

GSHBA News

JANUARY 2021

Newsletter brought to you by Golden Sands Home Builders Association

PRESIDENT'S MESSAGE

Greetings GSHBA Members,

I hope everyone enjoyed their Holiday Season and I would like to wish all of you Merry Christmas and Happy New Year.

Despite the challenges of the 2020, I would like to encourage you to think about the positive experiences that we have had regardless of the hardship and stress that the last year delivered to all of us. I will personally remember this year by spending more time with my family members, as we gathered around dinner table for a meal or a board game. We have stayed in more and watched TV shows together and spend more time outside enjoying the weather.

It's unclear what the year of 2021 will bring to all of us and how soon we'll be able to feel "normal" again. However, life goes on and we need to adopt to the new "normal" and carry out our daily responsibilities, including running our businesses and making sure that our organization continues to provide value to you, as a member.

The Board of Directors will begin having its monthly meetings to discuss many upcoming events that we hope will take place in 2nd or 3rd quarter of 2021. It's never too soon to start planning. I'm excited to see how we can adjust as an organization and still have a productive year promoting our members and overall values of our organization.

I hope we can start conducting in person meetings soon. We will certainly take all of the precautionary measures and follow the guidelines of the State Health Department.

Sincerely,

Mikhail Salienko



Mikhail Salienko, Jr.

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To All My Friends, Suppliers and Subcontractors,

If you haven't heard by now, I am closing my doors by the end of December 2020.

I started my business back in November of 1985 and GSHBA in September of 1989.

Currier Builders will be no more but a new chapter of Happy Retirement will start.

To keep me from going insane, I may take up a little handy man work. Building bird houses and screwing in light bulbs for those who need the help.

To all those who helped me with good advice, THANK YOU.

To those I helped, I am not gone yet so feel free to call or stop by.

Jeff Currier

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**Our first WBA Member Meeting Day of the year will now take place virtually.
Friday, January 22, 2021 - 12:30 PM 4:30 PM**

AGENDA

8:45am - Zoom Meeting Room Opens

9:00am - Advocacy Group Meeting

- Featuring Congressman Ron Kind (*invited*)

10:45am - Membership & Local Officers Group Meeting

- Featured Topic: Stimulus Package Impacts on Businesses

—12:00pm Break for Lunch—

1:00pm PM - Board of Directors Meeting and 2021 WBA Leadership Installation Ceremony

Housing's Outlook for 2021

Filed in [Economics](#) on December 18, 2020 from NAHB.org

[Single-family builder sentiment fell back](#) to a level of 86 in December, according to the NAHB/Wells Fargo Housing Market Index (HMI), after achieving an all-time high of 90 in November. The dip was due to growing concerns over housing affordability in 2021. However, December's HMI was still the second highest on record.



Supply-side pressures, such as [resurgent lumber prices](#), limited lot supplies, supply-chain issues, and a persistent skilled labor deficit foreshadow higher costs and longer build times heading into next year. Moreover, on the demand side of the housing market, limited inventories of single-family homes have generated strong price gains in 2020.

The deployment of a vaccine, while representing good news for the overall economy, will place upward pressure on interest rates. In turn, the combination of higher prices and rising rates will price some households out of the housing market next year.

The NAHB forecast is for ongoing gains for single-family construction in 2021, though at a slower growth rate than in 2020. Remodeling will remain strong as people continue to upgrade existing homes. The multifamily construction market will experience weakness as rent growth slows and vacancy rates rise. However, the development market should stabilize by 2022.

Together, residential construction will remain a leading element of the recovering economy, as illustrated with recent labor market data: Residential construction added 15,400 net jobs in November and was one of only a few sectors of the economy to post a [year-over-year jobs gain](#) (26,000).

While the HMI fell back, the outlook for housing remains positive, as the overall economy is expected to record a solid gain for GDP growth in 2021. NAHB anticipates GDP growth to accelerate in the second half of the year, after a majority of the U.S. population has been vaccinated. This process will be the most important element of 2021, as it will allow hard-hit sectors in the service industries to begin to recover and diminish shutdown risks harming small businesses.

A growing economy will be good for housing, but industry stakeholders should be aware it could also result in higher interest rates that could act as a headwind for more housing growth.

Key Housing Provisions in \$900 Billion Relief Bill Passed by Congress

Article from NAHB.org. Post updated on Dec. 27.

A \$900 billion economic relief package approved by the House and Senate on Dec. 21 includes key provisions that NAHB championed. President Trump signed the measure into law six days later on Sunday, Dec. 27.

