, multi-family and commercial capabilities will help you complete it faster, smarter and greener with reduced risk and increased profitability. We are your construction solutions provider.



www.palmharbor.com

888-820-3696

NATIONWIDE
Custom Homes

www.nationwide-homes.com

800-216-7001

For FREE info go to <http://pb.hotims.com/20669-15>

PHN COMMERCIAL
STRUCTURES
A DIVISION OF Palm Harbor Homes

www.palmharbor.com

888-820-3696

Copyright © 2008.
Palm Harbor Homes, Inc.
All rights reserved.



It doesn't get much woodsier than the personal residence of Rob Wrightman, president and CEO of True North Log Homes in Bracebridge, Ontario, Canada. Wrightman's 5,911-square-foot home showcases walls made from interlocking Eastern white pine logs that culminate in dovetail corners. Cherry floors and granite countertops are touches of luxury in the open kitchen. Want to move to Canada?

LOGGED IN

41

Photo: True North Log Homes

INSIDE

The Best Address might be in Buffalo Grove, Ill. [page 42]

[BEST ADDRESS]

PRIME

42



PROPERTY

This infill project in a mature suburban setting puts a blend of buyers at the center of everything.

By Mark Jarasek, Senior Editor, Electronic Media



43

DETAILS SUCH AS 9-FOOT first-floor ceilings and hardwood flooring entice buyers to move right into homes at Waterbury Place.

MORE BUSINESS PER GALLON.



GMC.COM/SIERRA

THE SIERRA® 1500. THE MOST FUEL-EFFICIENT V8 AVAILABLE IN A FULL-SIZE TRUCK*.



You can't control gas prices. But you can control how much gas your business uses. The Sierra 1500 offers the best available fuel economy in its class with an impressive 20 EPA-estimated highway miles per gallon. Better yet, Sierra also boasts impressive towing capacity, so you won't have to compromise on power either. This is what happens when you never say never. Effective and efficient, that's Professional Grade.

THE SIERRA FROM GMC®. WE ARE PROFESSIONAL GRADE. **GMC**

* Based on 2008 GM® Large Pickup segment and Sierra 2WD with available 5.3L V8. EPA-est. MPG 15 city, 20 hwy. Excludes other GM vehicles. Vehicle shown with equipment from an independent supplier. Please see the owner's manual regarding alterations and warranties.

As we stepped out the doorway of a duplex model, a colleague who has been reporting on residential real-estate in the Chicago area for more than 20 years said to me, “This is the most charming streetscape I have ever seen.” I took a closer look and had to agree. This community’s address works well on several levels: aesthetics, benefits and location. So, does it sell?

Waterbury Place is an infill project nestled on a 31-acre pie-slice parcel in Buffalo Grove, Ill., a mature, upscale suburb located about 35 miles northwest of downtown Chicago. Waterbury Place is the creation of Edward R. James Homes, the home building affiliate of Edward R. James Partners, which is an active developer/builder in select Illinois, Florida, Michigan, Minnesota and Wisconsin markets.

In an effort to sustain and complement the composition and vitality of the established neighborhood that surround it, the developers have included a full spectrum of housing types at Waterbury Place: townhomes, row homes, villas, duplexes and single-family homes. The eclectic mix has attracted a full assortment of buyer type: entry, move-up and empty nester. There are families, couples, single professionals and retirees that make up the community.

“It’s a wonderful variety of household compositions — really a good mix,” says Jeanne Martini, director of sales and marketing for Edward R. James Homes.

Winning aesthetics

We were facing west with the late summer afternoon sun, casting a yellow-orange glow that spilled over the roofs and onto the street scene before us. Railroad tracks were visible in the distance, elevated on a berm just beyond a line of row homes that forms one of the community’s boundaries. The distinctive architecture, meticulous landscaping and

curvilinear roadways all came together in that environment to make those railroad tracks look downright perfect for the part (see sidebar, “Property with a Point”).

Landscaping is a signature feature of developments undertaken by Edward R. James Homes, and the attention to landscape detail at Waterbury Place is no exception. Mature landscaping adorns the community; it has more than 50 varieties of trees, ponds with fountains, open green space and a one-acre park.

Martini says landscaping contributes significantly to setting the tone and appeal of the community for the prospective buyer. “It tells the buyer that you’re not only delivering the sticks and bricks, but how the community will truly take shape,” she says.

The Lakota Group, a Chicago-based firm that specializes in planning, urban design, landscape architecture and community relations, served on the Waterbury Place design team as the land planner, community relations liaison and landscape architect.

“The concept behind the design was to create a sense of place and community using a mix of more naturalized and park-like open space features conducive to a range of activities, from quiet reflection to active recreation,” says Brian Wirth, project designer with The Lakota Group.

Pretty perks

For those busy commuters who barely have any free time to spend on leisure activities or time with their kids, Waterbury Place touts a “maintenance-free living” concept. Residents don’t have to bother with snow removal or landscaping tasks such as watering the lawn — an underground sprinkler system throughout the community services that. And select exterior upkeep projects such as painting and tuckpointing are also provided.

Four large ponds with fountains scattered along the eastern slice of the property, generous green space and a one-acre park all contribute to create an inviting, tranquil environment.

“The site is linked by a network of pedestrian pathways that



SOMETHING FOR ALMOST EVERYONE

THERE'S AN OLD SAYING that you can't be everything to everyone, but Waterbury Place is proving that wrong. This community offers a strategic mix of row homes, townhomes, villas, duplexes and single-family homes that range in price from the mid \$300,000s to the low \$800,000s. Sizes run from a 1,578-square-foot row home to a 3,418-square-foot single-family home.

Each home type offers a choice of several floor plans. Buyers interested in a row home, for example, have the choice between the 1,578- or 1,611-square-foot Fairmont model, the 1,785-square-foot Eden model or the 1,986-square-foot Dunbar model. The same choice holds true for the townhomes, villas, duplexes and single-family homes.

At \$360,000, the least expensive units offered at Waterbury Place may not seem to be first-time home buyer material. However, the upscale demographics of this highly desirable Chicago suburban village would indeed be within a first-time buyer's means.

BSB Design served as architect for the row homes, townhomes, villas and single-family homes, and OKW Architects designed the duplex homes.



THE KITCHENS in Waterbury's early delivery homes feature 30-inch-high wall cabinets; appliances from GE; and double-bowl iron sinks and faucets from Kohler.

LUSH LANDSCAPING graces the entire community and includes flowering perennials, shrubs, ornamental trees and grasses. Plantings were chosen for native and indigenous qualities.



PROJECT PROFILE

Community: Waterbury Place

Location: Buffalo Grove, Ill.

