

JANUARY / 09

Professional Builder®

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

IN THIS ISSUE

7 STEPS TO
PUBLIC HEARING
SUCCESS / 24



CREATE BUZZ
ABOUT YOUR
COMPANY / 46

A GUIDE TO
SHOW VILLAGE
2009 / 62



**BEST ADDRESS:
CAMELVIEW VILLAGE**

Cliff Dwelling

RBI

CLICK HERE TO

RENEW

your **FREE magazine**
subscription

CLICK HERE TO

START

a **FREE e-newsletter**
subscription

To build this collection, we went to the best suggestion box of all. Your job site.



©2009 Marvin Windows and Doors. All rights reserved. ®Registered trademark of Marvin Windows and Doors.



The New Marvin Ultimate Casement Window

The difference is **C.L.E.A.R.**

- Countless design options
- Large sizes-Ultimate performance
- Ease of installation
- Any application
- Revolutionary wash mode

Meet the Ultimate Casement Collection, a revolutionary new line that combines the craftsmanship and innovation you've come to expect from Marvin. Inspired by your suggestions, we developed larger sizes and matched them with the industry's most innovative hardware for unrivaled performance. All that combined with easy installation and a wash mode that allows homeowners to clean their windows from inside makes this new collection truly ultimate.

Visit marvincasement.com or call 1-800-241-9450 for a free Ultimate Casement Collection brochure.

MARVIN
Windows and Doors
Built around you.®

For FREE info go to <http://pb.hotims.com/23718-1>

Contemporary TECHNOLOGY FOR PROFESSIONAL BUILDERS

When you build or remodel homes that feature the sleek, stylish Rinnai LS Series Tankless Water Heater, you're creating more than just an extraordinary home – you're building a beautiful reputation.

Install today's **first choice** in tankless water heating appliances that's a "win-win" solution for you and your customers.

- Heats water on demand, saving your customers up to 50 percent on energy costs
- Provides a continuous supply of hot water for your clients
- Efficiently delivers more hot water than a traditional tank
- Frees up to 16 square feet of valuable floor space
- Now ENERGY STAR qualified



Rinnai
TANKLESS WATER HEATERS

Call 1-800-621-9419
or visit
www.rinnai.us
www.foreverhotwater.com

For FREE info go to <http://pb.hotims.com/23718-2>



LEARN MORE AT
energystar.gov

KEYSTONE PROJECT PROFILE

McCann Residence

Be ORIGINAL with Keystone.



Application: Residential



Challenge: Landscaping a site that sloped more than 60 feet from boundary to boundary, and make the solution fit seamlessly with the new home and the Rocky Mountain backdrop.

Solution: Keystone Country Manor® walls that wrap the perimeter of the property, periodically accented by pilasters and columns.

Details: Keystone Country Manor® is a pinned, multi-piece retaining wall system that can create freestanding walls, curves, corners, stairs, pillars, and more. This project also includes a custom iron fence that lines the top of the Keystone Country Manor® wall.

*For more information on
Keystone Country Manor®
and other innovative Keystone
products, please visit our website at
www.keystonewalls.com.*



Original [uh-rij-un-nl] Adjective.

1. Belonging to or pertaining to the origin or beginning of something.
2. Something from which a copy or a translation is made.
3. Keystone.

There can only be one original. As the innovator of segmental retaining wall systems, Keystone knows how to bring good ideas to life. We continue to set the bar for the industry with distinctive designs and forward-thinking structural solutions. Keystone—defining your landscape.

Visit us at www.keystonewalls.com.

Keystone Retaining Walls Systems, Inc. • A CONTECH Company • 4444 West 78th Street • Minneapolis, Minnesota 55435 • 1-800-747-8971

For FREE info go to <http://pb.hotims.com/23718-3>



Retaining Excellence™

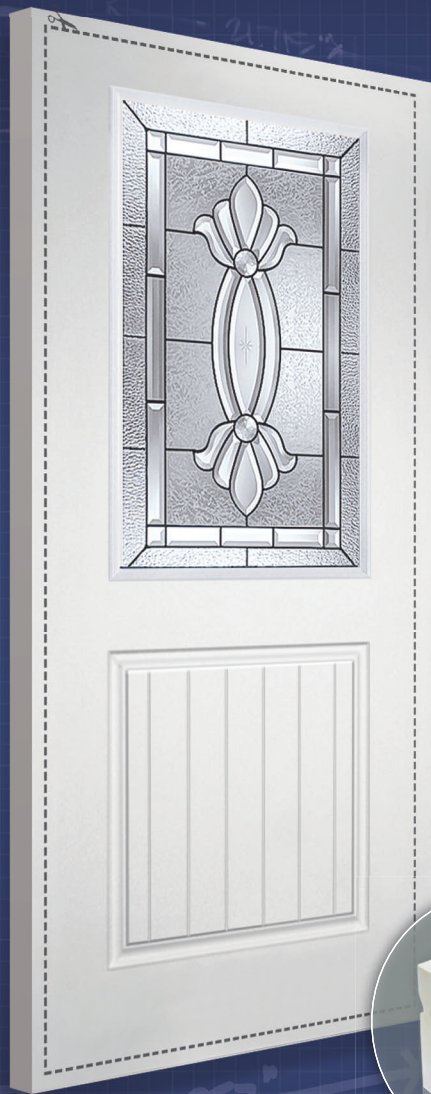
Keystone is a subsidiary of



INTRODUCING PLASTPRO™ FIBERGLASS

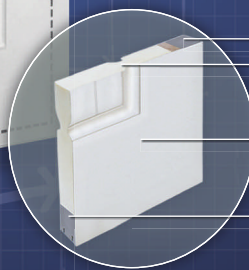
Trimmable Doors

The Perfect Door, The Perfect Fit, Every Time.



Trimmable Up To 2"

Trim up to 1" from each composite stile, 1/2" from top rail and 1-1/2" from bottom rail to fit an existing entryway without any reconstruction.



- Trimmable Stiles
- Polyurethane Core
- Reinforced Fiberglass Skin
- Trimmable Rail

Plastpro Fiberglass Trimmable Doors ensure the perfect fit for every entryway. With the flexibility to size for the correct height and width of an existing entryway without any reconstruction, Trimmable Doors are the latest innovation from Plastpro. Made with Plastpro's exclusive Hydroshield Technology™ for long-lasting durability, this is the door your home has been waiting for.

www.plastproinc.com



IBS 2009
Las Vegas Convention Center
Las Vegas, NV
Booth #C6571
January 20 - 23, 2009



KNOW THE BEAUTY OF INNOVATION

For FREE info go to <http://pb.hotims.com/23718-4>

january

Professional Builder Volume 74, No. 1



15 runit

[FEATURE]

24 BEST FOOT FORWARD

Senior Editor Bill Lurz gives you 7 steps to a successful public hearing.

[COLUMNIST]

17 Paul Cardis

[QUICK HITS]

- 19 Fair Trades: Start a Trade Council
Top 5 Business-Tax-Friendly States
A Business World YouTube?
- 20 Finance Solutions to the Rescue

37 sellit

[FEATURE]

46 CREATE BUZZ!

There's no better time to get people talking about your company. Senior Editor Felicia Oliver gets the experts to tell you how to do it.

[COLUMNIST]

39 John Rymer

[QUICK HITS]

- 41 The Dos and Don't of Marketing to the Generations
Do Your Floor Plan Names Mean Something?
- 42 Don't Say They Didn't Tell Ya': Results from a consumer preferences survey
- 44 Reading and Waiting

57 designit

[FEATURES]

62 SHOW VILLAGE 2009

Senior Editor Mark Jarasek details this year's show homes, our new Learning Center and more.

82 DESERT OASIS

Assistant Managing Editor Sara Zailskas introduces you to low-rise, infill condominiums that tip their hat to Mother Nature in both form and function.

[QUICK HITS]

- 59 Color It Purple for 2009
The White House by the Numbers
- 60 'Pocket Towns' Meet High-Density Needs

91 buildit

[FEATURES]

98 GEAR UP SAFELY

Nick Bajzek, the product guy, brings you the scoop on the latest in safety gear for common job-site hazards.

101 SPRINKLER SETBACK

An update to the single-family-home sprinkler debate, by Contributing Editor Matt Power

[PRODUCTS]

- 93 New Products
- 95 Flooring
- 98 Structural Products

Cover photo courtesy Optima.

Also in this issue

11 EDITORIAL

We're better off with steadier, more sustainable development, Editorial Director Paul Deffenbaugh argues.

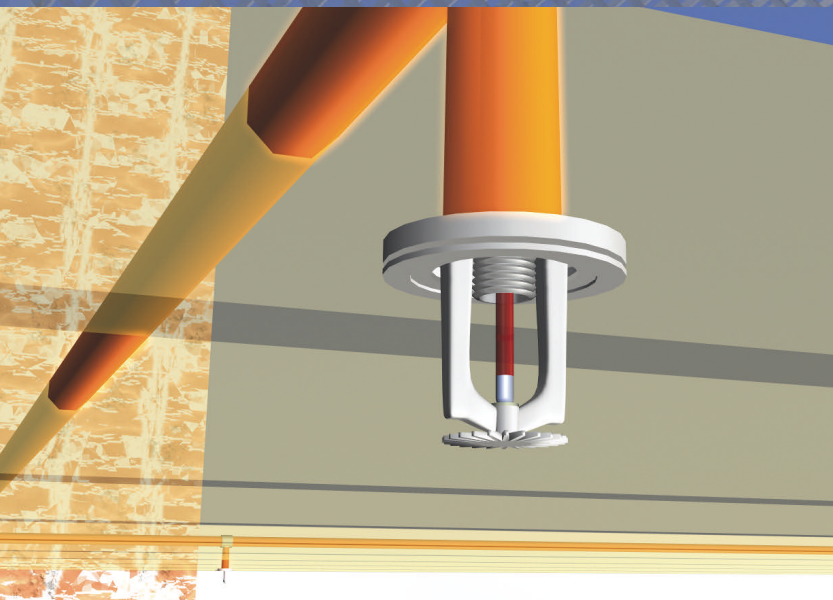
114 NUMBER CRUNCH

From \$1 to \$500 billion, this month's number crunch gives you bang for your buck.

ProBuilder.com

IT'S ALL ABOUT THE SHOW VILLAGE, PEOPLE. You're days away from another Show Village experience! Don't just read our guide on page 62; log on to ProBuilder.com and pbshowvillage.com for updates before and after the big event. See you at the International Builders' Show!

RESIDENTIAL FIRE SPRINKLERS



See them in a whole new way

VIRTUALLY EVERYTHING YOU NEED TO KNOW ABOUT FIRE SPRINKLERS

The new HFSC Virtual Sprinklered House lets you see the behind-the-wall details of residential fire sprinklers. You'll see how they work, how they are installed and why your customers need them. You will also find out how you can build higher-value homes while reducing your construction costs through the use of municipal trade-ups.

SEE IT AT THE INTERNATIONAL BUILDERS' SHOW

Be the first to see the new HFSC Virtual Sprinklered House and talk with industry experts who can answer your questions about fire sprinklers in your business. Learn more at **HomeFireSprinkler.org**. We offer a variety of free materials online and in hard copy that will help you build better, for less.



HomeFireSprinkler.org

BlazeMaster®
FIRE SPRINKLER SYSTEMS

GLOBE
FIRE SPRINKLER CORPORATION

Reliable

tyco
Fire & Building
Products

Victaulic®

VIKING®

For FREE info go to <http://pb.hotims.com/23718-5>

LEARN MORE AND WIN BIG! AT THE INTERNATIONAL BUILDERS' SHOW

Play the BUILT FOR LIFE Game, Vegas Edition, hosted by Ron Hazelton. Answer a simple question about home fire sprinklers and you could win a valuable prize.



VISIT THE HOME FIRE SPRINKLER
COALITION BOOTH # C4089
AT THE INTERNATIONAL
BUILDERS' SHOW

© 2009, Home Fire Sprinkler Coalition



Is This Real Change?

Let's be reasonable. Going back to the days of steady, sustainable development will be better for everyone.

Do you remember back to the serious days following the 9/11 attacks? Across the nation, we speculated that these attacks had changed our country so significantly that we would no longer be the frivolous, Hollywood-obsessed, entertainment-saturated consumers we had been. Within months we were back to all Britney, all the time.

Do you remember back to when your parents or grandparents talked about the Great Depression, and how that event carved their understanding of America and how to live a life? The people who survived that event saved their pennies, spent discreetly, and ate all the leftovers. Today, we make sure to refrigerate the leftovers before we toss them. In contrast, my Depression-raised mother-in-law will clear a restaurant table and feed on it for a week.

My hope is that the seriousness of today's economic situation will create the kind of change we experienced in the '30s, not the formulaic, lip-serviced pabulum we voiced after 9/11. I would love to see lasting change, where the new watchword is "reduce." Reduce our consumption. Reduce our debt. Reduce our waistlines.

What does that mean for housing? The willingness to take on greater debt was a shot for home building. People who chose to tie up 35 percent of their annual income on housing were a boon to builders, but only in the short term. The result of that willingness was a massive bubble that undermined major financial institutions and our world economy.

Yes, home ownership has been the single best predictor of financial security. We learned, though, that lowering the borrowing requirements for home ownership only transferred the issues of financial insolvency to the housing industry. That was a big mistake, which we're paying for several times over.

I believe that as an industry and as a country, we're better off with steadier, more sustainable development. One side effect of a steadier and more sustainable development — whether imposed by government, lenders or cultural restraint — is that we'll have fewer

dilettantes in the home-building industry, and the work will be left to the true professionals.

In my own neighborhood, which has a large complement of aging, 2-bedroom bungalows on big lots, we saw tons of scrape-offs. The now-desir-

My hope is that the seriousness of today's economic situation will create **the kind of change we experienced in the '30s.**

sirable location attracted speculators, who bought the property and erected 5,000-square-foot custom homes. Anyone with a couple of buddies and some free cash thought this was a good way to make an easy kill. When the bubble burst, the houses stood empty. Within a few blocks of my home, there are at least 10 homes standing vacant that are selling for upward of \$2 million. Beautiful homes, blanketed now with light, blowing snow and sporting dark, blank windows. What a waste.

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

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:

2008 Webcasts

Miss a Webcast last year? You can watch them all again, and you'll want to, because they're that good. Choose from "Green Is Hot: Why the Resistance?" "BALA Design Trends," "Best Workplaces Survey Results" and more. Learn sales strategies and how to leverage your career, too. All from the experts.

Professional Builder®

VOL. 74 NO. 1

staff

Editorial Director

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

Creative Director

Bill Patton 630/288-8050
bpattson@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

Contributing Editors

John Rymer, Paul Cardis, Rodney Hall

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

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, nicholas.bajzek@reed-business.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.

the industry leader in quality

Mailboxes

mailboxes.com
1-800-MAILBOX

SALSBURY 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

CLARIFICATION

In the September 2008 issue of *Professional Builder*, we reported that East Teak Fine Hardwoods' ipe and teak tiles are Forest Stewardship Council-certified products. East Teak clarifies that these particular products are not FSC certified. The company does, however, offer lumber and other milled products that contain FSC-certified wood.

PLUMBING.
LIGHTING.
APPLIANCES.
FIREPLACES.
PASSIONATE
PEOPLE!



At Ferguson, it's true that our inventory is huge. Our distribution expertise is unrivaled. And our one-stop shopping for building products is the height of convenience. But there is one thing we supply that building professionals have come to rely on again and again for over 50 years – **our people**. Our associates make certain you can depend on Ferguson – where friendly service, expertise, and a willingness to go the extra mile are never in short supply.



Nobody expects more from us than we doSM

ferguson.com/builder



ERA™ BATH



FINESTRA™ BATH



GALLERY 6™ FREESTANDING BATH



FUZION™



TOWEL WARMER

 **FERGUSON®**



For FREE info go to <http://pb.hotims.com/23718-7>

© 2009 Ferguson

VISIT US
at IBS
BOOTH
5443

TRUST.
NOW THAT'S SOMETHING
YOU CAN BUILD ON.

At Ply Gem we want to help you do more than build homes. We want to help you build your business. Our portfolio of leading window, siding and accessories, stone veneer, fence and rail brands includes something for every project. We work with residential builders, remodelers, architects, distributors and dealers to help build sales. And when you combine over 50 years of experience, industry-leading customer service, and trusted local relationships, you've got a company you can count on. **Build your future with us.**

To learn how Ply Gem can help you build your business, visit www.plygem.com.

Proud sponsor of
SV09
**Professional
Builder**
SHOW VILLAGE 2009



Windows Siding Stone Veneer Fence+Rail Designer Accents plygem.com

PLY GEM
BUILDING PRODUCTS. BUILDING SUCCESS.

PLY GEM WINDOWS • GREAT LAKES WINDOW • MASTIC HOME EXTERIORS • VARIFORM • NAPCO • CELLWOOD • UNITED STONE VENEER • KROY
For FREE info go to <http://pb.hotims.com/23718-8>

NOWHERE TO GO

In November, this 750-home development near Rio Vista, Calif., was halted. The bite on the housing industry has widespread repercussions as the town considers declaring bankruptcy.

Photo: Getty Images News

INSIDE

Design meets demand [page 17]

Start a trade council [page 19]

Top 5 business-tax-friendly states [page 19]

YouTube for your business? [page 19]

Finance solutions to the rescue [page 20]

7 steps to a successful public hearing [page 24]

Better **power.** More choices.



The most powerful line of portable generators...

Generac unveils a new line of portable generators derived from almost 50 years of experience in power generation. From camping to construction, the home or outdoor events, these rugged and reliable generators can tackle the job. With sizes up to 17,500 Watts, Generac has you covered.



...from the number one brand in backup power.

Innovative engineering has led to best-in-class power quality, the broadest product range and the easiest installation on the standby generator market.

From priority circuit protection to whole-house coverage, Generac has a size solution for every customer's requirement.

Generac will be celebrating

50 years
of excellence

See what's new for 2009
Visit us at the IBS Booth #N2603

GENERAC®

1-888-GENERAC • www.generac.com

For FREE info go to <http://pb.hotims.com/23718-9>

[CUSTOMER SATISFACTION]

Design Meets Demand



Annual Avid Ratings Survey reveals what buyers really want in their homes.

By Paul Cardis, CEO, Avid Ratings

Although the age of extravagance has ended for many home buyers, that does not mean they have stopped demanding certain amenities and design features. In fact, the "Third

design elements that could make the difference between a home sold and one that depreciates while it sits.

To conduct this year's survey, Avid received in-depth feedback (75 questions per survey) from more than 900 recent new home buyers about the importance of various design features if they were in the market again. All respondents had moved into their new homes within 3 years and represent potential buyers across the U.S.

Based on the results, Avid was able to assign one of the following four designations to each design feature:

■ **Must-Have** — an item that must be present for homeowners to buy.

■ **Desirable** — an item that homeowners really want.

■ **Tradable** — an item that homeowners are willing to forgo if it means getting something else they really want.

■ **Removable** — an item that homeowners do not care much about.

Shown are the Top 5 items

that this year's survey respondents rated. Also, we'll debut a detailed presentation of the findings 10:15 – 11:45 a.m. on Tuesday, Jan. 20, in room North 256 during the 2009 International Builders' Show at Las Vegas Convention Center. On hand will be executives from Avid Ratings; architect Carol Lavender, owner of Lavender Design Group in San Antonio, Texas; and Heather McCune, director of marketing for Basenian/Lagoni Architects in Newport Beach, Calif.

Of course, home building is a local industry, and what's tradable in one part of the country may be a must-have in another. Consequently, home builders will have a much easier time emerging strong from the current recession if they understand what is important to their home buyers and are able to build homes that first deliver all the musts, many of the desires, swap out the tradable and remove the unimportant. For additional reports in your region, please visit www.avidratings.com. **PB**

Paul Cardis is CEO of Avid Ratings, a research and consulting firm specializing in customer satisfaction for the home building industry. You can reach him at paul.cardis@avidratings.com.

Cardis' Tips

BE DATA DRIVEN

Now is not the time to make decisions based solely on gut feelings.

MAKE SMART CUTS

Eliminate what's not important to buyers and focus on must-have and desirable items.

DON'T TOUCH THE KITCHEN

Large kitchens with islands and energy-efficient appliances remain must-haves with most consumers.

SAVE ENERGY

Energy-saving construction and materials are important with today's buyers.

Must-Have

- Oversized shower with seating
- Energy-efficient appliances
- Sizable kitchen
- Ceiling fans/blinds
- Home office/study

Desirable

- Master suite soaker tub
- Butler's pantry
- Tankless water heater
- Green flooring
- Stone exterior

Tradable

- Whirlpool tub
- Upstairs laundry
- Finished rec room/basement
- Home theater/media room
- Brick exterior

Removable

- Au pair/mother-in-law suite
- Walk-out basement
- Wine cellar
- Pool
- 4-car garage

Annual Home Design Drivers Survey" conducted by Avid Ratings highlights numerous



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

QualityCabinets



KraftMaid®



Merillat®

Milgard
WINDOWS & DOORS™

AQUA GLASS®



ENVIRONMENTS FOR *Living*®

BEHR 

BRIZO®



MASCO
Contractor
Services®

2009 International Builders' Show

Visit these powerful brands at the 2009 International Builders' Show in Las Vegas. You'll find new products with the style, features, efficiency and durability that are essential in the homes of the future. And we deliver them with services and solutions you can feel confident about. A collection of innovative answers that work together to raise the standard for American homes. Learn more at www.mascoibs.com.

Booth C 6343

MASCO

For FREE info go to <http://pb.hotims.com/23718-10>

[TRADE PARTNERS]

Fair Trades

Want a better working relationship with your trades? Starting a trade partner council is a great first step.

By Felicia Oliver, Senior Editor

A trade partner council can do a lot to foster a mutually beneficial relationship with your trades. For tips on how to run an effective council, we spoke to Chip Merlin, vice president of operations for K. Hovnanian in Chantilly, Va.; K. Hovnanian's trade partner council president at this location, David Scott, vice president of sales for Fireside Hearth and Homes, Manassas, Va.; and Bryan Binney, vice president of operations for Shea Homes San Diego. These National Housing Quality Award winners have great trade partner councils, and their examples are worth following.

1. Be open to partnering. "It's key to have a champion both on the builder side and the trade partner side," says Merlin.

2. Choose members wisely. Consider:

- Diversity — Trades who represent all the major stages of construction
- Quality — Trades who set a high bar for other trades who will eventually join

■ Leadership — They are professional and successful; can lead by example; and can be energetic and engaged in their participation.

■ Uniqueness — The best electrician is a member instead of three "OK" electricians.

3. Develop a charter outlining the council's goals. This helps members understand the commitment. "This isn't a social organization," says Scott. "It's a heavy lifting group."

4. Institute bylaws clarifying roles and responsibilities; membership rotation; how to censure or eject members; etc.

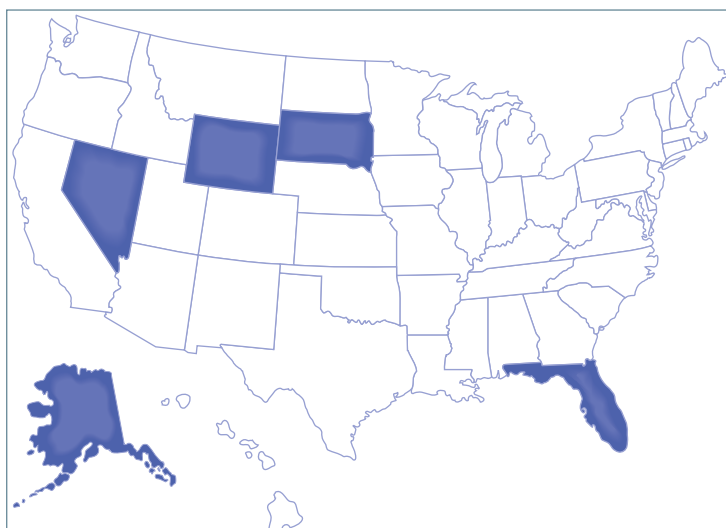
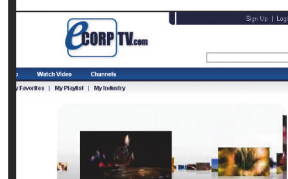
5. Have written agendas distributed before meetings. This will make them more focused and productive.

