

Doug Carr

From: Doug Carr At GLHB&RA [lacey@glhba.ccsend.com] on behalf of Doug Carr At GLHB&RA [doug@glhba.org]
Sent: Tuesday, June 01, 2010 8:31 AM
To: Doug Carr
Subject: Sources Of Money for Remodelers!

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The Tool Box

A Weekly Publication for Members & Friends
 May 31, 2010



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Dear Doug,

Sources of Money That Every Remodeler Should Know About...

If Remodelers, in our current market want to close deals, they should know where to "find the money." By that I mean money to help your customers pay for their project. There are several sources of money that you will want to pass on to your customers. Many are on the increase and most are constantly changing. Here's an overview.



1) [Energy Star Tax Credits](#) that cover up to 30% of the cost are outlined on this energy star website. Roofing, water heaters, windows & doors and more are all included in these incentives for home owners through the end of 2010. Some special items are covered until 2016. Another great web site to check out is energytaxincentives.org.

2) [Home Star Incentives](#) are coming soon and will amount to thousands of dollars. As I write this, the legislation is being passed at the Federal level. It is expected to be signed into law by President Obama soon. To get in on the action for the greatest savings/incentives contractors will have to be [BPI certified](#). GLHB&RA has partnered with [Building Science Academy](#) to offer training at a discount to members. The next class is June 7-12.

[Housing Starts](#)

Remodelers: Get BPI Certified Before Cash For Caulkers Goes Into Effect!



Once the Home Star Energy Act is in place this fall, thousands of households will be in the market for energy efficient upgrades that only BPI Certified contractors will be qualified to install. BPI Certified contractors will be in "the driver's seat for this work." The five-day training includes a 2-hour test.

**Get Certified
Today by
Registering for
the next
session:
June 7 - 12th
and save \$150.**

[Click Here](#)

3) Utility Company Rebates are on the rise. [Detroit Edison \(DTE\)](#) has a [program for new home builders](#) that helps cover the cost of an energy audit. The audit then shows the builder/homeowner specific ways to reduce energy use and helps pay for them! DTE also helps on remodel projects by paying for window replacement, insulation and more. Their [3-page application](#) covers the details. [Consumers Energy's program](#) is not as robust, but does offer rebates on specified HVAC systems and water heaters when designated contractors are used for installation. The utility programs are expected to continue growing and expanding as the Michigan Public Service Commission continues to put pressure on the utilities to save through reducing energy use rather than building new generating capacity. Another good website to keep an eye on is [MichiganSaves.org](#). As more programs are made available this site will get the word out.

4) There are some other minor sources of money that add up when combined, like the [State of Michigan Tax Credits](#) for energy efficiency and [MSHDA's Low Interest Property Improvement Loan Program](#). These should not be overlooked because they may help the right customer in the right situation.

The bottom line is that sources of money for property improvements are sprouting everywhere. The remodelers who can help their customers find the money to pay for the project will be the one's who capture the sales.

Doug

CEO, GLHB&RA
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Upcoming Events: (Click on the links below to RSVP!)

Jun 3 Lead Renovator Training, MAHB Office (Still Has Openings)
June 7 - 12 BPI Certification Training, 5 Day Building Analyst, In Lansing, Must Pay In Advance, Save \$150, [RSVP Here](#)
June 15 Lugnuts Outing [RSVP Here](#)

MCIM Places Moratorium On Issuance Of New Policies

Michigan Commercial Insurance Mutual (MCIM) announced last week that they are placing a moratorium on the issuance of new construction-related work comp policies. In a memo issued by MCIM, it was noted that although MCIM currently insures 1,200 Michigan Association Of Home Builder (MAHB) members, MCIM has lost 895 accounts due to the challenging market conditions. The memo also stated that MCIM plans to continue maintaining and strengthening the relationships they have with their existing customers. When asked about the change, Matt Waligorski, Chair



or call the
GLHB&RA Office
323-3254.

Golfers:
Save The
Date!!
July 13th



Hawk Hollow

**Reserve Your
Group!**

**Be A
Sponsor!**

**Call GLHB&RA
For More
Information**

517-323-3254

**Save 22%
With Verizon
Wireless!!**



One

of the MAHB Insurance Committee noted that an MAHB task force was formed and granted authority by the MAHB Board, "to explore the possibility of forming a self-insured workers compensation fund that provides members the opportunity to receive dividend returns and pay their bill on a monthly audited basis."