Home Styles: Row home, townhome, villa, duplex and single-family

Builder/Developer: Edward R. James Homes

Architect: BSB Design; OKW Architects for the duplex homes

Interior Designer: Edward R. James Homes Design Coordination Team

Land Planner/Architect: The Lakota Group, Chicago

Photography: Jess Smith

PRODUCTS USED

Appliances: GE

Bathroom Fixtures: Kohler

Bathroom Counters: Corian

Cabinetry: Brookhaven by Woodmode

Hardware: Schlage Accent Lever

Windows: Hurd

encourage the residents to experience the site's many amenities, and interact with their neighbors," Wirth says.

Location: You are there

Those railroad tracks we saw in the distance in front of the setting sun happen to carry the Metra, which is a vital commuter transportation link between the suburbs and downtown Chicago. The station for the Buffalo Grove stop is a short walk across the street from Waterbury Place. Highly desirable award-winning schools — high schools, grade schools and middle schools — all surround the community, many of them within walking distance.

Martini says that many buyers are attracted to the commu-

nity because of its location to the top-rated schools. "Parents love that their children will be able to walk home after classes or extracurricular activities," she said. "That's a real convenience for working parents."

A huge map subtly placed on the wall of the sales center serves as an effective prop that underscores the locational benefits of Waterbury Place. The map is sprinkled with dots that depict an abundance of shopping, entertainment, dining, golfing and outdoor recreational destinations that surround the property.

The community is also centrally located to many of the main expressways and roadways that serve the greater Chicago area, making it easy to access airports, downtown Chicago and escape routes for weekend getaway trips.

THE EARLY DELIVERY CONCEPT

WATERBURY PLACE offers what the builder calls "early delivery homes." These early delivery homes are essentially fully finished spec units that the Edward R. James Homes internal Design Coordination Team has put together.

It seems like a bit of a gamble to try to predict what layout, finishes and product a buyer might want, but that hasn't stopped the builder from doing it. As of mid October, Waterbury Place had 13 early delivery homes available, including five townhomes, three row homes, three villas and two single-family homes.

"Our interior designers make all the selections that go into our early delivery homes," says Jeanne Martini, director of sales and marketing for Edward R. James. "They've worked with our customers for so many years that they intuitively know what the buyers are looking for. Most of the time they fall within a certain taste range," she says.

Essentially, the early deliver home concept eliminates the time and stress-intensive process that new home buyers go through when faced with the task of choosing from myriad appliance finishes, fixtures, cabinet styles, hardware and everything else that goes into their home.

"Our design team does such a great job. The homes look so pulled together and attractive," Martini says. "And our customers love the idea that they can simply move in after closing," she says.

What about sales?

Martini says sales efforts at Waterbury Place kicked off in June 2005, with plans set for the community to be sold out by mid-2009. The first two phases of the project comprise 134 homes, of which 93 are occupied and eight are currently under contract. The community will ultimately consist of 156 homes after a third and final phase is completed. The most popular have been the row homes and townhomes, which range from the mid \$300,000s to low \$400,000s. "They're at a great price point for this location," Martini says.

Recent sales haven't quite kept up with the vigorous velocity when the community opened. Traffic lately has averaged about 10 prospects per week, Martini said, with most coming to the community from word of mouth, Internet leads and the local real-estate brokerage community.

However, they're optimistic about the future. Martini says they're still planning to meet their mid-2009 sell-out goal. She points out that infill development properties in mature neighborhoods are unique and have an aura of higher demand and limited supply. Says Martini: "High-quality, multi-family and single-family homes in attractive neighborhoods in award-winning school districts with a great location are going to sell." **PB**

Property with a Point

HOW DOES A BUILDER end up with such an amazing location in an established, reputable suburb? Part of it could be attributed to luck, but most of it points back to the talent, experience and reputation of the builder/developer.

Prior to becoming Waterbury Place, the 31-acre parcel was used for light industrial use as the home of the old Pownail factory where nailing machines and nails were manufactured.

Pownail Co. is a family-owned business that several years ago decided to upgrade and relocate its factory to another suburban Chicago location. The family was very sensitive to what would ultimately happen to the property, so they hired a real-estate firm to assist them in putting out a Request for Qualification (RFQ) to select residential developers.

"The owner took a lot of pride in their property and their relationship with Buffalo Grove over the years," said John Lifka, director of land development for Edward R. James Homes.

Because Edward R. James Homes has been involved in many mature suburban infill-type developments in its 50-year history, especially in the Chicago area, the company was among the firms participating.

"We put together our proposal, but I think one of the reasons we were ultimately the successful bidder was that ours is a family-owned business just like Pownail," Lifka said. "They could relate and felt comfortable with that," he added.

The suburban infill project came with both blessings and curses. The blessings: the property was a rare residential development opportunity in an established suburb where there simply isn't much contiguous land available. It was also a location to die for. The curse: the "to die for" location was adjacent to railroad tracks



AN INDUSTRIAL building, shown in the aerial view above, once occupied the property. Upon completion, the project will consist of 156 homes (left). A park-like setting features four ponds with decorative fountains, and the entire community is linked by a network of walking trails with seating areas among outcropping stone, native wildflowers and indigenous trees. The northern site perimeter consists of a landscaped berm that provides an attractive buffer from a busy roadway.

Photo & Site Plan: Edward R. James Homes, LLC

and the busy four-lane roadway, Route 22.

"It's a very unique piece of property. Our vision was to keep proper planning in line with the nature of the existing piece of land, which had a large pond on it, as well with the surrounding neighborhood," Lifka said.

Landscaping and product placement played a crucial role in greatly diminishing the "curses" of the property. Potential eyesores and noise

sources, i.e. those railroad tracks and the busy thoroughfare, were diminished by creative and abundant landscaping and strategically positioning rear-loading garages, both which serve to effectively buffer the negatives.

"The northern site perimeter consists of a landscaped berm that provides an attractive buffer from Route 22 filled with deciduous and evergreen trees and shrubs, along with ornamental grasses, perennials

and ground covers," Wirth said.

A mature neighborhood of single-family homes defined the eastern boundary of the property. That's where the developer decided to concentrate water features and single-family and duplex homes to complement and keep in tune with the existing neighborhood.

"It's all proper planning from the onset and strategic product placement," Lifka says.



PROTECTING YOUR HOME
while you're at work is no small concern

**Don't be alarmed,
BuyerZone is at your fingertips.**

Compare features and price quotes on Home Security Systems today. Save time and money, compare/rate suppliers, and protect your investment with BuyerZone. At BuyerZone, you're in control. We're just here to make your work easier.


Join the millions who've already saved time and money on many of their Home Security System purchases by taking advantage of BuyerZone's FREE, no obligation services like:

- Quotes from multiple suppliers
- Pricing articles
- Buyer's guides
- Supplier ratings
- Supplier comparisons

REQUEST FREE QUOTES NOW!

