

Doug Carr

From: Doug Carr [lacey@glhba.ccsend.com] on behalf of Doug Carr [doug@glhba.org]
Sent: Monday, March 29, 2010 4:15 AM
To: Doug Carr
Subject: Governor "Missing" An Opportunity For Leadership!?

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The Tool Box

A Weekly Publication for Members & Friends
 March 29, 2010



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Dear Doug,

This is the Governor's Chance for Leadership!

The battle going on right now between state employees and the legislature over pay and benefits represents a chance for the Governor to demonstrate some real leadership!



The Michigan Senate wants to take back a promised 3% pay hike that state employees negotiated into their contract two years ago. Unless stopped, it will take effect in October. Elimination of the raise would save the state \$50 mil. The state employees and their union say they have already made enough concessions over the last 10 years.

Those who want to stop the raise show studies that Michigan's state workers total compensation is 6% higher than other state employees across the country. They also show that Michigan's state employees are paid an average of \$17,000 more per year than Michigan's private sector employees with the same skill sets.

Regardless of where one lines up in this debate, it's important to recognize a few things. First, Michigan must further cut spending. Second, this is a debate where someone will clearly lose the \$50 million on the table. Third, and this is the point, leadership is not only called for in this situation but, required. This is one of those moments when the "tough get going." So, who should lead?

End Of Homeowners Lien Fund 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



The Governor should lead! It She is the Chief Executive of the State. Unfortunately it appears as though she is avoiding the debate. Governor Granholm, instead of rolling up her sleeves, jumping into the mess, and doing the right thing, has left the fight up to someone else. Her office has said that the money is in the budget and the raise is part of a collective bargaining agreement. (Of course they are!) Further she has said that rescinding the increase is a legislative decision. In leadership jargon this is called sidestepping the issue. She may as well have said: 'I don't want to get involved.' Her choice only prolongs the problems. Michigan doesn't have any more time for leadership delays!

This lack of leadership at such a critical time in our state is disheartening, and only adds to the frustration level of Michigan citizens. Other states have similar budget problems they are working through. In the final analysis the difference between the states who survive and those who don't will be leadership. Now is the time for the Governor to step up and lead!

What do you think? E-mail me anytime at doug@glhba.org.

Doug

CEO, GLHB&RA
Doug@glhba.org

Upcoming Events:

(Click on the links below to RSVP!)

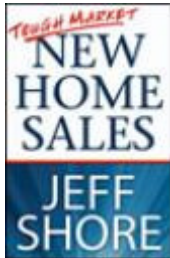
- Apr 13 No Monthly Meeting Due To Building Expo
- Apr 22 Monthly Event: Building & Remodeling Expo, Eagle Eye, 4-7PM [RSVP Here](#)
- May 12 Monthly Meeting: Rycus Flooring

Building & Remodeling Expo: Just Three 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 should RSVP](#) their attendance plans. A [layout of the floorplan](#) is also available on the website.



A "Tough 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.

Make *Tough Market* a

Marketing Tips For Builder/Remodelers: How To Respond to Low Ball Offers!

Pricing of new homes and quotes for remodeling may seem like the wild west these days. Buyers think every builder is desperate. So the buyer suggests a price that looks like a clown contract. What's the best way to respond? Here are a few tips.



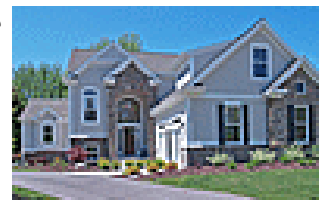
First, laugh. Make it a deep hearty laugh! This will not only help you relax it will tell the buyer that you think they are joking. The laugh will also remind you to not take it personally. The buyer is not attacking you. They either do this to everybody, or they're just testing you because someone else told them to.

Next, ask: "Are you serious?" with more laughter. This will help you continue to relax as well as put them now on the defense. In fact keep laughing for at least a minute or two. This will make them feel very foolish. While they are regrouping you can be lining up more questions like: "How long have you been shopping?" Or, "What are you comparing this to?" You should keep the questions going to do one of two things: qualify them or send them down the road.

If they are qualified and/or a serious buyer, then and only then should you be prepared to educate them on the finer aspects of price vs. value. If they are a truly qualified prospect for the kind of quality work that you provide, then they will appreciate it and be willing to pay for it. If not, don't waste your time, energy and emotions trying to please someone who is not at all serious. Life is too short and you'll never make any money.

Parade Of Homes To Feature Nearly 30 Projects In 2010!

Last week was the deadline for Parade builders and remodelers to get their entrees in for the 2010 Parade of Homes. Cindy Kosloski coordinator of the Parade reported that there were 25 new home entries and 4 remodel projects for a total of 29 entries. "I



am encouraged that our local residential market has bottomed out and is now on the way up," said Doug Carr. "The fact that we have nearly 30 projects is further indication that our local home building industry is prepared to press on in 2010 and deliver a successful Parade to the Lansing Region," he added. GLHB&RA is looking forward to a strong partnership with MSU Federal Credit Union in this year's Parade. If you would like to have an ad in the guidebook, e-mail Cindy at CKosloski@GLHBA.Org or call 323-3254.

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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

Money Talks! Live Webinar On Wednesday: "No Financing = No Sale!"

GLHB&RA members can attend a specially broadcast webinar with Christine Hamilton, CSP, CMP, this Wednesday, March 31, at 2:00 PM. She is a past Division VP Sales & Marketing for Beazer Homes, NAHB Salesperson of the Year, 4x MAME Winner and former Mortgage Loan Counselor. Learn how to turn customer financing into one of your strengths. Don't be at the mercy of lenders any longer. Cost is just \$37. To learn more about this

[seminar and to register, follow this link!](#)



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!



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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