6. Ensure builder staff represent a fraction of membership. "The builder must be careful to not over-dominate meetings," says Binney. "It will stifle group interaction."

A Business World YouTube?

Admit it: You've probably watched kittens at some point on YouTube, which led to another video and more time wasted. Wouldn't it be great if an ad or presentation your business posted got the same response? A new site, eCorpTV.com, hopes to trigger just that for the business world when businesses visit the site to upload information about themselves in the form of video commercials, demonstrations, slideshows of photography and whatever else you want other businesses to see. It's free, too.

— Sara Zailskas, Assistant Managing Editor



Top 5 Business-Tax-Friendly States

Housing is a local business, but where is the most tax-friendly place to set up shop? The Tax Foundation in Washington, D.C., released its 2009 State Business Tax Climate Index, which rates all 50 state tax systems. The Top 5 states with the most business-tax-friendly systems:

1. Wyoming
2. South Dakota
3. Nevada
4. Alaska
5. Florida



GET YOUR FREE INTEGRITY WINDOW & DOOR BROCHURE.

Integrity® windows and doors are ideal for any job, from green and commercial to remodeling and new construction. Integrity's Ultrex® is 8x stronger than vinyl. It also consistently performs—resisting stress cracks and seal failures to conserve energy, making it an ideal green material.

- ⊕ Takes 39% less energy to produce than vinyl
- ⊕ Majority of material weight is silica sand and recycled glass
- ⊕ ENERGY STAR qualified
- ⊕ Produced in an EPA designated MACT facility



For your free literature, visit
INTEGRITYWINDOWS.COM/BROCHURE
or call 1-800-803-6133.

For FREE info go to <http://pb.hotims.com/23718-11>

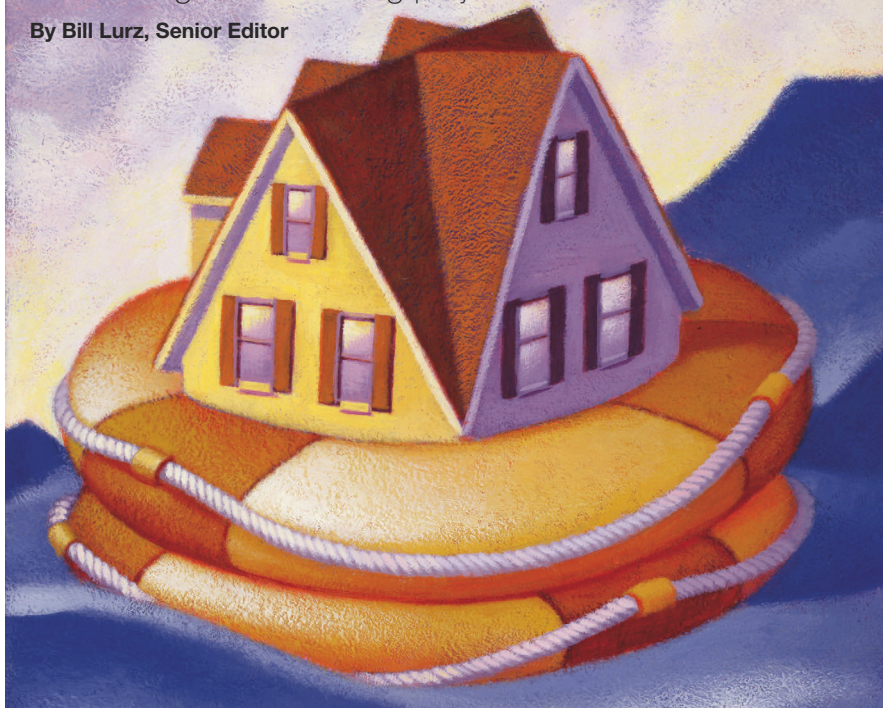


Built to Perform

Finance Solutions to the **Rescue**

Desperate times calls for creative measures when it comes to financing home building projects.

By Bill Lurz, Senior Editor



Builders desperate for new sources of capital are turning to new kinds of private investment sources. Pensco Trust Co., chartered in New Hampshire and headquartered in San Francisco, is one company making this opportunity work for builders.

Pensco administers more than \$3.3 billion in retirement assets. "We can't directly promote any particular investment," says CEO Tom Anderson, "but we link to Web sites where builders can post information about projects. Two new portals have just launched within the last 60 days: www.nationalalt.com and www.iravestor.org."

"Our clients can invest in anything except life insurance, collectibles and the stock of subchapter S companies," Anderson says. "Everything else is free game, including real-estate. They can extend loans to builders or do joint ventures

to share in the profits from a project."

MetLife Joins Mortgage Lending

Early last fall, MetLife acquired First Horizon's mortgage business and converted it into MetLife Home Loans, now headquartered in Dallas. "We're part of MetLife Bank, which is out of Bridgewater, N.J.," says Senior Vice President Dan Schmidt, who runs the national builder division. That division is already creating new programs, such as rate buy-downs, to help builders sell houses.

"We just rolled out a new offering of jumbo loans," Schmidt says. "MetLife is in a great position because there's nothing in its portfolio that's toxic — no sub-prime mortgages or construction loans on failed projects." **PB**

Check out www.metlifehomeloans.com.



EPISODE HIGHLIGHT:

CARL & STU FIND INTEGRITY WINDOWS ARE PERFECT FOR MANY JOBS, INCLUDING REMODELS.

The 
CARL & STU
Show

Watch Carl & Stu discuss the commercial, remodeling and new construction applications of Integrity® windows and doors and get an entire season of new videos at **INTEGRITYWINDOWS.COM/SHOW**

 **Integrity**
from **MARVIN**
Windows and Doors

Built to Perform

©2009 Marvin Windows and Doors. All rights reserved. ®Registered trademark of Marvin Windows and Doors.

For FREE info go to <http://pb.hotims.com/23718-12>

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/23718-13>

Best Foot Forward

7 steps to public hearing success

By Bill Lurz, Senior Editor

Photo: Getty Images

You've sweat blood to put this deal together. Your home building company's ability to stay in business hangs on this vote. The equity investors you spent six months recruiting are in that room, waiting to hear city council decide the fate of your proposed redevelopment of an optioned infill site. And they're not alone. More than 200 homeowners from the surrounding neighborhood are waiting in there as well. What will you see when you open the door — smiling faces, or picket signs?

Infill is the name of the game these days, but getting approval for it can involve arduous public hearings. No one wants to build subdivisions in exurbia anymore, especially in housing markets overflowing with unsold homes. Density is another piece of the puzzle, because the A+ infill sites have not dropped in price like cornfields at the edge of town. You need to build at higher densities than conventional single-family zoning allows to get your home prices low enough for the superior location to pull buyers into the market.





“What you want to accomplish is to reach the public hearing and discover there are no surprises at all.”

— Scott Adams

That means a lot of builders are trying to rezone infill sites to allow construction of high-density detached and attached housing. The trouble is, any increase in density will often spur political opposition — not just from the hardcore not-in-my-backyarders, screaming about increased traffic, but sometimes from school boards and parents concerned about school funding, and even from people worrying about increased costs of fire and police protection.

This is not a new story. Entitling non-conforming land uses has never been easy, and it won't get easier just because market dynamics point to higher density infill development as the hot product of the next decade. Still, the pros who have been working in this market segment for years say there's plenty you can do in advance to make sure that when you walk into a public hearing that will decide the fate of your project, nobody hits you with a picket sign.



[1] Learn How to Pronounce the Names.

Victor Mirontschuk, principal partner of Houston-based EDI Architecture, chuckles when he says this: “You’d be surprised how many times people start a formal hearing by mis-

pronouncing the name of the city or a prominent street or a landmark, like a river or nearby mountain. It might seem silly, but if you do that, it labels you as an outsider and calls into question your level of professionalism and the thoroughness of your research.” Not the way to start off on the right foot.



[2] Know the Rules.

Every local council, commission or board has its own set of rules for conducting public hearings. Debra Stein, president of a San Francisco-based

The Presentation: Planning for Graphics

By the time a builder gets to the public hearing where votes will be cast for or against a project, the presentation of the proposal should be well-rehearsed and include plenty of ‘wow’ graphic elements that clearly communicate exactly what will be built and how it will look from a variety of perspectives.

“We’ve used all kinds of graphics to present plans,” says Dave Williams, principal partner of Boulder, Col.-based DTJ Design and who runs firm’s land-planning operations. “What we use changes as we move from concept to the final proposal. There’s a long series of meetings with neighbors and city planners

during the design process; we want those early presentations to be as informal as possible because we don’t want people who see them to think the design is already complete since we’re seeking their ideas on how to make it better. At that stage, we use a lot of perspective sketches and two-dimensional plans and drawings — very friendly graphics. I’ve even put alternative site plans up on a wall and invited people to pick up a marker and draw something themselves.”

As the final public hearing gets closer, Williams uses both conventional models and computer models to present plans. “We use Sketch-Up, a specialized com-

puter software that allows three-dimensional modeling of plans. We can present different perspectives that allow us to take the audience on a virtual walk or even a virtual drive through the site,” he says.

Debra Stein is president of San Francisco-based public affairs firm GCA Strategies, a specialist in entitling controversial land-use projects. She cautions against total darkness in the hearing room during such PowerPoint presentations. “You want to be able to ‘read’ the reaction of the key decision-makers who will vote on acceptance or denial of the proposal,” she says, “and you can’t do that in a dark room.”

"The architecture here isn't trendy or stuffy. These are timeless Arts & Crafts-style homes with a difference. They're smart and they incorporate everything we've learned about how people want to live."

ANDREW MILLER, DIRECTOR,
THE DWELLING COMPANY



Below (top):
Ventral Park by Bennett Homes

Below (bottom):
Magnolia Park by
Steve Burnstead Construction



CREATING BETTER PLACES TO LIVE

More than simply a financial investment, our homes are the stage upon which we live our lives. Which is why professionals charged with building communities – developers, builders, architects and city officials – are looking at ways to create not only houses but whole neighborhoods that put people first.

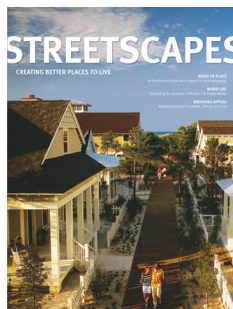
This return to traditional neighborhood planning is proving a magnet for homeshoppers who appreciate the attention given to elements such as:

- Walkability
- A sense of place
- Sustainability
- Connectedness
- Interesting architecture

Due to extreme moisture caused by the high rainfall in the Pacific Northwest, successful developers in the state of Washington are embracing innovative building materials. Among those leading the way is Andrew Miller, director of The Dwelling Company.

"We wanted quaint, cute developments, with distinctive colors for the cottages and bungalows. James Hardie siding is a staple for us; it holds paint so well and stands up to all the moisture we get here."

For FREE info go to <http://pb.hotims.com/23718-14>



To register for more information about
New Urbanism, Sustainability and
Creating Better Places to Live,
visit www.jameshardie.com/subscribe.

For more information please call 1-866-4-HARDIE
or visit us at IBS, Booth #N1124
www.jameshardie.com



JamesHardie

“Pay special attention to the rules governing the order in which speakers are allowed to testify.”

— Debra Stein

public affairs firm — GCA Strategies — that specializes in land-use entitlement work, cautions that you can't take advantage of the rules if you don't know them. “Pay special attention to the rules governing the order in which speakers are allowed to testify,” she says. “If you can control it, you'll want to put the best speaker in your advocacy team first and space others out so they can counter any points raised by opponents.”



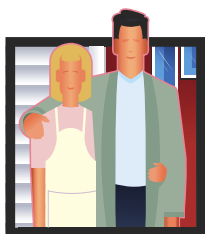
[3] Do Your Homework.

Learn everything there is to know about the site, especially any past attempts to develop it. Control the site with an option contract, with closing contingent on entitlement of your development plan. Commission a thorough

research study of the housing market, both overall and the sub-market specific to the site. Most municipalities now allow mixed-use projects to be built under Planned Unit Development (PUD) regulations, and planners often push for mixed-use.

“Without a market study, you won't know whether a specific land use makes sense for your site,” cautions Dave Williams, who leads infill land planning for Boulder, Col.-based DTJ Design. “If the planning staff says they want a retail component in the project, the research will allow you to decide if that's feasible.”

Mirontschuk suggests driving around the surrounding neighborhoods to study the existing housing stock. “You ought to be able to cite examples of historic architectural periods by referring to specific homes by their street addresses. If you can find examples of historic houses built to similar densities and heights as those in your proposal, it helps.”



[4] Meet the Neighbors.

The design professionals who tailor high-density development plans that garner support in official public hearings are virtually universal in recommending that builders — or their representatives — meet the neighbors

that surround a site long before presenting any development proposal in a public forum.

Land planners and architects who specialize in high-density housing for infill sites are a different breed, often more lobbyists than designers.

“Know thy enemy,” says Denver-based land planner David Clinger. “I need to walk the site to understand the topography and physical constraints on design, but I also want to walk the surrounding neighborhoods and talk to people to gauge what concerns neighbors may have about development of the site.”

Clinger says his first stop is to meet municipal planners to see what makes them tick, and those planners are often able to identify thought leaders among the site's neighbors. “I want to meet the leaders one-on-one or in small groups,” he says, “to find out if their concerns are things we can address in the design process, or if they are just opposed to having anything built.”

Scott Adams is a senior principal of Southern California-based Bassenian/Lagoni Architects, long known as an innovator in high-density housing, especially detached homes above 7 units per acre. “We're consensus builders,” he says. “By meeting with the neighbors and identifying their concerns before we get deeply into design, we can defuse their opposition before it happens, with design solutions. We may even turn them into advocates of our proposal.”

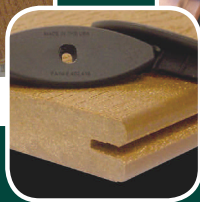
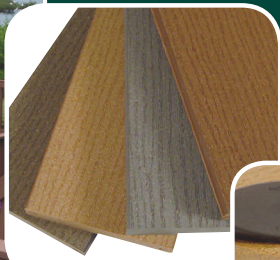
All the designers seem to make the same point: You can't find potential areas of common ground or opportunities to compromise until you open a dialogue with neighbors, and that needs to happen before (and during) design. “If the neighbors sense they are involved in a collaborative process, they will be much less likely to oppose the final design when it's presented in the public hearing,” Adams says.



[5] Present Alternative Plans.

If what you're proposing is close to the prescribed land use for the site, it's much easier to get approved than a radical departure in density, uses or housing forms. A big change, even one the city wants, can polarize neighbors and lead to immediate opposition.

Kodiak® Composite Decking from Deceuninck®



Designed for Comfort and Engineered for Strength

Available in Chestnut, Cedar, New England Grey and Teak, Kodiak composite decking features a natural, wood-grain finish with consistent color throughout, allowing you to cut, router and install it like wood. Our hidden fastener system enables quick installation, ensuring uniform spacing of the deck boards while eliminating unsightly screw heads. A Kodiak composite deck offers a warm, barefoot-friendly surface, free of dangerous nail pops or splinters.

Deceuninck has engineered Kodiak composite decking with performance in mind. One of the most eco-friendly composite decking materials on the market, our decking features 100% recycled pine wood fiber encapsulated in High Density Polyethylene. Rated excellent by *Consumer Reports* for its ability to retain its original color through weathering and cleaning, Kodiak composite decking also resists water, mold and insect damage and is backed by a 30-year warranty for your peace of mind.

The colors, comfort and durability homeowners want. The design flexibility and performance your projects demand. The solutions you need to build a better business—supported by a company with 70 years of industry experience and a commitment to better living.

For more information, visit www.kodiakbuildingproducts.com, call 1-877-563-4251 or e-mail info@decna.biz.



**Innovating solutions for
the environments of your life.™**

deceuninck®

© 2008 Deceuninck North America. Kodiak is a registered trademark of Deceuninck North America. All rights reserved.

For FREE info go to <http://pb.hotims.com/23718-15>

“If the neighbors sense they are involved in a collaborative process, they will be much less likely to oppose the final design when it’s presented in the public hearing.” — Scott Adams

Ultimate Public Hearing Favors Simonini

Charlotte, N.C., builder Ray Killian, owner and CEO of past Professional Builder Builder of the Year Simonini Builders, swears he could fill 1,000 pages with accounts of the public hearings he went through to get approval of The Preserve at Robbins Park, and the strangest part of the story: the development is a conforming land use.

“It’s 140 lots on about 60 acres — 41 80-footers and 99 63-footers — zoned R-3, which is typical residential zoning. There was no change required,” Killian says. “What caused all the public hearings, at two municipalities and multiple government entities, is that this is a luxury home community located entirely inside a public park. And we had to do numerous land swaps to make it happen.”

Killian put the original 75-acre site, in the upscale town of Cornelius (on Lake Norman, north of Charlotte), under contract in 2002. “There was a sewer moratorium that held us up for two years, so we closed on the site in 2004,” he says. “In the meantime, Mecklenburg County acquired a 100-acre parcel adjacent to ours and leased it to the City of Cornelius for a park that will include a 50-acre forest preserve.”

When Simonini’s management team heard about that deal, they hatched the idea of combining a housing develop-



RAY KILLIAN, CEO and owner-director of Simonini Builders, breaks ground at The Preserve at Robbins Park.

ment and a public park, one that includes hike and bike trails and a greenway along a creek — the ultimate New Age amenity. Four years later, it’s actually going to happen. “We just closed the \$7 million development loan 60 days ago,” Killian said late fall, “and the city just approved \$7.5 million to build the park over the next four years.”

Simonini will develop lots this spring and start delivering houses in the first quarter of 2010. “Ultimately, the timing might be good because that’s about when we expect the market to come back,” Killian said. In the meantime, he’s left to contemplate if the site is worth four years of one public hearing after another. “We spent three months discussing what the name of the residential community would be and how that would relate to the park.”

There were so many impasses, Killian thought many times it would never happen. “But leadership in today’s environment is about consensus building, with all these constituents in two local governments and two separate parks and recreation departments.

“But now we’ll have something no one else has — a residential community inside a public park, exactly the kind of amenity people want today. I grew up next to a public park,” Killian says. “It’s an awesome thing.”



Energex™

window & door systems

Improve your outlook in any season

Offered in a variety of durable, low maintenance colors and finishes, Energex™ window and door systems feature our proprietary SunShield® technology to ensure superior color retention, weatherability and structural integrity. They are available in standard and custom sizes with many desirable features including blinds between the glass, tilt sashes for easy cleaning and premium hardware options. For your clients' peace of mind, our full interlocking meeting rails provide exceptional protection against the weather as well as added security.

Deceuninck has engineered Energex window and door systems to exceed AAMA and NFRC performance standards. They can be built to meet the most stringent requirements including STC-ratings, ASTM Zone 4 impact ratings and Miami Dade building codes. And they are available at over 500 locations around the United States.

The styles and features your clients want. The design flexibility and performance your projects demand. The solutions you need to build a better business – supported by a company with 70 years of industry experience and a commitment to better living.

For more information, call **1-877-563-4251** or e-mail info@decna.biz.



**Innovating solutions for
the environments of your life.™**

deceuninck®

Without adding a single step to the construction process, achieve a new level of energy efficiency in every home you build. Introducing STYROFOAM SIS™ Brand Structural Insulated Sheathing from Dow Building Solutions. Simple to work with at just one-third the weight of OSB,[†] this revolutionary building material not only meets or exceeds structural codes, it provides R-3.0 to R-5.5 insulating value and even satisfies code as a water-resistive barrier when used with WEATHERMATE™ Construction Tape from Dow. So you can create a big difference in monthly utility bills without a big change in your process.



Visit us at The International Builders' Show,
Booth # C6313, January 20-23, 2009.



www.dowsis.com



**MAKE A BIG DIFFERENCE
WITHOUT A BIG CHANGE.**



[†]Based on 1/2-inch STYROFOAM SIS™ Brand Structural Insulated Sheathing
©™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

For FREE info go to <http://pb.hotims.com/23718-17>

“If you listen to people and learn what they fear and why, you can usually address those fears directly.”

— Dave Williams

tion. “Honesty is the best policy,” says Dave Williams, who suggests builders enliven meetings with neighbors by showing them several alternative proposals at the very first meeting, “as long as the builder can live with whatever comes out of this collaborative process.”

What usually results is some hybrid form of project that often works better for everyone, Williams offers. “If you listen to people and learn what they fear and why, you can usually address those fears directly. And even if your final design is not exactly what they want, they’ll embrace it because the emotion of their fear is defused.”



[6] Recruit Neighbors to Testify.

If the collaborative approach with neighbors works, you may even find a raving fan or two among them who will be willing to testify at the public hearing in favor of your proposed development, often based on a belief that the project will have a positive impact

on property values in the neighborhood (which is probably the core of the builder’s argument for the project). This is the jackpot. Only a builder with a golden tongue, a reputation for quality work, and a long record of standing behind promises made in public testimony can speak in a public hearing as effectively as a local resident who stands beside the builder.

“What you want to accomplish is to reach the public hearing and discover there are no surprises at all,” says Scott Adams. “Converting neighbors into advocates who will stand up and speak in favor of the proposal is the best thing that can happen. The worst is walking into a hostile room unprepared for the opposition.”



[7] Lead the Testimony ... Maybe.

One area where we found some disagreement among builder lobbyists is on the question of whether the builder should lead his own advocacy team in testimony at the public hearing. Some say yes, some no,

others say maybe. It seems to depend on whether the builder is good at it or not, and some advocates have had more experience with the former.

“Some do it well, others don’t,” says Mirontschuk. “It depends on the personality. I have one client who completely turned around virtually all of the 200 opponents who blindsided him two months earlier in a public hearing. These were people who showed up at the first hearing with their attorney and videotapes of the last developer who tried to develop the site in 1993. He got bushwhacked, but he turned them all around in two months. Now, they love him. He convinced them that he’ll do what he promises.”

Mirontschuk says he has other clients who never testify, for good reason. “Some builders are asses, and they know it. They stay away.” **PB**



Read 'em Right, Stay Cool

Professionals in managing the public hearing process say there’s one attribute every builder needs to succeed under pressure: the ability to think on your feet and read the decision-makers.

■ “If you see they are ready to vote your way, don’t irritate them with additional testimony,” says Debra Stein. “Waive it and ask for a vote right away.”

■ If things are going against you, go the other way. “I don’t hesitate to ask for a continuance,” says David Clinger, “on grounds that we need an opportunity to amend our proposal to incorporate what we’ve learned in the hearing.”

QUALITY

Many builders pitch quality, but can they prove it?

**The National Housing Quality Award
differentiates you from
other builders.**

Are you an NHQ award winner?

What differentiates you from other builders?

Go to **www.probuilder.com/nhq** to learn more
and download the NHQ application.

For 16 years, the NHQ criteria for performance
excellence have been important tools for
hundreds of home builders and trade contractors
to assess and improve their performance on
critical factors of business success.

Identify high-priority opportunities to improve
your business. You may just hit gold.

Applications due by April 30, 2009.

**Professional
Builder®**
CHALLENGE. INSPIRE. INFORM.

www.probuilder.com/nhq



**Recent NHQ Gold
Award Winners:**

2009 - T.W. Lewis
2007 - Estes Builders
2006 - Shea Homes San Diego
2006 - Ideal Homes
2006 - Veridian Homes
2005 - Grayson Homes
2005 - Pulte Homes (National)



Every day, we close thousands of home loans. No, that's not a typo.

