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# MID-ATLANTIC Builder



Vol. 51 Issue 2  
March/April 2009  
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the Energy Star



**PLUS**

NEW Pull-Out Section  
Mid-Atlantic Remodeler  
Pages 17-24

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# Contents



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## 14 Designed to Earn the ENERGY STAR

With the new Designed to Earn the ENERGY STAR, architects and designers can show consumers that their home plans meet the rigorous energy efficiency guidelines set by the U.S. EPA's ENERGY STAR program.

## 16 Get Plugged In

Understanding what electronic integrators do, what their work requires and how to create a successful relationship between builder and integrator will maximize the benefits of the relationship.

*By Barney Miller*

## 26 Bob Ward Companies' Build the Ultra Efficient Home

Bob Ward has been a leader in the home building industry offering customers high quality and added value by incorporating promising new technologies into its products.

### Also

- 28 **Green Building**  
Getting to Green
- 34 **Journal of Light Construction Reprint**  
When the Design Doesn't Meet Code
- 38 **Corner**  
Education Corner

### Departments

- 8 Publisher's Message
- 10 President's Message
- 12 Events
- 36 New Members
- 39 Notable Products
- 40 Industry News

## Pages 17-24 NEW Pull-Out Section

**Feature Getting Prospects to Commit is the Key to Success in Remodeling**



Remodelers need to pay special attention to how they sell their jobs, or they may run into trouble in getting a commitment from their prospective customers.

### Departments

- President's Message
- Events and Education
- New Members
- Remodeler News

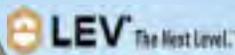
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## **publisher's**message

# You're the Real Expert

It's fun listening to the experts, but...  
Like it or not, the real expert is you.

We all want to know what the experts think. We're solicitous of their advice. We covet their opinions. We beg them for their insights and we gamble that they're right. We want to see their numbers and we're captivated by their interpretations. We make our business plans based on their expertise. And guess what. When it comes to the confluence of events that brought about our current economic malaise, virtually none of "them" got it right. Oh sure, there are some Chicken Little pessimists who unceasingly declared, "The end is upon us," and like the broken watch that's right twice a day, their moment arrived. But overall, the history of prognostication is depressingly, sometimes hysterically off the mark. Here are just a few examples from last year...

1. "Existing Home Sales to Trend Up in 2008" – headline of the National Association of Realtors press release, Dec. 9, 2007

*On Dec. 23, 2008, the group said November sales were running at an annual rate of 4.5 million – down 11 percent from a year earlier – in the worst housing slump since the Depression.*

2. "I expect there will be some failures...I don't anticipate any serious problems of that sort among the large internationally active banks that make up a very substantial part of our banking system." - Ben Bernanke, Federal Reserve chairman, Feb. 28, 2008

*In September, Washington Mutual became the largest financial institution in U.S. history to fail. Citigroup needed an even bigger rescue in November.*

3. AIG "could have huge gains in the second quarter." – Bijan Moazami, analyst, Freidman, Billings, Ramsey, May 9, 2008

*AIG wound up losing \$5 billion in that quarter and \$25 billion in the next. It was taken over in September by the U.S. government, which will spend or lend \$150 billion to keep it afloat.*

So what makes you the expert? Simple—you're the expert because you're on the front line. As the data begins to collect indicating an up tick, the media will be calling you and me to ask what is happening. By then the trend will be well underway and the statistics are only starting to validate it. But in reality, "it" will have happened some time ago; months or more. And you knew it as it happened because traffic was up, buyer confidence was returning, contracts were being written and your salespeople were smiling a whole lot more.

Prognosticators predict based on underlying demographics, economics shifts, the availability and cost of funds, job numbers, etc. But when it really comes down to knowing for certain that something fundamental has changed out there, you will sense it, see it and feel it first. "They" will only report what you know long after you've known it.

Meanwhile, make plans to attend our Spring Forecast Luncheon on May 28, 2009. It's certain to be entertaining.

