

Westside Builder

The Newsletter of the Westside Home Builders Association



DO
BUSINESS
WITH AN
NAHB
MEMBER.



**April
2022**

General Membership Meeting Tuesday, April 12th from 11:30am to 1pm
At: Atlanta's Finest Catering 13997 Veterans Memorial Hwy., Winston, Ga. 30187
1 CEU for Builders - Program: GREYSTONE POWER CORP - Lisa Lonon

Higher Mortgage Rates Dampen New Home Sales

Higher mortgage rates and construction costs pushed new home sales lower in February even as demand remains solid due to a lack of existing home inventory.

Sales of newly built, single-family homes in February fell 2.0% to a 772,000 seasonally adjusted annual rate from a downwardly revised reading in January, according to the most recent data from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. New home sales are down 6.2% compared to February 2021.

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 February reading of 772,000 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 33% over last year, rising to a 6.3 months'

supply, with 407,000 available for sale. However, just 35,000 of those are completed and ready to occupy.

The median sales price rose to \$400,600 in February, and is up 10.6% compared to a year ago even as residential construction material costs are up 20% over the same period.

Regionally, compared to the previous month, new home sales increased 59.3% in the Northeast, increased 6.3% in the Midwest, decreased 1.7% in the South and decreased 13.0% in the West.



NAHB Urges Action on Lumber Supply

NAHB Chairman Jerry Konter urged the Biden administration to increase domestic production of timber from federal lands and to work with Canada on a new softwood lumber agreement that will eliminate tariffs during a March 14 [White House virtual meeting](#) on resolving the lumber and building material supply chain crisis. And after the administration announced on March 23 that it would be ending [tariffs on steel and aluminum](#) from the United Kingdom, NAHB asked the White House to negotiate a similar agreement on Canadian softwood lumber.

Get Your Building Codes Pocket Guide

The 2021 Home Builders' Jobsite Codes guide is now available for purchase on [BuilderBooks.com](#). The [quick guide](#) to the 2021 International Residential Code (IRC) covers the impact of 2021 IRC changes to fire resistance provisions, emergency escape and rescue openings, safety glazing adjacent to bathtubs and showers, and much more.

The 2021 Home Builders' Jobsite Codes guide covers construction and remodeling of single-family dwellings, duplexes and townhomes.

FEMA Begins New Flood Insurance Rates

The second phase of the transition to the Federal Emergency Management Agency's (FEMA) Risk Rating 2.0 began on April 1, when home owners who currently have flood insurance will begin to see the [revised rates](#) as their policies are renewed.

FEMA is transforming the way it calculates premiums for flood insurance policies made available under the National Flood Insurance Program (NFIP) so that they better reflect the actual risks properties face.

Fed Raises Rates During March Meeting

As widely expected by forecasters and markets, [the Federal Reserve](#) raised the federal funds rate by 25 basis points at the conclusion of its March meeting. The Fed also indicated that balance sheet reduction, after significant asset purchases to produce lower long-term rates, will begin at a future meeting. These monetary policy moves will lead to higher mortgage rates in 2022 and 2023 as the Fed attempts to curb elevated inflation.

The Fed also reduced its GDP forecast in 2022 to just 2.8%.

Millions Cannot Afford Dream of Homeownership

Rising home prices and interest rates can negatively affect housing affordability, as shown in recent NAHB reports related to its 2022 Priced-Out Estimates. However, a large portion of the roughly 69% of U.S. households [that can't afford](#) a new median-priced home aren't even able to afford a home that costs a fraction of that price.

The minimum income required to purchase a \$150,000 home is \$36,074. Roughly 36 million U.S. households are estimated to have incomes at or below that threshold.

WHBA Member OF THE MONTH



Sandra Harvey

Realtor

Direct: (404) 843-2500

License: 280850 GA

sandra.harvey@metrobrokers.com

As a Realtor with BHGRE® Metro Brokers, I offer my clients the most comprehensive services while using the state of the art marketing and technology strategies. As your Realtor®. I will put my knowledge and local expertise to work for you. I am dedicated to helping you, my client every step of the way. By pairing my Real Estate knowledge with the support of the largest Real Estate company in Georgia, I offer my clients everything they need ie; real estate mortgage, property insurance and closing services, From CONSULTATION to CONTRACT to CLOSING and BEYOND, put me to work for you and we can make your home, SOLD By SANDRA!

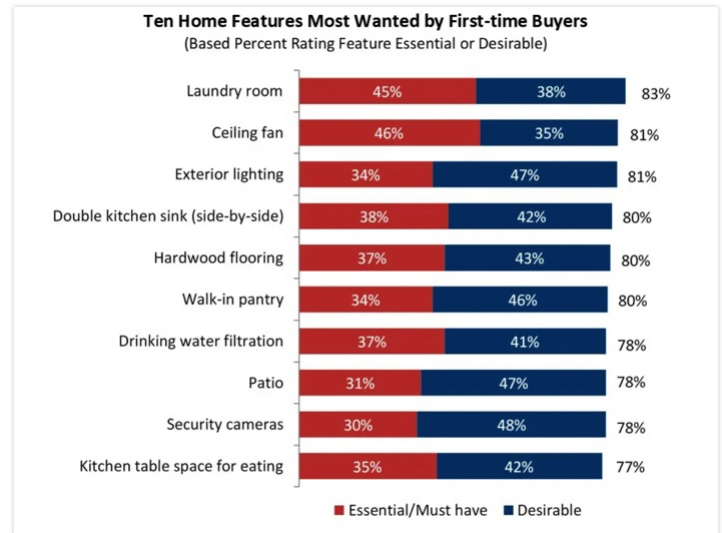
Better Homes and Gardens Real Estate

Metro Brokers

Top 10 Features Desired by First-Time Home Buyers

NAHB's most recent survey of "What Home Buyers Really Want" asked first-time buyers to rate more than 200 home and community features using a four-tier scale: essential, desirable, indifferent and do not want. The [top 10 most wanted](#) features by first-time home buyers were: laundry room, ceiling fan, exterior lighting, double kitchen sink, hardwood flooring, walk-in pantry, drinking water filtration, patio, security cameras, and space for a kitchen table.