The perception is that nobody is closing home loans these days. The reality is that Bank of America financed over 250,000 home loans to qualified buyers in the third quarter of 2008 alone. Surprising? It shouldn't be. We're America's largest home lender, a financial institution backed by over \$800 billion in deposits. As the leader in responsible lending, we're committed to making sure that the loans that should happen, do happen.

If you have a qualified customer who's ready today to finance their home, contact your local Bank of America Mortgage Loan Officer or call 800.344.9403 to find one.



ALL IN THE FAMILY

Peter M. Mayer Productions produces the National Sales and Marketing Awards, The Golden Nuggets and many other industry competitions. Mayer (right), with daughter Lisa Parrish and son-in-law Shane Parris, has completed more than 400 award competitions. That's a lot of time together. They do good work, have fun and genuinely enjoy working together. We think they ought to get an award for that alone.

THIS YEAR'S NATIONALS awards ceremony will be held Jan. 20 at Caesars Palace in Las Vegas during the International Builders' Show. Winners will be featured in March *Professional Builder*.

INSIDE

Conquer customers' fear [page 39]

How to market to the generations [page 41]

Name your floor plan [page 41]

Buyer preferences exposed [page 42]

New books for your biz [page 44]

Create buzz about your company [page 46]

Photo: Chris Mayer



Add some extra punch to your homes.

In this economy you need a trusted partner in your corner. Wayne-Dalton has developed the Builder Solutions System making it easy for you to add value and win market appeal.



Curb Appeal. Beautifully designed and carefully crafted, our garage doors add style to any home. With the widest selection of door styles, colors, materials and features in the industry, your design options are virtually unlimited.

And, Wayne-Dalton doors are more than skin deep. We offer a wide variety of insulated energy-efficient options, a broad range of safety features, and windload-rated and impact resistant models to ensure that your customers will enjoy their doors for years to come.



Openers. We offer two advanced garage door openers. Our ceiling mounted *prodrive*® opener is available in either a belt or chain rail. Our patented wall-mounted *idrive PRO*® eliminates the belt, chain, screw drive, and track that clutter a garage door ceiling. And, if you select our exclusive Z-Wave® technology option, the openers work wirelessly with our complete range of Home Controls products.

Technology. The fact is, home controls are among the most sought-after options in a new home, but have traditionally been too expensive for the mainstream homeowner. Not any more. Wayne-Dalton's exclusive, affordable Z-Wave enabled garage door openers and Home Controls allow homeowners to control their home access, safety, lighting and HVAC systems with the push of one button. Homeowners are lining up to buy these cost effective, convenient solutions.



Storm Protection. Building code-restricted homes in the Southern Gulf Region? Take a good look at our Fabric Shield System. Safe and extremely quick to install, impact resistant, and water and wind resistant, these space age panels will give your homeowners the serious protection they need. And unlike other systems, our translucent panels let in natural light providing a more pleasant environment – before and after the storm.



U.S. Green Building Council (USGBC) member.

www.Wayne-Dalton.com

**Wayne
Dalton**

For FREE info go to <http://pb.hotims.com/23718-19>

[SALES & MARKETING]

Conquer Customers' Fear



Tackle their fear by knowing and sharing with them the fundamentals.

By John Rymer, New Home Knowledge

In addition to low traffic levels, our industry is also experiencing one of the lowest traffic-to-sales conversion levels in its history. It's easy to look at sales conversion statistics and blame the sales professionals for poor performance.

"Customers don't go looking for new homes today because it's the cool thing to do. They're here to buy!" said one frustrated home builder to me recently when complaining about low conversion levels. It's true that agents are not seeing results. It's also true that today's sales agents are working harder than ever.

create value in the location? How about the benefits of the community? The builder? The floor plan? This is great sales advice in most market conditions. But it is fear rather than lack of value that is keeping today's customers away from the closing table.

So let's tackle fear with the fundamentals:

NO. 1. America is creating twice as many new households as new housing starts. This trend cannot and will not continue. Ultimately housing starts and new households will match up and today's housing slow-

affordable than in any time in recent history.

NO. 3. New-home prices as they are now are unsustainable. Prices must rise because replacement costs for home sites are far below today's prices, and home builder margins are below those acceptable to bankers and investors over the long term.

As you can see from the above, the mid and long-term outlook for housing is extremely positive. Homeowners who are planning to live and enjoy their homes over time will likely enjoy the added benefit of a great housing market. Those who are trapped by fear and frozen from making a decision as important as a new home purchase will just as likely miss out on a great time to become a homeowner. Don't let emotional fear keep your customers from making one of the soundest decisions of their lifetime. **PB**

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.

Those who are **trapped by fear** and frozen from making a decision as important as a new home purchase **will just as likely miss out** on a great time to become a homeowner.

This disconnect illustrates that traditional sales presentation solutions fail to deal with the central issue of today's customer and therefore produce sub-par results.

In the past, low traffic to sales conversion typically indicated a sales team that failed to build sufficient value to justify the price. You've seen the sales drill: Did you

down will reverse to normal levels. The current housing inventory "overhang" is being depleted each month, and the buyers' market will soon be a thing of the past.

NO. 2. Housing affordability is at record levels. Lower prices and record-low mortgage rates have combined to make homes more

Tell Your Buyers:

THE MATH DOESN'T ADD UP

America is creating twice as many new households as new housing starts, a trend that will not continue.

HOUSING AFFORDABILITY IS AT ITS BEST

Low prices and record-low mortgage rates equal great affordability for buyers.

CURRENT NEW HOME PRICES ARE UNSUSTAINABLE

Current prices are below replacement costs for builders.

AND REMEMBER:

Don't let fear keep you from making a sound decision.

Encourage them to use reason rather than emotion in their purchase decision.



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



INNOVATIONS FOR LIVING®

FROM TOP TO BOTTOM... WE'VE GOT YOU COVERED

Supported by our team of building science experts, our complete line of FOAMULAR® Polystyrene (XPS) rigid foam insulation products provide some of the most advanced building solutions in the market today. From roof to below-grade insulation, FOAMULAR insulation has got you covered.

- 20 Year Thermal Performance Warranty*
- Moisture Resistant
- 15 PSI - 100 PSI Compressive Strength

www.owenscorning.com
1-800-GET-PINK™



THE PINK PANTHER™ & © 1964-2008 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. ©2008 Owens Corning. The GREENGUARD INDOOR AIR QUALITY CERTIFIED Mark is a registered certification mark used under license through the GREENGUARD Environmental Institute.

*See Owens Corning Warranty Pub No. 44091 for more information.

For FREE info go to <http://pb.hotims.com/23718-20>

[GENERATIONAL MARKETING]

Dos and Don'ts of Marketing to the Generations

By Sara Zailskas, Assistant Managing Editor

Each generation has its quirks. Generational expert and author Neil Howe broke down the generations and how to market to them in his keynote presentation at the fall *Professional Builder* Benchmark and Avid Leadership Conference.

Here's a snapshot of what he said. His presentation is worth downloading; he describes each group's preferences in habits in detail. Check it out by going to www.probuilder.com/benchmark and clicking on "View Presentations."

	Who Are They?	DO	DON'T
G.I. Generation 	This group, age 85 or older, survived the Great Depression and World War II. It has a strong sense of community and civic pride.	Emphasize age-own groups and discounts — they love discounts.	Forget to talk about peer-togetherness. This is the generation that loves age-specific activities.
Silent Generation 	Ages 67-84, this group values security, trading up and the idea of an active-adult community.	Balance security, expertise and community with openness, diversity and options	Do anything to imply they're senior citizens.
Baby Boomers 	This year, boomers will be 49-66. They have less civic trust and value individuality.	Sell technology. Stress informality, tradition and the "story."	Sell on price or anything "developed." And don't expect to deal with traditional retired people either.
Generation X 	This generation of 28-48-year-olds is practical, economical and self-directed.	Use high-tech, cutting-edge marketing tools and talk about location, efficiencies and ROIs.	Go with conventional tactics or assume anything about them.
Millenials 	This group, ages 27 and younger, is team-oriented, sheltered, conventional and high-achieving. They're "special."	Treat them as VIPs and recruit their parents to your cause. Make them feel part of a team and take interest in their success.	Package anything as a McJob. And please don't forget the technology.

Do Your Floor Plan Names Mean Something?

Terry Jones, founder of Travelocity, has a good tip up his sleeve because so many home buyers — he cites 80 percent — search online. Look at your Web site the way a visitor would. Think of your models and floor plans and consider what they're named. If they fall in the Lavender-Sunset View-Monticelo category, change how you're naming them. The names are meaningless, Jones says, because they don't tell the visitor anything about the model. Instead, label the plans according to square footage, the architectural style, starting price or the type of home it is. This way when a potential home buyer comes to look at your floor plans online, they know what they're looking at quickly, and the name becomes a keyword that's likely more popular than the original name. He offered his tip at the *Professional Builder* Benchmark and Avid Leadership Conference.

— Jennifer Powell, Staff Writer

[HOME BUYER PREFERENCES]

Don't Say They Didn't Tell Ya'

By Sara Zailskas, Assistant Managing Editor

NAHB's 2007-2008 "Consumer Preferences Survey" sheds a lot of light on what people want in new homes. Here's a look at how you can make the data work for you:

THE FACTS: Of the 2,318 respondents, 65 percent were willing only to pay \$5,000 in up-front costs to save \$1,000 a year in utility costs. However, they said they were willing to pay the price for their favorite amenities.

WHAT TO DO ABOUT IT: Do the math for them. Compare potential utility savings against the price of more luxurious items.

THE FACTS: Outdoor recreational space such as walking trails and parks have pull. Such features would strongly influence buyers to move to a community, said nearly half the respondents.

WHAT TO DO ABOUT IT: Talk about the features within your community or nearby and put it into user-friendly terms: "It's easy to get a 5-mile run in on our trails."

THE FACTS: People prefer to keep square footage and leave it unfurnished rather than downsize to save money, according to more than 44 percent of consumers who took the survey.

WHAT TO DO ABOUT IT: Remind home buyers how much they could save by leaving a basement unfinished.

THE FACTS: Wood woos: 63 percent of respondents said they wanted a wood exterior door over steel and fiberglass.

WHAT TO DO ABOUT IT: Show prospective buyers the doors you offer — real or fake wood — that would appeal to fans of wood.

THE FACTS: 70 percent of respondents said they did or would repaint walls within a new home; 30 percent of those people did so to improve paint quality.

WHAT TO DO ABOUT IT: If you're using quality paint, brag about it. It adds to the low-maintenance appeal. **PB**



Other Survey Takeaways

60%

More than 60 percent said they'd like an energy management system.



92%

listed the laundry room as "essential" when it came to specialty rooms.



58%

A smaller house with high-quality products instead of a bigger house with fewer amenities appealed to 58 percent of respondents.





Real Security Knows What's Out Of Sight Is Rarely Out Of Mind.



You can't always be home. But you can be in control with the new Schlage® LiNK – the lock that lets you know who's there, even when you're not. Kids get home from school. You get a text message. Did the sitter lock the door? Double-check on your computer or cell. You can even unlock your door remotely or create and delete codes for others to use – great for that 8-hour window the repairman seems to need. The Schlage LiNK – perfect for your peace of mind.

Visit Booth C4453 at IBS to learn more.
Plus, enter for your chance to win a Schlage® LiNK system.



Real Security Sets You Free.™



[BUSINESS BOOKS]

Reading and Waiting

Experts say the downturn is the best time to take stock of your marketing programs, your media choices and even your mission statement. Three soon-to-be-released books address how to build an organization that will make a difference in the marketplace.

By Jan Mitchell, Contributing Editor

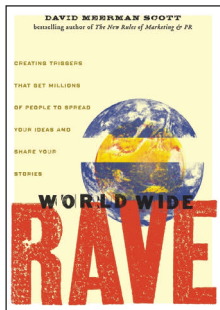
“WORLD WIDE RAVE: CREATING TRIGGERS THAT GET MILLIONS OF PEOPLE TO SPREAD YOUR IDEAS AND SHARE YOUR STORIES”

by David Meerman Scott

The author of “A World Wide Rave” asserts a somewhat startling declaration: After the thoughtfully crafted press releases, ads and sales office displays touting your wonderful products, nobody really cares. Instead, you must concentrate on what your consumers care about: their own problems and how they can be solved.

David Meerman Scott, former vice president of marketing at NewsEdge Corp., an online news portal with \$70 million in revenue, believes you can achieve the biggest marketing impact by creating online content relevant to your targeted customers. “When it’s obvious that you understand your buyers and their problems, it jars your visitors into paying attention,” he says. He advocates spreading ideas, not generating leads, through social media tools such as blogs, YouTube, Facebook and Twitter. Creating a world-wide rave is virtually cost free and goes beyond traditional viral marketing, he says This book explains how to do it.

Available March 3

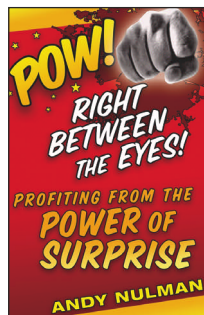


“POW! RIGHT BETWEEN THE EYES! PROFITING FROM THE POWER OF SURPRISE”

by Andy Nulman

When Oprah Winfrey announced “Everybody gets a car!” to an amazed studio audience, that was surprise marketing. And when Steve Jobs unveils Apple’s latest innovation at MacWorld Expo, it’s the surprise element that captures attention. Such is the secret to marketing success, suggests author Andy Nulman, a popular public speaker who has created two companies. The book is full of engaging cartoons and anecdotes that breathe life into his theories, and forewords are presented not by marketing gurus but by Craig Ferguson and John Cleese. (Surprise!)

Available Feb. 23



“IT’S NOT WHAT YOU SELL, IT’S WHAT YOU STAND FOR: WHY EVERY EXTRAORDINARY BUSINESS IS DRIVEN BY PURPOSE”

by Roy M. Spence Jr. and Haley Rushing

It’s no stretch to say that the concept of corporate greed is a little off-putting in today’s environment. In this contemplative book, the authors articulate a goal beyond making money: finding your corporate purpose and passion. They nail it down to three basic steps — find the thrill, have the will and ignite the passion — citing Southwest Airlines, Walt Disney Co., BMW and Google as companies that have clearly articulated their purpose and are enjoying success as a result. **PB**

Available Feb. 9



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



Not
everyone
who locks themselves
in the bathroom
is upset.

Danze faucets and accessories may look like a million bucks,
but they cost, well, significantly less.

They're also easy to install and worry-free.

For FREE info go to <http://pb.hotims.com/23718-22>

Danze[®]
danze.com

Create Buzz!

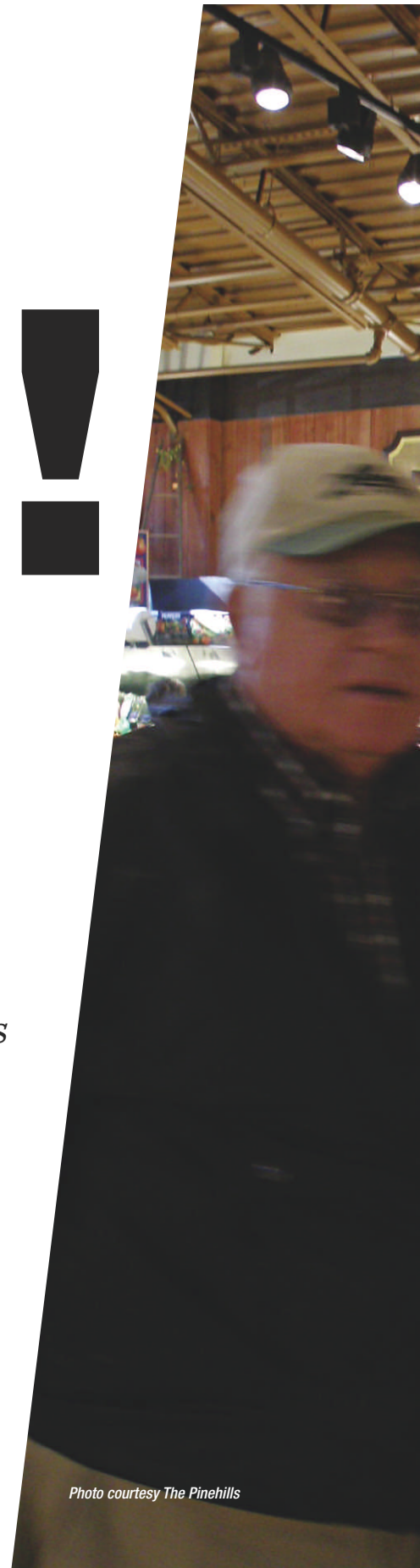
46

T

There's no better time for you to draw attention and enthusiasm to your home building business, but you likely need alternatives to direct advertising, which gets pricey. We've culled some useful tips and examples from successful marketers on how to get the media and the community talking about you in the marketplace so when home buyers are ready to buy a house, your company is top of mind.

By Felicia Oliver, Senior Editor

Photo courtesy The Pinehills





THE MARKET AT PINEHILLS, created by the developers of the master-planned community in Plymouth, Mass., stirred quite a bit of buzz because of the need for a grocery store in the area and the effort to create a unique shopping experience that drew in people.

WHAT WORKED:**Show the Media What You've Got**

Windemere — a 2,300-acre, 5,200-home master-planned community in San Ramon, Calif. — has been open for about five years and had about 400 homes left to sell when its marketing firm, Danville, Calif.-based EMC Creative, rented a helicopter and took some Bay Area reporters up for a bird's eye view of the community.

No doubt the reporters were a buzz at the prospect of taking a breathtaking afternoon excursion, but it wasn't all spectacle. "This was the best perspective at which to view this community, for journalists to understand the scope and scale of the project," says Scott Tiernan, senior director of marketing communications at EMC.

The timing was right, because during this final phase of build out, most amenities — including a \$150 million dollar high school, four other schools, hundreds of acres of open space and more than 20 parks — were complete and primed for viewing.

Not only was a vivid picture planted in reporters' minds, it was reinforced by photography taken by a professional aerial photographer and provided to the media afterward to be published or broadcast at their respective outlets.

"This has generated some very positive news coverage, with more to follow," says Tiernan. "Windemere's sales pace is impressive, especially in a market impacted by foreclosures, mortgage meltdowns and credit crunches."

AN AERIAL VIEW OF WINDEMERE.

An overview of amenities such as the new \$150 million Dougherty Valley High School (upper right) can draw potential home buyers.





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 NATIONALSSM



The NAHB Institute of Residential Marketing



SALES & MARKETING COUNCIL



NATIONAL ASSOCIATION OF HOME BUILDERS



Home Appliances



HOME MORTGAGE

NEW HOME GUIDE



HOUSING GUIDES OF AMERICA



the new homebuilder.com



PROFESSIONAL BUILDER



Adrienne Albert



Mark Paris

Designed by Barcellona, Inc. • BarcellonaBrand.com
For FREE info go to <http://pb.hotims.com/23718-23>

WHAT WORKED:**Taking The Market to Market**

Because of the scarcity of grocery stores in the region, the developers of The Pinehills, a master-planned community just off Route 3 in Plymouth, Mass., figured that opening one at the community was sure to generate traffic and buzz.

"Once we embarked on a decision that we would do it on our own, we set up a group of meetings that were more like conversations than focus groups," says Pinehills Marketing Director Donna Tefft. "We invited residents and solicited interest from the surrounding areas and communities. We asked them what they liked about shopping and what they didn't like about shopping, and if they could create their ideal store, what would it be like?"

Based on the responses, they came up with something Sandra Kulli of Kulli Marketing in Folsom, Calif., who facilitated the focus groups, calls a cross between Whole Foods and Trader Joe's — a shop with a great selection of food, unique items as well as staples,

sold at competitive prices. They hired former bakery owners, local seafood purveyors and the like to provide expertise and personalized customer service. The Market doesn't just sell groceries; it creates an experience.

"We have had thousands of people come into the community during the month of September and October due to the market opening," says Tefft. "We are out reaching all the people who said, 'Gosh, when you get a grocery store here, that is going to be the decision for us.'"

As of this publication date, no one has claimed to purchase a home at The Pinehills for that reason, per se. But word-of-mouth is definitely spreading.

"We've had write-ups in the Boston Globe South region edition" adds Tefft. "We've had coverage in the local newspaper. We had mentions in some of the community newspaper groups that publish local newspapers in the region as well. We've done quite well with coverage."

BUZZ TIP:**Have Great Photography Available**

YOU ARE MORE LIKELY TO GET news coverage if the story lends itself to great photography. A big block of text in print or a talking head on screen isn't that compelling without something interesting to see. You want to "see" the story; even the best radio coverage has to paint a picture with words. Think about what images can come from your story or event that will look good and make a statement. "We might have a really neat person giving a lecture, but what is our picture going to be? A whole lot of backs of heads looking up at a podium?" says Janis Ehlers, principal and partner of Fort Lauderdale, Fla.-based The Ehlers Group, a strategic marketing, sales and communications company. "You come back to, 'Is there really a picture here and is it really worth getting the media out?'"



THE GRAND OPENING of The Market drew interested and curious crowds, coverage in the local press, and additional traffic to The Pinehills.



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.

WHAT WORKED:**Mining Metaphors for Your Marketing**

Gerald and Lindsay Zaltman wrote a book called, "Marketing Metaphoria." Their premise is that people unconsciously subscribe to deep metaphors, and if a brand or product represents a positive fulfillment of that metaphor, they will want to buy it.

"Marketers are always looking to carve out the differences," says Sandra Kulli of Kulli Marketing. "But if you can embrace the deep metaphors of why people do things and you can use a disciplined imagination to market to them, you'll have phenomenal results."

She says this process was at work in the success a Standard Pacific promotion for its Playa Vista loft community. An e-mail invitation was sent to a prospect list regarding a loft design seminar to be held at the community — a great promotion in and of itself. To measure traffic generated from the e-mail, they offered

a \$5 gift certificate for either *The Coffee Bean* or *Pinkberry* — two popular shops in Concert Park where Playa Vista is located. Kulli says there's a tie-in to dream

fulfillment: "Oh, I could make this place mine, and I can walk over from my loft and get a Pinkberry," which is the coolest hippest yogurt shop in L.A.," says Kulli.

She says *The Market at Pinehills* (see page 50, "Taking the Market to Market") does much the same thing.

"Most things have two deep metaphors," she says. "Shopping is, 'Oh, I hate shopping. It's so horrible,' and on the other hand, 'Oh, I could cook something really amazing for dinner and run into my friends and get the best strawberries that just came off the farm.'"

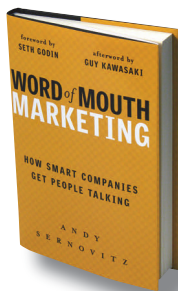
"So you look for lifestyle connections to other things, where you can tap into something that is fundamentally happy and have it spill over into sales."

**BUZZ TIP:
Be Ethical****MARKETING AND CREATING**

BUZZ is about creating a positive perception of your company or brand. But it matters how this perception is created. Strategically planting customers who are coached and possibly paid to say good things about your company is not only ethically questionable, but if found out could create a public relations nightmare. The bad buzz may spread exponentially.

BUZZ TIP:**Stick to the Basics**

WHILE IT'S TEMPTING to think you have to stage some new event or publicity stunt to create buzz, Janis Ehler, principal and partner of Fort Lauderdale, Fla.-based The Ehlers Group, says builders can create buzz by extracting newsworthy activity from what they are already doing. "I was with a small builder in Michigan," explains Ehlers. "He was having a fall festival of homes. He also does a food drive where he gets his employees and homeowners to give cans of food. Well, you can tie these things together. You can have this open house for models with great refreshments, and you can invite people to bring their cans for a charity food drive. You are getting your existing homeowners involved. They can tell their friends, 'Come and see the models; they're having refreshments.' It starts mushrooming. He has something for his newsletter and his Web site. He has taken what he was already going to do, but he can now come up with a more creative name for his festival, make it more relevant, and in his small town he will probably generate press coverage."