Congress Approves Home Star Energy Retrofit Bill: Jobs Are Coming!

Dubbed by the press as "Cash for Caulkers," the Home Star energy bill is moving forward with plenty of bi-partisan support. It has been approved by the House and now must be approved by the Senate. President Obama has promised to sign it. The bill, expected to be in place by July 4, provides financial incentives for consumers who install energy-saving measures in their homes. Remodelers should note that the bill includes a provision for contractors to be certified by the Building Performance Institute (BPI.) GLHB&RA is offering training for BPI certification on June 7 - 12th to help remodelers prepare to get these jobs. [Register here for training and save \\$150!](#) You can get more details about the Home Star bill at efficiencyfirst.org. Once the bill is signed by the President it will become effective immediately and is expected to generate consumer activity this fall.



Cash For Caulkers Coming!

Tuesday, June 15th Is The Time to "Go NUTS" With Your GLHB&RA Friends!

GLHB&RA has reserved a block of seats for you and 50 of your closest friends! It's your time to Go NUTs on a Dollar Dog Tuesday, June 15th. At 7 PM the Lugnuts will be taking on the Bowling Green Hot Rods. It's actually a double header with an earlier game starting at 5:40 PM. If you get there that early, **you get to see Cindy throwing the first pitch!** This is always a fun event and a great time to relax and enjoy the evening with GLHB&RA friends and family. Tickets are only \$9 each and can be ordered by [clicking here](#), or calling the GLHB&RA office at 323-3254. GLHB&RA will mail you your tickets prior to game time. Don't delay. All of your lugnuttiest friends will be waiting for you!



It's A Dollar Dog Tuesday!!

Very Good Reason

to Be A Member of
GLHB&RA!

Call
Corey Fulton:
517-927-0500

[Click Here for
Details!](#)

**Members
Save
5 Cents
Per Gallon
At Speedway!**



**With Their
Superfleet
Card!**



**Call Tom
Farnham 989-
615-2736**

**Use Your Member
Card this Month
And Save!**

meijer



**"At MSU-FCU, We Love
Construction Loans"**
says Mortgage Manager, Bill McLeod!

Marketing: The Need for Urgency!!

Anyone who studies marketing for any period of time quickly realizes that it is about a "call to action." Activities are designed to make something happen, close the deal, motivate the buyer "now." The reality is that nothing happens until after the cash register rings. Here are four reasons why a sense of corporate urgency is critical to your success.



Credibility means that you must consistently deliver goods and services either on or ahead of schedule. This is the foundation of a company that customers can believe in. This is one area to keep the bar raised high!

Opportunities can be lost because of a lack of prompt action. When you see one, seize it. If you don't reach for it, the company with the sense of urgency will grab it before you do. Look for opportunities and move on them quickly!

Profits will be lost. Profit is that last small increment of dollars that remain after all the overhead has been paid. Without a sense of urgency your company will not experience the difference between acceptable and outstanding profits.

Pride within your team will produce more and better work products than the competitor who lacks it. Team esteem is critical to creating a work product that keeps your customers happy and satisfied. Just, balance it against fun and humor to avoid burnout.

**MAHB Member Rebate Program Adds Four
New Manufacturers**

The MAHB Member Rebate program has added four new manufacturers: Boise Cascade, Closet Maid, HB&G Porch Columns and Sears Commercial Marketplace. GLHB&RA members can get rebates from numerous companies when they purchase



**Spend \$25
Or More
On General
Merchandise
And
Get \$5 Off!**

their products. Average rebates last year were \$860.54 per member!! It's easy to file for a rebate using [these claim forms](#). All details are explained on [this special MAHB website](#). If you're a builder, don't leave money on the table!

Meridian Companies Hosting Annual 5K Run/Walk For Hunger

Get out your running shoes! GLHB&RA Member Meridian Companies, is hosting their third annual Run/Walk marathon fund-raiser for hunger. It starts at 9 AM on Sunday, July 18th, at the Meridian Municipal Complex, 5151 Marsh Rd. in Okemos. All proceeds go to the Lansing city Rescue Mission. For registration details on divisions and cost go to themeridianadvantage.com. Or call 339-6300.



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