

Designer panel draws big crowd to August meeting

Apparently a lot of Miami Valley NARI members are interested in working more closely with designers as nearly 40 member company representatives attended the August lunch meeting to join a panel of Dayton area designers in a discussion of professional interaction between designers and remodelers.

Special guests for the meeting were designer panel members Linda Pecano Gorka, LPG Design; Alex Sale, Kurelis Interiors, and Jon Blunt, Luken Interiors. MVNARI Chairman of the Board Jeff Miller, CR, CLC, served as moderator for the interactive discussion.

In addition to benefiting from an outstanding educational program three NARI members came away from the meeting with valuable prizes. Gregg McCluskey, CR, KHA Home Improvements, won the attendance lotto drawing and was present to claim the \$50 cash prize. Mike Kline, Nation's First Mortgage Banc, was the split-the-pot cash winner, and Bill Bilbrey, CR, CKBR, won the free meal drawing.

There were also winners in the ongoing membership development contest. Jay Hurst, CR, Hurst Total Home, and Dan Nickoli, Pella Sales, each received \$50 for their successful membership recruitment efforts.



At the August MVNARI meeting a panel of designers discussed the professional relationship between designers and remodelers. Members of the panel were, left to right, Linda Pecano Gorka, LPG Design; Alex Sale, Kurelis Interiors, and Jon Blunt, Luken Interiors.

September

September Supplier Night

Date & Time

6:00 p.m., Wednesday, September 28

Location

Marsh Building Products
2030 Winners Circle

Cost

Hosted by Marsh

Call the MVNARI office at 937-222-NARI or send e-mail to info@naridayton.org to make reservations for this event.

OVNARI Seminar

Date & Time

8:30 a.m., September 15

Presenter

Michael Gorman, CR

Location

Kings Island Resort
& Conference Center

Cost

\$159, includes continental breakfast and lunch.



Marsh Dayton location

Marsh will host September MVNARI meeting

Marsh Building Products will entertain and educate members of Miami Valley NARI at the last scheduled supplier night meeting of 2005, which is set for 6:00 p.m., Wednesday, September 28, at the Marsh location at 2030 Winners Circle.

Guest speaker Lloyd Showalter, Alcoa Building Products, will present a report on the state of and the outlook for the light construction industries.

To reach the Marsh Dayton loca-

tion take Stanley Avenue to Webster Street (the first street east of I-75). Go north on Webster one block and turn right onto Winners Circle.

Since Marsh will be providing food and beverages it's important for members who plan to attend the meeting to R.S.V.P. by Friday, September 23 so we can provide an accurate count. Call the Miami Valley NARI office at 937-222-6274 or send an e-mail message to info@naridayton.org.

NARI launching national campaign

by Ray Bell, CR

Greater Dayton Building & Remodeling

Hello fellow members, I trust everyone is doing well. My prayers go out to all the families affected by hurricane Katrina. It's hard to imagine all the damage left behind.

I was reminded that we in Dayton had to overcome the 1913 flood, although it pales in amount of destruction. Dayton overcame and rebuilt a better city and so will the cities destroyed by the hurricane. That's what we as Americans do best. We all pull together in times of national disaster.

This summer I have been working on a NARI national task force

charged with developing a new national membership recruitment program. This as yet unnamed program will replace our Squires program. Each chapter will nominate their top recruit. The winner will be flown to the national meeting to receive the award. Locally we also will be recognizing the top three recruiters.

Now for the fun part. As I said the task force couldn't come up with a name for this membership initiative, so we're turning to the membership for help. You could win \$200 by naming the new program. Just go to www.nari.org and click on win \$200 and suggest up to five names and you could win. The contest ends October 31.

I hope to see everyone at the Fox and the Hound for our next NARI just-for-fun social evening on Wednesday, September 14.

NARI is invited to visit Clear Channel studios

Clear Channel Dayton has invited Miami Valley NARI members to an open house at Clear Channel's studios, 101 Pine Street, (in the Oregon District) at 6:00 p.m., October 6, to learn more about "Remodeling Pro Talk," the MVNARI radio show that airs Saturday mornings on WONE 980 AM / WIZE 1340 AM.