**Books about Buzz**

"The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth," by George Silverman

"Word of Mouth Marketing: How Smart Companies Get People Talking," by Andy Sernovitz

"Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force," by Ben McConnell

"Buzzmarketing: Get People to Talk About Your Stuff," by Mark Hughes, Portfolio

"Marketing Metaphoria: What Deep Metaphors Reveal About the Minds of Consumers" by Gerald Zaltman and Lindsay H. Zaltman, Harvard Business School Press

BRILLIANT

Light up your sales with DeckLites[®]

TimberTech DeckLites do more than create a stylish, intimate atmosphere for relaxing and entertaining – they literally extend the time your customers can spend enjoying their new deck while enhancing its safety after dark. The only low-voltage lighting system designed by deck experts, DeckLites let you offer a full line of lighting and accessories that provides the refined, finished look today's homeowners demand.

From legendary decking and innovative railing and fencing – to hidden fastening and drainage systems – TimberTech's comprehensive product line lives up to the famous brand promise: Less Work. More Life.[®]



Post Cap Light Module

Generates a soft, inviting glow around TimberTech RadianceRail[®] or Ornamental Rail Post Caps.



Accent Light

Produces a subtle downlight effect on Posts or between Balusters.



Riser Light

Gives off a soft light on steps and stairs for effect and safety.

DECKING RAILING FENCING DRYSPACE ACCESSORIES TIMBERTECH.COM

For FREE info go to <http://pb.hotims.com/23718-25>

It's not just a deck. It's TimberTech.

800-307-7780



Rochelle Barcellona

Should I Contact the Professionals?

One instance where builders too readily embrace DIY is the decision to do your own marketing. And the truth is, this has worked for many companies, particularly those with experienced marketing folks on staff. We spoke to Rochelle Barcellona, president and creative director of Barcellona Inc. — an integrated marketing communications firm specializing in real-estate, green and social marketing — about her perspective on the role a professional marketing services firm can play in creating a successful word-of-mouth campaign.

Q. Does a builder need a publicity campaign if it's already providing great customer service and builds great homes? Shouldn't the fact that a company is doing great work motivate people to say good things about it?

A. I look at providing good customer service and a great product as the cost of doing business. That's why when so many home builders say, "We stand for quality," I say, "Well, I'd hope so." Everyone should be providing quality.

You need to toot your own horn so that people can get to know who you are. These days people are making buying decisions based not just on want and need but on corporate values. You'll find that especially with the millennial generation. They check [companies] out to see if people are giving back to the community. Are their values in line with what they say? Are they ethical? When you consider that these kids make food choices just based upon that, for something as important as a home, they are going to make that choice as well.

Q. How do you come up with a strategy for a publicity campaign that will create buzz?

A. We always look for some really specific goals in terms of how many homes they need to move per month. Then you take a look at all the tactics within that [goal]. There might be graphic design tactics (logos and branding), advertising tactics and PR tactics. And within PR it's broken down even further. There's a whole social marketing component of it, the more traditional PR in terms of print and broadcast coverage, and then event-type PR. And you want to take a look at target audience. Just within the Internet itself, the technology today really lets you geo target, even down to specific zip codes.

Q. What are some key things a builder ought to address before launching a buzz marketing campaign?

Know what type of reputation you have. Is there some deficit you need to overcome? Have you had terrible homeowner surveys because of your warranty follow-up? Get that in shape beforehand, because you don't want to go out there saying you're the best, and all of a sudden you've got some loud mouth, grumpy homeowner saying they are going to picket you.

Q. Can you give some examples of ways to shape public opinion through the social networking tactic?

A. I think by having blogs from the builder's point of view ... a blog about the real-estate industry, green and sustainability, or whatever is important or passionate to that builder — just being an informational, thought-provoking source. The blog posts can be simple: "Oh, I read this article, and it said this. Isn't it interesting?" And you link to it. People start to look to this blog as a reliable source of information. It's also having Facebook pages and MySpace pages.

I recommend that every couple of weeks you Google yourself as a builder and see what comes up. You may find on a blog that someone has said something nasty. ... You can contact that person and say, "I had no idea that you were having this issue. How can we make this up to you?" You can diffuse the situation.

Q. I would imagine getting a builder to host a blog or set up a Facebook page might be a hard sell.

This is where having a good marketing partner comes in handy. They can be the ones doing that dirty work, so to speak. Anything that's posted would have to run through the client to be approved. Or if the client says, "Hey, I really want to say something on this and these are my ideas," it can be crafted into language that would be appropriate for a blog.

Lennar has a contest going on here where they want people to videotape what they feel is representative of their life in their Lennar home, become a fan on their Facebook page and post the video. It's simple. It costs absolutely zero to set up a Facebook page or post things on YouTube. **PB**



**Don't just talk
green. Install the
world's most energy
efficient ventilating
fans. Panasonic
WhisperGreen. Now
it pays to be quiet.**



Panasonic **ideas for life**

WhisperGreen
VENTILATION FAN



Why install an ordinary bathroom fan, when you can instill trust and confidence in your customers with Panasonic WhisperGreen, the only series of ventilation fans in North America with energy stingy DC motors. Panasonic's WhisperGreen DC motor models offer the highest CFM/Watt, recognized by ENERGY STAR® guidelines for ventilating fan efficiency. They're designed to meet ASHRAE 62.2 and other indoor air quality (IAQ) standards requiring continuous ventilation. Now you can help save the environment, and save your customers some money by building tight and ventilating right with Panasonic. **Live green. Save green.**

Learn more at www.panasonic.com/ventfans or call 1-866-292-7292.

For FREE info go to <http://pb.hotims.com/23718-26>

**Visit us at the International Builders Show
Las Vegas, NV, January 20 - 23, Booth #N1163**



Your key to faster hot water.

Viega PureFlow® MANABLOC® Manifold System...

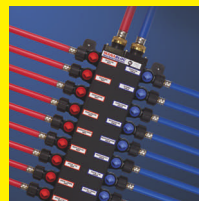
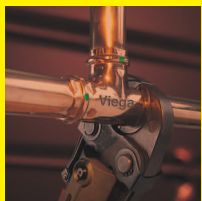
delivers hot water up to four times faster. The MANABLOC PEX manifold is a 'home run' system that features a central control unit for whole house water supply. Individual hot and cold PEX lines running to each fixture assures faster hot water delivery, balanced water pressure and reduction in hot or cold water surges.

MANABLOC manifolds use fewer fittings for easier installation behind the wall. Viega MANABLOC systems are built to last with a 10-year transferable system warranty.

For more information
call **1-877-843-4262** or
visit **www.viega.com**



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



GREEN AS GOLD

It takes a minimum of 395 points for a home to be certified gold under NAHB's National Green Building Program, but this Craftsman-style home in Orefield, Pa., racked up an amazing 542 points. Deep roof overhangs, numerous porches on the southern façade and an elevated deck on the main level shade from the harsh summer sun. The home was designed by Alan Mascord Design Associates of Portland, Ore., and built by studio26 homes of Orefield.

57

Photo: John Sterling Ruth Photography

INSIDE

2009's hot color [page 59]

The White House by the building numbers [page 59]

'Pocket town' charm [page 60]

Guide to this year's Show Village [page 62]

A very green Best Address [page 82]

10 REASONS WHY BORA-CARE® IS *THE GREEN CHOICE* FOR TERMITE PRETREATMENTS

THE ONLY BORATE BASED PRODUCT WITH ESSENTIAL PRODUCT-SPECIFIC EFFICACY ALLOWED AS A
PRIMARY TERMITE BARRIER PRETREATMENT • IT'S THE PERFECT GREEN SOLUTION FOR TERMITES



1

Bora-Care wood treatments eliminate the need to pump termiticides into the ground. There is virtually no risk of contamination of soil, rivers, lakes or aquifers.

2

Green builders using Bora-Care have eliminated more than 120 million gallons of diluted termiticide from being applied to the soil across the U.S.

3

Builders can earn points in green building programs by using Bora-Care, including LEED® for Homes, NAHB Green Home Building and many others.

4

Bora-Care penetrates the wood and remains in the wood, providing years of long-term, sustainable residual protection.

5

Bora-Care saves water. Soil termiticides require large amounts of water for dilution. Using Bora-Care can save 200-300 gallons of water per average-size home.

6

The element boron is found throughout nature and may be essential to the health of all living plants and animals.

7

Mammals, birds, fish and reptiles can all excrete excess ingested boron, so it has little effect on these non-target organisms; however insects cannot process boron in the same way. As a result, boron accumulates in their systems and interferes with their ability to convert food sugars into energy, leading to starvation. This unique quality makes borates the perfect green solution for targeting termites.

8

Bora-Care treated wood provides protection from subterranean, Formosan and drywood termites as well as wood boring beetles, carpenter ants and wood decay fungi. It also provides general pest protection by making the treated wood areas uninhabitable by pests such as cockroaches.

9

Bora-Care emits no VOCs (Volatile Organic Compounds).

10

Green Builder® magazine selected Bora-Care for its inaugural Overall Grand Prize, Best of Show award at the 2006 National Green Building Conference.



GREEN BUILDER® MAGAZINE
**2006 OVERALL
GRAND PRIZE**
NATIONAL GREEN BUILDING CONFERENCE

For FREE info go to <http://pb.hotims.com/23718-28>



www.bora-care.com • 800.264.0870

For more information, contact:

Sammy Baker • Manager/Builder Services • 865.202.7871 • sammyb@nisuscorp.com

[COLOR FORECAST]

Color It **Purple** for 2009

By Mark Jarasek, Senior Editor, Electronic Media

Purple is 2009's must-have color, according to the Color Marketing Group, an international non-profit association of color design professionals that has been predicting color trends for more than 45 years.

Other colors dubbed hot: blue, brown, gray, yellow and the return of mauve.

"We're finding comfort in colors that are familiar, and at the same time we're embracing colors that make us happy," says CMG Executive Director Jamie Stephens. "Also, the demand for colors and products that reflect an environmentally 'greener' world goes way beyond trend. It's now a given," she says.

When home builders are planning interiors for their model homes, these colors from the CMG hot color trend list can serve to keep things in proper vogue.

- Purple is not just a fad, it's an entrenched trend, strongly influenced by the election. Look for a grayed-out violet that works equally well as an accent or a neutral.

- Blue is the new green. This year, the green environmental message is delivered by the color blue.

- Cooled-down browns and grays provide complex neutrals that satisfy our urge toward classic colors in an economically challenged time.


**What's
HOT**
**Blue
Gray
Yellow
Muave**

- Look for lots of vivid yellow to provide energy as the economy is rebuilt. It's the stand-out accent color for 2009.

- Mauve has returned. It's an old color that looks new again. In dusty violet shades, mauve works as an accent but also now serves as a neutral.


Building Numbers Behind The White House

The White House is an icon in the U.S. What do we know about it? Many changes and additions have occurred over the years, but the status symbol we know today has six levels with 132 rooms and 35 bathrooms. There are 412 doors, 147 windows, 28 fireplaces, eight staircases and three elevators. Also, the first family gets to use a tennis court, jogging track, swimming pool, movie theater and a bowling lane. (Now who was the poor person who had to count this?) — Jennifer Powell, Staff Writer



[INFILL DESIGN]

High-Density Detached Homes Deliver Charm, Affordability

By Susan Bady, Senior Editor, Design

FRONT PORCHES on BSB's Pocket Towns pull the entry back from the sidewalk and become transitional spaces between private and public areas.

Municipal planning boards know that smaller lots and more homes mean greater profits, but they're concerned that higher density equates to lower quality. BSB Design has a solution: Pocket Towns, which are not townhomes as the name implies, but stylish, high-density detached homes that can be priced affordably for a wide range of buyers.

Pocket Towns fit on 42-foot by 68-foot lots. They achieve a density of 8 to 10 dwelling units per acre, with 5-foot side yards that satisfy most zoning requirements. Garages are alley-loaded to enhance street appeal, and there are front and rear outdoor living spaces to keep neighbors connected. Pedestrian greenways and pocket parks are integrated within the design.

Bob Boyd and Jerry Messman, partners in BSB Design of Tampa, Fla., created the Pocket Towns based on a similar design developed by BSB in California. "We needed a master-down

product for empty nester buyers in our market, so we started playing with the concept," says Boyd.

The architects increased density by reducing the amount of street frontage in favor of greenways that tie in with small parks. Alleys are short to comply with fire regulations.

Messman says the 5-foot setbacks are standard in many new-home subdivisions. "But on the sides of the houses, you also have to deal with privacy issues. Often we'll use high glass on the side of a house that faces another home with lots of windows."

The one- and two-story plans, which range from 950 to 2,400 square feet, have a bungalow/cottage look that can be modified according to regional variations. Messman cautions against placing a large two-story house too far forward on the lot: "That gets too dominating. And I would suggest at least a small porch to soften the front elevation." **PB**

Makes Every Door A Front Door



Introducing the new Smooth-Star® Craftsman fiberglass door from Therma-Tru® – a classic style at an exceptional value for versatile use as a front entrance, as well as a back or side entryway. Available with a variety of distinctive glass designs, there's also a solid panel door option that makes a great choice for the garage-to-house entry. It's the Smooth transition to new sales opportunities.

**Professional
Builder**
SHOW 09
SHOW VILLAGE 2009

Get a firsthand look at the Therma-Tru® Installation Clinics
at The Learning Center in Show Village, outdoor exhibits.

For FREE info go to <http://pb.hotims.com/23718-29>

THERMA-TRU®
DOORS

S

V

Show Village 2009

A Hands-On Display of Home Building Innovation

By Mark Jarasek, Senior Editor, Electronic Media

If you read this magazine and have attended the International Builders' Show once in the past seven years, you've likely seen *Professional Builder's Show Village* and all its splendor. Show Village has offered a close-up look at a wide variety of products – both new and tried-and-true. Show Village has also become a place where home builders, remodelers, contractors, architects, interior designers and others in the industry can learn about the products and see them performing in their intended setting. Visitors have marveled at how the modular homes are seamlessly put together on site in a matter of weeks on the surface of a parking lot.

This year's Show Village is our best yet. Welcome to our guide to Show Village 2009.

Learning Center for Training and Education

Although home builders who attend Show Village will see the latest products within the Show Village homes, there's another important component that adds a whole new dimension to the experience: education.

The Learning Center at Show Village will feature complimentary hour-long mini-courses on topics including project planning efficiencies and how to build high-energy-performance homes. Demonstration sessions will run the gamut from how to apply spray foam insulation to how to properly install doors.

Marquee home building industry experts, including ASHRAE Fellow Joseph Lstiburek, Building Science Consultant John Tooley and green building experts Ron Jones and Carl Seville will be on hand to share their expertise. (See page 70 for a full list of educational sessions).

Theme Homes

In keeping with the Show Village tradition, three distinct homes will be showcased for 2009: Green, Media-Enhanced and Quiet Living. Each is designed with cutaways and reveals so builders can see certain products at work in their environment. Most products included in the homes will have

manufacturer representatives on site. Before you visit 2009 Show Village, familiarize yourself with the homes' products, their features and their benefits by visiting the Show village Web site, www.pbshowvillage.com.

Green Home

As the green home building movement matures, it's important for those in the industry to stay informed on the latest resources, innovations and products in the supply chain. That's where the Green Home at Show Village 2009 enters the picture.

The Green Home provides a platform for exhibiting energy and water efficiency, indoor environmental quality and structural durability. Products featured in this home work in tandem to provide comfort, reduce energy use and produce healthy living conditions. (See page 64 for a full overview of the Green Home).

Media-Enhanced Home

Technology for the home has come a long way from the "smart home" proof of concept prototypes that took center stage in the 1980s. Similar to today's green building trend, smart home technology back then was touted as the next home buyer's Siren song.

Although ultra-high-tech homes still haven't quite made it into the mass pro-

duction mainstream, innovative electronic and technological advances have pushed builders to include much more than the basic garage door opener and plain, old telephone and electrical wiring into practically all of the homes they build today.

The Media-Enhanced Home demonstrates how builders can incorporate new and innovative technologies to meet the expectations of the next generation of buyer that has grown up in a digitally-enhanced world. (See page 66 for a full overview of the Media-Enhanced Home).

Quiet Living Home

We're besieged by noise. A host of factors from an endless range of sources come into play: street traffic, air traffic, neighbors' yard maintenance, the blare of kids playing Guitar Hero. Dishwashers, washing machines, dryers, televisions, fans, blowers, pumps, and HVAC equipment contribute to the racket. All homeowners want is a little peace and quiet so they can concentrate on work or get beyond the first sentence of the novel they've been trying to read. Quiet sleep is hard to come by, too. The Quiet Living Home incorporates products that work to contribute to the sounds of silence. (See page 68 for a full overview of the Quiet Living Home).

Green Home

Systems work in harmony to produce a green living environment.

By Mark Jarasek, Senior Editor, Electronic Media



Show Village has incorporated green features before, but this year, the Green Home will be what's known as an Environments For Living Certified Green Home.

The Environments For Living program was developed by the Masco Corporation, one of the world's largest manufacturers of brand-name consumer products of new construction and home improvement markets. The program is designed to assist builders in constructing energy-efficient homes that, according to Masco, are more comfortable and durable than homes built using traditional methods.

Behind the Environments For Living program is a rigorous set of requirements that treats a home as a "system of systems" that work together on comfort and heating and cooling

energy use. And the Environments For Living Certified Green program affords even more benefits in areas such as indoor environmental quality, interior water conservation and appliance efficiency.

So this Environments For Living program is just a clever way to get home builders to use Masco Products in the homes they build, right? Not exactly. Any product can be used. The Environments For Living program is prescriptive and performance-based and does not require builders to use a particular manufacturer's product. But when you visit the Green Home at Show Village, you will see a vast array of products from Masco-owned companies.



GREEN-HOME PRODUCTS

- The Verve Lighting Systems whole-house lighting control
- Bathtubs from Aqua Glass Corp.
- Water supplies and gas plumbing products from Brass Craft
- Products from LP: SmartSide trim and siding; SolidStart LVL; TechShield Radiant Barrier Sheathing; TopNotch self-draining sub-flooring
- High-efficiency, dual-flush toilets from Caroma
- Entry door systems from Codel Entry Systems
- A portable spa from Watkins/Hot Springs Spas
- A central vacuum system from H-P products
- Icynene soft foam insulation
- Hand-made artisan sinks from Linkasink
- Millwork and building components from Huttig Building Products
- HVAC system from Lennox Industries
- Lighting fixtures from Progress Lighting
- Hardwood and carpet flooring from Shaw Floors
- Structural connectors from Simpson Strong-Tie
- Energy-efficient garage doors and openers from Wayne-Dalton
- Sinks by Franke
- Ginger plumbing fixtures and hardware
- Windows by Milgard Windows & Doors
- Orepac Millwork Products
- GE appliances, water heater, light bulbs and dashboard
- Hardware from Emtek
- Countertops from DuPont Surfaces
- Behr exterior and interior paint
- Tile from Crossville
- Cambria countertops
- Hansgrohe plumbing fixtures and hardware
- Merillat cabinets
- Interior doors by Traba International Door
- Shades and blinds from Vertilux Living Systems
- Vetrazzo counter tops
- KraftMaid cabinets
- Lumicor decorative panels
- Custom carpet and mats from Matworks
- House wrap, stone, ducts and insulation from Owens Corning

Media-Enhanced Home

The present meets the future with the technological innovations in this home.

By Mark Jarasek, Senior Editor, Electronic Media



Certainly it sports the smart design and attractive details that you might expect, but it's what's inside the Media-Enhanced Home that provides the focal point for the theme of this 2009 Show Village home. Although the products in this home intensify its attractiveness, the spotlight is on the Media-Enhanced Home's technology, which enriches the day-to-day living experience.

Notable features include remote control units that centralize functions for regulating HVAC, security and lighting throughout the home. Entertainment systems allow homeowners to access music and movies from any room.

Here's an overview of the futuristic products that comprise the Media-Enhanced Home:

- The Wayne-Dalton Home Control Z-Wave unit, which gives homeowners the ability to set lighting; regulate heating and cooling settings; control security systems; and open and close electronic window shades with the touch of a button — even from remote locations.
- The new Schlage Link locks that allow homeowners to remotely monitor entry to their homes via any Web-enabled mobile phone or computer. Using secure wireless technology,

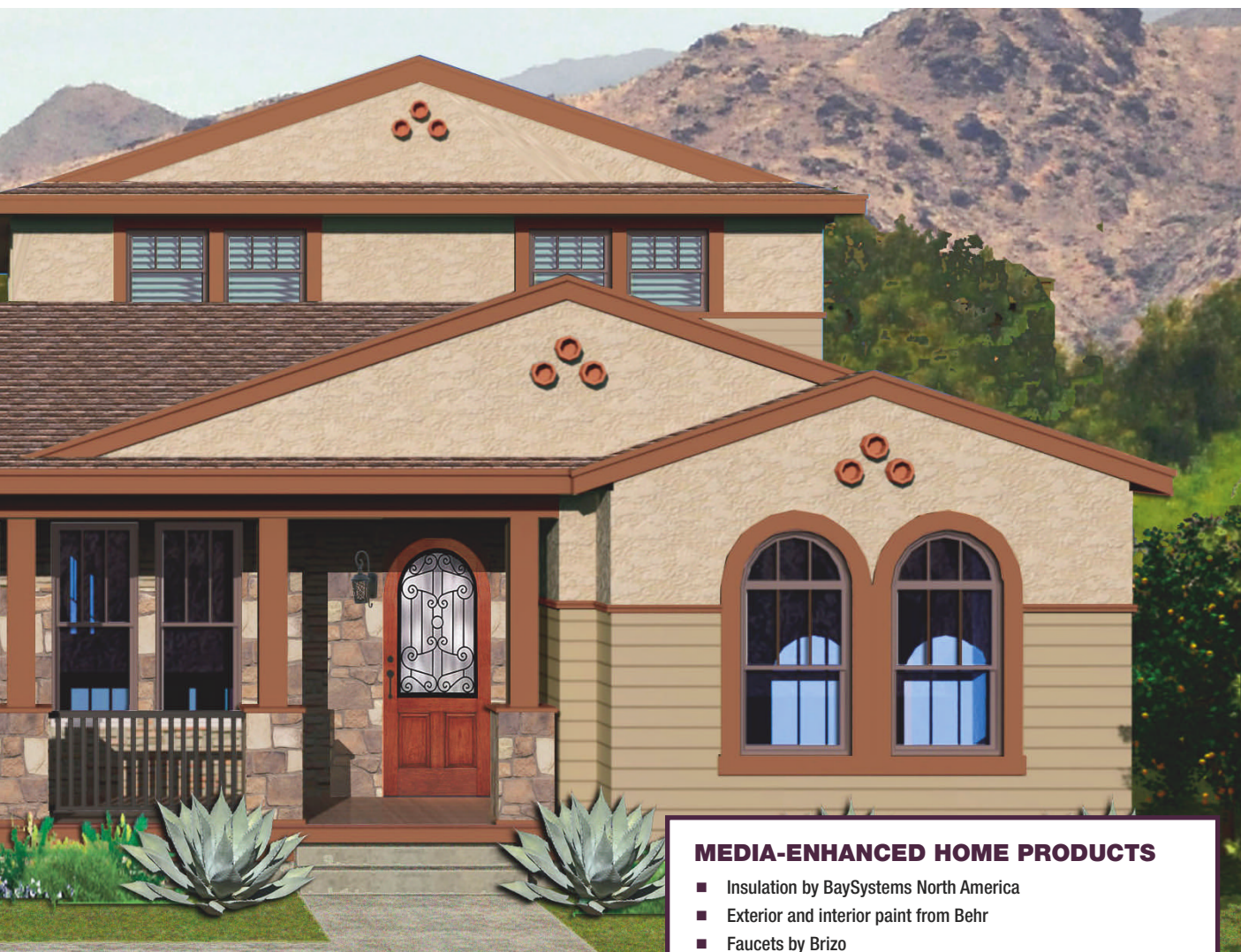
Schlage Link sends a text or e-mail when someone enters a home. It also gives homeowners the ability to remotely lock and unlock their doors.