**Call (866) 623-5529 or visit
BuyerZoneHomeSecurity.com**

BuyerZone
Where Smart Businesses Buy and Sell

A division of
 Reed Business Information.

WEIGHT OF THE WORLD

We use concrete in nearly every home and building we raise, yet the manufacturing process gives it the largest carbon footprint of almost any product on the face of the planet. Sonoma Cast Stone's new EarthCrete, on the other hand, blends local and natural materials with industrial waste ceramics and fly ash to create lighter cement products. Shown here is the SonomaLite for wall cladding and architectural surrounds.

Photo: Sonoma Cast Stone

INSIDE

Appliances that tie the kitchen together
[page 53]

Manpower vs. horsepower [page 56]



THE NEW COMMERCIAL STANDARD



GRAB LIFE BY THE HORNS



DODGE



MORE SPACE FOR MORE BUSINESS.

With so many best-in-class* features like standard interior standing height and largest side and rear door-opening areas, you'll be ready to take on more business in the 2009 Dodge Sprinter Cargo Van. And with its turbo diesel engine that's 18.1% more fuel efficient than the Chevrolet Express 3500 Cargo Van with a turbo diesel engine, and 25.4% more fuel efficient than the Ford E-350 Cargo Van with a turbo diesel engine,† Dodge Sprinter is miles ahead of the competition. For additional best-in-class features and more info, visit dodge.com/sprinter or call 800-4ADODGE.

2009 Dodge Sprinter 3500 Cargo Van model shown. *Based on *Automotive News* classification. †Estimated fuel economy based on independent testing on 2008 models. When properly equipped. Dodge and BusinessLink are registered trademarks of Chrysler LLC. Independent testing on 2008 models has proven Dodge Sprinter 2500 more fuel efficient than Ford and Chevy Class 3 full-sized vans, helping you save.



BUSINESSLINK



[KITCHEN APPLIANCES]

These Appliances are Cookin'!



Strictly Professional

We've shown you the Professional Series ranges, now here are the wall ovens. Thermador's Professional Series ovens offer homeowners the true look and feel of restaurant-style cooking, with an integrated chronometer and stainless steel knobs. The dishwasher-safe rotisserie can handle up to a 12-pound turkey and other large meats, and the 5,000-watt Max Broil element provides powerful broiling. **For FREE information, visit <http://pb.hotims.com/20669-252>**

Coffee, Stat

Only the coffee junkies need apply here. Water Inc.'s Brew Express is a built-in, fully plumbed coffee system that mounts within the wall atop a counter. Rather than monopolizing an electrical outlet, it actually adds two. Because the Brew Express is plumbed directly to a water supply (the company also has water filters) your homeowners won't have to worry about filling up the carafe. **For FREE information, visit <http://pb.hotims.com/20669-253>**



Compact and Cool

Commercial-grade stainless steel interiors and a variable-speed compressor are the hallmarks of Perlick's 15-inch Refrigerator Drawers. Refrigerator-only (15-inch) and other models are also available with customized overlay packages. The company's Beverage Center, Wine Reserve and Beer Dispenser round out the 15-inch lineup. **For FREE information, visit <http://pb.hotims.com/20669-251>**



Gutentag, Herr Kitchen

The German-made 36-inch 2062 refrigerator Series from Liebherr has a French door configuration and is Energy Star-rated. Three versions are available: freestanding CS 2062 in stainless steel; fully integrated HC 2062 with custom finish; and fully integrated HCS 2062 in stainless steel. All models feature improved insulation and beefed-up ice makers.

For FREE information, visit <http://pb.hotims.com/20669-254>

[KITCHEN APPLIANCES]



Cooking with Color

The new built-in gas wall oven by BlueStar is available in 24-, 30 and 36-inch sizes in up to 190 different colors, so you can say goodbye to stainless steel. Homeowners will love being able to pick the color. The 24-inch model features a standard left to right swing door, while the 30- and 36-inch ovens feature French doors. All sizes feature convection ovens and fully retractable racks. **For FREE information, visit <http://pb.hotims.com/20669-255>**

Pack It In

Broan's Elite XE Trash Compactor helps to tighten the load on local landfills and keeps kitchens free from bad smells. The XE has a 6-to-1 compaction ratio thanks to a more powerful $\frac{3}{4}$ -horsepower motor and 1- $\frac{1}{2}$ -cubic feet of storage. Smell abatement is provided courtesy of Microban antimicrobial protection. **For FREE information, visit <http://pb.hotims.com/20669-256>**

the industry leader in quality
Mailboxes

mailboxes.com
 1-800-MAILBOX

SALSBUURY INDUSTRIES
 People Committed to Quality Since 1936

Call us for a FREE quote or catalog!
 1010 East 62nd Street • Los Angeles, CA 90001-1598
 Phone: 1 800 624 5269 • Fax: 1 800 624 5299



More Room for Dessert

Sometimes the fridge just doesn't have enough space for the deli trays and the two-liters. Whirlpool set out to remedy space concerns with the Gold External Ice & Water French Door Refrigerator. The model includes extra-tall, humidity-controlled crispers for unwieldy food trays (especially helpful around Thanksgiving), a caddy for tall bottles and a can pack keeper for bulk items. **For FREE information, visit <http://pb.hotims.com/20669-257>**



Best In American Living AWARD

Celebrating 25 Years of Innovative Home Design

Come toast 25 years of outstanding residential design innovation
from great rooms to outdoor rooms, master-planned communities to urban infill.

On the eve of the International Builder's Show, *Professional Builder*
and the NAHB Design Committee honor the

2009 Best in American Living Award winners in grand style.

It's the 25th annual BALA Gala! The one party you don't want to miss in Vegas.

January 19, 2009

7 - 10 p.m. ■ The Wynn Las Vegas ■ Margaux Ballroom ■ Cocktails and Buffet Dinner

An Evening of Design Bests

- Winners in 36 Categories
- 9 Regional Winners
- Home of the Year
- Community of the Year
- Room of the Year

New features this year...

- BALA Hall of Fame – a tribute to industry icons
- Emerald Award – honoring America's best green home design

Ticket price: \$125/seat **RSVP by January 10, 2009**

To order tickets, visit www.probuilder.com/bala

Judy Brociek, Director of Events
(630) 288-8184 ■ jbrociek@reedbusiness.com

Presented by:

**Professional
Builder®**

NAHB
design
COMMITTEE

[HAND + POWER TOOLS]

Manpower vs. Horsepower



Snip, Snip

The new M8R and M9R Vertical Snips are equipped with specially-designed, angled blades that allow for much greater reach and maneuvering in overhead and other awkward, hard-to-reach areas. Wiss' USA-made M8R (straight and left-cutting) and M9R (straight and right-cutting) are designed to cut up to 22-gauge steel.

