

**Doug Carr**

**From:** Doug Carr & GLHB&RA [lacey@glhba.ccsend.com] on behalf of Doug Carr & GLHB&RA [doug@glhba.org]  
**Sent:** Monday, April 26, 2010 8:30 AM  
**To:** Doug Carr  
**Subject:** A Wind Turbine For Every Home!

Having trouble viewing this email? [www.glhba.org/toolbox](http://www.glhba.org/toolbox)

# The Tool Box

*A Weekly Publication for Members & Friends*  
April 26, 2010



**In This Issue**

- May 12th Monthly Meeting
- Golfers: Save the Date!
- Upcoming Events
- Marketing Tips For Builders & Remodelers
- FREE Webinar
- Lansing New Home Market Trending Upward
- Spaghetti Fundraiser Dinner

**Quick Links**

- [Remodelors Council](#)
- [Spike Status](#)
- [Board Directory](#)
- [Membership Info](#)
- [Housing Starts](#)

**Dear Doug,**

## Meridian Township Mulls Wind Energy System Ordinance



Meridian Township is trying to get a jump on wind energy use and avoid controversial battles in the Township by creating a new ordinance. With the deregulation of electricity a few years back,

## Monthly Meeting May 12th

"Getting the Most From Your Web Site!"



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

it is legal for residential and commercial utility customers to generate their own electricity. As interest in wind energy gradually increases smaller residential wind turbines are becoming more readily available. However one local dealer told me that Lansing area units of government are still coming up the learning curve in writing ordinances.

With a 30% Federal tax credit, the average \$15,000 wind system installation would only cost the homeowner around \$10,500. The payback on that is roughly 10 years. The system generates around \$60 of electricity each month. Today about 50% of homeowners find that equation attractive.

Meridian Township is currently reviewing a proposed ordinance that would allow residents to install wind turbines on their property. The most common objection from neighbors is the look of the propeller. They fear it will devalue their property. The fear is usually unfounded by any facts. Certainly the benefit to the users is reduced energy costs.

The proposed Meridian Ordinance would allow a maximum of two wind turbines on a residence and they could stand no higher than 10 feet above the roof peak. Freestanding turbines could be no taller than 65 feet and must be located at least 20 feet from any lot line and structure. The owner would be required to provide a plan for taking the turbine down once it is out of use, as well as provide proof of liability insurance. The Ordinance is yet to go before the Board for a vote.

Although dealing with the construction of wind turbines has been challenging for local governments around the country in the past, the Meridian discussion included few comments on either side of the issue at a recent Planning Commission meeting. With the 30% tax credit, if interest in wind energy picks up, builders in Meridian may soon find they need to include wind energy systems as an option in the building package!



Feel free to e-mail your comments to: [doug@glhba.org](mailto:doug@glhba.org).

## Doug

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

## Lead Rennovator Training



**Tuesday  
May 18  
Lansing, MI**

**8 AM - 4:30 PM**

**\$135/Member**

**Call Pam  
Frankenburger  
517-646-2572**

## Upcoming Events:

(Click on the links below to RSVP!)

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

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

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

June 15 Lugnuts Outing [RSVP Here](#)

**Register By  
Phone**

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



**Hawk Hollow**

**Reserve Your  
Group!**

**Be A  
Sponsor!**

**Call GLHB&RA  
For More  
Information**

**517-323-3254**

**Members  
Save  
5 Cents  
Per Gallon  
At Speedway!**



## Marketing Tips for Builders & Remodelers: What Makes Your Company "Different?"



Competition just keeps getting tougher. For you to survive you need to stand out and be different. What makes your company unique? Unless you are different you'll be forced to compete on price. And that's the last thing you want to do, because it

ultimately leads to lower profits. So what are your choices? Here are three strategies:

### **Better Design**

No matter how good your quality if the design doesn't meet the needs of the customer they won't buy. Does your design take into consideration their lifestyle? Does it capture their imagination? Does it give them options? Good design shouldn't be any more costly to build than mediocre design. In fact it should be easier and have curb appeal.

### **Better Value**

Note, this does not mean lower price. Value is determined by benefits divided by cost. Just as most of your buyers do not drive the lowest priced car, they don't want to have the lowest priced house. Look for ways to increase the value of your homes without greatly increasing the cost.

### **Better Service**

Buying or building a house with you should be the easiest thing in the world. The experience should be pleasant and problems that arise should be a breeze to work through. Do you return phone calls promptly? Are you easy to get a hold of? Is your financing and selection procedure simple enough? Good service is measured by your customer, not you!

### **Better Marketing**

Once you've tweaked the first three above you're ready to talk about all of them in your marketing. Make sure that your prospective buyers know about those things that set you apart. Then you won't be forced to compete on price!



**Thank You MSU-FCU!  
2010 Parade Of Homes Sponsor!**

## FREE Webinar: Improving Efficiency & Productivity In Construction Industry

Verizon is offering a FREE Webinar on increasing productivity in the construction industry, on Thursday, April 29 from 11 AM to noon, (10 AM



**With Their  
Superfleet  
Card!**



**Call Tom  
Farnham 989-  
615-2736**

**Use Your Member  
Card this Month  
And Save!**

**meijer**

**Spend \$25  
Or More  
On General  
Merchandise  
And  
Get \$5 Off!**

**Join Your GLHB&RA  
Friends At This  
Summer Outing!**



**Tuesday  
June 15  
7:00 PM  
Only \$9/Seat**

**Bring Your Family!  
Bring Your Subs!**

CST.) Learn how to incorporate wireless solutions to reduce labor and transportation costs, create more efficient processes, complete jobs on time, and improve worker productivity. [Click here to register for this FREE event.](#)

## **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. As of 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 web site. 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 once again.

## **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.



[RSVP Here!](#)

**[Forward email](#)**

✉ **SafeUnsubscribe®**

This email was sent to doug@glhba.org by [doug@glhba.org](mailto:doug@glhba.org).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Greater Lansing Home Builders & Remodelers Association | 2937 Atrium Drive Suite 201 | Okemos | MI | 48864