- Sony's HomeShare multi-room entertainment and intercom solution that can deliver high-definition video to any room. It also allows homeowners to access their iPod playlist from any room, too. The system integrates intercom communication throughout the home and can be linked to any camera monitor, which may be set up outside or inside.

You'll also want to see the Media-Enhanced Home's exterior products, as well as a host of interior products — some that can even be found behind the walls.

See the inner workings

Show Village theme homes are designed with cutaways and reveals so that builders can see certain products at work in their environment, including insulation from BaySystems North America and Honeywell; structural insulated sheathing from Dow Building Solutions; and roof underlayment from Owens Corning.



Explore the exterior

The Media-Enhanced Home's exterior will feature stone veneer from Owens Corning Cultured Stone; siding and windows from Deceuninck North America; and doors by Therma-Tru. Both interior and exterior paint will be provided by Behr, and Maze Nails holds things together with its versatile line of construction nails. Latitudes will feature composite decking, with deck railing by Deck Images.

Investigate the interior

Don't miss the products featured in the kitchen and bathroom. In the Media-Enhanced Home's kitchen, GE will display its latest line of refrigerator and range appliances, and LG Solid Source presents countertops. Bathrooms will have faucets and toilets from Danze and bathtubs from Lasco Bathware. Tile and stone finishes will be provided by Interceramic.

A fully functioning elevator from ThyssenKrupp Access will travel between the first and second floors of the home. Rinnai will feature its award-winning, continuous-flow tankless water heater on display, as well as its gas fireplaces.

MEDIA-ENHANCED HOME PRODUCTS

- Insulation by BaySystems North America
- Exterior and interior paint from Behr
- Faucets by Brizo
- Toilets by Danze
- Siding and windows from Deceuninck North America
- Exterior deck railings by Deck Images
- Structural insulated sheathing by Dow Building Solutions
- Appliances from GE Appliances
- Enovate foam blowing agent by Honeywell
- Tile and stone from Interceramic Tile and Stone
- Bathtubs from Lasco Bathware
- Composite decking and railing by Latitudes
- Kitchen and bath surfaces from LG Surfaces
- Hot-dipped galvanized and stainless steel nails from Maze Nails
- Roof underlayment, shingles and HVAC from Owens Corning
- Fireplaces and tankless water heater from Rinnai
- Door hardware from Schlage
- TVs and home theater system by Sony
- Sprint wireless communication solutions
- Exterior doors from Therma-Tru Doors
- Residential elevators from ThyssenKrupp Access
- Wireless home control and garage door systems by Wayne-Dalton
- Contech Construction Products bridge solutions
- Delta faucets
- Manufactured stone veneer by Owens Corning Cultured Stone

Quiet Living Home

An unyielding respite from the din of uninvited sound

By Mark Jarasek, Senior Editor, Electronic Media

Simple and elegant in its single-story design, the Show Village 2009 Quite Living Home serves as a showcase for products that help reduce noise. One of the fringe benefits of products that make a home quieter is that they also typically serve to make a home more energy efficient.

Home builders who come to visit Show Village 2009 can see a multitude of products that contribute to the silence and energy efficiency of the Quite Living Home. Don't miss these inspiring products:

- Panasonic's Whisper Series of advanced ventilation fans that operate exceptionally quietly and also work to provide a cleaner, healthier home while conserving energy.
- Fiberglass doors from Plastro, which offer an innovative alternative to the entry door market and feature triple-pane decorative glass for excellent thermal and sound insulation. In addition, insulation within the door provides high R-value for maximum thermal protection and also can serve as a barrier to unwanted outdoor sounds.
- Icynene soft foam insulation that goes into walls, ceilings, attics and floors. The insulation creates an effective air-

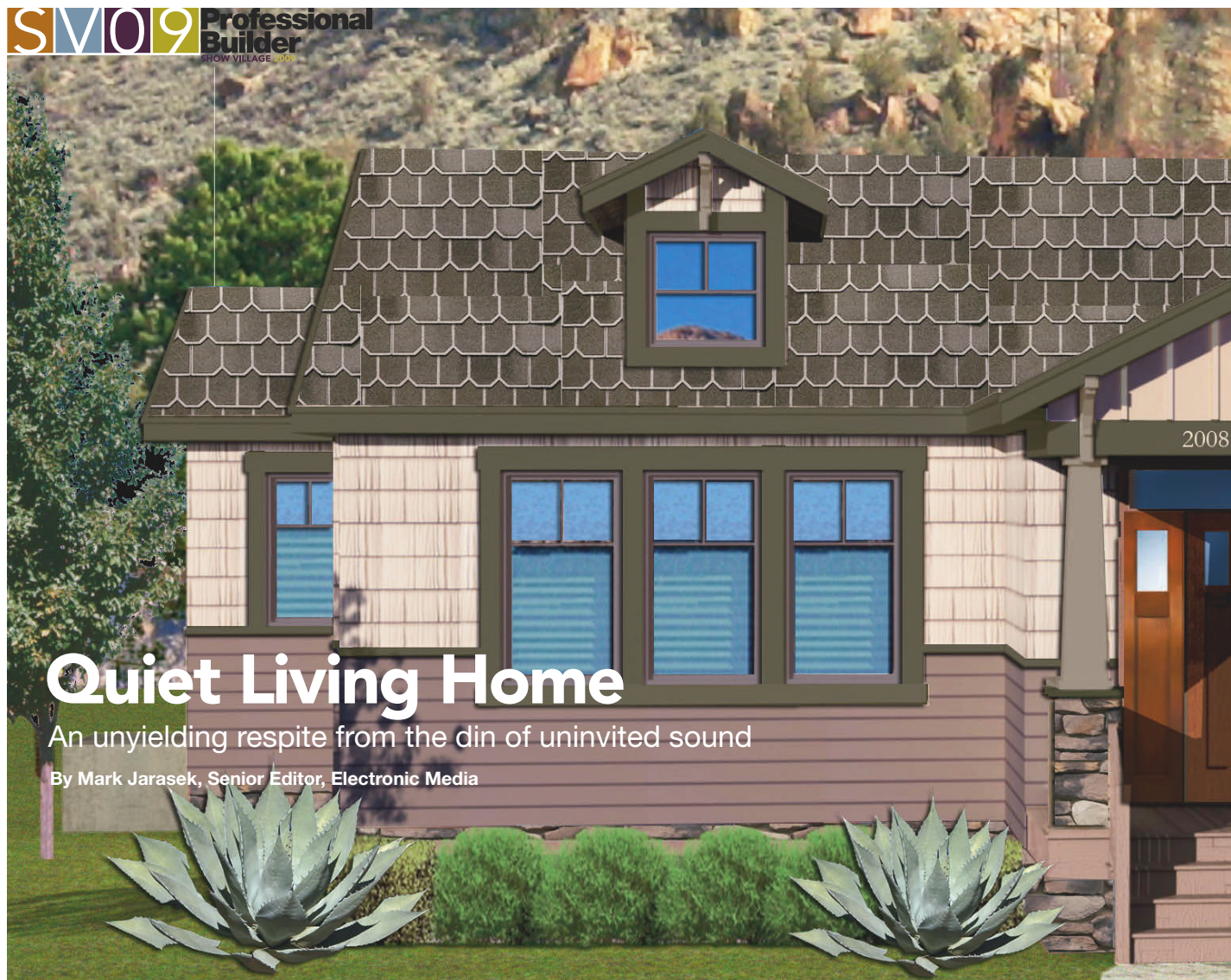
seal that minimizes air leaks to control moisture, improved air quality, bring energy savings and act as a sound barrier.

- Beam Central Vacuum Systems and Beam HEPA Air Filtration Systems that run quietly and also improve indoor air quality by reducing air pollutants.

Two Ply Gem brands will be used in the Quiet Living Home: Mastic Home Exteriors and MIRA Premium Series windows. Mastic Home Exteriors boasts durable construction and attractive panels that hold their color season after season. Beneath the exterior panels, but still visible via a cutaway view, you'll find Dow's Styrofoam SIS Brand Structural Insulated Sheathing, a three-in-one product that delivers insulation, structural shear bracing and a water-resistive barrier.

Koma Trim Products will provide the exterior trim for the Quiet Living Home. Both interior and exterior paint will be provided by Behr, and Maze Nails holds things together with its versatile line of construction nails.

The decking used for this home comes from TimberTech. Its durable composite decking gives the look of real wood but doesn't require the maintenance of hardwood. In addition,





POWELL PLACE

hidden fasteners work to give the look of an indoor floor.

Inside, the home's kitchen will feature the latest line of refrigerator and range appliances from GE Appliances, and LG Solid Source will showcase their countertops. The bathroom will feature bathtubs from Lasco Bathware.

Other interesting and innovative products at the Quiet Living Home include:

- An automatic standby generator from Generac Power Systems. This generator, which automatically turns on to supply continuous power during an outage, is a hands-free backup electrical system that constantly monitors the home's utility power and is fueled by the home's existing natural gas or LP fuel.
- Bora-Care, a borate-based EPA-registered termiticide. Using Bora-Care as a primary termite pretreatment on new-construction homes can earn builders points in green building programs such as LEED for Homes, NPMA Green Home Building and many others.
- Rinnai will have its award-winning, continuous-flow, tankless water heater on display, as well as gas fireplaces.

QUIET LIVING HOME PRODUCTS

- Central vacuum system from Beam
- Behr interior and exterior paint
- Structural insulated sheathing from Dow Building Solutions
- Appliances from GE Appliances
- Home generator by Generac Power Systems
- Icynene insulation
- Exterior trim from Koma Trim Products
- Luxury bathtubs by Lasco Bathware
- Kitchen and bath surfaces from LG Solid Source
- Hot-dipped galvanized and stainless steel nails from Maze Nails
- Termite pretreatment and mold treatment by Nisus Corp.
- Ventilation fans and televisions by Panasonic
- Composite building material from Plastpro
- Siding and windows from Ply Gem
- Fireplaces and tankless water heater by Rinnai
- Sprint wireless communications systems
- Kitchen and bathroom furnishings from Danze
- Interceramic tile and stone
- Roofing shingles and HVAC by Owens Corning
- Manufactured stone veneer by Owens Corning Cultured Stone
- Construction products bridge solutions by Contech

The Show Village 2009 Learning Center

Education: It's so elementary, why didn't we think of this before?



COME TO A **SERIES** of hour-long educational sessions **Tuesday** through **Thursday** between 8 a.m. and 3:45 p.m. Building science and home building industry experts will address a range of topics and do live demonstrations on installation methods. Here's a synopsis of the sessions at the Learning Center:

An Energy Star-Rated Green Solution Homeowners Will Love

During this session, we will compare tank, tankless and solar water heating solutions. Also, learn how Energy Star, residential green rating programs and consumer preferences all affect your bottom line.

Speaker: Garry Porter, Southeast Area Manager, Rinnai

Wednesday, 2 p.m. – 3 p.m.;

Thursday, 11 a.m. – 12 p.m., 2 – 3 p.m.

Best Practices in Mobility Solutions

Learn how top companies keep to the planned schedule. Discussion topics will also include subcontractor management and collaboration; administrative and paperwork processing; warranty process; and customer satisfaction.

Speaker: Christopher Pitts, Director Industry Business Solutions, Sprint Nextel

Tuesday – Wednesday, 1 – 2 p.m.

Building Creative Decks with Ecolife

Learn creative and valuable deck building information from one of the industry's leading spokespeople.

Speaker: Bob Heidenreich, owner, Deck Store, and author, "Selling the Deck Project"

Tuesday and Thursday, 3 p.m. – 3:45 p.m.

Can Modular/Systems-Built Construction Improve Your Business?

You will see first-hand the various solutions this building methodology provides in single-family, multifamily and commercial applications.

Speaker: Allen McKemie, President, PHN Commercial Structures

Tuesday – Thursday, 10 – 11 a.m.

Comfort Foam: Spray Polyurethane Foam Insulation

Live Demonstration

This live demo provides a general overview of residential insulation materials and air barrier properties. Indoor air quality will be discussed, as well as a look at why FEMA classifies closed-cell SPF as a flood-resistant insulation.

Tuesday – Thursday, 11 a.m. – 12 p.m.

Cost-Effective Methods for Sealing the Building Envelope to Reduce Thermal Bypasses and Meet the Energy Star Home Checklist Requirements

Attendees will learn why tighter buildings actually perform better, last longer and are safer to live in than the typical "accidentally ventilated" home. Practical, cost-effective solutions are the focus of this class.

Speaker: Steve Easley, Principal, Steve Easley and Associates

Wednesday, 2 – 3 p.m.

Differentiate with New Builder Solutions: Wayne-Dalton Home Controls

Wayne-Dalton's Z-Wave compatible home control products — including a remotely programmable thermostat, the Teleport audio-visual remote control and automated home lighting — allow builders to offer highly desired home technology at an affordable price.

Speaker: Yan Rodriguez, Director, Wayne-Dalton Home Controls

Wednesday, 12 – 1 p.m.

Durability

We'll explain the primary physical forces that adversely affect the durability of building materials — air, heat and moisture — and how a home's air barrier, thermal barrier and moisture barrier work together as a system to manage these forces.

Speaker: Joseph Lstiburek, Principal, Building Science Corp.

Tuesday – Thursday, 1 – 2 p.m.

Energy Efficiency

Nationally recognized building science expert John Tooley will provide an overview of energy-efficient construction techniques and how the home performs as a system.

Speaker: John Tooley, Senior Consultant, Advanced Energy

Tuesday – Thursday, 11 a.m. – 12 p.m.



HomeShare™ HD

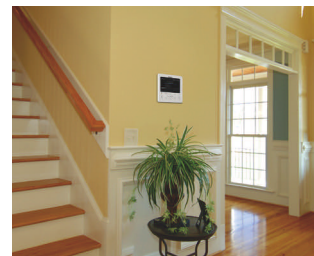


In touch with all your music.

Introducing the affordable multi-room entertainment and intercom system that allows you to access your iPod® player anywhere.

Meet HomeShare. A very big idea in the comfort of your home. High definition video in any room. Access an iPod® player or satellite radio from any keypad. Intercom to call the kids down without raising a voice. A camera to see who's at the front door. Extend your home theater to watch the rest of the Blu-ray™ movie in bed. Whether installed in one room or throughout the home, HomeShare expands easily to distribute home entertainment.

HomeShare HD. Tuned in to your home entertainment.



www.sony.com/HomeShare/pb



High Definition. It's in our DNA.

Visit Sony at the 2009 International Builders' Show - Booth N1328

For FREE info go to <http://pb.hotims.com/23718-30>

Energy Efficiency At Virtually No Cost Increase

Builders will be able to see first-hand a breakthrough structural solution in exterior insulation: Styrofoam SIS Brand Structural Insulated Sheathing. It's an "industry first" in residential energy efficiency featuring structural shear bracing, water-resistive protective barrier properties and insulation.

Speaker: Dean DeWildt, Dow Chemical
Tuesday – Thursday, 3 – 3:45 p.m.

Everything is Going Green — What does it Mean?

Based on his home buyer market research, Gord Cooke has pioneered a new program designed to assist builders in marketing and selling their high performing, energy-efficient homes.

Speaker: Gorde Cooke, Building Science Trainer and Consultant, Building Knowledge
Wednesday – Thursday, 3 – 3:45 p.m.

Get the Project Done!

You have your permit. Your building is ready to ship to the job site. Now what? Learn first-hand how to manage this important process. Learn a process path that addresses everything from site preparation to finish out.

Speaker: James "Skeeter" Seekford, Vice President, PHN Commercial Structures
Tuesday – Thursday, 3 – 3:45 p.m.

How to Get the Thermal Envelope Right for All the Green Reasons

Builders will understand how to build thermal envelopes that help homes perform 50 percent better than energy code and qualify for the Energy Tax Credit.

Speaker: Doug Bibee, Residential Application Technology Leader
Tuesday – Thursday, 10 – 11 a.m.

Hydroshield Technology Revolution Home of the Future, Engineered

Find out how Plastpro's fiberglass entry doors and PF Frames — with exclusive Hydroshield Technology — create a moisture barrier for the entire entryway and provide complete protection against the elements.

Speaker: Marcel Chehade, Sales Manager, Plastpro
Tuesday – Thursday, 12 – 1 p.m.

Indoor Environmental Quality

Ron Jones, an industry pioneer, conducts a session that includes an overview on controlling pollutants at the source; the relationship between a tight building envelope and control of ventilation and space conditioning; and installing effective mechanical systems.

Speaker: Ron Jones, Builder and Founding Partner, Green Builder Media
Tuesday – Thursday, 2 – 3 p.m.

Look Below Grade to Upgrade

Learn from experts how to incorporate insulated foundations into building plans and how to leverage this upgrade as a key differentiator in your selling process.

Speaker: Jeff Van Sloun, Owens Corning
Tuesday, 11 a.m. – 12 p.m.

Proper Exterior Door Installation Saves Money and Reduces Callbacks

This Level 1 training, performed by Bill Reiter and Bill Rouleau, will educate builders about best practices that enable professionals to improve their installation techniques.

Speakers: Bill Reiter and Bill Rouleau
Tuesday, 2 – 3 p.m.; Wednesday, 10 – 11 a.m., 2 – 3 p.m.; Thursday, 10 – 11 a.m., 2 – 3 p.m.

Redefining Curb Appeal in a Down Market

Even in a challenging market, there are many exterior embellishments that can give builders an extra edge in marketing their homes.

Speaker: TBD, Owens Corning
Tuesday, 10 – 11 a.m.

Severe Weather and Closed-Cell Spray Foam: A Better Building Technology

Learn about closed-cell spray foam, what it is and where to use it. This session highlights the effectiveness of closed-cell spray foam in resisting flood and wind forces as well as structural damage.

Speaker: Mary Bogdan, Senior Principal Scientist for Honeywell
Tuesday, 2 – 3 p.m.

The Differences in Today's Treated Lumber Products

There's good news for builders who prefer build-

ing with real wood: advanced formulations have produced new treated wood products that substantially improve the long-term performance and beauty of wood. Hear about the newest technologies in wood treatments and preservation.

Speaker: Dr. Alan Preston, Vice President of R & D for Viance
Wednesday, 3 – 3:45 p.m.

Water Efficiency

Learn how to include appealing water-saving features in your homes from Gary Klein, formerly with the California Energy Commission and current instructor for GreenPlumbers USA, a national training and accreditation organization.

Speaker: Gary Klein, Instructor, GreenPlumbers USA
Tuesday – Thursday, 12 – 1 p.m.

What Every Builder Needs To Know About High-Performance Plumbing

This seminar will introduce builders to effective design and installation of high-performance plumbing systems. Builders need to understand the basics of these systems to properly manage their trade contractors' performance.

Speaker: Carl Seville, Seville Consulting
Tuesday, 11 a.m. – 12 p.m., 2 – 3 p.m.; Wednesday, 11 a.m. – 12 p.m.

What's Green About Ventilation?

The seminar will cover ASHRAE 62.2, which is the ventilation platform designated by LEED, Energy Star Homes – Indoor Air Package, California Title 24 and other green building standards.

Speakers: Vic Flynn and Don Stevens
Tuesday, 12 – 1 p.m., 1 – 2 p.m.; Wednesday, 12 – 1 p.m., 1 – 2 p.m.

Why Closed-Cell Spray Foam ... Why Now... The Answer to Energy Performance

Learn about closed-cell spray foam, what it is and where to use it. This session highlights the effectiveness of closed-cell spray foam in resisting flood and wind forces as well as structural damage.

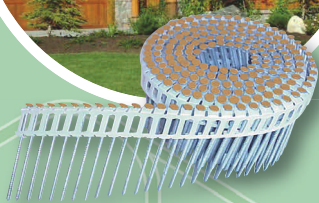
Speaker: Mary Bogdan, Senior Principal Scientist for Honeywell
Thursday, 12 – 1 p.m.

For complete, up-to-date seminar descriptions, go to www.pbshowvillage.com.

A Perfect Fit.

MAZE **ECO**-NAILS®

to install a variety of
eco-friendly products!



Cedar Siding



Pressure Treated Lumber Decking



Cedar Shake Roofing & Siding

Using Maze Nails will earn points toward LEED® Certification in the "Materials & Resources" (Recycled Content) Category.



it's good to be
green®



Build Smart. Build Green. Build with Maze.

- SCS has independently *certified* the recycled steel and zinc content of Maze Nails.
- Maze nails are made from high-quality recycled steel.
- Maze manufacturing by-products are reclaimed and reused.
- Maze nails are packaged in recycled-fiber cardboard boxes.
- Maze nails are proudly 100% Made in the USA – within strict EPA and OSHA guidelines.



1.800.435.5949 | mazenails.com

Maze Nails, Division of W.H. Maze Company ~ Celebrating 160 Years

For FREE info go to <http://pb.hotims.com/23718-31>

“LEED®” and related logo is a trademark owned by the U.S. Green Building Council and is used by permission.”



Gettin' Lucky: 13 Reasons to Visit Show Village

Here are a handful of reasons — lucky 13! — why you should stop by Show Village this year:

- 1.** It's a party! Block parties with music, drinks and tours of our modular show homes are held from 4 – 6 p.m. every night of the show.
- 2.** If you're from the Midwest, like us, then it's the dead of winter back home. Trust us, it will feel great to go outside and get a little desert air.
- 3.** It's convenient! The homes — and therefore the party — are located in the outdoor exhibits in the blue lot, which just happens to be right next to the main entrance of the Las Vegas Convention Center.
- 4.** Two words: complimentary beverages. Need we say more?
- 5.** You get a chance to meet the people behind *Professional Builder*, *Professional Remodeler*, *Custom Builder* and *Housing Giants* magazines. For more on whom to meet, check out "Spotted at Show Village" on the next page.
- 6.** The return of blues guitarist (and custom home builder!) Albert Cummings. Albert and his band have played at Show Village since 2001, so if you've missed them for the last six years, you have another chance!
- 7.** The Learning Center of attention! In addition to the three houses we build every year, we've added a fourth: the Learning Center. Believe us, you do not want to miss these informative educational sessions.
- 8.** It's a unique networking opportunity. What's a better environment to meet new people and expand your business than by relaxing outdoors?
- 9.** Products, products and more products. Icynene, Panasonic, Rinnai and others will be at work in our theme houses and the Learning Center. We don't even have the space to list all the demonstrations and launches you can expect.
- 10.** You can participate in the live version of the Rinnai-sponsored game, "Are You Smarter than a Green Builder?" and maybe win a prize (play the online version at HousingZone.com).
- 11.** You can tour the homes and attend live educational seminars daily. Do you really want to miss them?
- 12.** Try your luck at the "Pop a Shot" contest that will be held at the "playground" of the Learning Center.
- 13.** You have the opportunity to talk to Palm Harbor Homes representatives about purchasing one of these stunningly beautiful homes. After the show, they'll be taken apart and put back together on some builder's lucky lot.

BUT WAIT ... THERE'S MORE!

THIS IN-DEPTH OVERVIEW OF SHOW VILLAGE 2009 doesn't cover everything. Check out the Show Village Web site both before and after the show for even more information and images on all of the homes and the products. There are also convenient links to product information and manufacturer Web sites. Log on and point your browser to www.pbshowvillage.com to experience it for yourself.

Propane. Enough green to get you halfway to gold.

