

**Doug Carr**

**From:** Doug Carr [lacey@glhba.ccsend.com] on behalf of Doug Carr [doug@glhba.org]  
**Sent:** Wednesday, October 14, 2009 3:47 PM  
**To:** Doug Carr  
**Subject:** Tool Box From GLHB&RA

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# The Tool Box

*A Weekly Publication for Members & Friends*  
*October 12, 2009*

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Dear Lacey,

## Lansing Area Ranks High On National Lists For Rapid Recovery!

Here's some good news! MSNBC Today ranked the Lansing area as number 3 in their top ten of recovering cities. Their criteria was to identify cities where prices had dropped the most and were experiencing the fastest upward swings in prices again. The benchmark for time they used was the last 12 months. For Lansing, the median price of a home was \$81,200. While our prices had dropped 25% in the last year this year is seeing an increase of 2.1%. Grand Rapids also made the top 10 at number 5. You can [view the report](#) on the [MSNBC Today](#) web site.



In a [separate report](#) published by [USNews.com](#), Lansing was ranked #8 in the top ten cities hardest hit that are set to rebound soon. In that report, the author notes that Moody's projected that Lansing prices are set to rise by 2% and expected to continue rising!

You may recall that Lansing/East Lansing always ranks high in the National Association of Home Builders survey each year for one of the most affordable places to live. Because our prices were already relatively low, going into the current slump, we haven't fallen as far as the rest of the country in values. This is a good thing! It's also very encouraging that we are seeing a small increase in values of 2.1 %.

# FREE!

## Remodeler Roundtable Sessions!



Learn from  
your Fellow  
Remodelers at  
These **FREE**  
Sessions

["How To Organize  
Your Bookkeeping  
Taxes & Paperwork"](#)

Wed. October 21  
8:00 - 9:30 AM

All Sessions Are  
Held at The  
Sponsor's Location:  
Lyman Sheets  
Insurance  
2213 E Grand River  
Lansing

[Click Here for Details  
On All the Sessions!](#)

Reserve Your Seat  
Today!  
517-323-3254  
[Doug@GLHBA.Org](mailto:Doug@GLHBA.Org)

Want To Host  
A  
Monthly  
Membership  
Meeting?

Call Doug  
Today!  
517-323-3254

## Doug

CEO, GLHB&RA

## Upcoming Events:

(Click on the links below to RSVP!)

Oct 12 GLHB&RA Radio Ad Campaign Continues!

Oct 14 [Monthly Membership Meeting](#): Hanneman & Fineis  
\$5 members, \$15 non-members

Oct 21 [Remodeler Roundtable](#): "How To--Paperwork"  
FREE

Nov 5 [Remodeler Roundtable](#): "Protecting Your Business"  
FREE

Nov 11 [Monthly Membership Meeting](#): Commercial  
Blueprint \$5/Mbrs & \$15/non-members.

Nov 17 Harness The Internet, Kyle Hunt \$45

Nov 18 [Remodeler Roundtable](#): "Liens--How It Works"  
FREE

## Eric Simon: One of Four Associate Candidates For Board Of Directors

Eric Simon was among the slate of  
candidates announced at the  
GLHB&RA Board meeting on Sept.

23. Eric is one of four Associate  
Member candidates running for  
two open seats. The other three  
are Mark Finesis, Ann Garvey (both



incumbents,) and Rachel (Paxton) Schroeder of Paxton  
Countertops. Eric is the Owner of ESI Heating and has  
been a member of GLHB&RA since 2006. He's says he's  
"ready to be part of improving GLHB&RA during these  
trying times" and believes that he can bring some new  
ideas and energy to the Board. There are also five  
Builders running for four open seats. They are: Wayne  
Baum, Steve Eyke, Jim Magnotta, Bret Oleksyn, and David  
Schertzing. You can see all of the Candidate's Profiles on  
the GLHB&RA website by [clicking here](#). Be sure to vote  
this month when you receive your ballot in the mail!

## "Harness The Internet In Your Marketing Effort" Kyle Hunt Returns

Kyle Hunt from [Remodel Buddy](#) is  
returning to do a follow-up seminar on  
using the Internet in your marketing.  
His first seminar on marketing for  
remodelers was very well attended.  
He is back by popular demand. In this  
session he will go more in depth on  
the most effective ways that builders  
and remodelers can use the internet.



The seminar will be held on Nov. 17 from 8:30 to 11 AM at  
Lyman Sheets Insurance and is just \$45 for members. Call  
the office to RSVP, or [click here for the RSVP Form](#). Must

We Are  
Currently  
Seeking Hosts  
for 2010!

**Don't Miss The  
Next Monthly  
Meeting!**



**Wednesday  
October 14  
6:00 PM**

**At  
Hanneman &  
Fineis Concrete  
1425 Rensen St  
Lansing, MI**

**\$5 Members  
\$15 Non-  
Members**

**New: Combined  
RC & General  
Membership  
Meeting!**

**[RSVP Here!](#)**

be paid in advance. Call 517- 323-3254.

**RC & General Membership Meetings To  
Become One Monthly Meeting In Oct.**

Beginning in October RC and General Membership Meetings will merge into one monthly meeting. The goal is to combine the best that both meetings have to offer while lowering the price for attendees. The meetings will follow a format similar to the traditional RC meeting. They will be hosted by an Associate member at their facility. There will be light food and beverages, a brief presentation by the host or their representatives and any other Association business that must be conducted or discussed.