For FREE information, visit
<http://pb.hotims.com/20669-258>

Keep Fingers Right Where They Are

Our kind of work isn't for the faint-hearted or inattentive. But accidents happen to the best of us. The 10-inch SawStop Industrial Cabinet Saw makes sure it won't be as bad as it could be. The company's braking system uses the body's own electrical field when it stops the saw blade — it stops within five milliseconds when it detects the blade has contacted the operator's skin.

For FREE information, visit <http://pb.hotims.com/20669-259>

From plumbing to siding to fire sprinkler systems and more...



All the pieces have now come together to solve many of

today's toughest building and industrial challenges.

FBC™ Building Solutions includes:

FlowGuard Gold® and Corzan® Plumbing Systems

BlazeMaster® Fire Sprinkler Systems

Corzan™ Industrial Systems

TempRite® HDX220 Technology

® is a registered trademark of The Lubrizol Corporation.
™ is a trademark of The Lubrizol Corporation.
© The Lubrizol Corporation 2008, all rights reserved.



A masterpiece in fire protection.

**BlazeMaster®
Fire Sprinkler Systems.**

For reliability, ease of installation and cost-efficiency, more fire sprinkler contractors and specifiers choose BlazeMaster® CPVC Fire Sprinkler Systems

With over one billion feet of piping systems installed in over 50 countries since 1984, and with more listings and approvals than any other non-metallic fire sprinkler piping system, BlazeMaster is the most recognized and specified non-metallic fire sprinkler piping system in the world.

For fire protection that's corrosion-resistant, longer lasting, and easier and less costly to install, call **888-234-2436**.
Or visit our website at www.blazemaster.com.



BlazeMaster®
FIRE SPRINKLER SYSTEMS



This Pam is No Little Girl

With a two-piece ergonomic design, Pam's Fastening PC-12 Cordless Screw Gun accommodates 1- to 2-inch fasteners and up to 600 screws per battery charge. Weighing only 5.1 pounds, the PC-12 is 14 inches long and works great for quick punch-out jobs where a corded tool is inconvenient or where electric power is not an option. **For FREE information, visit <http://pb.hotims.com/20669-260>**



Won't Lag Behind

Hook and Hanger's LagMaster-Plus hangs threaded rod, ceiling chain and ceiling wire safely from the ground. Developed for electricians, the tool's profile and maneuverability lets your crews work it into the tightest places. According to the company, a faster worker can install up to 100 ceiling installations an hour safely from the floor. **For FREE information, visit <http://pb.hotims.com/20669-261>**

*A steady stream of solutions
from the makers of...*

FLOWGUARD GOLD® PRODUCTS

**From plumbing to siding to fire
sprinkler systems and more...**



**All the pieces have
now come together to
solve many of today's
toughest building and
industrial challenges.**

FBC™ Building Solutions includes:

FlowGuard Gold® and Corzan® Plumbing Systems
BlazeMaster® Fire Sprinkler Systems
Corzan™ Industrial Systems
TempRite® HDX220 Technology

® is a registered trademark of The Lubrizol Corporation.
™ is a trademark of The Lubrizol Corporation.
© The Lubrizol Corporation 2006, all rights reserved.

RISE AND SHINE!

From Riser to Fixture, a Complete Plumbing Solution

FlowGuard Gold®/Corzan® CPVC plumbing systems provide superior durability and, unlike metallic systems, will not pit, scale or corrode, regardless of water quality. Nearly 50 years of proven performance back FBC™ CPVC piping systems which have been successfully installed in numerous commercial buildings including hotels, hospitals, schools, universities and high-rise applications.

Benefits include:

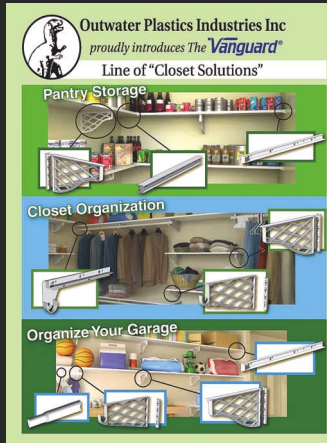
- **Stable Material Costs** – projects stay on budget
- **Ease of Installation** – lightweight with a fast, reliable joining system
- **Maintained Water Quality** – no concerns regarding copper leaching
- **Quiet Operation** – 4 times quieter than copper systems
- **Reduced Condensation** – virtually eliminates the risk of costly drip damage

Visit www.fbcbuildingsolutions.com
for more information. Or call
888-234-2436 ext. 447-7393 to learn
about these or other high performance
plumbing products.

CORZAN®
PIPING SYSTEMS
FLOWGUARD GOLD®



VANGUARD PLASTICS APPOINTS OUTWATER AS THEIR U.S. DISTRIBUTOR



Canadian based Closet products manufacturer Vanguard Plastics has appointed Outwater as its U.S. Distributor. Recognized for their ability to provide simple and cost effective storage solutions for Closets or any quarters in which order and efficiency are beneficial, Vanguard Plastics has the right component product for your specific requirements. As a full stocking distributor of Vanguard Plastics' products, Outwater offers reduced lead times, shipping costs as well as a complete U.S. sales and customer support staff.

FREE 1,000+ PAGE MASTER CATALOG!
LOWEST PRICES...WIDEST SELECTION... ALL FROM STOCK!

ARCHITECTURAL PRODUCTS BY OUTWATER



Call 1-888-772-1400 (Catalog Requests)
 1-800-835-4400 (Sales)
 Fax 1-800-835-4403
 www.outwater.com
 New Jersey • Arizona • Canada



For FREE info go to <http://pb.hotims.com/20668-125>

THE BUILDER'S CHOICE

Arabian ALUMINUM RAILING SYSTEM



Call about our new aluminum balusters and twisted spindles

- Bracketed system is easy to install
- Available in 36" & 42" height
- Available in 6' and 8' sections
- Meets IBC 2003 building codes
- Powder coated
- Three colors- Black, White & Bronze
- Available for both straight and 32° step railing applications



Key-Link
 Fencing & Kennels, LLC
 a division of Superior Plastic Products, LLC

Call For A Brochure
800-633-7093
Fax: 717-355-7139

www.keylinkfencing.com

For FREE info go to <http://pb.hotims.com/20668-126>

Our Surface Protection & Dust Control Solutions

SAVE YOU TIME & MONEY

- Give Us A Call We Offer the Best Values in the Industry.
- Lowest Prices & Satisfaction GUARANTEED.



ECONO RUNNER

- PADDED PROTECTION FOR ALMOST ANY SURFACE
- IDEAL FOR DRY/CURED HARDWOOD, STONE & TILE FLOORS.
- SAVE TIME. SAVE MONEY. IMPROVE CUSTOMER SATISFACTION.



