



# BUILDERS

Association

P. O. Box 1877, High Point, N. C. 27261 \* Phone/Fax 336-885-5687

[www.highpointbuilders.com](http://www.highpointbuilders.com)

MARCH 2017

## 2017

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Sandy Buchanan—Executive Officer

Greetings to all of the members of our association. March has arrived and I am still not done with February. Oh well, time flies and I just have to go with the flow.

Our Annual Golf Outing has been scheduled for Thursday May 4<sup>th</sup> at Oak Hollow Golf Course in High Point. Check-in and lunch will start at 12:00 pm and we will have a shotgun start at 1:00 pm. Tom Grose and his group of volunteers always put on a great outing and I am looking forward to playing. There will be an email coming from Sandy in the office with all the info. Sponsorships are available as well as team and individual entries. Please come out and support your local association. Once again, one of the benefactors of this tournament is The First Tee of the Triad so if you have any old or new golf equipment you would like to donate to this fine organization bring it with you to the tournament or contact Tom for other instructions.

The Board meeting for the association was held on February 28<sup>th</sup>. At this meeting we discussed the events for the remainder of 2017. Just to let everyone know we will be holding a Membership Drive at our May 9<sup>th</sup> general membership meeting. Location to be announced. We will also hold our 2<sup>nd</sup> annual Family Cookout sometime in July, Skeet shoot/gun raffle in October, Bake sale to benefit Build Pac in November and a 50/50 reverse raffle in December.

Our February General Membership meeting was held on February 14<sup>th</sup> at the Elks Lodge of High Point. We had a great speaker and everyone had a good time. I know it was Valentine's Day but we had a good turnout anyway. Our next meeting is March 14<sup>th</sup> at the Elks. Come out and have a good time, you may even meet someone that you end up doing business with.

Craig Shoe  
2017 President

## ***2017 SPONSOR CLUB***

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### **A Big “Thank You” To Our Renewing Members (Full Membership)**

Aqua Fire & Protection Company  
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Clifton Plumbing Co.  
Creative Building Group, Inc.  
GHL Services, Inc.  
McLean Mortgage  
R & M Construction Services, Inc.  
Sign Mine, Inc.  
Starkey Mortgage

#### **WELCOME NEW MEMBERS!**

**J Douglas Homes, LLC**  
Contact: Karen Coggin

**ABC Supply**  
Contact: Mike Blakely

**Tru Colors**  
Contact: Mark Horschler

#### **AFFILIATE RENEWALS**

**Bank of North Carolina**  
Contact: Chuck Snipes



## **Spring NC Builder Institute Classes Are Next Week!**

The Spring Session of the North Carolina Builder Institute will be held next week, March 7-9, 2017 at Builders First Center in Raleigh.

Seventeen courses will be offered during the Spring Session, including popular courses such as Building Codes (PM107), Construction Contracts & Preventative Law (BM104), as well as new courses, including Building Efficiency (BT206). [To view a full list of courses, click here.](#)

NCBI offers six designations that will give you expertise as well as a marketing advantage! Not only will your designation appear on your General Contractor's license, a notation will also appear when potential clients verify your license on the N.C. Licensing Board for General Contractors' website. All NCBI designee holders also receive promotion on NCHBA's website.

Need a hotel? **The deadline to receive the group rate has passed.** However, you may still [click here to reserve a room](#) or call (919) 377-0440.

Questions? Contact Alison Barnes by email, [abarnes@nchba.org](mailto:abarnes@nchba.org), or call (800) 662-7129.

[Register online for classes](#)

**Coming to the General Membership Meeting March 14 at the Elks Lodge from 6-8 pm? You will need to call Sandy at 336-885-5687 to get your name on the Reservation List. Call Today!**

**MARCH 14, 2017  
GENERAL MEMBERSHIP MEETING  
6:00-8:00 PM**

Our March General Membership meeting will be held at The Elks Lodge in High Point, Tuesday, March 14 from 6:00 until 8:00 p.m.

**SPEAKER:** Patrick Chapin with Business High Point, Inc/High Point Chamber of Commerce

**COST:** This is included in your dues for one person, each additional person is \$30.

**RESERVATIONS:** Please, it is important you call Sandy by March 13 at 336-885-5687 to get your name on the reservation list. This includes members who are on the Standing Reservation List who cannot attend.

