

**Doug Carr**

**From:** Doug Carr & GLHB&RA [lacey@glhba.ccsend.com] on behalf of Doug Carr & GLHB&RA [doug@glhba.org]  
**Sent:** Monday, April 19, 2010 8:30 AM  
**To:** Doug Carr  
**Subject:** Don't Miss the Builder Expo This Week!

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# The Tool Box

*A Weekly Publication for Members & Friends*  
 April 19, 2010



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**Monthly Meeting:  
 May 12th**

**Dear Doug,**

## Annual Building & Remodeling Expo: Happening On Thursday 4-7PM!!

This coming Thursday is one of the best opportunities that Builders, Remodelers and Associate members have to network with one another. It's the annual Building and Remodeling Expo held at Eagle Eye Banquet Center!



### Builders: Should RSVP Today!

All builders are invited and are admitted FREE regardless of whether they are a member or not. This gives non-members an opportunity to see what GLHB&RA is all about. The event occurs on Thursday, April 22 from 4-7PM, at the Eagle Eye Banquet Center in Bath, MI. There will be free food, drinks and door prizes. Every builder who RSVP's before the event will be registered for a \$300 cash prize drawing! Call the GLHB&RA office today: 517-323-3254.

### Associates: Tables Still Available!

There are still a couple of table top spaces available for Associate members who would like to attend. For just \$250 Associate members have the opportunity to talk to nearly 100 builders and remodelers in one evening. Don't miss this chance to jump-start your summer sales! Connect with with builder and remodeler

## "Getting the Most From Your Web Site!"



**Rycus  
Flooring**  
5:30 - 7PM  
\$5

members by participating in the Expo this week!

This is an important event for all members! I encourage you to come out see your friends in the industry and help us energize the home building and remodeling industry this season. Although things have been slow this past year, activity seems to be picking up. Be sure you are in attendance at this event to get in on the buzz. See you there!

**Doug**

CEO, GLHB&RA  
[Doug@glhba.org](mailto:Doug@glhba.org)

## Upcoming Events:

(Click on the links below to RSVP!)

Apr 22 Monthly Event: Building & Remodeling Expo, Eagle Eye, 4-7PM [RSVP Here](#)

May 12 Monthly Meeting: Rycus Flooring: Getting the Most from Your Website [RSVP Here](#)

May 21 How to Hire A Builder (Open to the Public) MSU FCU

May 26 Parade Builder Pick Up Day, MSU FCU, 11AM-1PM

**Golfers:  
Save The  
Date!!  
July 13th**



**Hawk Hollow**

**Reserve Your  
Group!**

**Be A  
Sponsor!**



## Lansing New Home Market Continuing To Trend Upward!

The trend of increasing permits pulled has continued upward for three consecutive months. This is good news for area home builders. At the end of December 2009, results for year end showed that the tri-county area had



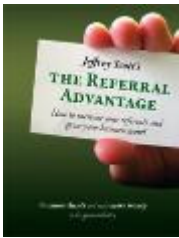
experienced an overall 7% increase over the previous year. At the end of February 2010, the Lansing area has continued to experience an increase of 38%. Each month GLHB&RA monitors permits pulled in the area, compiles a summary and makes it available on the GLHB&RA website. You can [see the latest summaries by clicking here](#). Additional good news is that the supply of existing homes is now down to around 7 months. One year ago that number was closer to 11 months. The shorter the supply of existing homes, the sooner new home sales will begin to pick up.

**Thank You MSU-FCU!**

**Call GLHB&RA  
For More  
Information**

**517-323-3254**

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"The  
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Advantage!"**



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for a referral, get  
your employees  
to create them,  
and even  
benchmark  
and track your  
referrals.**

**Written for the  
busy contractor,  
this fun, easy-to-  
read how-to  
guide  
contains relevant  
examples and  
guidelines that  
will help  
companies  
increase the  
number of  
live leads that  
come from  
previous sales.**

**Make  
Tough Market a**

## **2010 Parade Of Homes Sponsor!**

### **Marketing Tips for Builders & Remodelers: Website Should Be More Than A "Brochure"**

The purpose of a website is different from that of a marketing brochure, but they do have some things in common. Both have the goal of creating interest in what you do--providing pleasant living spaces for real people. However, the web is a completely different medium than print and you should take advantage of the differences.



For one thing the web is an "interactive" medium. This means you can ask your prospect questions and gather information from them. You can begin to develop conversations with them through blogs and chat mechanisms.

Second the web allows motion pictures. Obviously you will want to display lots of model homes on the site. But the video capability means you can do video tours of your models. You can provide taped interviews with you "the builder." Testimonials of real customers who are happy with the home you sold them are also an excellent way to take advantage of the medium.

Recent surveys have shown that 90% of all shoppers are going to the internet first, meaning that a web presence these days is an absolute must. But just because you're there doesn't mean that sales will automatically happen. You will still need to promote your business and make sure that people know about you and where to find you on the web. Once you have a good site in place, your web site address should be integrated into all of your marketing and advertising.

### **Friends of Patti (Aldrich) Hurni Hosting Spaghetti Dinner Fundraiser On May 7th**

GLHB&RA friends of Patti Hurni are hosting a spaghetti fundraiser dinner on May 7th. She is battling breast cancer, caused by a positive genetic mutation called BRCA1. This mutation can be passed down from generations. She has lost her sister and mother to cancer. She also lost her husband to cancer in 2004. The dinner will be held from 5-8 PM at Haslett Middle School. Tickets are \$7 adults and \$4 children. Donated items will also be raffled. For more information and to donate raffle items, call George Hunt at Forsberg Real Estate 517-349-9330 x 226.



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