NAHB worked closely with Democratic and Republican congressional leaders to ensure the recovery legislation addresses three major builder concerns:

1. Provides relief for small businesses from burdensome loan forgiveness requirements.
2. Helps struggling renters and landlords with dedicated rental assistance.
3. Assists HBAs that have largely been excluded from previous relief measures.

The final package covers these three areas and contains several other policy objectives that NAHB has championed, including a permanent minimum 4% credit floor on low-income housing tax credits that will allow multifamily developers to finance thousands of additional affordable rental units and an extension of temporary tax provisions for newly-built energy-efficient homes and for home owners who engage in remodeling activities.

The legislation also includes other important provisions that:

- Extend all pandemic unemployment benefits expiring at the end of December through March 14, 2021.
- Extend weekly enhanced federal unemployment payments (paid out on top of regular UI benefits) of \$300 per week through March 14, 2021.
- Provide a direct payment of \$600 to most Americans.

View further analysis on the following areas of the \$900 billion rescue package: - [Tax Relief](#) - [Rental Assistance](#) - [Paycheck Protection Program](#)



You can also access NAHB's complete listing of Coronavirus Response and Recovery resources on nahb.org.

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Wisconsin Builders Association

Brings You

Thirdy Thursdays



Join us on the third Thursday of each month for our 30-minute web series, Thirdy on Thursdays! Guest speakers will range from affinity partners to business executives and government leaders.

FORMAT

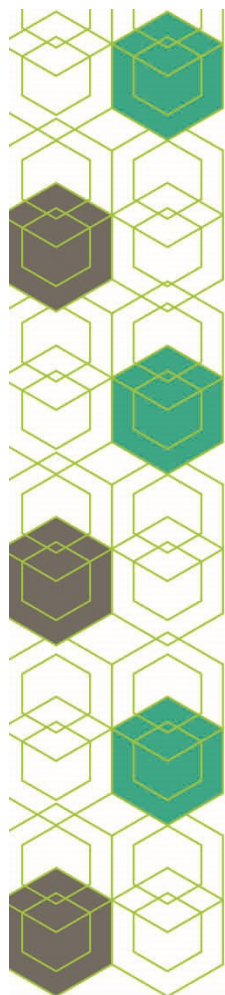
10:00am - 10:20am Guest Speaker Presentation

10:20am - 10:30am Question/Answer

Visit www.wisbuild.org to join

1/21/21: Chris Penasa; Business Plans - Coaching & Consulting

Christopher Penasa of the Small Business Growth Partners will join us on January 21 at 10:00am to speak about their Business Diagnostic and Plan of Actions (BPA), a 12-month business plan for you and your company, broken down by the disciplines of business: sales, marketing, processes & systems, team & people, actions & accountability, financial tracking, and planning.



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Beware of Harmful Provisions in the Climate Change Taskforce Report

In early December, the Governor's Task Force on Climate Change issued a [120-page report](#) outlining several suggested changes to address the issue of climate change. The task force was established by Governor Tony Evers and Lieutenant Governor Mandela Barnes on October 17, 2019 as part of [Executive Order #52](#). Originally the taskforce was charged with providing a list of policy recommendations by August 31, 2020 but that deadline was pushed back due to the COVID-19 pandemic. The 32-member task force met between December 2019 and October 2020 prior to issuing their report.

The Executive Summary of the report states "the recommendations found in this report are intended to lay the foundation for the state to better adapt to and mitigate the effects of climate change, while also seeking economic opportunities in renewable energy and conservation."

The topic that we have the most interest in is item number 12; Updated State Commercial and Residential Building Energy Codes. The report states that Wisconsin should adopt the most current energy code without amendment (unless specific provisions are not feasible or cost-effective in Wisconsin) and should establish a process for more regularly updating the state code to align with the model code.

When looking at the one- and two-family building code, the Uniform Dwelling Code Council (UDC Council) has always looked to national building codes when updating the code. That has been the process for code review since the early 1980s. Some items in the national code work in Wisconsin, others may not. A group of builders, inspectors, and materials supplies have been charged with making those decisions via the UDC Council.

Why would we want to blindly accept all the provisions of a national code without amendment? Remember, the national codes that are referenced do not come from the federal government or any government agency but from a private company that profits on the sale of code books.