**PROSPECTIVE NEW MEMBER:** If you bring a prospective new member and it is their first time to attend a meeting, their dinner will be provided for FREE if they take an application and you call in their reservation by the cut-off date.

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- ♦ \*\*Exclusions apply, discount taken at time of statements, see [LowesForPros.com/NAHB](http://LowesForPros.com/NAHB) or call 877-435-2440 for details.





## Member Advantage at a Glance

[www.nahb.org/ma](http://www.nahb.org/ma)

**Houzz** - Free access to Houzz Concierge Service, plus special discounts on local advertising programs and up to 10% off Houzz Shop products. Learn more at [www.houzz.com/NAHBmembers](http://www.houzz.com/NAHBmembers).

**FCA US LLC** - A \$500 cash allowance for members, employees and household family members. This offer is good toward many new models in the Chrysler, Dodge, Jeep®, Ram or FIAT® vehicle lineup and is stackable with most current local or national incentives. Visit [www.nahb.org/fca](http://www.nahb.org/fca) to learn more.

**Lowe's** - Visit [www.LowesForPros.com/NAHB](http://www.LowesForPros.com/NAHB) or call 877-435-2440 and register to save 2% on your Lowe's Accounts Receivable (LAR) purchases and free delivery on purchases over \$500. Save an additional 5% every day at the store when you mention the 5% at time of purchase and when using your LAR.

**General Motors** - \$500 private offer on most Buick, Chevrolet and GMC vehicles. Business owners receive a \$1000 private offer on select vehicles and may also qualify for additional incentives. Visit [www.nahb.org/gm](http://www.nahb.org/gm) to find out more.

**G&K Services** - Enjoy up to 20% guaranteed savings off standard pricing on uniforms, facility services, and direct purchase customized apparel. Visit [www.eMemberBenefits.com/NAHB](http://www.eMemberBenefits.com/NAHB) or call Your National Account Specialist at 713-967-6214 to request a quote or free site assessment.

**2-10 Home Buyers Warranty** - Visit [www.2-10.com/NAHB](http://www.2-10.com/NAHB) or call 855-280-1328 to receive exclusive access to discounts on select products, including the Builder Backed Service Program and the systems and appliances warranty.

**AXA Equitable** - Offers full-service, low-cost retirement plans that can help reduce taxes while saving for life in retirement. Visit [www.axa.com/nahb](http://www.axa.com/nahb) or call 800-523-1125, Option 3, Department 2046 and mention NAHB.

**UPS Savings Program & YRC Freight** - UPS discounts of up to 36% on a broad portfolio of shipping services. Savings of at least 70% on less-than-truckload shipments 150 lbs. or more with UPS Freight and YRC Freight. Visit [www.1800members.com/NAHB](http://www.1800members.com/NAHB) or call 800-MEMBERS (800-636-2377) for more information.

**TransFirst** - Payment solutions with average savings of 16% per year, web/mobile tools, credit card and eCheck processing and more. Free "Savings Analysis" call 800-613-0148 or visit [www.TransFirstAssociation.com/NAHB](http://www.TransFirstAssociation.com/NAHB).

**Dell** - Up to 30% off on all Dell computers. Call 800-757-8442 and mention NAHB or visit [www.dell.com/nahb](http://www.dell.com/nahb).

**Associated Petroleum Products (APP)** - Earn \$0.015 for EVERY gallon purchased using the APP Fuel Card program. Visit [www.associatedpetroleum.com/nahb](http://www.associatedpetroleum.com/nahb) to enroll or call 800-929-5243, Option 6 and mention NAHB.

**GEICO** - Exclusive NAHB discounts for members on auto insurance. Visit [www.geico.com/disc/nahb](http://www.geico.com/disc/nahb) or call 800-368-2734. Mention NAHB for auto, homeowners, and commercial auto quotes.

Revised 9.26.2016

## Member Advantage at a Glance (continued)

**Hertz** - Up to 20% off on rental cars and FREE Gold Plus Rewards membership. Visit [www.hertz.com/nahb](http://www.hertz.com/nahb), or call 800-654-2200 and use CDP# 51046.

**Avis** - Up to 25% off rental cars and FREE Avis Preferred Service membership at [www.avis.com/nahb](http://www.avis.com/nahb), or call 800-331-1212 and use AWD code G572900.

**Budget** - Up to 20% off rental cars and FREE Budget Fastbreak at [www.budget.com/nahb](http://www.budget.com/nahb), or call 800-283-4387 and use BCD code Z536900.