	POINTS EARNED WITH PROPANE	POINTS REQUIRED FOR GOLD
Energy efficiency: propane heating, cooling, hearth and water heating systems are extremely efficient	134	100
Indoor environmental quality: propane furnaces, water heaters and direct-vent appliances earn points	20	72
Water efficiency: propane tankless and tank water heaters can meet or exceed requirements	12	19
Resource efficiency: propane tanks contain over 70% recycled steel and brass; copper gas line scraps are recyclable	9	77
Lot preparation and development: underground and above-ground propane tanks provide installation flexibility and don't require much soil turnover	7	12
Operation, maintenance, and homeowner: propane safety and operation materials readily available	18	9
Global impact	–	6
Additional points from selections of your choice	–	100
TOTALS	199	395

Build with propane and earn up to 199 NAHB Green Builder points.

These days, homebuyers are looking for ways to help save energy and protect the environment. When you build with propane, you'll provide your customers with an efficient, reliable, clean-burning energy that's available right now. The proof is in the NAHB Green Building Guidelines. With propane you can earn up to 199 points – putting you halfway to gold just for making a smart energy choice. For more on all the green benefits of propane, and a chance to win propane appliances that can help you achieve 199 points, visit our booth or buildwithpropane.com.



PROPANE
EXCEPTIONAL ENERGY®

Visit booth N2617 at the International Builders' Show in Las Vegas

For FREE info go to <http://pb.hotims.com/23718-32>

Spotted at Show Village

They're out of the office and in your face.
Keep your eye out for these editors!



PAUL DEFFENBAUGH – Our fearless leader, Paul is the editorial director of the Residential Construction Group. He oversees all the editorial content and endeavors of *Professional Builder*, *Professional Remodeler*, *Custom Builder* and *Housing Giants* magazines and also writes the editorial for

Professional Builder every issue. When he's not making sure the magazines are the best they can be, he updates his blog, House Beat, on HousingZone.com. Paul is a seasoned housing industry expert, so be sure to seek him out and have a chat. He shouldn't be hard to spot — at 6 feet, 4 inches, he'll be one of the folks towering over the crowd.



FELICIA OLIVER – One of our senior editors, Felicia churns out amazing features month after month for *Professional Builder*, *Custom Builder* and *Housing Giants*. One of her specialties (besides her banana pudding pie) is green building; not only does she constantly update the Green Hot

Topics section of our group's Web site, HousingZone.com, she also handles *Professional Builder's* Green Building Research survey that's featured every September. Felicia's also the writer behind the National Sales and Marketing Awards coverage. If you're a builder with projects in the Northeast, then look no further than Felicia — she covers projects from this region for PB's Best Address features.



SUE BADY – The go-to-person for *Custom Builder*, Sue is a senior editor who specializes in design and has an architecture crush on Frank Lloyd Wright. In addition to providing in-depth coverage of our Best in American Living Award for all our magazines, penning *Custom Builder's* editorials

every issue and delivering detailed articles month after month, Sue also updates her HousingZone.com blog, My Two Cents, regularly. When she covers a project, she takes her pick from out West. So if you're building something awesome between the Rocky Mountains and the Pacific Ocean (or even if you aren't!), you had better search for Sue.



BILL LURZ – Our seasoned industry vet, Bill is all about business. A senior editor who specializes in our business articles, Bill also writes the editorial blog for our twice-monthly, all-digital magazine *Housing Giants*. Bill's biggest project year after year is providing the in-depth industry

analysis for *Professional Builder's* Annual Giant 400 Report. When he's not writing hard-hitting features on impact fees or contingencies, Bill's updating his HousingZone.com blog, Ear to the Ground, with his one-of-a-kind insight into the housing industry. He's even made it to film! Bill's based in Florida and covers news and projects in the South. So seek him out and hear what he has to say on the industry.



MARK JARASEK – Mark is a senior editor and our e-media guru. He is the go-to-person on our staff for updating our Web site, HousingZone.com, with blogs, articles, videos, and all the other vital information you find on our sites.

Mark also organizes our newsletters filled with useful links and articles. That Web machine is a big deal, and he handles it well! On top of that, Mark writes for all of the magazines and specifically focuses on projects from the Midwest. He's also a killer keyboard player, so be sure to mention that when you see him.



SARA ZAILSKAS – What you're reading now wouldn't be here if it weren't for Sara. As assistant managing editor, she makes sure our magazines get written, edited, designed, edited some more and then sent off to the printer in a timely and orderly fashion. She is also our copy editor,

making sure the commas and dashes are in the right places and our content is as complete as possible. But wait! That's not all she does! She contributes features and quick-hit articles to the magazines, too. She wants to talk to YOU, so be sure to find her among the masses at Show Village.

NICK BAJZEK – As his HousingZone.com blog is so aptly named, Nick is definitely our Product Guy. As the products editor, he provides



product coverage and features for *Professional Builder*, *Custom Builder* and *Professional Remodeler* magazines, in addition to being the main guy behind the 100 Best New Products supplement and the IBS pre-show issue. He

feeds the world daily with a Product of the Day for HousingZone.com to boot. P.S. Nick is also a musician, playing bass guitar in a working Midwest-based band.

MIKE MORRIS – Mike is the editor-in-chief for *Professional Remodeler* maga-



zine. He drives the editorial content for the magazine, guiding the important and interesting topics that staff writers and other contributors put together for the readers. Mike's a great resource for builders breaking into the remodeling industry. He loves to get input and find out what's important

to those involved in the industry.

JONATHAN SWEET – Jay has covered the construction industry for the last



decade, first as a business and homes reporter at a daily newspaper and then for several construction-related trade publications. Now Jay's a senior editor with *Professional Remodeler*, and his talents shine through not only in the feature articles he writes, but also in his uber-popular blog,

The Sweet Spot. This is a must-read for builders, too; check out his posts at www.prremodeler.com. If you spot Jay, pull him over, say hello and give him some ideas for blog posts or articles you'd like to see.

know more



Closed-Cell Spray Foam provides superior insulation performance in your residential projects.

Offering the highest R-value per inch of any wall cavity insulation, impressive moisture resistance, ultra low air permeability and increased wall strength, Closed-Cell Spray Foam is an extremely high quality and efficient insulation. Using Closed-Cell Spray Foam can help lower your operating costs for materials and labor, while boosting your customer's energy savings. No more question which insulation is best! Know more about Closed-Cell Spray Foam insulation. www.ccfoam.com.

Honeywell

Show Village Builder: Palm Harbor Homes

Who is Palm Harbor Homes?



You have to admit the idea of constructing four homes on a parking lot in Las Vegas sounds pretty extreme. Think of the logistics: can you imagine the “wide load” flat-bed trucks with huge portions of a modular house driving down the Strip? Even in Las Vegas that spectacle would certainly cause even the most jaded of Vegas visitor to take notice.

Yet that’s what Palm Harbor Homes does for Show Village 2009. The team is certainly experienced, having participated in the construction of Show Village homes since 2005.

Based in Dallas, Palm Harbor Homes has been a leading provider of factory-built housing and financial services, including full-service chattel mortgages, conventional real-estate loans and insurance products since 1977. Palm Harbor’s dedication to customer satisfaction has resulted in a 61 percent referral business. Its vertically integrated operational structure makes it unique in the marketplace.

MANUFACTURED? MODULAR? WHAT’S THE DIFFERENCE?

MANUFACTURED HOME CONSTRUCTION

THE TERM “MANUFACTURED HOME” specifically refers to a home built entirely in a protected environment under a federal code set by the U.S. Department of Housing and Urban Development. Manufactured homes are not mobile homes. The term “mobile home” describes factory-built homes produced prior to the 1976 HUD Code enactment.

The HUD code requires each manufactured home to meet the following requirements:

- Built as one, two or three sections in a protected building center, transported to the home site on a frame and installed
- Meets the strict HUD code restrictions for design and construction; durability and strength; fire resistance; transportability; energy efficiency; and quality
- Built on steel beams with wheels under each section
- Meets the high standards for heating; plumbing; air conditioning; and thermal and electrical systems performance
- Passes stringent third-party inspection

MODULAR HOME CONSTRUCTION

A MODULAR HOME is simply a home built to local building codes in a controlled, environmentally protected building center using precise and efficient construction technology. A modular home is built to the same codes as a site-built home. Because they must be transported to the home site, modular homes are typically much stronger than site built homes.



Designer fixtures. Granite countertops. Luxury appliances.
Are they really worth cutting corners on plumbing?

As a builder, you can invest in the right plumbing system. Or pay for the wrong one. Installing anything less than the best plumbing puts the value of your homes—and your bottom line—at risk. Uponor Plumbing Systems install efficiently, distribute water effectively and perform reliably. **Call 800-321-4739 or visit www.uponor-usa.com/plumbing** to get your free copy of “Proven Performance,” your guide to how Uponor plumbing systems can help you add value to your homes and eliminate callback concerns.

uponor

Formerly Wirsbo

For FREE info go to <http://pb.hotims.com/23718-34>

About 90 percent of the 8,500 homes Palm Harbor builds each year are customized with tile work, cabinetry, engineering changes or other features. Skilled company craftsman build each home to 80 percent completion in one of 18 building centers, and company-trained associates finish the last 20 percent of construction on-site and oversee the construction of amenities such as carports, garages, sunrooms or patios. Palm Harbor builds in environmentally protected building centers featuring strict quality controls, minimal material waste and efficiency.

The company has garnered recognition from organizations such as the U.S. Environmental Protection Agency and Energy Star; has earned the National Housing Quality Gold Award; and has been included in *Professional Builder's* "101 Best Companies to Work For in the Residential Construction Industry" report. **PB**

5 REASONS BUILDERS AND DEVELOPERS USE MANUFACTURED AND MODULAR HOUSING

HERE'S A LIST OF REASONS the Manufactured Housing Institute says builders and developers turn to manufactured and modular housing product:

- Provides a high-quality product at a lower cost than site-built housing
- Can serve to meet a pent-up consumer demand for entry-level, single-family detached housing
- Can help builders and developers expand in their current market
- Can produce housing using significantly less on-site labor
- Enables builders and developers to utilize property that might otherwise be financially or technically difficult to build

WHAT HAPPENS TO THE SHOW VILLAGE HOMES AFTER THE SHOW?

FROM A PARKING LOT AT THE LAS VEGAS CONVENTION CENTER to where? Each year the homes are eagerly snapped up by some enterprising home builder. The homes are carefully pulled apart, loaded back up on the flat bed trucks that parade through Las Vegas and then taken to their permanent site.

More than likely, this year's homes will catch the attention and imagination of a builder or developer who does business in the general Las Vegas vicinity. If you are interested in buying a home, be sure to ask one of the Palm Harbor representatives about it. There will be plenty of them on hand during the exhibit.

Last year when IBS was held in Orlando, Fla., one of the homes went to Panama City, Fla., with Stalwart Built Homes; New Era Homes took another, and it ended up in a housing community in Springfield, La. The third home was sold to an undisclosed builder and moved about 40 miles northwest of Orlando.

Thank You, Sponsors!

Show Village 2009 wouldn't be possible without the help of our amazing sponsors. We really appreciate it!

BASF
 BaySystems North America
 Beam
 Behr
 Contech Bridge Solutions
 Owens Corning Cultured Stone
 Danze
 Deceuninck North America
 Deck Images
 Dow Building Solutions
 Environments For Living
 GE Appliances

Generac
 Honeywell
 Icynene
 Interceramic Tile and Stone
 Koma Trim Products
 Lasco Bathware
 Latitudes
 LG Solid Source
 Masco Corp.
 Maze Nails
 Nisus Corp.
 Owens Corning
 Palm Harbor Homes

Panasonic
 Plastpro
 Ply Gem
 Rinnai
 Schlage
 Sony
 Sprint
 Therma-Tru Doors
 ThyssenKrupp Access
 TimberTech
 Viance
 Wayne-Dalton

[BEST ADDRESS]

DESERT

82

Landscaped roofs cool buildings.

Cars get parked underground. No blacktop to retain heat.

Center promenade creates breezeways, cooling adjacent courtyards.

Greenery features 350 plant types that require virtually no maintenance.

OASIS

In the hot Arizona climate, Camelview Village showcases how Optima combined new technology, prefabrication and thoughtful design to create exemplary green low-rise condominiums.

By Sara Zailskas, Assistant Managing Editor

83

Design and landscaping lower Camelview Village's temperature 10-12 degrees.

A horizontal plane gives the site a human scale compared to a high-rise with as many units.

Cantilevered balconies offer shade and privacy.

Photovoltaic rooftop solar panels contribute to electricity for buildings' common areas.

The story of Optima's eco-friendly complex begins and ends on the outside. A walk through the development — on its way to becoming 700 units — isn't overwhelming nor busy, as you might imagine it to be. Instead, it's serene and calm. The sound of bubbling water from the scattered fountains and water features fills the air. The six- and seven-story cantilevered buildings don't tower over courtyards but instead envelope them. The reddish-brown exteriors even mimic an Arizona canyon, a reminder of their Scottsdale location. And there are lush green plants everywhere — on the terraces above, on the ground, in the distance. This is Camelview Village, a desert oasis that tips its hat to Mother Nature in both design and function.

Builder, developer and architect David Hovey and his team set out to create "the best building we could possibly think of." Hovey's philosophy is to rely on unique architecture to solve a site's challenges. For Scottsdale, that meant the project needed to be energy efficient and use as little water and electricity as possible. He used roofing and landscaping with the most low-maintenance and climate-specific plants. He chose building materials because they reflected sunlight, shaded and could be recycled. He designed breezeways to cool the community. He relied on prefabrication and repeatable building components to keep costs down so green perks — and the luxury amenities a Scottsdale community would want — would be economically viable. Plus, it's built to LEED Silver standards.

The formula is working: Camelview Village is in its third, final phase, and it's 85 percent sold. Says Hovey: "We wanted to show people how they could live in the future, not the past."

Welcome to Camelview Village.



OPTIMA ORIGINALLY ANTICIPATED Camelview Village would have 750 units. Prefabrication and open floor plans allow buyers to combine units, however, and the development development will have 700 condominiums in the end.





Green Dreamer

A) Skybridges connect units and feature green roofs. They also have grading that is easy for vines to climb (more plants) and diffuses light (more shade).

B) The buildings' shape shades courtyards and creates breezeways.

C) Staggered balconies shade other terraces — which cools both the courtyards and condominium interiors — and help keep units private.

D) Plants survive in the Arizona climate and in the community's shade, so there's no water wasted in upkeep.

E) Floor-to-ceiling windows don't face directly into neighbors' homes (more privacy).

F) Each unit has a landscaped terrace, so homeowners see something nice and never look down to a roof — just other landscaped terraces. The design also helps with privacy.

G) Opaque glass reflects light and also maintains privacy.

H) No two spaces are the same in the entire project.

I) Sandstone panels that "float" and horizontal aluminum planes on the exterior create sightlines and shade from the hot Arizona sun, cooling the building.

J) Transportation is a mere 1/2 mile away, along with 95 restaurants and shops.



Save 10–15% Now

High quality materials, swank swimming pools, Sub-Zero appliances and green features come with a cost. How do you include all that and keep the price low enough that a buyer will bite? David Hovey turned to what he knows best: prefabrication. As much of the building production as possible is done in a factory because fixed labor costs are key, Hovey says.

For the Camelview Village units, the team uses standard structured bays of 30 feet by 30 feet and 5 feet by 5 feet. “The job site had a very systematic, repeatable way that proved to be economical,” Hovey says. “Doing this allowed us the additional amenities and things like green roofs that are normally cost prohibitive.”

To keep track of building plans, Optima uses Tekla Structures software.

LOOK, MA': NO BLACKTOP — THE STORY BEHIND THE GREENERY

FOURTEEN ACRES, with 21 acres of landscaping and a dog park to boot. The Optima team wanted to keep hard surfaces — which retain heat and boost the community's temperature (thus requiring more air conditioning) — to a minimum at Camelview Village, so it positioned the parking underground and landscaped the roofs, courtyards and terraces.

But you can't just use any type of plants to be truly green. The landscaping needed to be hardy and require as little maintenance and water as possible. Plants that required chemicals or lots of community-provided water would defeat the purpose of going green.

To find the right types of foliage to use, Optima turned to a professor at Arizona State University. After two years of year-round trials, they settled on 350 plant types. “[The professor] was really helpful because he believed in our idea, and he believed it could work,” David Hovey says.

The result is low-maintenance landscaping that lowers the ambient temperature around 11 buildings 10–12 degrees, Hovey says — and it's pretty to look at, too. Mission accomplished.



It's not protecting the
downstairs bedroom.

It's protecting their little boy's room.



Electrical fires can start in any room of the house. Something as insignificant as a nail, meant to hang a family picture can damage a wire's insulation just enough to start a fire. That's why Siemens new Combination-Type Arc Fault Circuit Interrupters detect and prevent arc-faults for every room in the house, and more importantly everyone in the house. Siemens Whole House Safety includes AFCI, GFCI, Surge Protection and Load Centers. Please call the number below to receive your free Whole House Safety Kit.

1-800-964-4114 • ref. code AFCIPB

www.sea.siemens.com/wholehousesafety

SIEMENS

For FREE info go to <http://pb.hotims.com/23718-36>



Photography Courtesy Optima

PROJECT PROFILE**Community:** Camelview Village**Location:** Scottsdale, Ariz.**Project Type:** Low-rise infill multifamily**Buyer Profile:** First-time, move-up, downsizing**Square Footage:** 800 to 3,200, or customizable**Builder/Developer:** Optima, Phoenix**Price Range:** \$400,000s to \$2.5 million**PRODUCTS USED****Appliances:** Sub-Zero, Miele**Bathroom Fixtures:** Kohler, Bain Ultra, Dornbracht**Cabinetry:** Bulthaup**Closet Systems:** California Closets**Flooring:** Travertine and Mohawk Carpeting**Windows:** Harmon Glass**INDOOR SANCTUARY**

Camelview Village condominiums feel just as luxurious and serene on the inside.

David Hovey and his team specifically chose monochromatic colors for the interiors so homeowners' identities come through in their furnishings — not in the finishes the builder chose. Travertine and bird's eye maple cabinets, for example, offer soft, creamy colors that complement many palettes.

One color buyers have to appreciate is green, because you can see it outside through every floor-to-ceiling window. Hovey relies on the windows to incorporate the outdoors into the indoor living space. A scarcity of walls — most are non-load-bearing — and the plethora of windows make the units feel luxurious and larger than they actually are.

Mundane (in comparison) but important: Each unit controls its own HVAC system, and finishes are maintenance-free.

Sign us up.

What Wowed Us

It's rare that so many editors of *Professional Builder's* staff get to experience a project in person at the same time. When we toured Camelview Village in October, we all agreed: we wanted an identical Camelback Village project (including the warm weather) in our Chicago back yards.

What had us crooning? Our editors explain:

"The thought behind sight lines that allowed residents to maintain privacy yet still have tons of fenestration."

Paul Deffenbaugh, Editorial Director

"The green roofs and reflecting pools make this project feel like an oasis in the desert. I also love the way the architecture evokes prairie style with its wide roof overhangs. Frank Lloyd Wright would approve!"

Susan Bady, Senior Editor, Design

"The first thing that grabbed me walking in was the very distinctive, modern architecture. I liked the glass walls that let in lots of natural light and the idea of having green terraces for each unit."

Felicia Oliver, Senior Editor

"Their ability to sell those things in the market the way it is now and the amount of luxury it offered. The contemporary architecture of it was very cool, there's no question."

Bill Lurz, Senior Editor, Business

"I was particularly impressed by the lush greenery that cascaded from every ledge, which turned their central walkways and courtyard area into a private, calming oasis while the outside bustled with neighborhood traffic and noise you couldn't see or hear."

Mark Jarasek, Senior Editor, Electronic Media

What made us go hmmm?

Although there was a lot to love, we did wonder about all those windows. Although the building design, landscaping and Low-E glazing on the windows make it hard to see in, it might take a while to get accustomed to feeling private if you can see all that lovely green all the time. And the amenities sure are nice — but we wouldn't want the assessments. **PB**

Build better, build greener

Proven in over 12 years of severe weather testing, Ecolife™ Stabilized, Weather-Resistant Wood frees contractors to build confidently and creatively with real wood.



- Nonmetallic preservative plus stabilizer treatment results in reduced warping, checking, cracking and splitting
- Less culling, waste and fewer callbacks
- Can be used in direct contact with aluminum siding and flashing, even in wet applications
- Less corrosive to fasteners than traditional treated lumber
- GreenSpec listed "best of the best" environmentally preferable building product
- AWPA standardized for above ground use applications
- Building code approved: ICC-ES Report No. ESR-1851
- Lifetime limited warranty against decay and termites



**ENVIRONMENTALLY
PREFERABLE
BUILDING PRODUCT**

"Ecolife stability means less service calls."

"And because it repels moisture so effectively, it doesn't crack and warp in wet environments like other types of treated lumber. We highly recommend it for framing, substructures, docks, and decks and even mill it into decorative railings and moldings. When it comes to treated lumber, Ecolife is our first choice."

— **Bob Heidenreich**, Owner The Deck Store, Apple Valley, MN



Viance PRESERVATION INNOVATION

For FREE info go to <http://pb.hotims.com/23718-37>

1-800-421-8661

www.treatedwood.com/pb8



COME VISIT US AT THE INTERNATIONAL BUILDERS SHOW – BOOTH N537



As a high-end custom builder, we look for quality and style. Windsor offers the product quality and variety of options our customers demand. They provide an affordable and attractive selection of wood species with a variety of exterior cladding colors. For us, Windsor Windows is the only choice.

– Todd Stam, Aspen Homes | Coeur d'Alene, ID



Windsor provides me with the technical expertise and craftsmanship that I need to build a home that is architecturally accurate and of the highest quality. I expect the best and they deliver.

– Jay Robinette, Robinette Builders | Charlotte, NC

Windsor Windows & Doors

An Excellent Choice for Builders from Coast to Coast

All across the country, builders like you are turning to the outstanding Service, Selection, Quality and Value from Windsor Windows & Doors. Whether your project calls for the beauty of wood in our Pinnacle products, the longevity of our Legend cellular PVC, or the efficiency of our Next Dimension vinyl, Windsor continues to be an industry leader with value-engineered solutions. Feature and custom color cladding options along with an array of anodize finishes provide a beautiful selection for your discerning customers.

Ask your building peers about our line of quality products and dedicated professionals. You'll find when you combine our Excellent People with our Excellent Products... you've made an *Excellent Choice*.

Visit www.windsorquality.com/010121 to learn more about the quality line of products from Windsor Windows & Doors.

For FREE info go to <http://pb.hotims.com/23718-38>



WINDSOR
WINDOWS & DOORS
A Woodgrain Millwork Company

Excellent Choice

www.windsorwindows.com | 1-800-283-3399

QUALITY

PRODUCT SELECTION

SERVICE

VALUE

CLAIM CHECK

Underwriters Laboratories recently launched Environmental Claims Validation. The independent testing program monitors environmental claims made by manufacturers, testing product attributes such as recycled content, VOC levels and energy efficiency, to name a few.

