

# Westside Builder

The Newsletter of the Westside Home Builders Association



March  
2022

**General Membership Meeting Tuesday, March 8 from 11:30am to 1pm**  
**At: Atlanta's Finest Catering 13997 Veterans Memorial Hwy., Winston, Ga. 30187**  
**1 CEU for Builders - Program: SecurityNational Mortgage/Cynthia Hall**

## January New Home Sales Lower but Still Solid

New home sales declined in January on rising interest rates but still posted a steady reading as demand remains strong.

**Sales of newly built**, single-family homes in January fell 4.5% to an 801,000 seasonally adjusted annual rate from a sharp upwardly revised reading in December, according to data from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau.

A new home sale occurs when a sales contract is signed or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the January reading of 801,000 units is the number of homes that would sell if this pace continued for the next 12 months.

New single-family home inventory was up 34.4% over last year, rising to a 6.1 months' supply, with 406,000 available for sale.

However, just 37,000 of those are completed and ready to occupy.

The median sales price rose to \$423,300 in January from \$395,500 in December, and is up more than 13% compared to a year ago, due primarily to higher development costs, including materials.

Regionally, on a year-to-date basis, new home sales fell in three regions, down 10.7% in the Northeast, 3.7% in the Midwest and 7.4% in the South. New home sales were up 1.2% in the West.



## Strong Turnout at 2022 Builders' Show

More than 45,000 home building professionals filled the exhibit halls of the Orange County Convention Center in Orlando as the National Association of Home Builders hosted the NAHB [International Builders' Show®](#) (IBS) Feb. 8-10, which followed extensive health and safety protocols.

IBS and the Kitchen & Bath Industry Show (KBIS) again combined for the Design & Construction Week® (DCW), which drew more than 70,000 attendees. More than 800 IBS exhibitors displayed their products across 425,000 net square feet.

## Materials Prices Rise Again in January

The prices of goods used in residential construction ex-energy climbed 3.6% in January (not seasonally adjusted), according to the latest Producer Price Index (PPI) report released by the Bureau of Labor Statistics. The [index was led higher](#) by a 25.4% jump in softwood lumber prices, and 9% price increases for indoor and outdoor paint.

Building materials prices increased 20.3% year over year and have risen 28.7% since January 2020. Over the past four months, the index has climbed 8.4%.

## U.S. Lowers Duties on Canadian Lumber

With lumber prices experiencing extreme price volatility this year and harming housing affordability, NAHB has relentlessly been calling on the Biden administration to reduce duties on Canadian lumber shipments into the United States.

On Jan. 31, the Commerce Department took a positive step forward by issuing its third administrative review to [reduce duties](#) on shipments of Canadian lumber into the United States from 17.99% to 11.64%.

## Rising Home Values Pricing Out Millions

Rising home prices and interest rates are taking a toll on housing affordability, with 87.5 million households — or roughly 69% of all U.S. households — unable to afford a new median priced home. In other words, seven out of 10 households lack the income to qualify for a mortgage under standard underwriting criteria.

The data comes from NAHB's recent 2022 [priced-out estimates](#), which show that if the median price goes up by \$1,000, another 117,932 households would be priced out of the market.

## Townhouse Construction Surged in 2021

Townhouse construction jumped 28.1% in 2021, according to [NAHB analysis](#) of the most recent Census data. Medium-density construction lagged for much of 2020, with persistent affordability headwinds, and housing demand shifting to more suburban and exurban areas. However, demand for medium-density neighborhoods returned as the economy more fully reopened during the past year.

During just the fourth quarter of 2021, single-family attached starts totaled 39,000.

# WHBA Member OF THE MONTH



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Beacon Construction Group was founded in 2010 by Brad Carroll and Edward Looper to fulfill their vision of helping people build their dream homes..

We have assembled a team that contains over 60 years of construction experience as well as the office personnel to make sure this process is as smooth as possible.



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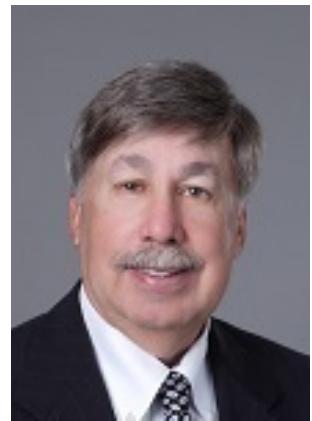
# Members Elect NAHB's 2022 Leadership Team

NAHB members elected senior officers to the association's top **leadership positions** at NAHB's Leadership Meetings during the 2022 International Builders' Show.