Provision number 12 goes on to suggest these legislative changes:

- Regularly updating the state energy codes based on model codes, including for EV readiness, unless specific provisions in the model codes are not feasible or cost-effective in Wisconsin
- Updating the state energy codes beyond generally accepted model codes if it is feasible and cost-effective to do so in Wisconsin
- Allowing local communities to implement their own ordinances that are more stringent than the state energy codes so long as they clearly provide how to comply with the state and local codes.

I would argue that this provision is already being followed and that the one- and two-family building code is already being updated and all relevant codes are looked at when those reviews are taking place. Also, without any change, the UDC Council can now accept what energy code works best in Wisconsin.

One provision that would take Wisconsin backwards is allowing local units of government to exceed the statewide and uniform energy code. Unlike many other states, Wisconsin has had a statewide and uniform one- and two-family building code since 1979. Having uniformity allows both the builder and the homeowner to know exactly what the building code will be whether you build in La Crosse or Oshkosh. Allowing local units of government to break the uniformity of the energy code would create a patchwork of different codes that change depending on what city, village, or town you choose to build in.

Having a conversation about what uniform one- and two-family energy code works best in Wisconsin is a conversation worth having. As of 2015, Wisconsin has 1,852 separate municipalities (towns, villages, and cities). Allowing for 1,852 different energy codes to build a new home is a step backwards that will increase the cost of housing for families in Wisconsin.

PRESS RELEASE

IncredibleBank announces the sale of its insurance subsidiary, IB Insurance.

Compass Insurance Services agrees to purchase the “book of business”.

WAUSAU, Wis., December 12, 2020 – IncredibleBank, a \$1.5 billion financial institution with 15 branch locations in Wisconsin and Michigan’s Upper Peninsula, has announced the sale of their insurance subsidiary, IB Insurance to Compass Insurance Services with offices in Kronenwetter, Wausau and Stevens Point, Wisconsin. The sale was finalized on Saturday, December 12.

Compass Insurance will continue to maintain offices at IncredibleBank locations in Marquette, MI, Ironwood, MI, Tomahawk, Eagle River and Minocqua, WI and two locations in Wausau, WI including offices on 17th Avenue and Grand Avenue.

Todd Nagel, President and CEO of IncredibleBank, in a statement said, “For the last 53 years, our primary focus has been to serve the needs of our banking customers who now reside in every state in the country. That includes building their financial health by providing incredible customer experiences, a wide array of products and services with an emphasis on digital offerings, and unparalleled expertise in building long lasting relationships with our customers and their communities through dedication and commitment. We believe the team at Compass Insurance shares those identical values, but in the insurance industry, where they excel at the highest levels.”

“We look forward with great excitement in sharing our knowledge and our similar values with the customers of IB Insurance,” said John Guerndt, President and Owner of Compass Insurance. “In fact, because we share the same high levels of excellence, IB Insurance customers will see very little change from one organization to the other. We will be retaining the IB Insurance team, their offices, and by combining the two companies, our customers will benefit from additional insurance carrier offerings along with added resources that will be scalable in reaching a wider and more diverse customer base. We see this as the next step in a process of dedication and commitment to our valued clients” added Guerndt.

Because of the similarities and familiarity between both companies, the expected transition will be uneventful and methodical. Over the next short while, customers of IB Insurance will receive regular communications regarding the transition.

About IncredibleBank

IncredibleBank, headquartered in Wausau, Wisconsin with 15 branches throughout Wisconsin and Michigan’s Upper Peninsula, is a \$1.5 billion financial institution known for consistently being recognized as one of America’s Most Innovative Banks. Known in the industry as a digital powerhouse, IncredibleBank has deposit and lending customers in all 50 states, and is a Premier SBA lender recently ranking as the 41st largest SBA lender in the country. The bank holds steadfast in its belief of delivering Incredible Customer Experiences™ in every engagement with every customer.

IB Insurance is a wholly-owned subsidiary of IncredibleBank. Products offered by IB Insurance are not a deposit, not FDIC insured, and not guaranteed by IncredibleBank.

About Compass Insurance

Services has been serving businesses and individuals in central Wisconsin for over 29 years. As one of the area’s largest independent insurance agencies, Compass Insurance has the knowledge and connections needed to provide our customers with customized protection at a competitive price. Compass Insurance is dedicated to offering superior service, building lasting relationships, and providing protection with integrity. These core values create the foundation which spurs growth for not only Compass Insurance but the customers we care for. Compass Insurance Services has locations in Kronenwetter, Wausau and Stevens Point, Wisconsin.