This will give members a chance to get acquainted with their staff, tour the studio, and meet show host Karen Kelly and producer Butch Brown and discuss the opportunities the show provides to the NARI membership as well as area consumers.

Membership campaign will continue into fall

Miami Valley NARI's 2005 membership campaign will continue through November, and, current members are earning valuable rewards every month for introducing new members to NARI. The size of the rewards increases as the number of members recruited increases.

- First new member \$50
- Second new member \$75
- Third new member \$100
- Fourth new member \$125
- Fifth new member \$150

Rewards are paid in cash at the first NARI meeting after the member they recruit joins. At the August meeting Jay Hurst, CR, Hurst Total Home, and Dan Nickoli, Pella Sales, each received crisp new \$50 bills for helping the chapter move closer to its goal of 150 chapter members by the end of the year.

Contact Melissa Lynd at the NARI office for information material to help you explain NARI and its benefits to prospective members.

Miami Valley **REMODELER**

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Our Mission

As the authority in the remodeling industry, Miami Valley NARI develops and sustains programs that foster ethical conduct, sound business practices, and professionalism by bringing together contractors and suppliers in the remodeling industry and by serving as a resource for the homeowner.

NARI seminar to help members work smarter

“Many remodelers are just one skill away from wealth,” says Michael Gorman, CR, the featured presenter for the Ohio Valley NARI seminar, to be held on Thursday, September 15, at the Kings Island Resort & Conference Center.

Michael’s mission is helping his remodeling industry colleagues pick up that one skill (okay for some of us maybe it’s two skills) they need to turn “doing okay” or “getting by” into spectacular success and maybe even wealth.

Here are just a few of the important and very useful remodeling business topics Michael will cover during the seminar.

- How to get a signed agreement the first time you visit with the project.
- Why your prospect considers “profit” to be a dirty word and how to overcome that situation.
- How to handle the customer who wants to pick your prices apart.
- How to collect payments so you don’t get stiffed on that final check.
- How to get paid for the free estimate.
- How to protect yourself from rising material, labor and subcontractor prices while locked into a fixed price contract.
- How to ration your services so that you work smarter not harder.
- How to understand the decision making process your clients use when making choices.
- How to determine a fair price for your work and then get your customer to accept it without hesitation.
- How to educate your client about what they need to know to make a wise choice of contractors.

(Continued on page 4)

“Downsizing” not on boomers wish lists

Contractors who expect the aging U.S. population to produce demand for smaller homes and growth of “retirement communities” may have a long wait, according to speakers at the Building for Boomers and Beyond Seniors Housing Symposium, sponsored recently by the National Association of Home Builders.

Members of the generations born in the mid-1950s and earlier are the most affluent demographic, and this affluence is showing up in their housing choices.

The 50+ population is looking for new housing, but not minimalist housing. By and large aging boomers expect to be moving up to the best housing they have ever had, even if it means taking out a hefty mortgage to finance the upgrade.

“Probably the most striking thing we’ve found over the last few years is that many home buyers over 50 are not simply cashing out the equity they’ve built in their family home, nor are they downsizing into a less expensive house or apartment,” said Jack Haynes, executive vice president of the National Builder Division at Countrywide Home Loans.

A study conducted by Countrywide in conjunction with NAHB found that one-fourth of home buyers aged 50 and older paid more for their “retirement homes” than for their previous home. These new homes were likely to feature next-generation amenities like structured wiring and exterior maintenance services. Older buyers are willing to pay for and to finance these options, and that trend appears to be intensifying.

These trends, plus the preference of many home owners to upgrade

their living environment without the trauma of moving, is a favorable indicator for the remodeling market.

That conclusion was supported by two other symposium panelists. William Feinberg, president of Feinberg and Associates, an architect and designer based in Voorhees, NJ, and Myril Axelrod, president of Marketing Directions Associates, indicated that the concept of the active-adult community has little appeal to the 30 million Americans in the 47-58 age group.