Taking the helm as NAHB's Chairman of the Board this year is Jerry Konter, a Savannah, Ga.-based home builder and developer with more than 40 years of experience in the home building industry.

Also moving up on the association's leadership ladder was Alicia Huey, a Birmingham, Ala.-based custom home builder. She was elected First Vice Chairman of the Board. Carl Harris, a Wichita, Kan.-based small volume spec and custom home builder, was elected Second

Vice Chairman of the Board. Buddy Hughes, a Lexington, N.C.-based home builder and developer, joined the NAHB leadership ladder with his election as Third Vice Chairman of the Board.



2022 NAHB Chairman  
Jerry Konter

2021 NAHB Chairman Chuck Fowke remains on the leadership ladder as the 2022 Immediate Past Chairman. Rounding out the association's leadership is NAHB Chief Executive Officer Jerry Howard, from Washington, D.C.

## Home Buyer Preferences

Home buyer preferences have continued to reverse trends in home building as builders work to respond to new interests in the wake of COVID-19. Increased desire for bigger homes, suburban locations and more outdoor amenities are driving new home design, resulting in a rise in the average size of a new home to 2,524 square feet, and the percentage of new homes with 4+ bedrooms and 3+ full bathrooms to 46% and 34%, respectively.

Baby boomers buck those trends, with a greater interest in smaller homes on smaller lots, preferably in the suburbs.

**Certain home features** do resonate with all generations, however. The top five are: laundry rooms; exterior lighting; ceiling fans; patios; and walk-in pantries.

## Multifamily Sentiment up in Q4

Confidence in the market for new multifamily housing improved in the fourth quarter of 2021, according to results from the **Multifamily Market Survey (MMS)** released recently by NAHB. The MMS produces two separate indices: the Multifamily Production Index (MPI) increased one point to 54 compared to the previous quarter while Multifamily Occupancy Index (MOI) decreased six points to 69.

The MPI measures builder and developer sentiment about current conditions in the apartment and condo market on a scale of 0 to 100. The index and all of its components are scaled so that a number above 50 indicates that more respondents report conditions are improving than report conditions are getting worse.

## **Leadership List**

### **OFFICERS**

President, Blake Hudson  
Vice-President, Mike Lee  
Secretary/Treasurer, Joe Irons  
Past President, Blake Wilson

### **BOARD OF DIRECTORS**

Derrick Thompson  
Cory Lord  
Cynthia Hall  
David Barnett

### **LIFE DIRECTORS**

Larry Boggs  
Jeff Matthews  
Robbie Robinson

### **EXECUTIVE OFFICER**

Greg Wallace



## **Calendar of Events**

### **March 8, 2022**

Board Of Directors Meeting  
10:45 am - 11:30 am  
General Membership Meeting  
11:30 am - 1 pm

### **April 12, 2022**

Board Of Directors Meeting  
10:45 am - 11:30 am  
General Membership Meeting  
11:30 am - 1 pm

### **May 10, 2022**

Board Of Directors Meeting  
10:45 am - 11:30 am  
General Membership Meeting  
11:30 am - 1 pm

### **LOCATION:**

Atlanta's Finest Catering  
13997 Veterans Memorial Hwy,  
(Bankhead Hwy)  
Winston GA 30187

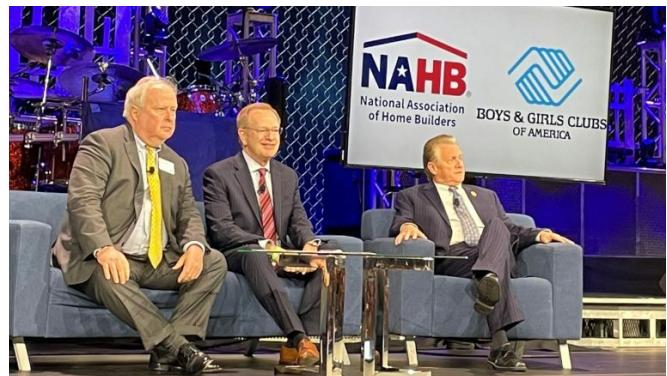
# NAHB, Boys & Girls Clubs Announce Partnership

NAHB and the Boys & Girls Clubs of America are teaming up to introduce more of America's youth to a potential career in residential construction. The announcement was made at a press conference held during the International Builders' Show (IBS) in Orlando.