The cost has been lowered to \$5 for GLHB&RA members and \$15 for non-members. Non-members may attend one meeting for FREE to be introduced to the association. Many members have expressed enthusiasm for the idea. The [next monthly meeting](#) will be hosted by Hanneman & Fineis on October 14th. Be sure to RSVP before October 12th by calling or e-mailing the office.

***The Home Show Has Moved, From The  
Summit To The Lansing Center!  
Reserve Your Booth Space Today!***

**Home Building & Remodeling Show  
Over 50% Sold At Lansing Center!**

Now is the time to reserve your spot in the Home Building & Remodeling Show. NOW is the time to get your reservation in to the office. The show is over 50% sold!! The GLHB&RA Home Show attracts more qualified buyers than any other show in Lansing. Why talk to thousands of "tire-kickers" when you can meet a few highly qualified prospects? Now is the time to reserve a prime spot for your business.



There is a Golf Show at the Lansing Center on the same weekend. GLHB&RA will be partnering with the Golf Show to jointly promote both shows. Attendees will be able to attend both shows by purchasing a joint ticket at a discounted rate.

If you didn't find a contract in your mail, you can [download it from the web](#) site along with a copy of the [floor plan and booth layout](#). Contact Lacey for more information today: 517-323-3254.

Save 22% With  
Verizon



One very good  
reason to be a  
member of the  
Greater Lansing

Home Builders  
And  
Remodelers  
Association!

Call **Corey Fulton**  
for Details  
**517-927-0500**

[Click Here For Details](#)

Participate  
With GLHB&RA  
In A Radio Ad  
Campaign!!



## Taking Control of your Sales

A Special Webinar Series from BuilderRadio

### How To: "Think Like A Consumer And Act Like a World Class Retailer"

Members can attend a specially broadcast Webinar with Jane Meagher for just \$37 on Wed. Oct 21st at 2:00 PM EST. Oct. 21 2:00pm EST. If you're going to sell effectively, you need to know what your buyer is thinking, what their motivation is and what they'll respond to. Top retailers, like Saks and Nordstroms, are pros at understanding buyer behavior and trends, Jane Meagher, President of Success Strategies, will show you how you can follow their lead to better connect with home buyers. Today, more than ever, buyers are looking for relevant information and education to help them find the confidence to buy. Each seminar is recorded and can be downloaded for viewing at a later date. [Click here to register!](#)



*Be A Sponsor Of The Wild Game Dinner!*

### Want To Sponsor The Wild Game Dinner?

Every year the Wild Game Dinner attracts hundreds of hunters and sportsmen to a night of fun and prizes. If you would like to promote your business and get your name in front of the crowd, give us a call! There are numerous ways to gain



recognition. From providing prizes to sponsoring a table, to having your name printed on specific items. We will work with you to maximize your impact. Call or [email Cindy](#) today! 517-323-3254.

*Continuing Education For Builders  
Still On Hold*

### Update On "Continuing Ed" For Builders

There are still **NO** continuing competency requirements in effect for builders. What this means is that the state is still not caught up in implementing the new requirement of the law. It generally takes around 12-18 months for the rules to be created. Until the rules get created builders do not have to meet



**Visit  
This  
Web Page  
To  
Learn More:**

[LansingBuiltHomes.Com](http://LansingBuiltHomes.Com)

**Thank You To  
the GLHB&RA  
Membership  
Team!!**



**Michael Flory  
Custom Built  
Basements &  
Decks**

**Ted Hollenbeck  
Lyman Sheets  
Insurance**

**David Plont  
Superior  
Skylights & Solar  
Solutions**

**Larry Sernick  
CertainTeed**

any requirements for continuing competency. In short, it will probably be at least another year. Watch the Tool Box for updates.

### **Association Offers 3-Month Payment Plan For Dues Renewal**

In an effort to help our members remain current with their membership, we are offering an option to pay your renewal dues in 3 consecutive monthly installments. The first payment is \$230, followed by \$185 for the next two months. Look for this option when you receive your renewal invoice. We offer so many great services, now is the time to make sure you are looking at everything we have to offer to help you save money.



### **Welcome Five New Members:**

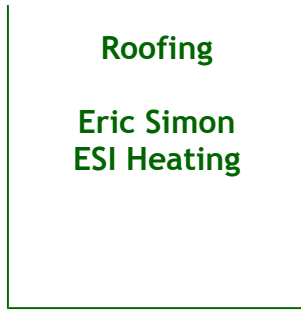
Five new members joined this past month. They were: Jeff Hempel of Molemen Inc, Fred Tripp of TTC Contracting, Richard Wilson of Richard Wilson Builders, David Brown of Stay Dry Basement Waterproofing and Oscar Baker of Round Top Construction. One great way to meet a potential new customer would be to call these new members and welcome them to the Association. Introduce yourself and let them know you are also a member of GLHB&RA.



### **Mayberry Homes Opens Two New Models**

Member, [Mayberry Homes](http://MayberryHomes.com) announced this week that they are opening two new model homes. One at 6843 Mulberry Lane in Grand Ledge; The other at 2685 Elderberry Lane in Okemos. Both models are fully furnished and will be open to the public each weekend from noon to 5 pm. For more information call 517-371-5000.





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