INSIDE

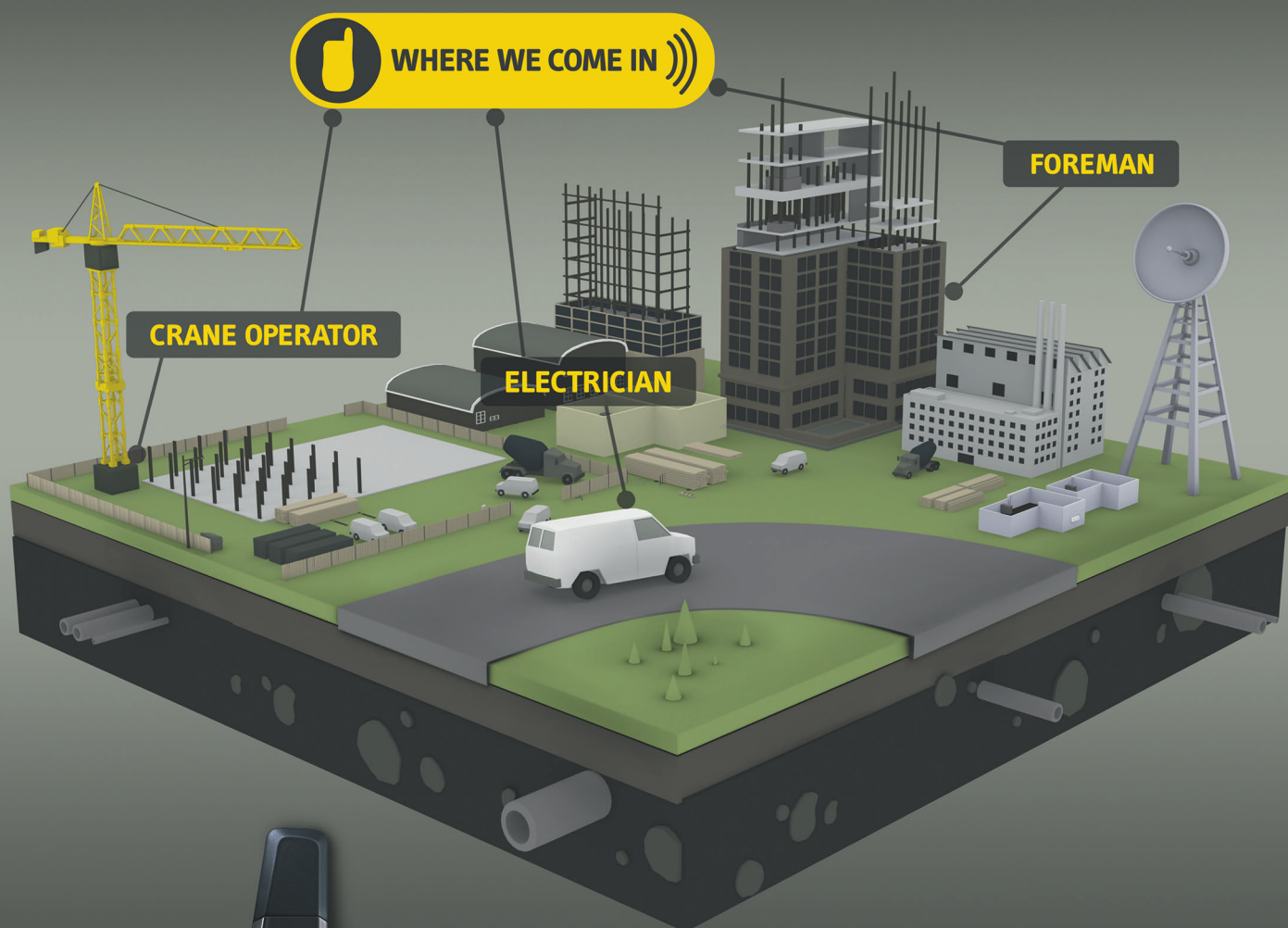
What's new [page 93]

Flooring products to walk on [page 95]

Find stability with our structural products [page 97]

The latest in job-site safety [page 98]

Update on the sprinkler debate [page 101]



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 new Motorola i576 are built to tough 810F Military Specifications 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



"Fastest" claim based on initial call setup time. Coverage not available everywhere. Nextel National Network reaches over 274 million people. ©2008 Sprint. Sprint and the logo are trademarks of 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.

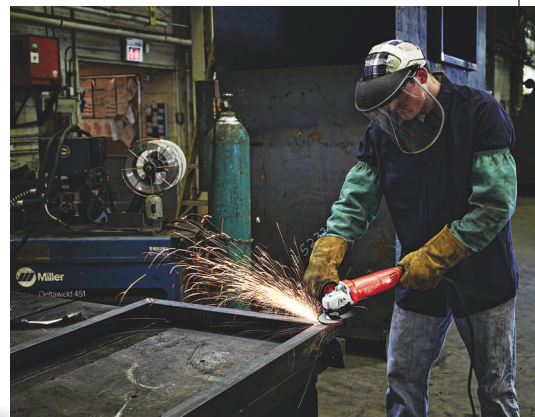
For FREE info go to <http://pb.hotims.com/23718-39>

[NEW PRODUCTS]

Read All About It!

I'm a Big Fan

Meyda now offers customizable pendant/fan fixtures for residential and commercial applications, and it's a good bet you haven't seen anything like these. The Tall Pines at Dusk (107646), for example, features a Silver Mica shade transformed into a decorative but functional casement for a 29-inch fan. The Tall Pines filigree design circles the outside, with reverse repeats of the design on the interior. **For FREE information, visit <http://pb.hotims.com/23718-251>**



What's Your Angle?

Detailed jobs call for detail-orientated tools. Milwaukee packed durability into the new 4 1/2-inch Small Angle Grinders; all have an advanced airflow system, including debris baffles and a multi-port exhaust. Debris baffles are engineered L-shape intake vents that protect the motor and other components by deflecting particles out of the airflow before entering the grinder. **For FREE information, visit <http://pb.hotims.com/23718-252>**



Sonic Boom

Remember those Maxell commercials? Yeah, it's kind of like that. The L150i combines Wisdom Audio's state-of-the-art transducer elements in a way that takes full advantage of its inherent performance benefits. The L150i is ideal for large rooms or those with unique architectural features such as cathedral ceilings because the speakers effectively eliminate floor and ceiling reflections. **For FREE information, visit <http://pb.hotims.com/23718-253>**

Fired Up

You can accomplish just about anything fireplace-related with Spark Modern Fires' new Linear Burner system. The Burner allows you to create a custom fireplace in any length from two feet up to eight feet in one-foot increments. Variable multiple views are available, such as one-sided, two-sided, three-sided or completely open with an overhead vent. **For FREE information, visit <http://pb.hotims.com/23718-254>**

GET INTO THE HOUSING ZONE

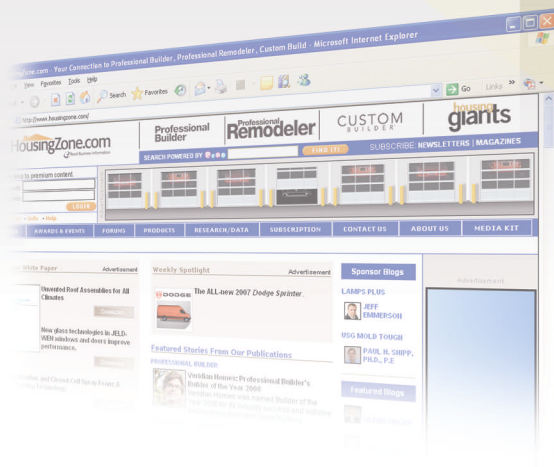
**Make HousingZone.com
your first stop every morning—
and stay on top of critical
issues impacting your
business day.**

You can:

- see videos featuring new product info
- link to valuable white papers or research reports to support your next proposal
- access FREE archived Web casts
- check out the Forums on Green Building, Building Science and NHQ
- enjoy interesting blogs by industry thought leaders
- catch featured stories from the pages of *Professional Builder*, *Professional Remodeler*, *Custom Builder* and *Housing Giants*.
- update your subscription info or sign up for outstanding e-newsletters
- register for upcoming Web casts and events



**HousingZone
.com**



**From HousingZone.com, you can click over to
these favorite sites and and dig even deeper into
topics of specific interest to you:**

- **ProBuilder.com**
- **ProRemodeler.com**
- **CustomBuilderOnline.com**
- **HousingGiants.com**

Bookmark it:

www.HousingZone.com

[FLOORING]

Hardwood, Laminate and Bamboo, Oh My!



Walk the Plank

Want an aged, wire-brushed or oiled look? Karelia has them all in the Full Plank products. The one-strip products join the new Spice line, which includes the walnut-colored Oak Full Plank Black Pepper, the medium gray Rock Salt Matt and darker Oregano. Throw in some basil, and you'll have yourself a spice rack. **For FREE information, visit <http://pb.hotims.com/23718-255>**



Solidly Rigid

It isn't often you see a one-time sanding warranty. You'll have it with Bruce Hardwood Floors' Westchester Plank, a 3/4-inch engineered flooring product that boasts a variety of colors and finishes. The 4 1/2-inch Country Natural, for example, provides great dimensional stability, even over subfloors with wide joist spacings. **For FREE information, visit <http://pb.hotims.com/23718-256>**



Feeling Wired

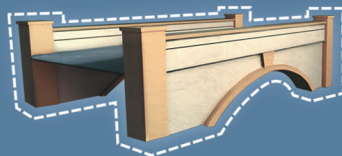
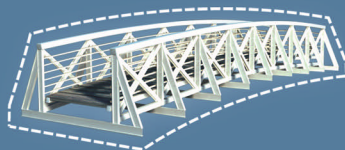
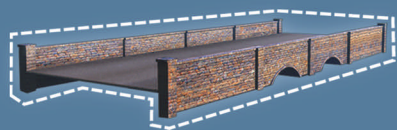
The new Wirescraped finish by Preverco is offered on the company's Original Series and Ingenius Series of engineered hardwood. The textured flooring is surprisingly resilient and has a unique look and feel. Colors range from gray and silver tones to brown and green. The Kilimanjaro finish, shown, features a bold, contrasting color scheme. **For FREE information, visit <http://pb.hotims.com/23718-257>**

The Return of Class

Crafted in Italy, Summit International Flooring's Class line features leather-look rubber tiles. You can drape these on floors, walls and other surfaces. The tiles are available in two versatile sizes and six colors. The rubber construction allows for simple trimming to create custom sizes and shapes. **For FREE information, visit <http://pb.hotims.com/23718-258>**



Set your community apart
by how you bring it together.



Continental®, Steadfast®, BEBO®, CON/SPAN®, SUPER-SPAN® and other signature bridges, from CONTECH® Construction Products Inc. can help you differentiate your development. Vehicular or pedestrian, CONTECH bridges come in a variety of styles, from vintage to classic, to modern and more. No matter what style you're building in, there is a CONTECH bridge that fits the bill. Safe. Simple. Surprisingly cost-effective. CONTECH bridges. One more way to create a development that stands out from the rest. To see what we can do for you, call 1-800-338-1122, or visit contech-cpi.com.



Visit us at the International Builders Show, Booth #C6383 and



Knowledge. Solutions. Service.

For FREE info go to <http://pb.hotims.com/23718-40>

[STRUCTURAL]

Sound and Sturdy



Score Big LEED Points

Polycrete's Big Block ICFs measure 2 feet by 8 feet with standard alternate wall thicknesses. The Big Block panels are bear-hugged together with steel connecting the panels and a web of steel embedded and welded in the foam — nothing's breaking that grip. You erect 16 square feet of wall in one motion. All it takes is some rebar fill with concrete for a strong green home. **For FREE information, visit** <http://pb.hotims.com/23718-260>



Caught in the Moment

You can't put a price on strength! Stronger than site-built or factory-built shearwalls, Simpson Strong-Tie's Moment Frames allow larger openings while offering the high load values that structural designers and builders need. This should help your guys in the field because moment frames always have been time- and labor-intensive to install. **For FREE information, visit** <http://pb.hotims.com/23718-259>



Brace Yourself

Originally made in 12-inch and 18-inch widths in heights ranging from 7 to 12 feet, the 24-inch-wide Shear Brace by iLevel by Weyerhaeuser accommodates greater design loads than existing widths, so your homes will be able to take quite a beating. The braces install easily using mounting brackets that allow builders to make front-to-back adjustments for ready alignment with foundation anchor bolts. The 18- and 24-inch Shear Braces can be used for the second story in stacked applications.

For FREE information, visit <http://pb.hotims.com/23718-261>

Say No to Mold

Mold is such a pain in our butts. USG will help stop mold growth with the new Securock glass-mat sheathing panels. A non-combustible, moisture- and mold-resistant gypsum core helps the panels achieve an ATSM 10 rating, the highest possible rating for mold resistance. Panels are encased in a double-sided, green fiberglass facer and are easy to score and snap — no saws or special tools required. **For FREE information, visit** <http://pb.hotims.com/23718-262>



Photo: Getty Images

[JOB-SITE SAFETY]

Gear Up Safely

Despite all the rules and regulations, the construction industry remains one of the most dangerous jobs on the planet — mine clearing and bear taming barely have it beat. Here's the scoop on common job-site safety hazards and new solutions.

By Nick Bajzek, Products Editor

Deadly Falls



Problem: Falls are the leading cause of fatal injuries in the construction industry and were responsible for 442 deaths nationwide in 2007, according to the federal U.S. Bureau of Labor Statistics. "There is no way to understate the danger of fall hazards, which are the No. 1 killer in construction work," says Diana Cortez, an OSHA area director. "Whenever employees work

without adequate and effective fall protection, they are just one misstep away from death or disabling injury."

Solution: Enter DBI-SALA's 15-foot Sealed Block Self-Retracting Lifeline (SRL). The company's marketing manager, Charley Bryant, says the sealed design keeps critical working components such as the brake, power spring and energy absorber free of debris. The anti-ratcheting brake stops falls within

inches and limits arresting forces to 900 pounds for added safety. The lifeline system maintains a two-foot reserve for shock absorption when the entire lifeline is extended.

Head Injuries



Problem: You'd think this one was a no-brainer (pun intended), but proper head protection is

not always enforced — after all, it's hotter than blazes sometimes and the last thing a worker wants on his or her noggin is a plastic hothouse. According to the U.S. Bureau of Labor Statistics, many supervisors noted that most workers who suffered impact injuries to the head were not wearing head protection. The majority of workers were injured while performing their normal jobs at their regular work sites. Half of the injuries occurred when the worker

wasn't paying attention, but 3/10 of the time the worker was staring straight ahead!

Solution: Give 'em something they'll want to wear. Klein Tools recently launched a new line of hard hats and caps, including the V-Gard cap and hat; Skullgard

cap and hat; and, for all you construction cowboys, the Western Outlaw Hat. Yeehaw! The V-Gard, in particular, has a polyethylene shell with the company's four-point Fas-Trac ratcheting suspension. The standard size fits head sizes 6-8, and it carries third-party certification from the Safety Equipment Institute.

Cold Feet



Problem: Once your subcontractors' feet get cold, they're done. According

to the "National Athletic Trainers' Association Position Statement: Environmental Cold Injuries," by Dr. Thomas A. Cappaert, "Many cases of cold-related injuries are preventable and can be successfully treated if such conditions are properly recognized and appropriate care is provided in a timely manner."

SAY NO TO SHORTCUTS

According to OSHA, most accidents happen in safe environments because workers choose to do the wrong thing. Taking shortcuts might save a little time, but they can dramatically increase the risk of the task. That's why you can't just hand workers a guidebook on the first day and never mention safety again.

Solution:

There isn't a perfect solution to this, but Grabber is one of several companies getting closer to keeping feet warm from heel to pinky toe. The company's Toe Warmers inserts are unique in that they're thin and have a rounded toe and adhesive

backing, so they won't get in the way or bunch up during the day. The new warmers are designed to function in the low oxygen environment of boots and shoes and maintain a temperature of 100–107 degrees to keep blood circulating for up to six hours.

Language Problems



Problem: You're asking for trouble — in both dollars and manpower — if your sub-

contractors can't understand their supervisors. Foreign-born workers, many who are no doubt unaccustomed to the English language, accounted for 29 percent of the fatalities in the residential construction industry, according to "Residential Construction Industry Fatalities 2003-2006," a recently released study commissioned by NAHB. "Residential construction sites can be very dangerous for any

worker, regardless of their language skills or assigned task," said Buck Roberts, president of A.B. Roberts Construction Co. in Anderson, S.C., and chairman of NAHB's Construction Safety and Health Committee.

Solution: Handbooks — the typical solution — are great, but they're often not nearly enough. Consider suggesting that new employees get some classroom time. For example, in the Milwaukee, Wis., area, your Spanish-speaking subcontractors can take a 12-hour, three-week basic language learning course to get up to speed with English phrases. The course is a direct result

of a partnership among La Casa de Esperanza, the Metropolitan Builders Association and Waukesha County Technical College to teach construction industry workers to communicate with Spanish-only or English-only speaking co-workers. "Latinos are sweeping the nation in construction jobs," said Hortensia Washington, director of operations at La Casa de Esperanza and instructor for the new language course. "This is about us respecting everyone no matter how limited their English is and cutting out the middle person."

Hampered Vision During Welding



Problem:

Welders know all too well the importance of protecting their eyes;

auto-darkening helmets has been a Godsend for many acetylene jockeys. Some models, however, often confuse sunlight with the welding arc and automatically darken the visor when no welding arc is present. This can be a nuisance and downright dangerous when welders are preparing to ignite the arc and suddenly lose sight of what they're doing.

Wrong Step

Don't use unsafe A-frame ladders of any kind on your construction sites. Instruct crews to use scissor lifts, Bakers Scaffolds and podium-style ladders.

Solution: The X-Mode technology found in Miller Electric's Digital Elite Auto-Darkening helmet series — specifically the Digital Elite design, which features four independent arc sensors that respond in 1/20,000

of a second. It electromagnetically senses the arc and protects when the traditional arc sensors are blocked, a common occurrence in out-of-position repairs; pipe welding; or in obstructed or hidden-cavity welds. The helmets are lightweight (18 ounces), durable and surprisingly comfortable. **PB**

This year, join the Giant 400.....

The door's open

The word "The" is in a light tan color. The word "door's" is in a dark brown color. The word "open" is in a dark brown color. The two 'o's in "door's" are replaced by circular illustrations. The top 'o' shows a bright yellow sun with rays shining through white clouds in a blue sky. The bottom 'o' shows a small orange house with a blue roof and a chimney, sitting on a green lawn under a blue sky with white clouds. Thin yellow lines connect the sun and the house to the 'o's.

**The
housing industry
has changed.**

**But you're
still standing.**

It's time to shine.

See how you rank among the *Professional Builder* Giant 400, the definitive tally of the nation's 400 largest residential builders.

Download and complete the 2009 *Professional Builder* Giant 400 survey. Go to www.ProBuilder.com/Giant.400.
Deadline for entry: February 15, 2009.

The 2009 *Professional Builder* Giant 400. Rise above the rest.

www.ProBuilder.com/Giant400

**Professional
Builder®**
CHALLENGE. INSPIRE. INFORM.

**giant
400**

[SPRINKLER UPDATE]

Sprinkler Setback

NAHB efforts to stop a vote that could make single-family home fire sprinklers part of the next International Residential Code have failed — at least in part.

By Matt Power, Contributing Editor

The NAHB and the fire safety industry — represented by the National Fire Protection Association (NFPA) — have long been at odds about whether sprinklers make sense in single-family homes. Past votes on the issue have decided against the mandatory sprinklers due to design and maintenance issues.

At a Dec. 11 meeting of ICC officials, however, the prospect of home sprinklers again moved closer to becoming mandatory. The NAHB had written a letter of appeal, asking for a recommendation to be made that the ICC board “set aside” a vote on mandating residential sprin-

klers. They made the appeal based not on technical arguments against sprinklers — of which they have many — but on procedural basis. In laymen’s terms, they tried to throw a wrench in the gears.

That wrench didn’t derail the vote, as hoped, but it did make an impression. ICC officials declined NAHB’s request, but they did agree to bring up the association’s procedural concerns with the ICC board.

What types of concerns?

“It had to do with the fact that a number of

**U.S.
House Fire
Fatalities,
2005**

396,000
residential fires

3,055
civilian fire deaths

13,825
civilian fire
injuries

\$6.9 billion
in property
damage

Source: U.S. Fire
Administration, 2005
[www.usfa.dhs.gov/citizens/
all_citizens/home_fire_
prev/sprinklers/](http://www.usfa.dhs.gov/citizens/all_citizens/home_fire_prev/sprinklers/)

Fire Detection and Design Without Sprinklers



IN A TYPICAL YEAR, as many as 65 percent of deaths from house fires occur in homes with no working smoke detectors. The Residential Fire Safety Institute asserts, “If you have the recommended number of smoke alarms, you increase your chances of surviving a fire by 47 percent.” It notes, however, that sprinklers put survivability at more than 97 percent, stating, “The reason for this is that a sprinkler will act before a fire can grow large enough to spread smoke and toxic products.”

When I wrote about this issue back in 1999 (“Under Fire,” Builder magazine, October 1999), firefighters cited “flashover” as a major reason they wanted sprinklers in new homes, which tend to have wide open floor plans. Synthetic furniture coverings burn very hot, they said, and fire rapidly reaches upstairs living areas.

Adjusting floor plans in single-family and two-family homes to “contain” potential flashover fires would add credibility to builder arguments against single-family sprinkler systems.

— Matt Power

SVO9

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
Inter ceramic 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

[SPRINKLER UPDATE]

the people who voted in an earlier vote were not building officials,” said Calli Schmidt, NAHB’s director of Environmental Communications, the day after the Dec. 11 meeting. “Also, there are issues related to funding that allowed certain ICC members to attend, plus concerns with the vetting of governmental members.”

NAHB’s angle

The NAHB and Habitat for Humanity International both oppose making sprinklers mandatory for single and two-family housing. Sprinklers are already part of multifamily codes, they note, and optional for single-family and townhouses.

Prescribing them for cash-strapped builders and buyers, they argue, doesn’t make sense. It’s an economic burden that ignores other, lower-hanging solu-

tions to house fires.

The NAHB and Habitat point to smoke detectors, estimating that 890 house fire fatalities nationally (nearly a third) could be prevented each year simply by making sure every house has even one working fire alarm.

In addition, they’ve conducted research showing that the cost of installing home sprinklers is far higher than fire officials estimate — once you include permitting, tap and inspection fees. Their estimate of actual costs is double the \$1 per square foot price tag fire officials have suggested.

The association has also debunked the idea that lower insurance premiums will effectively pay for the sprinklers over a short time. They note that “even under the lowest cost estimates (\$2,465), the annual mortgage payment would increase by \$193, roughly

double the upper bound on the average insurance savings.”

Decision point

No matter how compelling the facts, however, the NAHB anti-sprinkler campaign has been a tough one. Fire safety can be an emotional issue and has to be challenged in a nuanced way so as not to appear insensitive. Also, as one NAHB staffer pointed out, ICC meetings “tend to be packed with all these fire officials and only a few of us from the building community.”

By the time you read this article, it’s likely that the ICC board will have made a final vote on whether to add home sprinklers to your future projects. At this writing, the meeting is scheduled for the end of December. Check in at www.housingzone.com for an update.

PB



**We didn’t reinvent the wheel,
just the anchor bolt.**

While the Simpson Strong-Tie® mudsill anchor has always been a time-saving alternative to anchor bolts, it’s now been redesigned to be a direct replacement. The new MASA offers performance that meets or exceeds that of ½" and ⅝" anchor bolts in most mudsill applications. Concrete contractors will like it because it installs easily on forms and stays out of the way until it is bent over the mudsill, making finishing easier and faster. Framers will save time because it eliminates plate drilling and extra washers while offering added installation flexibility. The anchor bolt has finally met its match.



For more information, visit www.strongtie.com or call (800) 999-5099.

