

Westside Builder

The Newsletter of the Westside Home Builders Association



March
2026

**GENERAL MEMBERSHIP MEETING - Tuesday, March 10th from 11:30am to 1pm
At Gabe's Downton Villa Rica - 129 Main Street Villa Rica, GA.**

Overall Housing Starts Inch Slightly Lower in 2025

Total housing starts for 2025 were 1.36 million, down 0.6% from the 1.37 million total in 2024.

Single-family starts in 2025 totaled 943,000, down 6.9% from the previous year.

Multifamily starts ended the year up 17.4% from 2024.

“Single-family home building dipped in 2025 because of ongoing affordability challenges, fueled by high housing price-to-income ratios and elevated financing and construction costs,” said Buddy Hughes, a home builder and developer from Lexington, N.C. “NAHB expects single-family starts will move slightly higher this year, as mortgage rates are expected to moderate.”

“Multifamily construction was down in high-density markets but up in the low-rise sector,” said Jing Fu, NAHB senior director of forecasting and analysis. “Multifamily starts are anticipated to fall 5% in 2026 to



an annual pace of 392,000 units and decline an additional 6% in 2027 to a 367,000 rate, leveling off near pre-pandemic levels.”

Looking at regional housing starts for 2025, combined single-family and multifamily starts were 8.7% higher in the Northeast, 7.2% higher in the Midwest,

4% lower in the South and 0.8% lower in the West.

Total permits for 2025 were 1.43 million, a 3.6% decline from the 1.48 million total from 2024. Single-family permits in 2025 totaled 909,600, down 7.4% from the previous year.

Looking at regional permit data for 2025, total permits were 7.7% lower in the Northeast, 3.0% higher in the Midwest, 5.2% lower in the South and 1.9% lower in the West.



Westside HBA Members:

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<https://thesouthernagency.com/>

At The Southern Agency, we don't just sell insurance—we deliver peace of mind. Built on the principle "Create great policies with great carriers at competitive rates," we take the time to understand your unique risks and craft coverage that truly protects what matters most.

We've redefined the insurance process with The Southern Agency Underwriting Narrative—a method that ensures businesses get a "top of the stack" application, giving underwriters a clear, compelling picture of their needs. For personal insurance, we take the same meticulous approach, designing policies that respond when life hits hardest.

Many agents cut corners. We don't. Our 10 P Underwriting Narrative Process uncovers key risks others miss, ensuring you're not just insured—you're truly protected. With The Southern Agency, you get a partner who advocates for you, fights for the best coverage, and makes sure you never feel lost in the fine print.

Insurance shouldn't be a guessing game. **Let's get it right—together.**

DON'T FORGET TO BRING CASH \$\$\$ FOR OUR B-PAC RAFFLE



The Builders Political Action Committee is a voluntary non-profit organization affiliated with the Home Builders Association of Georgia & Westside Home Builders.

The purpose of B-PAC is to give aid, through campaign contributions, to those political candidates who support the goals of improving the residential construction industry.

B-PAC is managed by a Board of Trustees who identify deserving recipients of campaign contributions.

HELP US KEEP GOVERNMENT OUT OF YOUR BUSINESS!

Tariff Uncertainty Persists

The Supreme Court has ruled that President Trump's use of emergency powers under the International Emergency Economic Powers Act (IEEPA) was not valid. While the Supreme Court's ruling reins in presidential authority to impose tariffs under IEEPA, Trump still has [wide latitude to set tariffs](#). Indeed, shortly after the Supreme Court verdict, the president announced he would impose a new, global tariff of 10%, then he raised it to 15%. NAHB urges the president to exempt building materials from his tariff strategy.

Free Videos Explain 2024 IECC

As states and local jurisdictions consider updates to their energy codes, builders need to know what's new in the 2024 International Energy Conservation Code (IECC) and how it may impact their work.

NAHB is now offering members [free educational videos](#) on the new code, the 2024 IECC Overview Series. These videos break down the key differences between the 2024 IECC and past editions, focusing on changes that improve usability and what they mean for construction.

NAHB Awards Legal-Support Funds

At its recent meeting at IBS in Orlando, NAHB's Legal Action Committee reviewed requests for [Legal Action Fund](#) assistance and recommended a total of \$125,000 in legal grants, which was approved by the NAHB Board of Directors.