**Office Depot** - 10% off all delivery orders. Free shipping on orders of \$50 or more. Call 800-274-2753 and mention NAHB.

**Omaha Steaks** - Save 10%, in addition to any online specials. [www.OSincentives.com/promo/nahb](http://www.OSincentives.com/promo/nahb)

**Endless Vacation Rentals** - 25% discount on over 200,000 vacation rentals worldwide. Call 877-782-9387 and mention NAHB at time of reservation or go to [www.endlessvacationrentals.com/nahb](http://www.endlessvacationrentals.com/nahb).

**Wyndham Hotel Group** - 15% off at over 7,400 hotels. Call 877-670-7088 and mention ID 8000002688. Go to [www.nahb.org/ma](http://www.nahb.org/ma) and click on the Wyndham logo to find out more.

**FTD** - 20% off floral arrangements and gifts at [www.ftd.com/nahb](http://www.ftd.com/nahb) or call 800-SEND-FTD use code 17421.

Revised 9-26-2016



**SOCIAL**  
**MARCH 23, 2017**  
**HAMS ON WENDOVER**  
**COME JOIN US FROM 6-8 PM!**  
**AND BRING A FRIEND**



#### 4 Ways to Differentiate Your Business

Filed in [Business Management](#), [Construction Industry](#), [Councils & Committees](#), [International Builders' Show](#), [Leadership](#), [Membership](#) by [NAHBNow](#) on February 20, 2017

Alaina Money, division president of [Garman Homes](#), a quirky custom home building company in the Raleigh-Durham- Chapel Hill area of North Carolina, dropped a bit of wisdom at the International Builders' Show during a brief, high-energy presentation focused on ways to stand out.

Her first first words of advice to fellow builders and remodelers came from, well, her Dad.

“He’d always say to us, ‘It takes *this much more* to be better than everyone else’,” she said, separating her thumb and forefinger just a little bit. “And like things most of our parents tell us, you grow up and figure out that he was right.”

Taking his sage advice and running with it, Money found her calling at Garman Homes and continues to use that same mantra to keep her company ahead of the game, her customers happy and her employees loyal.

The four basic steps she takes to differentiate from the rest:

**Hire people with fantastic attitudes.** Rock stars make it work no matter what, she says.

**Offer a guaranteed closing date.** Money says Garman gives their clients an actual date, not a range. And if they happen to miss the deadline, they give their clients \$1,000 toward closing costs.

**After move-in, inspect your work.** Within 45 days after closing, the Garman G-Team (HVAC, door and window) inspects the client’s home to ensure proper function. At 11 months after move-in, another team of trades (paint-drywall crew, framers, tilers, etc.), come in to do inspections as well.

**Give it back.** “For every home we build, we give back locally to our community,” Money said. The company provides resources to Habitat for Humanity of Durham and recently built a [miracle home](#) to benefit the Duke Children’s Hospital and Health Center.

“This is all we have, these four differences,” Money said. “When we first started, we didn’t have models, didn’t spend money on advertising. The market was about to crash all around us. We just had unapologetically high standards and we stuck to them.”

Money said it’s important for the team at Garman to find a way to be the people they want to be and still develop real relationships with their realtor partners and buyers.

To do that, they try to keep things “real.” For example, the team rewrote their purchasing contract in plain language, removing all the legalese. They also use very colloquial and playful language in all their marketing and communications materials. Money pointed to their website where one can go to [score a quickie](#) as another example.

“We want to build a connection with our future home owner,” Money said. “We found a way to be memorable for our target market. We know we’re not for everyone and we don’t want to be.”

Money said they talk frequently about dream jobs and dream projects at Garman. Taking chances and innovating is another way the company differentiates itself. “We dream out loud intentionally,” she said. Turns out the dreaming pays off; though not always in the way expected.

For the longest time, Money kept mentioning to anyone who would listen that she wanted to build a pocket neighborhood. One day, she got a call from a developer who had a section of lots available in a successful master planned community who thought Garman would be a great builder for it.

We did it and we got to work pretty quickly. We were not in this league when we started and had to up our game. Our homes were cute but we really needed to learn how to build pretty. Our learning curve was so steep, the construction manager and trades were so confused. And the buyers' expectations had never been higher," she said.

Sometime after the project was finished, the Garman team was invited to the community's chili cook-off event. One of the home owners came up to Money to chat.