John Kortecamp  
HBAM Executive Vice President

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## president's message

### A United Front

Recently, I received the Home Builders Directory and Buyers Guide and I made some interesting observations. As you thumb through the directory, you will immediately notice the excellent layout which makes it easy to find information.

The cross section of companies that are members of the association is amazing. Naturally, you expect to see builders, remodelers and land developers, but to truly get a sense of who we touch as an industry, take a look at the supporting cast in the directory: the associate members. I heard a recent statistic that our industry represents 20 percent of the gross products consumed in the state of Maryland. In my opinion, this gives you an eye-opening realization of how we, together, affect the state's economy.

Another interesting facet that comes to light when glancing through the Buyers Guide is how many events and conferences rely on the relationship between builders, remodelers, land developers and associates. To me, this solidifies the importance of our reliance on one another as we co-exist in the industry. The Home Builders Association of Maryland's unofficial slogan comes to mind, one we all have heard and should remember, "Members Do Business with Members."

To be a part of an association such as ours, creates a powerful bond and has the ability to enhance one's business, as well as, to be surrounded with potential opportunities that would be hard to find independently. Furthermore, this enables many companies to speak loudly, together with one voice, on industry issues and gives us power as a united front in both local and state platforms. Standing by on the sidelines would be easy, while allowing others to perform the work needed to support our industry convictions and taking benefit from

their efforts and expense. However, I believe that when one gives, one will receive and being a part of a group, like HBAM, offers that opportunity.

Finally, my thought on the Buyers Guide was that it reminded me of walking down the aisles at the Builder Mart and seeing under one roof, the updated products and services our vendors and associates provide to us. This year, Builder Mart will be a unique event. We are being offered an opportunity to compare notes on our business strategies by networking as well as educate ourselves on how the industry has adjusted to this downturn.

Let's support each other during these times. When making the choice of purchasing your tickets for Builder Mart consider it as an investment.

You will have an opportunity to find ways that will save your company money while meeting individuals who can partner with you to become more efficient and prosperous. The possibility may be that you share a libation, or better yet, the famous beef sandwiches with a fellow builder, remodeler or land developer that gives you valuable insight.

Instead of looking at this as an expense, think of it as one of your steps to economic recovery. Supporting Builder Mart could be the best thing you do for your company in 2009 and also keeps us as a united front standing by the slogan, "All For One and One For All!" I'll see you at Builder Mart.

Michael Owings  
2009 HBAM President

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### DIRECTORY OF ADVERTISERS

Appliance Dist. Unlimited.....	24
Bay National Bank.....	5
BGE.....	25
BGE Outdoor Lighting.....	33
Builders Advantage.....	
Centerspread	
California Closets.....	31
Chaney Enterprises.....	1
Coover & Barr, LLC.....	32
Electrolux.....	
Back Cover	
Ferguson Enterprises, Inc.....	11
Floors Etc.....	39
GE Contract Sales.....	12
HTG Insurance Group.....	32
John H Myers & Son, Inc.....	3
Mid Atlantic Propane and Gas.....	13
Norandex/Reynolds.....	23
Potomac Valley Brick & Supply.....	
Inside Back Cover	
Premier Lifts, Inc.....	7
ProSource Wholesale Flooring.....	31
Provident Bank.....	40
Rain Flow.....	23
Rexel Branch.....	27
Southern Pacific Supply.....	
Inside Front Cover	
Tyco Fire & Building Products.....	4
Verizon Wireless.....	9
Weaver Precast.....	2

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CALL 410-265-7400 for information on registration for our events or visit [www.homebuilders.org](http://www.homebuilders.org).  
FOR INFORMATION on sponsoring any of our events, please call Carey Swift at 410-265-7400, ext. 118.



## Builder Mart

Wednesday, March 25, 2009  
Maryland State Fairgrounds

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For information on exhibiting or sponsoring, please call Carey Swift at 410-265-7400, ext. 118.