The biggest difference in features most wanted by first-time buyers and buyers in general is the absence of energy saving features on the first-time buyers' top 10 list. Among buyers in general, ENERGY STAR



rated windows are the #4 most wanted feature and ENERGY STAR rated appliances ranked #9. A front porch also made the top 10 list among buyers in general.

Tuskegee University Wins at IBS

The 2022 [NAHB Student Competition](#) enjoyed a return to normal as the teams largely presented in person during the International Builders' Show in Orlando. In the Production Home Builder competition for four-year programs, teams were asked to create a development plan for a 120-acre parcel in Texas. Tuskegee University won first place for four-year programs. This marks the first time a team from a historically black college or university won the competition.

California Polytechnic State University, San Luis Obispo took first place in the new Custom Home Builder competition. Kirkwood Community College in Iowa took the top spot in the competition for associate degree programs.

Top States for NGBS Certifications

With nearly 350,000 homes certified to the National Green Building Standard (NGBS) since its launch in 2009, builders across the United States are continually adding to the pipeline of NGBS projects. Here's a snapshot of the states that saw [the most certification activity](#) in 2021 for single-family and multifamily projects.

The top 10 states in 2021 for single-family certifications under the NGBS: North Carolina, Virginia, Delaware, Florida, Texas, Indiana, Maryland, New York, Washington, and Missouri.

The top 10 states for multifamily certifications under the NGBS: Texas, Florida, North Carolina, Georgia, Maryland, Virginia, Colorado, Arizona, Tennessee, and Indiana.

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

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

June 14, 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 Member Savings Can Help Your Business Thrive

NAHB member benefits programs are [offering more savings](#) than ever before. Whether it's on your next product shipment, car rental, office supply order or telecommunications upgrade, we have the solutions to help meet your business needs. Below are a few examples.

Savings on Shipping

We're committed to helping you solve shipping challenges, save money and reduce stress. From small packages to freight pallets, members can take advantage of our partnerships with UPS® and YRC for convenient, dependable services that make sending and receiving packages easy and more affordable.

Great Savings on Rental Cars

You can save money while making your travel experience more comfortable and convenient through the NAHB/Avis and Budget car rental savings program. With the pay-now feature, members can save up to 35% off base rates, plus other offers, such as complimentary upgrades.

Savings from Office Depot

Whether in the front office or out on a jobsite, the NAHB/Office Depot savings program provides the supplies you need to keep your business going. From personal protective equipment (PPE) — such as face coverings, safety goggles, ear plugs and hard hats — as well as a variety

of cleaning supplies and other business essentials, Office Depot can make it easier to outfit your business with work essentials.

Tech Solutions from RingCentral

Imagine your team working seamlessly with all the resources they need to keep conversations moving at their fingertips. Imagine your clients, suppliers and subcontractors connecting with you effortlessly through crystal-clear voice and video calls. Get these features and more when you upgrade to RingCentral's voice, video and team messaging system.

Visit 1800members.com/nahb or call 800-MEMBERS (800-636-2377) weekdays from 8 a.m. to 5 p.m. ET, for more information.

DO
BUSINESS
WITH AN
NAHB
MEMBER.

Members Save Millions

Start saving at nahb.org/savings

NAHB.

WHBA Membership Committee

The newly formed WHBA Membership Committee has begun operation with a goal of expanding our membership from the current 70+ members to 150+ members over the coming year.



We are pleased to announce that Sandra Harvey with Better Homes and Gardens Metro Brokers has agreed to be the Chairman of this committee. In addition, Jennifer Chadwick with SecurityNational Mortgage has agreed to be the Vice-Chairman.



Additional members of this committee:

Krissy Lindsay - Metro Garage Door



Josh Archer - DIAMOND KOTE Building Products



Merrill Folsom - NGTurf



Various Builders will serve as adhoc members of this committee.

Thank you to all those who have agreed to participate on this very important committee!

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.**

Remember:

All you have to do is "ASK"....

Invite 2 or more of your Subcontractors,
Suppliers or Service Providers to become
Members & attend the next WHBA General
Membership Meeting. Who are your...

**Accountants, Appraisers, Attorneys, Lumber Supplier, Cabinet Co.,
Plumbing Supplier, Concrete Co., Granite/Marble/Tile Supplier, Dry
Wall Co., Framing Contractor, Electrical Contractor, Banker/Mortgage
Broker, HVAC Co., Insulation Contractor, Landscaping Co., Masonry
Contractor, Paint Co., Real Estate Company, Roofing Contractor,
Security Systems Provider, Grading Co., Windows/Doors Supplier, Trim
Carpenters, Decking Company.....**

WHY SHOULD YOU JOIN WHBA?

Membership Benefits:

- **SAVE \$100 per house for DET/Blower Door Testing**
- **Health Care Program – Up to 60% more affordable than traditional health insurance**
- **All required Continuing Education Hours (CEU) can be obtained simply by attending membership meetings**
- **HBAG Member Rebate Program – Average SAVINGS of \$1,366/year**
- **Over 50 leading Manufacturer Rebate Programs**
- **NAHB Discount Programs from Lowe's, Office Depot, Dell, General Motors, GEICO, Hertz, UPS, Ram....just to name a few**

Go To www.westsidehba and click on "Member Benefits" to see all Programs and Savings.