"I ask her about her house and she tells me what a disaster it was. She tells me it was a nightmare; the construction manager was never there and tradesmen never showed up," Money said. "It was a really humbling moment. I vividly remember trying not to shrink. We had four Garman differences, and I blew most of them with this project."

But Money looked at this setback as an opportunity to do better, be better. Intention, she says, is doing something with purpose on purpose. Now, this is something she and her team focus on everyday with every client and every build.

Her advice at the end of the day: "Set unapologetically high standards for yourself. It will give you the strength to do *this much more* every day."

For more a more detailed look at the Garman way, check out Money's posts on the [Build Like a Girl](#) blog.



## **DEADLINE EXTENDED - Rebate Application For** **4th Quarter 2016 Due Friday, March 3**


Did you close houses or complete remodeling projects in the 4th Quarter of 2016? If so, don't forget to send in your forms for product rebates. Over [45 manufacturers](#) will send you a rebate simply for using their product and being a member of NCHBA!

The process is simple: [read more online](#).

[Download the 4th Quarter Rebate Form](#) and get started!

Forms for the 4th Quarter of 2016 are due this **Friday, March 3rd**.





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# SPIKE



# REPORT

## AS OF JANUARY 2017

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TOM GROSE	LIFE	352
B.E. VAUGHAN	LIFE	204
RICK BOEDICKER	LIFE	126
RANDY HOFFMAN	LIFE	106
MILES GURLEY	LIFE	90
JAMIE HARRELSON	LIFE	79
JOE NOTTOLI	LIFE	74
TIM SMITH	LIFE	73
STEPHEN FARABEE	LIFE	72
WAYNE RUTHERFORD	LIFE	61
RICHARD ANDREWS	LIFE	52
MICHAEL HAGUE, SR.	LIFE	50
JAMES CRITZ	LIFE	46
PETE VITOLA	LIFE	41
JAMES MURPHEY	LIFE	37
PAMELA CALDWELL		26

## BLUE SPIKE

CRAIG SHOE	22
MICHAEL GILLETTE	21
ANDY RICHARDSON	16
DAWN HOWEY	15
JASON LAWRENCE	14
KIM HANNER	14
CHAR-LEE SMITH	12
JOHN KAMMERER	6

## SPIKE CANDIDATES

ROB ALLONIER	4
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**Our  
Spikes  
Are  
GOLDEN**

After promoting your  
business—please  
promote becoming a member  
of the HPABA—it's  
**important to all of us.**

*To become a Spike, an individual must earn six Spike credits within two consecutive membership years. If Spike status is not achieved by the third consecutive year, credits from the first year in sequences are lost.*

*To retain Spike status, a minimum of one credit (new or retention) must be earned each year until a total of 25 new and/or renewal credits have been earned, at which point Life Spike Status is attained. Spike Members who earn zero credits in 2006 lose all prior years credits and are cancelled. Spike Members who earned credits in 2006, but less than 1 credit, lose their prior years credits and their status will change to Candidate.*

# Calendar of Events

## 2017 CALENDAR

March 7	Membership Committee Meeting 12 noon at HPABA
March 9	Golf Committee Meeting 12 noon at HPABA
March 12	Daylight Savings Time begins!
March 14	GMM—Speaker Patrick Chapin
March 17	St. Patrick's Day—GO GREEN!
March 20	Spring Begins!!!
March 22	Chamber of Commerce/coffee & conversation/7:30 refreshments, 8-9 for program (business model for planning, permitting, and code enforcement)
March 23	Social at Ham's Restaurant on Wendover from 6-8
March 28	Board Meeting at 12 noon at HPABA office
March 30	Golf Committee Meeting at 12 noon at HPABA

## MISSION STATEMENT

**Our mission is to strengthen the local homebuilding industry by providing a forum of networking, education, activism and leadership while meeting the demands of the area's growing housing needs.**

## **WANT TO SAVE MONEY? CHECK THIS OUT MEMBER DISCOUNTS**

**A**s a HPABA and a NAHB member, you can reduce your business costs by taking advantage of the discounts offered to members by the companies listed on our web site. All programs rates, and prices are subject to change without notice. You can go to our web site [www.highpointbuilders.com](http://www.highpointbuilders.com) and go to the home page and click on the Member Advantage logo and it will take you to the site so you can get more info on each individual discount product by simply clicking on their logo.

Pocket  
the SAVINGS  
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