MAX Awards  
Thursday, April 16, 2009  
Baltimore Marriott Hunt Valley

The Sales and Marketing Council is pleased to announce the 2008 MAX Awards of Excellence program. This prestigious awards program offers recognition for outstanding new homes, interior merchandising, marketing programs and new home sales professionals. This year's event will be held at the Baltimore Marriott Hunt Valley. Don't miss out on this incredible evening of entertainment. For additional information, visit [www.homebuilders.org](http://www.homebuilders.org).



HBAM Builders' Open  
Golf Tournament  
Monday, April 27, 2009  
Turf Valley Resort

The HBAM Builders Open will be held at the premier Maryland golf courses at Turf Valley Resorts. Don't miss your chance to hit the links with a builder member and enjoy the afternoon awards picnic. Visit [www.homebuilders.org](http://www.homebuilders.org) for more information. ■



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# Designed to Earn the **ENERGY STAR**

**M**ore and more home buyers say that energy efficiency is an important concern when they select their new home. In fact, a recent survey by the Shelton Group, found that more than 85 percent of Americans planning to build or buy a home within the next 2 years would choose one home over another based on energy efficiency. Today's buyers know that choosing a home designed with energy efficiency in mind helps ensure that they will be more comfortable, have lower utility bills and protect the environment. But how can consumers figure out which home plans are truly energy efficient? You can make it simple for them! ENERGY STAR—the national symbol for energy efficiency—helps consumers identify efficient products, homes and buildings. With the new Designed to Earn the ENERGY STAR, architects and designers can show consumers that their home plans meet the rigorous energy efficiency guidelines set by the U.S. EPA's ENERGY STAR program.

## Why label your home plans as Designed to Earn the ENERGY STAR?

By partnering with ENERGY STAR, architectural design professionals can gain the following advantages:

- **Market Differentiation and Recognition.** Labeling your home plans as Designed to Earn the ENERGY STAR can distinguish you as a leader in energy-efficient design and environmental stewardship. Partnering with ENERGY STAR and using the government-backed symbol for energy efficiency can give prospective clients added confidence that their new home will be truly energy efficient when it is built.
- **Increased Revenue.** Consumer demand for green homes is growing and energy efficiency is a great place for you to start getting involved. The best way to show that your home plans

are energy efficient is with the blue ENERGY STAR, which is increasingly recognized by consumers as the national symbol for energy efficiency.

- **Program Flexibility.** A variety of “tried-and-true” energy-efficient features and equipment are available to ensure that your home plans meet Designed to Earn guidelines. These improvements can be easily integrated into your designs, layouts and option packages.
- **Enhanced Customer Satisfaction.** The energy-efficient features specified in Designed to Earn home plans can translate into increased comfort and satisfaction for homeowners, which can lead to more referrals from customers who have bought and built from your plans.
- **Environmental Protection.** By creating Designed to Earn home plans, you are responding to the American Institute of Architects' national call to help prevent greenhouse gas emissions through sustainable design.

## How are home plans qualified as Designed to Earn the ENERGY STAR?

Home plans that are qualified as Designed to Earn the ENERGY STAR include requirements for the energy-efficient features and construction details typically found in ENERGY STAR qualified homes—tight construction and duct systems, properly installed insulation, high performance windows, efficient heating and cooling equipment and ENERGY STAR qualified lighting and appliances. When built, Designed to Earn home plans will result in a home that is at least 15 percent more energy efficient than a home built to the 2004 International Residential Code (IRC) and include additional energy-saving features that typically

## A New Opportunity for Architects and Home Plan Designers to Partner with EPA's ENERGY STAR

make them 20–30 percent more efficient than standard homes. Architects and designers who want to label a home plan as Designed to Earn the ENERGY STAR must submit it to a Home Energy Rater for review. These raters are experienced in evaluating home plans to help you choose the most appropriate and cost-effective approaches for meeting ENERGY STAR guidelines. Each home plan can be evaluated in one of two ways:

- Using the performance path, the home plan is modeled with specialized computer software to estimate the as-built home's energy use based on the specifications of the home plan. The results of this analysis help you identify the most effective upgrades needed to meet ENERGY STAR requirements
- Using the prescriptive path, the home plan is reviewed for consistency with an EPA-developed climate-specific construction specification called a Builder Option Package (BOP). Based on extensive analyses, BOP specifications have been determined to result in homes that consistently meet ENERGY STAR guidelines.