The funds went to fund litigation in Texas (energy codes), Georgia (impact fees), Florida (septic permitting), Florida (impact and mobility fees), Louisiana (construction defects), and Virginia (transportation impact fees).

Almost 75,000 Housing Pros Attend IBS in Orlando

Nearly 75,000 registrants filled the Orange County Convention Center as the National Association of Home Builders (NAHB) hosted the [NAHB International Builders' Show®](#) (IBS), the largest annual light construction show in the world, Feb. 17-19.

IBS and the Kitchen & Bath Industry Show (KBIS) combined for the 13th annual Design & Construction Week® (DCW), which drew close to 117,000 registrants for the final show in Orlando. In all, DCW featured 2,250 exhibitors occupying 1.15 million square feet of exhibit space.

Next year, IBS and DCW will return to Las Vegas, Feb. 2-4, 2027.

See Who Won The Nationals At Builders' Show in Orlando

NAHB's National Sales and Marketing Council (NSMC) honored top achievements in residential real estate sales and marketing at [The NationalsSM Awards Gala](#) during the NAHB International Builders' Show in Orlando. Awards were also presented for the 55+ housing, NAHB Honors and Global Innovation categories.

The gala was sponsored by Chase.

The Nationals represent the industry standard for new home sales and marketing. See who [took home the hardware](#) at the 2025 NSMC Awards Gala.

Nation's Home Builders Elect Leadership for 2026

NAHB Members elected four senior officers to [top leadership positions](#) within the federation during the recent NAHB International Builders' Show® in Orlando.



Also moving up on the association's leadership ladder were [Bob Peterson](#) of Fort Collins, Colo., to First Vice Chairman, and [Gary Campbell](#) of Lowell, Mass., to Second Vice Chairman.

Taking the helm as NAHB's Chairman of the Board this year is [Bill Owens](#), a Worthington, Ohio-based remodeler and home builder with more than 40 years of experience in the residential construction industry. Owens is founder and principal of Owens Construction, a leading residential design/build firm in central Ohio that he established in 1982.

Atlanta-based home builder and developer [Jim Chapman](#) joined the NAHB leadership ladder with his election as Third Vice Chairman of the Board.

2025 NAHB Chairman [Buddy Hughes](#) remains on the leadership ladder as Immediate Past Chairman. Rounding out the leadership team is NAHB President and Chief Executive Officer [Jim Tobin](#).

Remodeling Expected to Grow

The remodeling sector is getting stronger, according to industry experts speaking at the recent IBS in Orlando. There are many factors contributing to the continued growth of the remodeling market, according to NAHB Economist Eric Lynch. These include the nation's aging housing stock, the rise in home equity after the pandemic and the mortgage rate lock-in effect.

[Remodeling is growing](#) as a share of the residential construction market, Lynch noted, with home improvement spending's share of the total market increasing from 33% in 2007 to 44% in 2025.

Multifamily Expected to Cool

The rental market has slowed following a pandemic-era boom due to demographic changes, softer labor market and rising vacancies and is moving toward [a more constrained development environment](#), according to economists speaking at the International Builders' Show in Orlando.

The composition of multifamily production has shifted toward larger properties as 50+ unit buildings accounted for 54% of completions in 2024, the highest share in decades. The "missing middle" sector—townhouses, duplexes and other small multifamily properties—remains limited.

Leadership List

OFFICERS

President, Joe Irons

Vice-President, Johnny
Blankenship

Secretary/Treasurer,

Mason Tritt

Past President, Mike Lee

BOARD OF DIRECTORS

Blake Wilson

John Christian

Cynthia Hall

David Barnett

Sandra Harvey

Chuck Laster

LIFE DIRECTORS

Larry Boggs

Jeff Matthews

Robbie Robinson

Honorary: Cory Lord

EXECUTIVE OFFICER

Greg Wallace

Calendar of Events

March 10, 2026

Board Of Directors Meeting

10:45am to 11:30am

General Membership Meeting

11:30am to 1pm

April 14, 2026

Board Of Directors Meeting

10:45am to 11:30am

General Membership Meeting

11:30am to 1pm

May 12, 2026

Board Of Directors Meeting

10:45am to 11:30am

General Membership Meeting

11:30am to 1pm



LOCATION:

Gabe's Restaurant
129 Main Street

NAHB Announces 2025 BALA Winners at Builders' Show

NAHB announced the winners of the 2025 **Best in American Living™ Awards** (BALA) during the recent IBS in Orlando. The awards are sponsored by Smeg. See the [full list of winners here](#). The winners include:



BALA Home of the Year: El Milagro Residence
 Photographer: Manolo Langis Photography

Designer: Land Design Inc.; Builder: Howard Hughes; Developer: Howard Hughes; Land Planner: DTJ Design; Photographer: Robb Williamson.

