

**Doug Carr**

**From:** GLHB&RA--D.CARR [lacey@glhba.ccsend.com] on behalf of GLHB&RA--D.CARR [doug@glhba.org]  
**Sent:** Monday, January 11, 2010 4:15 AM  
**To:** Doug Carr  
**Subject:** We're Finally At The Bottom!

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# The Tool Box

*A Weekly Publication for Members & Friends*  
 January 11, 2010



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Dear Doug,

## It's Confirmed: We're At The Bottom!



area.

At least that's what I think! As many of you know I monitor the number of new home permits pulled and housing starts on a regular basis. I'm careful to screen out the number of remodel permits as well as pre-fab and modulars. I watch the numbers for the U.S., Michigan, and the local tri-county

Starting in May I've seen a distinct trend that contrasts with the rest of the country. In our tri-county area, I've observed a leveling off followed by a gradual increase in the number of permits pulled for new, single family residential homes. December seems to have fallen back slightly. I'm guessing because of the normal weather patterns that slow all construction. At the same time, mid-Michigan saw an overall increase over the six months while the rest of the country continued to slow down.

A summary of all of 2009 shows that the Lansing region experienced an increase of 7% from 2008 to 2009. Contrast that with what the rest of the country saw: a 30% decrease in new home starts from 2008 to 2009.

My overall reaction to this is: that the rest of the country is

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



**Wednesday  
January 13  
Prime Rib  
Served  
At 5:30 PM!**

**Attention  
Remodelers:  
Learn how to  
partner with a  
restoration  
company to get  
more business!**

**At  
Ameri Pro  
Restoration  
1202 E. Oakland  
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**Thank You  
Wild Game  
Dinner  
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now catching up with us. The new home industry has been in the doldrums long enough and has definitely bottomed out. This is good news! While the national media is reporting that the U.S. is starting to come back, I think they are simply reporting the kind of early activity that we first began to see here in May. Hopefully both these trends continue. The other thing that we know for sure is that the climb out of this thing is a long one. Although it's too early to celebrate, it is encouraging to see these signs along the way.

Be sure to continue to send me things that you see happening that are positive signs! You can e-mail me at this address: [doug@glhba.org](mailto:doug@glhba.org).

**Doug**

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

## Upcoming Events:

(Click on the links below to RSVP!)

Jan 13 [Monthly Member Meeting](#), Ameri Pro Restoration 5:30 PM Cost: \$5 Members  
Jan 20 Certified Lead Renovator Training, MAHB, Time: 8 AM - 4:30 PM, Cost: \$135 Members  
Jan 22 Finance Committee Mtg. 9 AM  
Jan 27 Board Of Directors Meeting  
Jan 30 [Wild Game Dinner](#), Eagle Eye, Cost: \$45  
Feb 4-5 MAHB Remodeler Workshop, Clare, MI  
Feb 9 [Monthly Meeting Preview of the Feb 16 Get More Remodeling Business](#), Carter Lumber, 5:30 PM Cost \$5  
Feb 11 MAHB Board Meeting, Lansing, Causeway Bay  
Feb 16 [Get More Remodeling Business](#) By taking advantage of the coming wave of energy incentives & financing. 8:30 AM - 11:30 AM, Lyman Sheets Insurance Agency, **FREE!**  
Feb 25 [Monthly Meeting & Home Show Preview](#), The Nut House Michigan Ave, Lansing  
Feb 26 - Feb 28 Home building & Remodeling Show, Lansing Center

## Virg Bernero For Governor?!

At the same time that Virg Bernero was being sworn for another term as mayor of Lansing, he was fielding questions about his "exploring" the possibility of a run for Governor of Michigan in the fall of 2010. Then, last week, Lt. Governor John Cherry announced that he will not be in the running. This would help Bernero.



However, it is really too early to start calling any odds. Some have speculated that Debbie Stabenow or even the previous Governor Jim Blanchard may enter the race. One way or another Virg Bernero has two big obstacles. The first is that he needs name recognition statewide. He does not have this. To that point he joked with reporters by saying: "I've got a big mouth," and that the situation "gives me an opportunity to define myself." Many would agree with his self-assessment on



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Materials**

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**\$100 Button  
Buck Sponsors  
All Terrain  
Alterations  
Arrowhead Homes  
CertainTeed  
Roofing  
Hanneman & Fineis  
Concrete  
Mark Voss of  
The Kitchen Shop  
Maurer & Parks  
Well Drilling  
MSU Demmer  
Shooting Ctr.  
Oade, Stroude &  
Kleiman**

both counts. His second obstacle is money. He also said that it would take more money than he has 'ever raised' in previous campaigns. Bernero has formed an exploratory committee to review both obstacles and determine the viability of a gubernatorial campaign.