The announcement comes as the residential construction industry continues to struggle to overcome the lack of available skilled trade workers. In fact, a recent survey of NAHB members showed nearly two thirds rank this issue as the most significant challenge they faced last year.

Working together to promote construction career pathways, [\*\*NAHB and Boys & Girls Clubs of America\*\*](#) will connect young people to individuals in the industry, providing them with work-based learning activities and access to essential skills development programs to further their career exploration.

To kick off the pilot program, 10 local home builder associations (HBAs) will work with local Boys & Girls Clubs to mentor young men and women, showcase the multiple career opportunities available in the home building industry and help guide them to choose a career in residential construction. The local HBA chapters will host events,



From left, NAHB CEO Jerry Howard, Boys & Girls Clubs CEO Jim Clark and 2021 NAHB Chairman Chuck Fowke prepare to sign proclamation on workforce readiness.

including career panels, jobsite visits and job shadowing.

HBAs interested in connecting with their local Boys & Girls Club can submit a request [on nahb.org](http://on.nahb.org).

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## Members Save Millions

*Start saving at [nahb.org/savings](http://nahb.org/savings)*



# SALA healthcare program changes effective

## April 1, 2022

For the period beginning April 1, 2022, members participating in the Apex components of the SALA Healthcare Program will experience a nominal rate increase. Our partners aim to keep costs low, however, there were a combination of factors over the past year or so that increased claim costs. COVID was one of the biggest factors. Other factors include increased cost in administration fees, staffing, PPO network access, banking, and technology enhancements. A second email will also be sent to all members prior to their next billing detailing their new monthly contribution.

As I mentioned, there are some significant enhancements to the Apex products. We are excited to announce a new comprehensive member app - Show Benefits! Members will have access to all the features and benefits of their plan inclusive of:

- Plan Documents
- ID Cards
- Provider Search
- Rx lookup

However, what we are most excited about is the introduction of a new benefit which is of value to all members and their dependents, Virtual Primary Care (VPC). VPC has a \$0 copay and features unlimited use for all family members regardless of how they are enrolled in benefits. With the addition of the VPC, it opens the door for some members to consider changing their Apex plan from the Advantage (Summit) Plan to the less expensive Basic (Essential) Plan.

The VPC will allow members to access:

- a primary care and multidisciplinary care team,
- preventive care and wellness,
- acute care,
- chronic care management,
- behavioral health services, and
- care coordination.

Lastly, some members have expressed concerns to the SALA team about the level and quality of service provided by HMA. The Apex Group has also been listening. We are very pleased to let you know the claim administration is being transitioned to a new Third-Party Administrator, ARM, Ltd., out of Arlington Heights, Illinois and Apex customer service will now be provided by Unified TPA. This will result in a significant improvement in the member experience. When a member calls in for customer service, they will reach a live person on the phone who can answer and resolve any issues

You will also see that the plan names have been rebranded. The Advantage Plan will now be known as the Summit Plan and the Basic MEC will be the Essential Plan. In the coming weeks we will be updating your SALA Healthcare website and all the marketing material located there. We will also be announcing a series of webinars this spring for members to attend and learn about the new benefits. Please look for future emails from us as we update the website, add updated materials, and announce the webinar dates.

Best,

Kevin

Kevin Kennedy, MBA, CNE

CEO

Small Association Leadership Alliance

Washington, DC



**www.westsidehba.com will  
reflect these changes.**

**SALA is updating WHBA's  
Website information on or  
before April 1, 2022**

**Please call WHBA's office at 770 652-6162 if you have any  
questions regarding this matter.**

# Westside HBA Earns \$550 from recent Membership Drive

This year has been both an exciting and challenging one for NAHB membership. More than ever before, the events of the last 21 months have demonstrated the importance of a strong, engaged membership and I applaud your efforts in prioritizing a culture of membership at your association.

I personally want to congratulate you for the success of your 2021 Membership Drive. On behalf of the National Association of Home Builders and the NAHB Membership Committee, we would like to thank you and the members of Westside HBA for your hard work in recruiting new members and retaining current members, resulting in net growth for your association.

**From April 1st through June 30th, your HBA had a net growth of 11 in Builder and Associate members! This outstanding effort has earned your association a check for \$550, which will be sent in the near future.**

We are proud of the efforts that have been made across our Federation to grow membership this year. Thank you again for your commitment and for keeping our Federation strong. We look forward to seeing what your HBA continues to accomplish in 2022.

Sincerely,

Dianne Beaton

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NAHB  
MEMBER.

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