Best Remodel Over \$750,000: Fanfol Remodel, Paradise Valley, Ariz.; Builder: BedBrock Remodel.

Home of the Year:

El Milagro Residence; Rancho Santa Fe, Calif.; Architect/Designer: Landry Design Group Inc.; Builder: Sweig General Contracting Inc.; Interior Designer: Martyn Lawrence Bullard.

Best Single-Family Community:

Summerlin West, Las Vegas; Architect/

Best Multifamily Condominium, Built-for-Sale (5 stories or less): Ocean 17, Carlsbad, Calif.; Architect/Designer: BSB Design; Builder: R&R Construction; Interior Designer: Michelle Harris; Photographer: GaryKasl.

NAHB CONNECT | Share. Discuss. Learn.

<p>76,737 ACTIVE USERS</p>	<p>33,821 DISCUSSION POSTS</p>	<p>26,697 REPLIES</p>
<p>5,558 RESOURCES</p>	<p>52,021 DOWNLOADS</p>	<p>POPULAR SEARCHES</p> <ul style="list-style-type: none"> Cost plus Escalation Clauses Software Contracts Lumber Book Recommendations

DO

BUSINESS

WITH AN

NAHB

MEMBER.

Members Save Millions

Start saving at nahb.org/savings

2026 NAHB Spring Membership Drive

The NAHB Spring Membership Drive is a national recruitment initiative designed to help HBAs grow membership by highlighting the real, tangible value of belonging to their local and NAHB. This year's drive emphasizes the power of member-to-member connections and **encourages members to do business with fellow members.**

By participating, HBAs can increase engagement, achieve net membership growth, and earn incentives that support local networking and professional development.

New this year, new members and the NAHB member who recruited them will receive a free "I'm a Member" car magnet, guaranteed to the first 1,000 orders.



Membership Growth Goals

**HBAs with 4%-6.99% Builder and Associate Member net growth will receive:
\$1,000 to host a networking event promoting Doing Business with Association Members**

Complimentary registration to the 2026 Association Management Conference (AMC) for one Executive Officer (\$495 value)

2x Bonus Spike Points

HBAs with 7% or higher Builder and Associate Member net growth will receive:

\$2,000 to host a networking event promoting Doing Business with Association Members

Complimentary registration to the 2026 Association Management Conference (AMC) for one Executive Officer (\$495 value)

3x Bonus Spike Points

**WESTSIDE HBA CAN WIN THIS AGAIN!!!!
WE HAVE WON 4 TIMES BEFORE!!!!**

PRIZES!

WHEN YOUR HBA GROWS MORE, YOU WIN MORE:

4%-6.99% net growth

\$1000 for networking event to promote "Doing Business with Association Members"

Free EO Registration to AMC (\$495 Value!)

2x Spike Credits

7%+ net growth

\$2000 for networking event to promote "Doing Business with Association Members"

Free EO Registration to AMC (\$495 Value!)

3x Spike Credits

Plus, recruiters & new members will receive a FREE NAHB car magnet!

**DO BUSINESS WITH
AN NAHB MEMBER.**



**National Association
of Home Builders**



Westside HBA

Carroll Douglas Haralson Paulding Polk

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.....



GOD Bless America!!!

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.

Participating Manufacturers



**HBA
REBATES**



 HBArebates.com
 info@HBArebates.com
 866.849.8400
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Westside HBA

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HBA
REBATES

Start Getting Money Back For Products You Already Use

Free member benefit of your
state and local HBA.



www.HBArebates.com

\$1,650.24

Average rebate per builder/remodeler company who participated in 2024.

EASY TO PARTICIPATE!

1

Register

2

Submit a Rebate Claim

3

Receive a Rebate Check

Use Any Of Our Participating Manufacturers →