

Doug Carr

From: D.Carr at GLHB&RA [lacey@glhba.ccsend.com] on behalf of D.Carr at GLHB&RA [doug@glhba.org]
Sent: Monday, April 05, 2010 8:15 AM
To: Doug Carr
Subject: Update on Builder Licensing

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The Tool Box

A Weekly Publication for Members & Friends
 April 5, 2010



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End Of Homeowners Lien Fund

Dear Doug,

Builder Licensing Update: Continuing Competency For Builders

The State of Michigan is continuing to release the new rules for builders' continuing competency requirements.

Here is some of the latest. There are four main ways to meet the continuing competency requirement.

The first is to take any state-approved pre-licensure class. You can find a complete list of pre-licensure classes on the State's website. Here's [a quick link to get you there](#). On that web page select Residential Builders Prelicensure.

The second way to meet the requirement is to take any approved construction code update course. You can find a list of approved courses at Michigan.gov/bcc. At that site select Examinations and Licensing/Continuing Education. Or, [click on this quick link](#) to take you there.

The third way to get credits is to take any fire or workplace safety course approved or sponsored by an agency within the Department of Energy Labor and Economic Growth, such as MIOSHA courses. Examples of these approved courses can be found at Michigan.gov/miosha. Or [click on this quick link](#).

The fourth method for getting credits is if you are an instructor



Moves Closer to Reality!



Last month a series of legislative bills was introduced to stop funding of the Lien Recovery Fund (LRF.) The LRF is currently broke. Currently there are 350 claims totaling \$18 mil and only \$8,000 in the fund.

The House Bills must yet move through the legislative process. But once enacted contractors would no longer pay the \$10 renewal fee each year.

Elimination of the fund would leave homeowners on their own to fend for themselves, while suppliers would still have legal right to file liens against property.

Selling New Homes in

**A
"Tough**

or facilitator of an approved course.

As builders complete coursework toward credits, the State requires that you hold on to verification documents of the course completion for at least five years.

One commonly asked question is "how many hours of continuing education do I need?" Because the regulations are transitioning, the answer depends on when you first obtained your license. If you obtained your original license on or after January 1, 2009, you will be required to obtain 21 hours by your next renewal date in three years. A minimum of three hours per year needed to get you to the total 21 hours. And, of the 21 hours you need 1 hour of building codes, 1 hour of safety and 1 hour of construction or business management law. After your initial six years the requirement becomes 3 hours per license cycle (every 3 years.)

If your original license was issued before January 1, 2009, you are only required to obtain 3 hours per license cycle. And, those 3 hours must include 1 hour of building codes, 1 hour of safety and 1 hour of construction/business management law.

Doug

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Upcoming Events:

(Click on the links below to RSVP!)

Apr 13 No Monthly Meeting Due To Building Expo

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

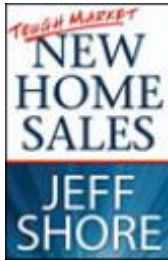
May 12 Monthly Meeting: Rycus Flooring

Building & Remodeling Expo: Just Two Weeks Away!

The Building & Remodeling Expo is coming soon! It will be held on Thursday, April 22 at Eagle Eye Banquet Center, from 4-7 PM. All member and non-member licensed Builders may attend for FREE and may bring one guest! Associate members are invited to purchase a table for just \$250. Last year over 90 builders & remodelers attended. This event has the greatest attendance by builders and remodelers of any GLHB&RA event. Associates can [reserve their table space](#) now by [e-mailing Lacey](#), calling the office 517-323-3254 or faxing a contract to 517-323-0390. Builders & remodelers who [RSVP in advance](#) will be automatically registered to win \$300 in cash!! A [layout of the floorplan](#) is also available on the website.



Market!"



Jeff Shore blazes a new trail for home builders with techniques designed specifically for the most difficult markets!

More than just a survival guide, *Tough Market New Home Sales* provides revolutionary strategies to face challenges head-on and achieve thriving sales.

Master the Critical Twelve Seconds of an encounter, learn how to create urgency in your customers, and radically redefine the process of closing.

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Marketing Tips: How To Do Direct Mail "Right" 100% Of The Time

Many people complain that direct mail does not work and that it is very expensive and doesn't work. Usually a little probing beneath the surface of those arguments reveals that not a lot of thought was put into "how" it was done. Direct mail will seem expensive when it's not done right.



Direct mail is a great way to generate leads when it is done properly. To do it right 100% of the time, careful thought must be given to three key elements: 1) the offer, 2) the list, and 3) the creative.

A good offer has a "hook" or a reason to respond. Why should I call you as a result of receiving your mail piece? Are you holding a wine and cheese party at an open house from a recent remodel project? Are you offering a huge discount during the month of August? Maybe you want to give something away to everyone who responds by a certain date. The "offer" should make up the the key content of the mail piece. 40% of your attention should be given to "what" you're asking the recipient to do as a result of receiving the mailer, and it should be spelled out.

Another 40% of your attention should be focused on the list that you mail to. How are the names qualified? What is the source? Do they have resources to build or remodel? Do they even own a home? You should know exactly what the demographic profile is for your typical buyer. Then go looking for a list that matches the profile. Take your time and ask a lot of questions of the list source. Then test a small quantity first before you spend your entire budget on a giant mailing.

Finally, the least important element is the creative. Only focus 20% of your effort on this. This is the part that involves the colors, the look and the design. Don't allow your designer to convince you to do something that is way out there. The reason is that a lousy looking mail piece with a fabulous offer can be sent to the right list and get a great response. This is what you want. By contrast a gorgeous mailer with sent to the wrong list and no offer will bomb, big time.

If you follow these rules of thumb your mail will succeed in generating leads 100% of the time. Remember to test often and personalize as much as possible. Happy marketing!

***Thank You MSU-FCU!
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How Do We Decide...



...Who Receives The Tool Box?

This newsletter is e-mailed to all members and non-members alike. GLHB&RA will send it to anyone and everyone that wants to keep in touch with our industry.

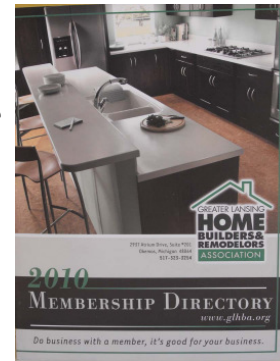
If you know of someone who would like to be on the list, e-mail us:

doug@glhba.org



The 2010 Membership Directory: Your Guide To Doing Business With A Member!

The 2010 Membership Directories have arrived! One Directory will be mailed to every member. Additional copies may be available for \$10 each to members. If we misspelled your name, we apologize ahead of time. We take our time and try to do everything right. But an occasional typo slips through! Let us know what you think! We encourage you to use the directory to do business with a member!



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