The rater will also verify that your home plan contains all other elements required for it to be labeled as Designed to Earn the ENERGY STAR. This review will be performed using a specially designed checklist available from EPA. The completed checklist, as well as the HERS Rating or BOP checklist, should be attached to the final home plan. Once all of these requirements are met, the rater will issue the Designed to Earn logo for the designated home plan. For readability, the term "Home Energy Rater" or "Rater" is used throughout this document. However, Builder Option Package (or BOP) inspectors are also eligible to review and verify home plans under the Designed to Earn the ENERGY STAR program.

### Required elements for a home plan to qualify as Designed to Earn the ENERGY STAR

- Note stating that field verification by an EPA-approved verifier is required for the home to earn the ENERGY STAR
- Note stating that space cooling system sizing calculations must be provided and verified for the home to earn the ENERGY STAR
- Wall sections delineating complete thermal boundary of home
- Tight construction details and performance specifications
- Thermal Bypass Checklist air barrier installation details and/or specifications
- Proper insulation installation details and performance specifications
- R-values of insulation assemblies
- Window and door specifications
- Water heater specifications
- Heating and cooling equipment specifications
- Tight duct details and performance specifications and/or layout for ductwork and air handlers in conditioned space
- Required ENERGY STAR qualified products
- Critical plans and trade details in languages appropriate to the prevailing trade labor pool is recommended, but not required

### Does qualifying a home plan as Designed to Earn mean that the home will be ENERGY STAR qualified?

A home built according to a Designed to Earn home plan does not automatically earn the ENERGY STAR qualified home label. Field verification, including onsite inspections and testing by a Home Energy Rater and completion of a Thermal Bypass Checklist, is required to ensure that energy-saving measures specified in the home plan are incorporated into the as-built house. This field verification may or may not be performed by the same Rater who reviews the home plan.

### Ready to partner with ENERGY STAR?

Follow these steps to start working with and benefiting from ENERGY STAR:

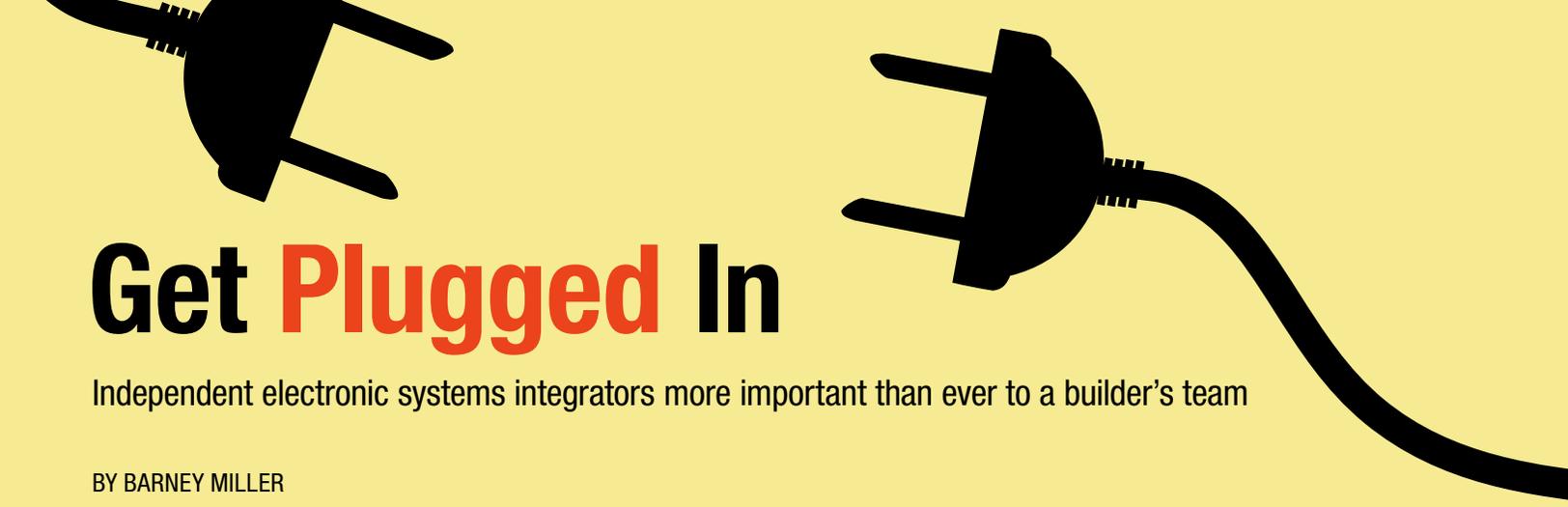
**Step 1:** Select a Home Energy Rater to review your home plans. Use the ENERGY STAR website to find a rater in your area.