CALL 1.800.789.6633

OR ORDER NOW AT

www.protectiveproducts.com

For FREE info go to <http://pb.hotims.com/20668-127>

ENVIRONMENTALLY FRIENDLY WATER PURIFICATION SYSTEMS



Seagull IV water purifiers are independently certified to EPA Guide Standard Protocol for Microbiological Purifiers against bacteria, cysts and viruses. They produce great tasting, "All Natural" purified water instantly, without costly electricity, polluting chemicals, or wasting our vital water supplies.

Builder Programs are available, call for more information.



SEAGULL® IV Drinking Water Purifiers
800-441-8166 - www.generalecology.com

For FREE info go to <http://pb.hotims.com/20668-128>

UDA ConstructionSuite™
 Construction Software for Small to Medium Businesses

Professional Builder
100 BEST NEW PRODUCTS AWARD

ConstructionSuite™ Pro starting at **\$699**

ConstructionSuite™ Corporate starting at **\$1499**

ConstructionNet 2007

www.constructionsuite.com • 1.800.700.UDA1 (8321)

For FREE info go to <http://pb.hotims.com/20668-129>

Professional Builder
100 BEST NEW PRODUCTS 2008

3D Presentations
 Construction Drawings
 Bill of Materials
 Interior Design
 and Much More.

Cadsoft™
envisioneer
 Building Design Software

Contact us for a **LIVE Demo & FREE Trial**
1-888-223-7638 www.cadsoft.com

For FREE info go to <http://pb.hotims.com/20668-130>

CATCH ONE MISTAKE and they pay for themselves!

Now More Than Ever, You Need These Tools

From start to finish, our tools help you save time, reduce costs and win more bids. *Every time. Every day.*

- Fast, accurate takeoffs for estimating, bids and layouts
- Verify all measurements and calculate material needs and costs
- Solve tough construction-math problems when you're on the jobsite or in the office

Go to our contractor web site to learn how our calculators and estimating tools can work for you.

CountOnCI.com/boss8

CALCULATED INDUSTRIES™
 FAST. ACCURATE. RELIABLE.

For a dealer near you call 1-800-854-8075.
 4840 Hytech Drive, Carson City, NV 89706 • 1-775-885-4900 Fax: 1-775-885-4949

Always the Leading Design Software for Professionals and Now... Version 14

Design **Permit** **Estimate** **Sell**

for a free trial version
 1-800-248-0164
www.softplan.com

Version 14
SOFTPLAN
 ARCHITECTURAL DESIGN SOFTWARE

For FREE info go to <http://pb.hotims.com/20668-131>

PRODUCT SHOWCASE / INTERIOR & EXTERIOR



Soap Dishes
Shampoo Shelves
Toiletry Shelves
Shaving Steps

DÜK LINER™
The Custom Niche In 20 Minutes

888.821.2545
Dukliner.com

Effortless Installation ■ Increased Profitability ■ No Leak Callbacks

For FREE info go to <http://pb.hotims.com/20668-132>



Architectural Rendering Service

Mid-market homes rendered for **\$149!**
www.vectorarts.com 616-364-6000

For FREE info go to <http://pb.hotims.com/20668-133>

Incentives For Sustainability

Take advantage of programs that help home buyers reduce their energy use-- and make your bottom line a little greener too. Incentives of up to \$2,000 per unit are currently available for qualifying residential new construction. Visit www.socalgas.com/construction for details.



Southern California Gas Company
NewHomes@socalgas.com or 866-563-2637

For FREE info go to <http://pb.hotims.com/20668-134>

NEW from the manufacturers of BETTER-BENCH™

RECESS-IT™



Products shown are produced of a corrosion resistant alloyed aluminum with an elastomeric-waterproofing and anti-fracture coating combined with an aggregate bonding base. Finished materials, ceramic tile, marble, granite, etc. can be applied immediately after product installation utilizing **standard** mastics or thin-set. No additional additives are required. Listed products are supplied with (4) multi-purpose wall fasteners which may be used with/without preinstalled wood blocking.

BETTER-BENCH™

The Shower Bench Solution

An easy to install bench-forming system that replaces the complex methods currently in use.

This fully independent supporting unit can be mounted to most vertical surfaces quickly and efficiently, saving the installer valuable time. What once took two days to complete can now be done in about an hour! BETTER-BENCH™ provides design flexibility and is ideal for new or retrofit applications. *Patented*

For more information or a distributor near you, call
1-800-382-9653
INNOVIS CORPORATION
www.innoviscorp.com

For FREE info go to <http://pb.hotims.com/20668-135>

NEW ORLEANS NEEDS YOU!

lowernine.org
is rebuilding homes, using skilled volunteers to tutor unskilled volunteers and low-income homeowners to get them back home, where they belong.



To find out how you can help, go to:
www.lowernine.org or call 207-380-9636

MAJOR PROJECT SALES MANAGER

All American Building Systems, one of the nation's largest builders of systems-built structures, has an immediate opening for a Major Project Manager to create, develop and oversee multiple concurrent projects in the Southeastern U.S.

Responsibilities for this position include: implementing strategic sales plans, conducting sales forecasting, reviewing market analyses, assisting architects and developers with product information, coordinating liaison activities between clients and other units of the company, recommending budget and expenditures for major projects, establishing contracts with subcontractors; reviewing project architectural details; assisting in developing proposals and bid documents; assisting onsite superintendents with scheduling and construction detail.

The winning candidate should have 3-5 years experience as a Sales Manager in the construction field, a proven ability to manage multiple projects simultaneously in different states, experience with single- and multi-family residential projects, knowledge of building codes, and excellent communication and motivational skills. This position requires computer literacy and extensive overnight travel. Bachelor's degree in Business or Construction Management a plus.

All American Building Systems is a division of Coachmen Industries, one of America's leading manufacturers of recreational vehicles, and systems-built homes and buildings. We offer a competitive compensation package and generous benefit plan.

Please send all responses in confidence by mail to:

Human Resources Department – MPSP
Coachmen Industries, Inc.
PO Box 30
Middlebury, IN 46540

or by email to: jobs@coachmen.com.

For FREE info go to <http://pb.hotims.com/20668-200>



HERITAGE
BUILDING SYSTEMS.
Established 1979

We are committed to providing the finest-quality steel buildings at the lowest possible price.
Call for a FREE quote today!