## **Healthcare Bill Will Unfairly Target Small Construction Firms/Builders**

California Congresswoman Nancy Pelosi has been invited to lots of meetings lately with President Obama to finalize a new healthcare bill that will be costly for small construction firms. The US House and Senate are rushing to reconcile their respective bills and bypassing the normal reconciling process. If passed the bill threatens small construction firms by requiring them to provide health insurance if they employ more than five workers. This provision is exempted for small business in all other industries that employ 50 or fewer employees. This provision unfairly singles out home builders and small construction firms at a time when the entire industry is fragile and struggling to recover from the lowest production since the 1940's. President Obama seems to be determined to have the bill passed prior to his planned State of the Union address in early February. The National Association of Home Builders is working on behalf of members to remove this onerous provision.



## **Ameri Pro Ready To Show Remodelers How To Grow Their Business!**

The next **Monthly Meeting** should prove to be a benefit to every remodeler who attends. The meeting will be hosted by Ameri Pro Restoration. They'll show remodelers how to get more work from storm, water, mold, and fire damage. In addition, remodelers will learn how to offer clients NO Interest or payments for a year. Ameri Pro will even add your remodel costs into the project financing up to \$35K when using their financing sources!

Enjoy a deluxe prime rib and baked potato dinner while you learn about lots of ways to enhance and grow your remodeling business!

Be sure to get there on time! **Dinner will be served promptly at 5:45 PM.** And everyone is guaranteed to be out by 7:00PM!

**Thank You  
For Making  
The Wild  
Game Dinner  
Happen In  
2010!**

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Lead  
Renovator  
Training**



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



**Home Building & Remodeling Show  
Opens At the Lansing Center  
In Less Than Sixty Days!**

**Home Building & Remodeling Show  
Nearly 80% Full At Lansing Center!**

If you plan to be in the newly relocated Home Building & Remodeling Show at the Lansing Center, **NOW** is the time to reserve your booth space. The show is nearly 80% full! The show weekend promises to be exciting. GLHB&RA will be partnering on promotions with a Golf Show in the next hall the same weekend! Attendees will have access to both shows with a discounted joint ticket. The show will be held the weekend of Feb 26th through the 28th. Contracts for the show can be [downloaded from the web](#) site along with a copy of the [booth layout](#). Contact [Lacey](#) for more information today: 517-323-3254.



**Special Advertising Offer for Exhibitors In The  
Home Building & Remodeling Show:**

Exhibitors should be sure to take advantage of this special advertising offer from Channel 10! For just \$150 the first 10 exhibitors that sign up this month can take advantage of a personalized 10 second spot to be placed on the end of GLHB&RA's 20 second TV ads promoting the show on WILX Channel 10. To take advantage of this offer, contact Debbie Petersmark at 517-393-0110 or 517-819-2461.



**Speedway Offers 10 Cent/Gallon Discount to**



Beginning in April of 2010 a new law will require Remodelers to practice lead-safe remediation if they are disturbing areas as small as six square feet in homes built prior to 1978.

To satisfy this new requirement, Remodelers are obtaining Certified training to learn how to comply with the new law.

The next class will be hosted by the Michigan Association of Home Builders on January 20th. 8:00 AM - 4:30 PM.

Cost  
\$135 Members  
\$200 Non-Members

To Register Contact  
Pam Frankenberger  
517-646-2572

## All New SuperFleet Customers!

Any GLHB&RA member who is not a member of the Speedway SuperFleet program should join NOW! For the next 90 days Speedway is offering a 10 Cent/gallon discount to GLHB&RA members that join the program. The SuperFleet Card is good at all Speedway and Rich Oil locations throughout Michigan and the midwest. To learn more about the program or to sign up, contact Tom Farnham at 989-615-2736. Tell him you want the GLHB&RA member discount!



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