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# The Tool Box

*A Weekly Publication for Members & Friends*  
*March 22, 2010*

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**End Of Homeowners Lien Fund Moves Closer to Reality!**



**Dear Doug,**

## Google Searching For Communities to "Test" Ultra High Speed Broadband!

[Google](#), the famous search engine folks and our neighbor in Ann Arbor, are searching for some test communities around the country to build a super fast network of 1 Gigabyte per second with fiber to the home connections. Google is asking people around the country to "vote" by sending an e-mail and telling them why it should be their community. This represents a great opportunity for the "winner."

The community that wins will have a new high speed infrastructure available to its residents installed free, courtesy of Google. Several local government entities and others have teamed up and created a website where you can learn more about this: <http://www.greaterlansing4google.com/>.



I can think of several reasons why we would want it here in the Lansing region and I encourage you to send them an e-mail. First, the Lansing area is the capital where Google can gain visibility with legislators, labor, MSU, LCC, and Cooley students, small business, and hundreds of associations. Second, this would be a huge jobs boost for Michigan while creating an infrastructure that would attract businesses and people to our region. Third, Lansing is just down the road from Google's Ann Arbor office. It would be so easy for Google to monitor and supervise this project. Finally, our state and region needs all the help it can get right now! A high speed infrastructure would be a big boost for our area and bring more national attention and add to the positive PR that we need to kick start our economy once again.

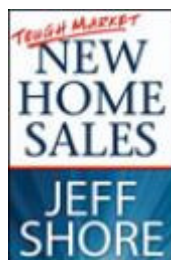
If you are not aware of this Google experiment, I encourage you to learn more about it. You can place your vote today by clicking on the following link: [www.google.com/appserve/fiberrfi/public/options](http://www.google.com/appserve/fiberrfi/public/options). Google intends to do this at their expense. Wouldn't it be fun to be on the receiving end of a

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  
Market!"**



project like this?

## Doug

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

## Upcoming Events:

(Click on the links below to RSVP!)

Mar 25 GLHB&RA Board Meeting 9 AM, Lyman & Sheets Insurance

Apr 13 No Monthly Meeting Due To Builder Expo

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

May 12 Monthly Meeting: Rycus Flooring

## Building & Remodeling Expo: Just Four 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 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 their attendance](#) in advance will be entered to win \$300 cash! A [layout of the floorplan](#) is also available on the website.

## Marketing Tips For Builder/Remodelers: What Is "Value Proposition?"

Builders & Remodelers more than ever must find ways to distinguish themselves from the competition. Everyone offers a value proposition whether they have defined it or not. Here are a few examples:



- 1) We give you more at the same price.
- 2) We give you the same at a lower price.
- 3) We give you more at a lower price.
- 4) We give you a little less at a much lower price.
- 5) We give a lot more for a little more.

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

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**How Do We Decide...**

What is yours? Not all buyers are equal. Many care more about value than price. The buyer who expects #2 above will not be shopping for a builder who follows the proposition #5. Your value proposition will depend on several things: your competition, your preferred work, your desired work, profitability and what the market wants & desires.

In the current market it may seem that many follow a price proposition: "we will not be undersold." When enough companies price this way no one really benefits and the companies who do it all the time end up self-destructing. Your goal should be to come up with an economically sustainable business model with a competitive value proposition not based on price alone. Once you establish your value proposition, follow these three steps for success:

- 1) Use your value proposition to establish credibility;
- 2) Spell out the proposition in your marketing; and
- 3) Be consistent in delivering what you promise.

Remember, that most customers want value and not price. It's your role to define that for them!

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



### **Ann Garvey Named 2010 Membership Chair of National Membership Committee**

The National Association of Home Builders recently announced the appointment of local GLHB&RA member Ann Garvey to the position of Chair of the Membership Committee at NAHB.

Ann is a Certified Graduate Associate, Certified Sales Professional, and a Certified Aging in Place Specialist. Ann also serves on the Board of Directors at GLHB&RA and is the Executive Director of the Charlotte Chamber of Commerce.

"It is an honor for me to be able to serve at the National level," says Ann. Be sure to congratulate Ann when you see her!



### **Associate Members: Can You Help GLHB&RA Recruit New Members?**



### ...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](mailto:doug@glhba.org)

If you are an Associate member with a showroom we need your help. Each summer GLHB&RA Staff and Membership Committee are in search of Associate members who will invite GLHB&RA set up a "recruiting table" in your showroom for 2 hours once a summer! Or, if you have an "open house" GLHB&RA would love to participate. If you're willing to allow us a specific time, morning is preferred or when you have busy contractor traffic. GLHB&RA will bring the donuts for you and your staff. In addition, we will reward you with a "thank you" in the Tool Box. Can you help? If so, Call Cindy at 517-323-3254.



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