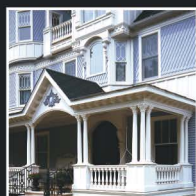
30' x 40' x 10' \$7,895
40' x 60' x 12' \$13,987

1.800.643.5555
www.heritagebuildings.com

For FREE info go to <http://pb.hotims.com/20668-202>

ADVERTISE

www.ProBuilder.com



COLUMNS, BALUSTRADES & MOULDINGS

- Fiberglass Columns
- Poly/Marble Columns
- Synthetic Stone Balustrades & Columns
- Wood Columns
- Cast Stone Balustrades & Details
- Polyurethane Balustrades, Mouldings & Details
- GFRC Columns & Cornices
- GRG Columns & Details

Custom Quotations:
800-963-3060



For FREE info go to <http://pb.hotims.com/20668-201>



1.800.872.1608

WORTHINGTON

Your Only Source For Fine Architectural Details



Architectural Balustrades
Call for a FREE Catalog

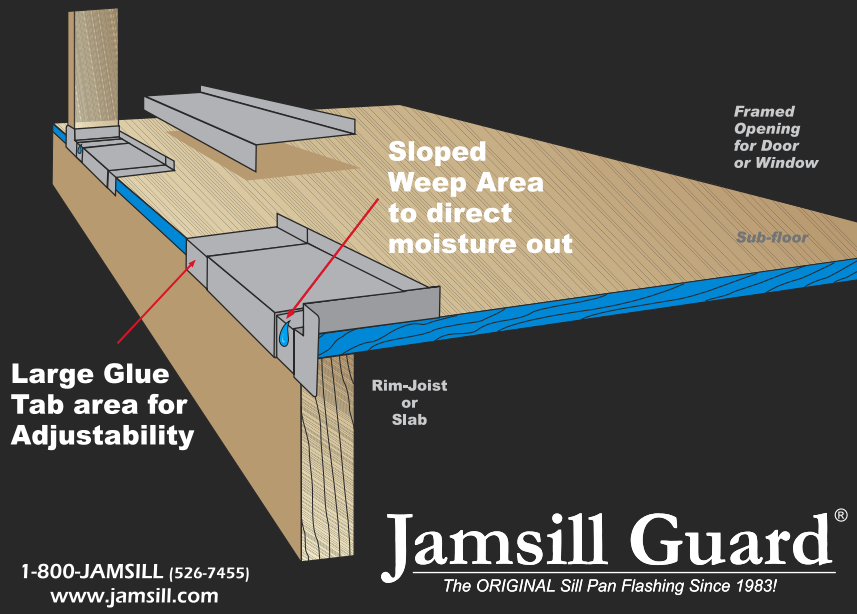
www.WorthingtonMillwork.com

Jacksonville, FL

For FREE info go to <http://pb.hotims.com/20668-203>

November 2008 / Professional Builder

PREVENT DAMAGE FROM WINDOW AND DOOR LEAKS!



For FREE info go to <http://pb.hotims.com/20668-204>

**Quick
Curve
PLATE**

**Curved Walls,
Ceilings, Soffits
and More!**

**Quick
Curve
PLATE**
BLUWOOD • TREATED
BORATE • TREATED

- 1 Shape to desired position.
- 2 Nail/staple into pivot area to lock shape.
- 3 Install as other wood framing members.

**FOR A LIMITED TIME
ORDER NOW AT:
866.443.FLEX(3539)**

24 linear ft. per 2x4 box
12 linear ft. per 2x6 box



**FLEX-ABILITY
CONCEPTS**

5500 SW 36th St. Oklahoma City, OK 73179
Tel 866.443.3539 Fax 405.996.5353

\$114 delivered for
2x4 Untreated. Please call
for other product pricing.

www.flexabilityconcepts.com email info@flexabilityconcepts.com

For FREE info go to <http://pb.hotims.com/20668-205>

check out: www.housingzone.com



Nobody dreams of having multiple sclerosis

Some dreams are universal: hitting a ball over the Green Monster; winning the World Series with a grand slam in the bottom of the ninth inning. Finding out that you have MS is not one of them.

Multiple sclerosis is a devastating disease of the central nervous system where the body's immune system attacks the insulation surrounding the nerves. It strikes adults in the prime of life – and changes lives forever.

This is why the National MS Society funds more research and provides more services for people with multiple sclerosis than any other organization in the world. But we can't do it alone.

To help make the dream of ending MS come true, call **1-800-FIGHT MS** or visit us online at nationalmssociety.org.



**NATIONAL
MULTIPLE SCLEROSIS
SOCIETY**

Fill, bond, and laminate
AZEK® Trimboards!



TrimBonder™ Bonding System

- ▼ Fills nail holes, joints, and gaps quickly and permanently
- ▼ Bonds/laminates AZEK® Trimboards, metal, wood, and PVC
- ▼ Non-yellowing, sandable, paintable
- ▼ Easy to use, fits standard caulking gun

Devcon®

Construction Products Group
1-800-933-8266
www.trimbonder.com

AZEK is a registered trademark of Vycom Corporation.
Devcon and TrimBonder are registered trademarks of Illinois Tool Works.
© 2006 ITW Devcon. All rights reserved.

Available through your local
AZEK® Trimboards dealer

For FREE info go to <http://pb.hotims.com/20668-206>

American Heart Association®

Fighting Heart Disease and Stroke

It keeps
more than
memories
alive.

AMERICAN HEART
ASSOCIATION
MEMORIALS & TRIBUTES



1-800-AHA-USA1

This space provided as a public service.
©1994, 1997, American Heart Association

www.ProBuilder.com

877-279-9993

ARCHITECTURAL MALL™



COLUMNS
-POLYURETHANE
-FIBERGLASS
-POLYSTONE
-WOOD
BAULSTRADES
-POLYURETHANE
FIBERGLASS
POLYSTONE
HDF MOLDINGS
HDP NICHES

www.architecturalmall.com

For FREE info go to <http://pb.hotims.com/20668-207>

**The perfect tool
for your new custom
closet business.**

Custom closets are easy to design, simple to install and extremely profitable. We make it easy to join the thousands of construction professionals who are offering closets to their customers. Put a closet like this into your next job and make some real money in closets.

ProClosets
The Professional's Choice for Closets

www.proclosets.com 877-BUY-A-PRO

For FREE info go to <http://pb.hotims.com/20668-208>

Save Space • Save Energy • Reduce Fire Hazard

Finish the Laundry Right



the dryerbox®

Safely Collect Flex Exhaust Hose
Neatly in the Wall Behind the Dryer

In-O-Vate
Technologies Inc

888-443-7937 **www.Dryerbox.com**

For FREE info go to <http://pb.hotims.com/20668-209>

Buy Carpet & Woodfloors Direct and rest easy...

New... We now carry Discount Wood Floors
www.iWoodDirect.com

www.DaltonCarpet.com
1-800-338-7811x2574

Dalton Paradise Carpet P.O.Box 2488 Dalton, Ga 30722

For FREE info go to <http://pb.hotims.com/20668-210>

Nobody dreams of having multiple sclerosis.

