

Doug Carr

From: Doug Carr [lacey@glhba.ccsend.com] on behalf of Doug Carr [doug@glhba.org]
Sent: Monday, March 08, 2010 4:15 AM
To: Doug Carr
Subject: Does Home Star Have A Chance?

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The Tool Box

A Weekly Publication for Members & Friends
 March 8, 2010



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Dear Doug,

Does \$6 Bil. "Home Star" Have A Chance?

Last week President Obama went to Savannah, Georgia to promote his "Cash For Caulkers" program. The official name is Home Star, named after Energy Star. The main notion behind the program is to upgrade the energy efficiency of millions of homes across the country to the tune of \$6 billion. Proponents of the program believe that the energy savings will help pay for the upgrades. So, it won't cost as much to implement as other government giveaways. There are some valuable benefits to this program. The largest for builders and remodelers is that it will put many of us back to work. It will save energy, it will give banks a reason to lend on remodeling projects, and it will help raise the country's public relations value with the rest of the world. In other words we don't just consume resources, but, also try to save them as well.



Big companies like Masco, Dow, Johns Manville and others are jumping on this bandwagon. This is a strong indication that it will happen. However, in order for the program to become a reality it will have to obtain congressional approval. Hopefully it will not face the same wall as the President's healthcare proposal.

Follow-Up Report



[Final traffic counts](#)

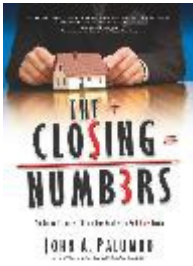
How Home Star Affects Remodelers

One aspect of this proposal that remodelers and builders will want to be aware of is that there is a provision for the upgrades to be done by "qualified" installers. There are two levels of rebate

from the Home show last week were 2,969 people through the Show.

This was an increase of 578 over the 2009 Show. The traffic was up 24%. This is consistent with what other Home Shows are experiencing around the state. This is a positive sign that things are on the rebound!

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upgrades, termed Silver Star and Gold Star. Silver consists of rebates up to 50% for things like water heaters, insulation, duct sealing, etc. up to a maximum of \$1000 or \$1500. Gold Star, on the other hand will require "certified" contractors to evaluate the entire house and make recommendations for a wider suite of upgrades. The goal will be to obtain 20% savings. If so, the rebate can go as high as \$3,000. And, still higher if greater than 20% can be achieved. This requires confirmation through an auditing process.

Certification of installers will be completed by the Building Performance Institute (BPI.) GLHB&RA is partnering with a company called Building Science Academy that is now running training programs to prepare remodelers for BPI certification. With the BPI Certification installers will be eligible to do the Gold Star upgrades and help consumers get the rebates. The majority of the \$6 Bil. is earmarked for the Silver level rebates. But, it doesn't hurt for you to try to get into position to be BPI Certified to do the Gold Star work.

I generally am not in favor of more government spending in our current situation. But this program, if done properly, does look like it could very well be good for our industry!

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

Doug
CEO, GLHB&RA

Upcoming Events:

(Click on the links below to RSVP!)

- Mar 8-12 Building Analyst Training, Comfort First Htg & Cooning
- Mar 10 Monthly Meeting "Web Based Small Business Training" MSU Federal Credit Union, 5:30 PM, Cost \$5, [RSVP Here](#)
- Mar 25 GLHB&RA Board Meeting 9 AM, Lyman & Sheets Insurance
- Apr 13 No Monthly Meeting Due To Builder Expo
- Apr 22 Monthly Event: Builder & Remodeler Expo, Eagle Eye, 4-7PM [RSVP Here](#)
- May 12 Monthly Meeting: Rycus Flooring

Wed. March 10th Monthly Meeting: Learn Advertising "Tricks of the Trade!"

Do you plan your own advertising? Most small business people do. But where do you turn for advice? At the next monthly GLHB&RA meeting, hosted by MSU Federal Credit Union, March 10, 5:30 - 7:00 PM, we'll introduce you to a great source. It's called Advertising 180. Once you know



the source you can access the answers you need to learn the tricks of the trade in just minutes. It's all available over the internet. After an introduction to this innovative service, the meeting host, MSU Federal Credit Union will assist you on a tour of their new

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

facility located at 3777 West Rd. in East Lansing. Don't miss this next monthly event. Cost is just \$5. [RSVP Here!](#)

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

Get Ready for the Builder & Remodeler Expo April 22, Eagle Eye Conference Center

The Builder & Remodeler Expo is just around the corner. It will be held on Thursday evening April 22 from 4-7 PM. If you are an Associate member and want to purchase a table, we have held the price to just \$250. Last year 90 builders and/or remodelers attended! All **Builder Members** get in free and are allowed to bring one guest.



Associates that are interested should 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.



The 2010 GLHB&RA Membership Directory Is "In the Mail" and On It's Way To You!

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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