“Those on the leading edge aren’t ready to move and they aren’t thinking of retirement,” said Feinberg. “They are looking at real estate as an investment and not because they need to move to a new home.”

“The idea of retiring and doing nothing is not for them,” Axelrod said of the boomers. “They’re a Peter Pan generation. They feel they’re going to be young forever.”

While leading-edge boomers are not interested in moving to smaller homes, they do want to get rid of any parts of the house that are not being used so that they can enjoy bigger spaces in the rooms they use the most. Lots of open space, fewer walls and plenty of flow are selling points. Home owners in this age group are also looking for kitchens with lots of light that double as the social center of the home for informal entertaining.

Flex space that provides the opportunity to individualize their home is also a plus. Boomers will spend freely for customized design and amenity features.

“We did not hear the word downsizing in any of our focus groups,” said Feinberg.

New DoE efficiency standard will increase the cost of A/C equipment

Starting early next year a significant change is coming to air conditioners and heat pumps manufactured in or imported into the U.S. The required efficiency standard for such equipment will increase by 30%.

For nearly a decade the Department of Energy has required air conditioners and heat pumps to meet a minimum energy efficiency standard

of 10 SEER (Seasonal Energy Efficiency Rating). On January 26, 2006, that minimum will increase to 13 SEER.

This change will result in lower energy consumption, and thus lower power bills, but it will likely come at a higher average costs for equipment. In 2001 DoE projected that the higher rating would increase the average cost to consumers by \$335. High end air conditions and heat pumps already exceed the new minimum by a wide margin, typically carrying ratings of 15 to 18 SEER. One unit now on the market actually exceeds 20 SEER. Current economy equipment and even some mid-range units are usually in the 10 to 12.5 SEER range.

You will need to take this impending change into consideration when estimating jobs that will involve installation of A/C units and heat pumps after January 26.

Consumers may suffer from initial "sticker shock," but the payback may be fairly rapid, especially in light of today's rapidly-inflating energy costs. Carrier Corporation, one of the largest manufacturers of heating and air conditioning equipment,

estimates that 13 SEER equipment delivers about 23% energy savings compared to 10 SEER units. DoE originally projected an 11 year return on investment for "average" buyers, but that was at 2001 energy prices.

The utility bills home owners have seen over the past 18 months might lead them to choose higher price, higher efficiency equipment, even if it weren't required by federal regulations.

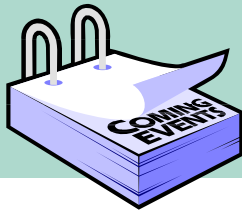
Strategic plan report

(Continued from page 5)

- Why you must stress the minute details of the job while you educate them about issues of comfort, health and safety in their home.

- How to insure that each of your customers become raving fans.

If you're ready to remodel your remodeling business for greater success in the future fill out and return the seminar registration form enclosed with this newsletter, and join Michael Gorman, CR, and remodeling contractors from throughout Ohio at the Kings Island Resort and Conference Center.



Ohio Valley NARI Seminar

8:30 am-5:00 pm, September 15
Kings Island Resort
& Conference Center
Michael S. Gorman, CR

CR/CRS/CLC Preparation Classes Begin

6:00 pm-9:00 pm, September 21
Miami Valley NARI Office
136 S. Keowee St.
Classes continue weekly
through November 9

September Supplier Night

6:00 p.m., September 28
Marsh Building Products
2030 Winners Circle

Clear Channel Studio Tour

October 6
101 Pine Street

October Dinner Meeting

6:00 pm-9:00 pm, October 26
Neil's Heritage House

Contractor of the Year Awards Deadline for Entries

5:00 pm Monday, November 14
At Miami Valley NARI office

November-December

No NARI meetings or events
Board and committee meetings as called
or scheduled.

MIAMI VALLEY NARI
136 S KEOWEE ST
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