Some dreams are universal: scoring a perfect 10 on your last attempt to win the Gold medal; standing on the podium as the national anthem fills the arena. Finding out that you have MS is not one of them.

The National MS Society funds more research and provides more services for people with multiple sclerosis than any organization in the world. But we can't do it alone.

To help make the dream of ending MS come true, visit us online at nationalmsociety.org, or call 1-800-FIGHT MS.



Advertise on HousingZone.com

Call Shelley Perez at 630-288-8022 • Fax: 630-288-8145

**ADVERTISING
MEANS BUSINESS!**

**PLACE YOUR
AD TODAY!**



TO
**ADVERTISE
SMART**

CONTACT:

SHELLEY PEREZ

Ph: 630-288-8022 Fax: 630-288-8145
shelley.perez@reedbusiness.com

advertising sales

Publisher

Tony Mancini, 610/205-1180
Fax 610/205-1183
armancini@reedbusiness.com

Director of Sales

Jeff Elliott, 616/846-4633
Fax 616/846-4802, jelliott@reedbusiness.com

Emedia Solutions Manager

Shannon Darmody, 630/288-7963
Fax 630/288-8145
shannon.darmody@reedbusiness.com

Regional Manager Northeast

CT, DC, DE, ME, MD, NH, NJ, NY, PA, RI, VT, VA, WV
John Huff, 630/288-8189
Fax 630/288-8145, john.huff@reedbusiness.com

Regional Manager Southern United States

AL, AR, FL, GA, LA, MS, NC, NM, OK, SC, TN, TX
Craig Coale, 630/288-8207,
Fax 303/265-5990, ccoale@reedbusiness.com

Regional Manager Western United States

AK, AZ, CA, CO, HI, ID, MT, ND, NV, OR, SD, UT, WA, WY, Western Canada
Jessica Elliott, 651/290-7694
Fax 303/265-2064
jessica.elliott@reedbusiness.com

Regional Manager Midwest

IA, IL, IN, KS, KY, MN, MO, NE, OH, WI
Tim Gillerlain, 630/288-8168
Fax 630/288-8145
tim.gillerlain@reedbusiness.com

Senior Account Manager

Michigan and Inside Sales
Rob Bertrand, 630/288-8615
Fax 303/265-2526
rob.bertrand@reedbusiness.com

Inside Sales

Shelley Perez, 630/288-8022
Fax 630/288-8145
shelley.perez@reedbusiness.com

Administrative Support

Rebecca Breskman, Administrative Assistant
610/205-1179, Fax 610/205-1183
rebecca.breskman@reedbusiness.com

Pat Mustari, Administrative Assistant

630/288-8223, Fax 303/265-5469
pmustari@reedbusiness.com

Director of Events

Judy Brociek, 630/288-8184
Fax 630/288-8145, jbrociek@reedbusiness.com

Director of Custom Publishing

Emily Yarina, 630/288-8109
Fax 630/288-8145
emily.yarina@reedbusiness.com

Custom reprints and electronic usage

Angie Van Gorder, 717/399-1900 x176
angie.vangorder@theygsgroup.com

Advertising Production Manager

Eletta Harris, 630/288-8074
harris@reedbusiness.com

Advertising Contracts

Stephanie West, 630/288-8419
stephanie.west@reedbusiness.com

Graphic Production Manager

Rick Lesser, 630/288-8443
rick.lessor@reedbusiness.com

Editorial & Publishing Office

Professional Builder
2000 Clearwater Drive, Oak Brook, IL 60523
Phone: 630/288-8000, Fax: 630/288-8145

To Advertise: See above for the office closest to you, or write to the Publisher. Best in American Living Award: To enter this design contest, contact address above. Annual Report of Housing's GIANTS®: To request a survey form, contact GIANTS400@reedbusiness.com. For subscription inquiries and change of address: Customer Service, Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126-2345; phone: 303/470-4445; fax: 303/470-4280; e-mail: subsmail@reedbusiness.com.



ad index

Company	Page #	Circle #	Phone	Web site
Ainsworth Lumber Co Inc	18A, 18B, 37	13	877/661-3200	http://pb.hotims.com/20669-13
AT&T	21	8	866/372-2806	http://pb.hotims.com/20669-8
DaimlerChrysler Corp.	C2-3, 52		248/576-5741	
General Electric/Appliances	12	6	800/626-2000	http://pb.hotims.com/20669-6
GMC Commercial Vehicles	22-23, 26, 44-45, C3		800/GMC-8782	
Huber Engineered Woods	33	11	800/933-9220	http://pb.hotims.com/20669-11
James Hardie Building Products Inc.	10	5	888/HARDIE-1	http://pb.hotims.com/20669-5
JELD-WEN	C4	21	800/535-3462	http://pb.hotims.com/20669-21
Knauf Insulation	8	4	800/825-4434	http://pb.hotims.com/20669-4
FBC Building Solutions/FlowGuard Gold	56, 57	19, 20	888/234-2436	http://pb.hotims.com/20669-19
Masco Contractor Services	4	2	800/773-4253	http://pb.hotims.com/20669-21
NAHB	24	9	800/368-5242	http://pb.hotims.com/20669-9
Palm Harbor Homes	40	15	800/456-8744	http://pb.hotims.com/20669-15
Salsbury Industries	54	18	800/624-5269	http://pb.hotims.com/20669-18
+San Diego Gas & Electric Company	50	17	866/631-1744	http://pb.hotims.com/20669-17
Simpson Strong-Tie Co. Inc.	34A, 34B, 35	12	800/999-5099	http://pb.hotims.com/20669-12
Sprint Spectrum	39	14	800/SPRINT-1	http://pb.hotims.com/20669-14
Stock Building Supply	6	3		http://pb.hotims.com/20669-3
Toyota Motor Sales	14-15	7	800/TOYOTA	http://pb.hotims.com/20669-7
+Tyndall Engineering & Design, P.A.	50	16	919/773-1200	http://pb.hotims.com/20669-16
Verizon Wireless	CW1-CW3	1, 22	800/VZW-4-BIZ	http://pb.hotims.com/20669-1
Viega	28	10	1-877-VIEGA-NA	http://pb.hotims.com/20669-10