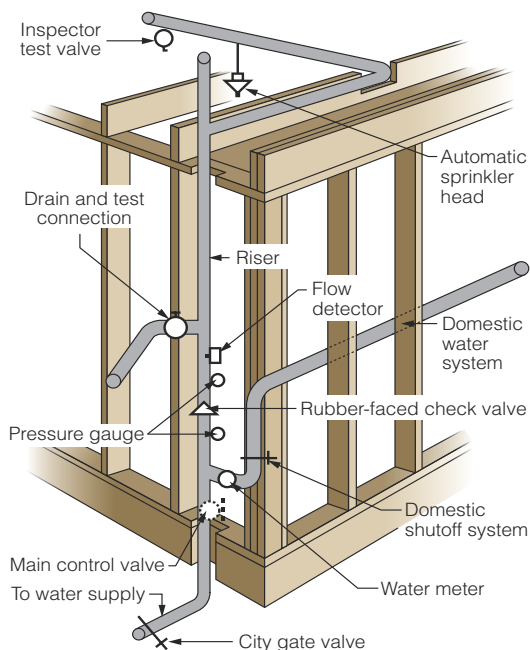
SIMPSON

Strong-Tie

®

For FREE info go to <http://pb.hotims.com/23718-41>

[SPRINKLER UPDATE]



HARD COSTS

In 2007, the NAHB Research Center conducted a national survey to assess sprinkler installation costs. The results showed that sprinklers typically added as much as \$5,573 increase in construction costs, raising the buyer's additional cost to \$6,677.

Median Home Size: 2,271 square feet

Median Sprinkler Cost: \$5,573

Median Added Cost Per Sq. Ft.: \$6,677

Source: "Fire Sprinklers and Homeowner Insurance,"
Lanlan Xu, Sept. 14, 2007,

Web Resources

National Fire Protection
Association
www.nfpa.org

NAHB's Sprinkler
Research
www.nahb.org

Imagine... What Bilco can do for your basements

Bilco products turn basement areas into warm and comfortable living space. They meet building code requirements for emergency egress in finished basement areas and allow builders and homeowners to add valuable square footage to their homes.



Basement Doors



ScapeWEL®
Window Wells



stakWEL®
Window Wells



For more information on our products call
(800) 854-9724 or log on to www.bilco.com

Please see us at Booth #N935 at the IBS Show.

FAUXSTONE PANELS + FAUX WOOD BEAMS BY OUTWATER



Real Savings!

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

ARCHITECTURAL PRODUCTS BY OUTWATER

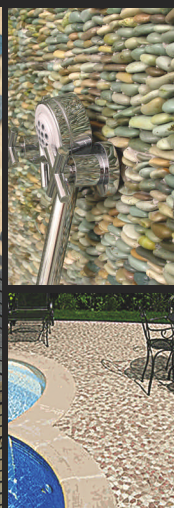
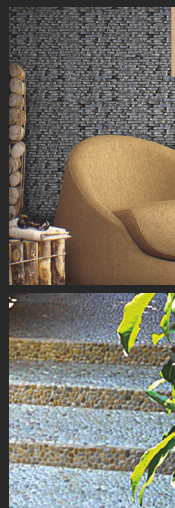


Call 1-888-772-1400 (Catalog Requests)
 1-800-835-4400 (Sales)
 Fax 1-800-835-4403
 www.outwater.com
 New Jersey • Arizona • Canada



For FREE info go to <http://pb.hotims.com/23718-125>

GENUINE STONE TILES BY OUTWATER



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/23718-126>

NobleSeal® SHEET MEMBRANES



NobleSeal CIS



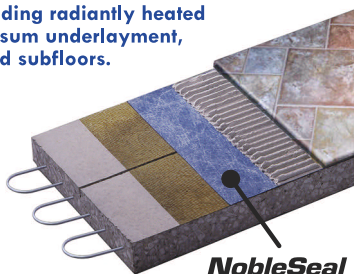
NobleSeal SIS



NobleSeal TS & Chloraloy®

Use NobleSeal sheet membranes over common substrates, including radiantly heated substrates, primed gypsum underlayment, and many wood subfloors.

- Sheet membranes ensure uniform quality and thickness
- Easy to install
- Guaranteed to last



NobleSeal



Easy to install.



1. Apply Bond Coat.



2. Embed Sheet.



3. Install Tile.



800.878.5788 | www.noblecompany.com



Noble Company also produces ready-to-tille shower products. Visit our website for additional information.

For FREE info go to <http://pb.hotims.com/23718-127>

*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.



SCRATCH PROTECTION

- PROTECT TUBS, SINKS, SHOWERS & WHIRLPOOLS
- WATER-BASED COATING CURES TO A DURABLE "PROTECTIVE SKIN"
- EASY-TO-APPLY, EASY-TO-REMOVE



**CALL 1.800.789.6633
OR ORDER NOW AT**

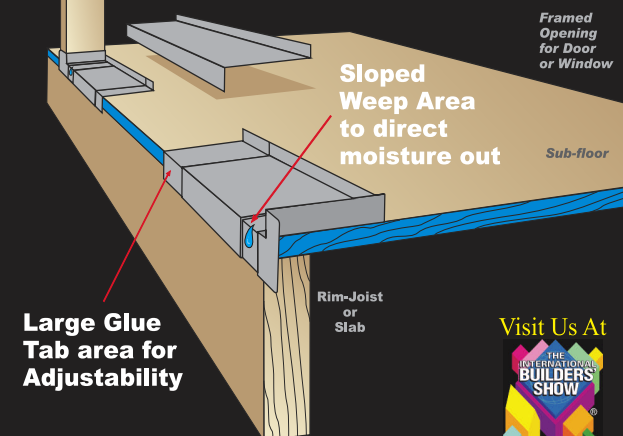
www.protectiveproducts.com

For FREE info go to <http://pb.hotims.com/23718-128>

Jamsill Guard®

The ORIGINAL Sill Pan Flashing Since 1983!

The Jamsill Guard® is an adjustable sill pan flashing for exterior doors and windows designed to prevent water damage from window and door leaks.



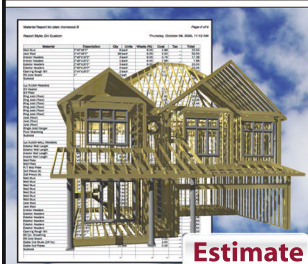
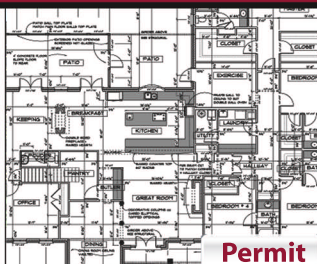
1-800-JAMSILL
 jamsill.com (526-7455)

Visit Us At
 THE INTERNATIONAL BUILDERS SHOW
 Booth N367

For FREE info go to <http://pb.hotims.com/23718-129>

SoftPlan Raises the Bar

"much faster and more accurate than the competition"
 -Remodeling Magazine



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

Version 14
SOFTPLAN
 ARCHITECTURAL DESIGN SOFTWARE

International Builders Show • Las Vegas • Booth #C4367

For FREE info go to <http://pb.hotims.com/23718-131>

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/23718-130>

GO
 ONLINE:
housingzone.com

YOUR ACCESS TO:

**premium
 CONTENT**

Professional
 Builder
 Professional
 Remodeler
 CUSTOM
 BUILDER

- blogs
- awards
- events
- hot topics
- products
- research



COME CHECK IT OUT:
www.housingzone.com

ADVERTISEMENT
PRODUCT SHOWCASE / INTERIOR & EXTERIOR



High Performance Waterproofing and Gas Barrier Systems

eproTM
 Waterproofing Systems
 800-882-1896 • www.eproserv.com

A WORLD OF DIFFERENCE
 BETTER WORLD CONDITIONS



Epro Design

- Composite Technology (laminated components)
- Field Installed
- Monolithic
- Highly Adhesive
- Flexible Component Selection

Purpose of Design

- Superior Strength
- Simplifies Leak Detection
- Reduces the Effects of Future Movement
- Redundancy of Protection
- Maximizes Drainage Planes
- Custom Design for Special Requirements

Complete Redundancy

- Monolithic and Fully Bonded Barrier
- Multiple Waterproofing Barriers
- Multiple Protection and Drainage Courses

Application Systems

- Concrete and Block Walls
- Blindsides
- Beneath Slab
- Between Slab and Deck



Attending the shows this season? Please stop by and visit!

IBS • Jan. 20-23, 2009 • Booth #S8535

World Of Concrete • Feb. 3-6, 2009 • Booth #S13350

For FREE info go to <http://pb.hotims.com/23718-132>

107

FauxWoodBeams.comTM



We are leading the industry in providing you with the most realistic, highest quality faux beams on the market today. We offer the largest selection of faux building supplies, at the best prices. We have been happily serving you for 34 years. Buy from a trusted source.

FauxPanels.comTM



Faux PanelsTM are made of high-density polyurethane. Our panels and siding are molded from actual rock, stone, and brick. Their lightweight, realistic, and easy to install. We offer the largest selection of faux stone panels on the market today!

A Barron Designs Company
 Visit both our websites to learn more!
 1 (800) 651-4223

Visit us at IBS
 Booth # N2672

www.FauxWoodBeams.com

www.FauxPanels.com

For FREE info go to <http://pb.hotims.com/23718-133>

FINISH WITH VINYL

Clean lines & crisp detail for today's homes



LIFETIME WARRANTY

STANDARD POST & RAILING SYSTEMS

- Available in 8 styles
- 4 color choices
- Curved railing available



New Holland, PA
 1-800-633-7093

www.superiorplasticproducts.com

For FREE info go to <http://pb.hotims.com/23718-134>

ADVERTISEMENT
PRODUCT SHOWCASE / INTERIOR & EXTERIOR

Big Builders deserve Professional Solutions



See VisionREZ at IBS 2009! Booth # S8967

vision REZ
 Powered by Autodesk® Technology

An **ITW** Company
AMERI-CAD

- Construction Documents
- 3D Models
- Framing
- Bill of Materials
- Graphics
- Manufacturing Links



- Powered by Autodesk Technology
- Efficient Workflow and Processes
- Accurate Intelligent Models

WWW.VISIONREZ.COM

For FREE info go to <http://pb.hotims.com/23718-135>



Finlandia Saunas
are a Cut Above The Rest...

...with the highest quality materials and old country craftsmanship. In fact, we still use 1" x 4" wall and ceiling boards, while our competitors use only 1/2" x 4". That's why more architects and builders come back to **Finlandia Sauna** again...and again...for easy and trouble free installation of any standard or custom size, as well as best finished product.

Contact us at
800-354-3342
www.finlandiasauna.com
 Nationally recognized since 1964!

For FREE info go to <http://pb.hotims.com/23718-138>

Quick Low Cost




FALL PROTECTION throughout construction including drywall

Build a freestanding OSHA compliant guardrail in minutes using construction grade 2X4s and Safety Boots.




1-800-804-4741 • www.safetyboot.com

Independently certified to exceed OSHA temporary guardrail regulations, Safety Boots anchor to most surfaces including concrete and are fully reusable.

Freestanding design allows guardrails to remain in place throughout construction, including drywall installation.

For FREE info go to <http://pb.hotims.com/23718-137>

YOUR ACCESS TO:

GO ONLINE:
housingzone.com

premium CONTENT

Professional Builder

Professional Remodeler

CUSTOM BUILDER™



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

MAINTENANCE-FREE

CUPOLAS & LOUVERS



NEW CONCEPT LOUVERS

Telephone: 1-800-635-6448
www.NewConceptLouvers.com

For FREE info go to <http://pb.hotims.com/23718-201>

VECTOR ARTS

ARCHITECTURAL RENDERING SERVICE



Mid-market homes rendered for **\$149**

Phone: 616-364-6000
www.vectorarts.com

For FREE info go to <http://pb.hotims.com/23718-202>

**Factory Direct
Wood Flooring**

Same Day Shipping
Over 1M sf in Stock

Toll Free **1-888-552-9663**
Country Wood Flooring

For FREE info go to <http://pb.hotims.com/23718-204>

HARDWOOD FLOORING

Burls
Blocks
Veneers
Decking
Flooring
Plywood
Millwork
Mouldings

**ANY Length
ANY Width
ANY Specie**

Call for our **FREE Lumber Catalog!**

m.l. CONDON COMPANY Inc.

274 Ferris Avenue, White Plains, NY 10603
Phone: (914) 946-4111 • Fax: (914) 946-3779

CALL FOR A FAST, FREE QUOTE

For FREE info go to <http://pb.hotims.com/23718-205>

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

Melton Classics
Incorporated

www.MeltonClassics.com

Professional Builder
100 BEST NEW PRODUCTS
2007

For FREE info go to <http://pb.hotims.com/23718-203>

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/23718-206>

**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 CPVC
- ▼ Easy to use, fits standard caulking gun

Devcon®

Construction Products Group
1-800-933-8266

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

*For the location of
your nearest dealer visit:*
www.trimbonder.com

For FREE info go to <http://pb.hotims.com/23718-210>



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/23718-211>

check out:
housingzone.com

Save Space • Save Energy • Reduce Fire Hazard

Finish the Laundry Right



CLASSIFIED
C UL US

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/23718-207>



**Buy
Carpet & Woodfloors
Direct** and rest easy...

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

www.DaltonCarpet.com
1-800-338-7811x2575
Dalton Paradise Carpet POBox 2488 Dalton, Ga 30722

For FREE info go to <http://pb.hotims.com/23718-208>

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



also in 2x6
**Shaped and
Secured in Seconds!**

Untreated Treated

**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/23718-209>

Advertise on HousingZone.com
Call Shelley Perez at 630-288-8022 • Fax: 630-288-8145

877-279-9993

ARCHITECTURAL MILLWORK, COLUMNS, and BALUSTRADES™

"The Finest in All Architectural Millwork, Columns, and Balustrades"

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

www.columnsandbalustrades.com

For FREE info go to <http://pb.hotims.com/23718-212>

A beautiful add-on to your projects and your profits.

ProClosets offers more than just closets. Think of it as your own custom closet business. We make it possible to offer your clients a complete line of custom storage options straight from your laptop. **Contact us today to see how we can add beauty and profitability to your existing jobs.**

ProClosets
The Professional's Choice for Closets

877-BUY-A-PRO | PROCLOSETS.COM

For FREE info go to <http://pb.hotims.com/23718-213>

www.ProBuilder.com

TODAY I DISCOVERED
NEW GORILLA WOOD GLUE
BONDS STRONGER
WITH LESS CLAMP TIME
AND THAT THE GREATEST MEASURE OF
MY WORK IS IN THE SMALLEST DETAIL

© 2009 Gorilla Glue Company WG3CA2

GORILLA
100% TOUGH
WOOD GLUE
FOR THE TOUGHEST JOBS ON PLANET EARTH™

Strong, Fast-Setting,
with Short Clamp-Time
Dries Natural Color—No Dyes, No Foam
Indoor/Outdoor Use—
Type II Water Resistance

FOR THE TOUGHEST JOBS ON PLANET EARTH.®

1-800-966-3458 • WWW.GORILLATOUGH.COM

For FREE info go to <http://pb.hotims.com/23718-214>

January 2009 / Professional Builder

65,000+ DECORATIVE BUILDING PRODUCTS BY OUTWATER



Architectural Mouldings & Millwork • Columns & Capitals • Balustrading • Wrought Iron Components • Lighting • Stamped Steel & Polymer Ceiling Tiles • Brass Tubing & Fittings • Period & Contemporary Hardware • Kitchen & Bathroom Accessories • Cabinetry • Cabinet & Furniture Components • Knobs & Pulls • Surfacing Materials Wainscoting • Wall Coverings • Plaster Architectural Elements • Fireplace Surrounds Plenty of Other Stocked Items

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/23718-215>

**ADVERTISING
MEANS BUSINESS!**

**PLACE YOUR
AD TODAY!**

ONE WAY →

TO

ADVERTISE
SMART

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

The world is
a beautiful sight.

Don't let
diabetic eye
disease
take it away.

If you have diabetes, get a
dilated eye exam every year.

Write: 2020 Vision Place, Bethesda, MD 20892-3655



National
Eye
Institute

NATIONAL INSTITUTES OF HEALTH

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.less@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
Bank of America	36	18	800/344-9403	http://pb.hotims.com/23718-18
Honeywell	77	33	800/951-1527	http://pb.hotims.com/23718-33
Bilco	104	42	203/934-6363	http://pb.hotims.com/23718-42
Viance LLC	89	37	800/421-8661	http://pb.hotims.com/23718-37
Contech Construction Products	96	40	800/338-1122	http://pb.hotims.com/23718-40
Deceuninck	29, 31	15, 16	877/563-4251	http://pb.hotims.com/23718-15
Dow Chemical Company	32, 33	17	888/668-3801	http://pb.hotims.com/23718-17
+ECR International	51	24		http://pb.hotims.com/23718-24
Ferguson	13	7		http://pb.hotims.com/23718-7
Guardian Automatic Standby Generators	16	9	800/526-2871	http://pb.hotims.com/23718-9
Danze	45	22	877/530-3344	http://pb.hotims.com/23718-22
Home Fire Sprinkler Assn.	10	5	888/635-7222	http://pb.hotims.com/23718-5
Integrity from Marvin	20, 21	11, 12	800/435-0013	http://pb.hotims.com/23718-11
James Hardie Building Products Inc.	27	14	888/HARDIE-1	http://pb.hotims.com/23718-14
JELD-WEN	C-4	44	800/535-3462	http://pb.hotims.com/23718-44
Keystone Retaining Wall Systems	6, 7	3	800/747-8971	http://pb.hotims.com/23718-3
Marvin Windows & Doors	C-2, 3	1	800/435-0013	http://pb.hotims.com/23718-1
Masco Contractor Services	66A-66P, 18	10	800/773-4253	http://pb.hotims.com/23718-10
Maze Nails	73	31	800/435-5949	http://pb.hotims.com/23718-31
Milgard Manufacturing	81	35	800/MILGARD	http://pb.hotims.com/23718-35
NAHB	49	23	800/368-5242	http://pb.hotims.com/23718-23
+NAHB	34-A, 34-B		800/368-5242	
Nisus Corp.	58	28	800/264-0870	http://pb.hotims.com/23718-28
Owens Corning	40	20	800/GET-PINK	http://pb.hotims.com/23718-20
Panasonic Home Buildings Group	55	26	800/211-7262	http://pb.hotims.com/23718-26
Plastpro	8	4	800/779-0561	http://pb.hotims.com/23718-4
Ply Gem	14	8	800/800-2244	http://pb.hotims.com/23718-8
Propane Education & Research Council	75	32	202/261-2200	http://pb.hotims.com/23718-32
Quality Cabinets	C-3	43	800/284-3888	http://pb.hotims.com/23718-43
Rinnai America Corp.	4, 5	2	800/621-9419	http://pb.hotims.com/23718-2
Salsbury Industries	12	6	800/624-5269	http://pb.hotims.com/23718-6
Schlage Lock Co.	43	21	800/540-7951	http://pb.hotims.com/23718-21
Siemens Energy & Automation, Inc.	87	36	800/964.4114	http://pb.hotims.com/23718-36
Simpson Strong-Tie Co. Inc.	103	41	800/999-5099	http://pb.hotims.com/23718-41
Sony Electronics Inc.	71	30	201/358-4272	http://pb.hotims.com/23718-30
Sprint Spectrum	92	39	800/SPRINT-1	http://pb.hotims.com/23718-39
Therma-Tru Doors	61	29	800/THERMA-TRU	http://pb.hotims.com/23718-29
TimberTech	53	25	800/307-7780	http://pb.hotims.com/23718-25
Toyota Motor Sales	22, 23	13	800/TOYOTA	http://pb.hotims.com/23718-13
Uponor	79	34	800/321-4739	http://pb.hotims.com/23718-34
Viega	56	27	1-877-VIEGA-NA	http://pb.hotims.com/23718-27
Wayne-Dalton Corp.	38	19	800/827-DOOR	http://pb.hotims.com/23718-19
Windsor Window Co.	90	38	800/887-0111	http://pb.hotims.com/23718-38

+REGIONAL ADS

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. Intl Pub Mail #280631) Vol. 74, No. 1 is published 13 times a year, monthly except semi-monthly in December by Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126. (subscription includes 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. Email: 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 \$181.99 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

10

Forbes.com has a list of 10 affordable places to hide out in this economy. No. 1 on the list is Madison County, Ala. No. 10 is Johnson County, Kan. Nothing like affordability to keep people happy.

\$40 billion

Demand for windows and doors in the U.S. is estimated to rise 2.8 percent annually to \$40 billion in 2012. Demand for windows is projected to rise 3.7 percent per year through 2012, and demand for doors will grow 2.4 percent annually through 2012. That's based on forecasts by industry research firm The Freedonia Group.

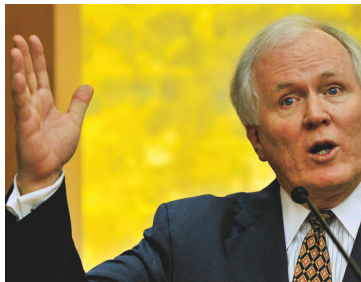
\$2.1 million

When President George W. Bush leaves the White House with the first lady, they will move to an affluent neighborhood in Dallas called Preston Hollow, reports The Associated Press. The home cost \$2.1 million, and estimated taxes on the property are \$43,984. Their new neighbors? T. Boone Pickens and retired Exxon Mobil CEO Lee R. Raymond.

4% According to the AIA, **buildings are the leading source of greenhouse gas emissions** in the U.S. In a new poll conducted by Harris Interactive and commissioned by Autodesk, only 4 percent of U.S. adults were aware of this.



365% Staging model homes **using home technology upgrades creates consumer excitement** that sells homes more quickly than non-staged homes, according to a survey by HomeGain. An example of a feature would be lighting upgrades, which, the survey says, can lead to a 365 percent return on investment.



\$1 Chicago Business News reports that **AIG** is limiting how much it pays its executives, including granting a salary of \$1 — or the equivalent of a small fry at McDonald's — to its **CEO, Edward M. Liddy**.

44.9 The **consumer confidence index** for November rose to 44.9 points, up from 38.8 in October. Lets sell those houses and hope people believe in the economy — and that December's numbers show a trend.



\$500 billion President-elect Obama is planning to hit the ground running in January. The president-elect and congressional Democrats are laying the groundwork of a huge, **two-year economic rescue package that will total \$500 billion**, according to the Associated Press.

2.5 million According to CNN, President-Elect Obama's job creation plan will create **2.5 million more jobs by 2011**. In October, 540,000 new unemployment claims were filed.



This year our dealers have a new offering. Bragging rights.

Years of putting our builder partners and the quality of our products first has paid-off big. We still don't have fancy offices. Or over-the-top company parties. But we have what our builder partners and their homebuyers value greatly: dealers who consistently deliver high-quality cabinetry and above-and-beyond service. And now, we've received the J.D. Power and Associates award for "Highest Builder and Remodeler Satisfaction with Cabinet Manufacturers."

See for yourself why Quality Cabinets was awarded the J.D. Power and Associates award.

Visit the Masco Builder Cabinet Group's IBS Booth, C6343.

For FREE info go to <http://pb.hotims.com/23718-43>

Quality Cabinets received the highest numerical score among cabinet manufacturers in the proprietary J.D. Power and Associates 2008 Builder and Remodeler Cabinet Satisfaction Study.SM Study based on 1,356 evaluations from over 1,100 new-home builders and remodelers who ordered and purchased cabinets January–December 2007. Respondents were asked to evaluate their primary and/or secondary cabinet brands that they used most often. Proprietary study results are based on experiences and perceptions of builders/remodelers surveyed in March–May 2008. Your experiences may vary. Visit jdpower.com © 2008 Quality Cabinets

QualityCabinets®
Common name. Uncommon values.



Behind your success is our name.



Your reputation. Our reliability. Featuring JELD-WEN® windows and doors gives you a variety of attractive products that turn the houses you build into the homes your customers are looking for. To learn more, call 1.800.877.9482, ext. 11514, or visit www.jeld-wen.com/11514.



RELIABILITY *for real life*®

JELD-WEN
WINDOWS & DOORS

For complete warranty information, visit jeld-wen.com. ©2009 JELD-WEN, inc.; JELD-WEN, the JW icon and Reliability for real life are trademarks or registered trademarks of JELD-WEN, inc. Oregon, USA. All other trademarks are the property of their respective owners.

For FREE info go to <http://pb.hotims.com/23718-44>