+Regional Advertiser

Statement of Ownership, Management and Circulation

15. Extent and Nature of Circulation		Average No. Copies Each Issue	No. Copies of Single Issue
		During Preceding 12 Months	Published Nearest to Filing Date
a. Total Number of Copies (Net Press Run)		119,757	116,254
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from the recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies and exchange copies)		116,825	113,528
b. Legitimate Paid and/or Requested Distribution (By Mail & Outside the Mail)	(2)	0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales and Other Paid or Requested Distribution Outside USPS		56	55
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (eg First-Class Mail)		0	0
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3) and (4))		116,881	113,583
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association requests, Names obtained from Business Directories, Lists and other sources).		1,468	1,511
d. Nonrequested Distribution (By Mail and Outside the Mail)	(2)	0	0
(3) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists and other sources).		0	0
(4) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail or Package Services Rates)		0	0
(5) Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms and Other Sources)		381	200
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3) and (4))		1,849	1,711
f. Total Distribution (Sum of 15c and e)		118,730	115,294
g. Copies Not Distributed (see Instructions to Publishers #4 (page 3))		1,027	960
h. Total (Sum of 15f and g)		119,757	116,254
i. Percent Paid and/or Requested Circulation (15c divided by f times 100)		98.44%	98.52%

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Reed Business Information, A Division of Reed Elsevier Inc. | Specialized Business Magazines for Building & Construction | Research | Technology | Electronics | Computing | Printing | Publishing | Health Care | Foodservice | Packaging | Environmental Engineering | Manufacturing | Entertainment | Media | Home Furnishing | Interior Design | and Lodging. Specialized Consumer Magazines for Residential Design. PROFESSIONAL BUILDER (USPS 976-140, GST #123397457, C.P.C. Int'l Pub Mail #280631) Vol. 73, No. 11 is published 13 times a year, monthly except semi-monthly in December by Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126. Subscriptions include all issues. Reed Business Information is a Division of Reed Elsevier Inc., 360 Park Avenue South, New York, NY 10010. Publisher, Tony Mancini, Editor, Paul Deffenbaugh, Managing Editor, Paul Deffenbaugh, Tad Smith, CEO, Jeff Greisch, President, Chicago Division. Periodicals Postage Paid at Littleton, CO 80126 and additional mailing offices. Circulation records are maintained at Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126-2345. Phone: 303/470-4445. POSTMASTER: Send address changes to PROFESSIONAL BUILDER, P.O. Box 7500, Highlands Ranch, CO 80163-7500. Publications Mail Agreement No. 40685520. Return undeliverable Canadian addresses to: Deutsche Post, 4960-2 Walker Road, Windsor ON N9A 6J3. E-mail: subsmail@reedbusiness.com PROFESSIONAL BUILDER copyright 2008 by Reed Elsevier Inc. Rates for nonqualified subscriptions: USA \$121.99 1-year, CAN \$198.99 1-year, MEX \$161.99 1-year, FOR \$322.99. Except for special issues where price changes are indicated, single copies are available for \$10 US and \$15 foreign. Please address all subscription mail to PROFESSIONAL BUILDER, P.O. Box 7500, Highlands Ranch, CO 80163-7500. PROFESSIONAL BUILDER and ANNUAL REPORT OF HOUSING'S GIANTS® are registered trademarks of Reed Properties Inc., used under license. Printed in the USA. PS Form-3526-R September 2007



Think about it

19M

According to the U.S. Census Bureau, data from 2007 reveal that more than 7.5 million people, or 15 percent, of homeowners with mortgages are spending half their income or more on housing costs. But 38 percent of homeowners with mortgages are financially burdened, by the government's, definition because they spend 30 percent or more of their income on housing costs. That's 19 million homeowners strapped for cash.

1%

Forbes reports that some neighborhoods are appreciating and selling well.



The median home sale price in most of these areas is more than \$700,000, which puts them in the richest 1 percent of zip codes in the country, according to Forbes. These zip codes include 10069, part of New York's Upper West Side; 94111, San Francisco; and 33109 in Fisher Island, Fla.

\$6.7 million Former KB Home CEO Bruce Karatz will pay about \$6.7 million in **compensation and interest to KB Home** and a \$480,000 penalty to the U.S. Treasury, reports The Los Angeles Times. The SEC accused Karatz of partaking in a **scheme to backdate stock options** and failing to disclose them.

\$161,875 Arizona Capitol Times reports that in the metro Phoenix area, sales of foreclosed homes made up nearly **half of all existing homes sold in the area August**. The median price of a home bought out of foreclosure was \$161,875, down from the median price last year of \$220,010.



656,454 So far lenders have **repossessed a record 656,454 properties nationwide** and remain on track to repossess more than 1 million nationwide by year-end. About **1.45 million homeowners face pre-foreclosure actions** by lenders, almost double a year ago, according to ForeclosureS.com.

7 years Eric A. Wittenberg, president and CEO of Denver-based McStain Neighborhoods for seven years, **has stepped down to cut costs**, the company announced. Tom Hoyt, the company's founder and chairman, has taken over Wittenberg's responsibilities.

607 civil cases

Navigant Consulting, **plaintiffs related to the meltdown in the**



market in federal courts during the 18 months through the end of June. That's compared to the savings and loans turmoil 20 years ago, when only 559 lawsuits were filed over a period of six years.

According to a study by **filed 607 civil cases subprime mortgage**

24% The NAR reports that **24 percent of foreign buyers of U.S. Homes from May 2007 to May 2008 were Canadian**, and a third of those purchases were in Florida. The group estimates there were 7,200 Canadian buyers of Florida homes in the period reported. In some Florida resort communities, **so many Quebec residents have bought second homes that French** is now commonly spoken.



HE'S MORE THAN A CUSTOMER. HE'S A BUSINESS OWNER. HE WANTS VEHICLES THAT WORK HARD, AND SERVICE AT A MOMENT'S NOTICE, BECAUSE VEHICLE DOWNTIME MEANS BUSINESS STOPS. HE NEEDS A CONSULTANT WHO CARES ABOUT HIS COMPANY'S BOTTOM LINE AS MUCH AS HE DOES.

Professionally-trained staff. Work-ready vehicles. Extended hours. Expanded service bays. gmcbusinesscentral.com

**YOU'RE THE BUSINESS.
WE'RE THE DEALERSHIP.**



EARTH FRIENDLY

These days, it's easy to find products that claim to be environmentally friendly. But it's much tougher to find ones that actually are. Products like JELD-WEN® windows and doors made with AuraLast® wood.

- The AuraLast process reduces water consumption, conserving a vital resource.
- AuraLast wood's protection process decreases VOCs by 96% over traditional dip treatments, meaning improved air quality.
- AuraLast is made to be long-lasting, resulting in less material in landfills and reducing reharvesting.
- AuraLast windows and doors meet ENERGY STAR® qualifications for greater energy savings.
- SFI® certified AuraLast wood is available as an option on our Custom Wood windows and patio doors.

For more information call **800.877.9482, ext. 11214**, or visit www.jeld-wen.com/11214.



RELIABILITY *for real life®*

JELD-WEN®
WINDOWS & DOORS