**Step 2:** Submit a Partnership Agreement. Review the eligibility criteria, commitments and requirements for partnering with ENERGY STAR and then complete the simple online Partnership Agreement on the ENERGY STAR website.

**Step 3:** Incorporate ENERGY STAR requirements into your home plans. Ensure that your home plans include all required energy-efficient features and construction details, are verified by your rater and then are labeled with the Designed to Earn logo.

**Step 4:** Market your home plans as Designed to Earn the ENERGY STAR. EPA offers a variety of marketing resources to facilitate your marketing efforts, including ENERGY STAR logos, consumer brochures, fact sheets and an online marketing toolkit. ■

Learn more about EPA's Designed to Earn the ENERGY STAR at: [www.energystar.gov/DesignedToEarn](http://www.energystar.gov/DesignedToEarn)



# Get Plugged In

Independent electronic systems integrators more important than ever to a builder's team

BY BARNEY MILLER

**M**ore and more, independent electronic systems contractors are partnering with home builders to address the huge demand for fully wired homes. Understanding what electronic integrators do, what their work requires and how to create a successful relationship between builder and integrator will maximize the benefits of the relationship to both businesses and the homeowner.

## Best Practices

Beyond reliability, honesty and experience, there are a few important practices to look for in designers of custom, whole house solutions: Documentation, realistic goals and creativity.

To establish a starting point from which to embark on the design process, integrators should document their work according to the complexity of the project. The higher the complexity, the more intensive the documentation should be. This allows for easy back-tracking and troubleshooting.

Don't let your client's home be your A/V specialist's guinea pig. A good integrator works within their abilities and doesn't over promise. Experimentation can lead to delays and an unhappy client.

Integrators don't install out of the box installations. Your partner should deliver a design customized for the needs of the client, not a one size fits all solution.

## A Team Member

To help your integrator deliver the best possible product, keep them tied to the process from day one. The glue that will bond your team is communication.

The builder should communicate the details of architectural plans to the integrator as soon as they're finalized. The integrator can then move forward, fully informed, with their client consultation. They'll advise the homeowner about what installations are, and aren't, possible based on structure and learn what level of system the client envisions as the end product. In turn, the integrator can come back to the builder with their own detailed wiring blueprints.

Coordinate building and electronic installation schedules to keep the team on track. If the integrator doesn't know the date the drywall goes up, they miss their window for speedy wiring. Similarly, changes to the structure, like moving walls or adding doorways, should be communicated to the integrator so they can make preemptive changes to their own blueprints, avoiding problems mid-installation.

## Integrator Specialties

An integrator's work goes far beyond that of a traditional electrician. These experts design and install incredible audio, video, lighting, shading, security and networking systems.

Integrators streamline the systems with preprogrammed lighting moods, put music and movie collections on a central server for availability in any room of the home and designate centrally controlled climate zones throughout the house. User-friendly touch panel controls streamline each function.

Value comes not just in the installation but in its intuitive control. Integrators consider the abilities of all potential users of the system when designing a control interface that disguises the true complexity of the system and ensure that homeowners won't need a three inch thick instruction manual to enjoy their automated home.

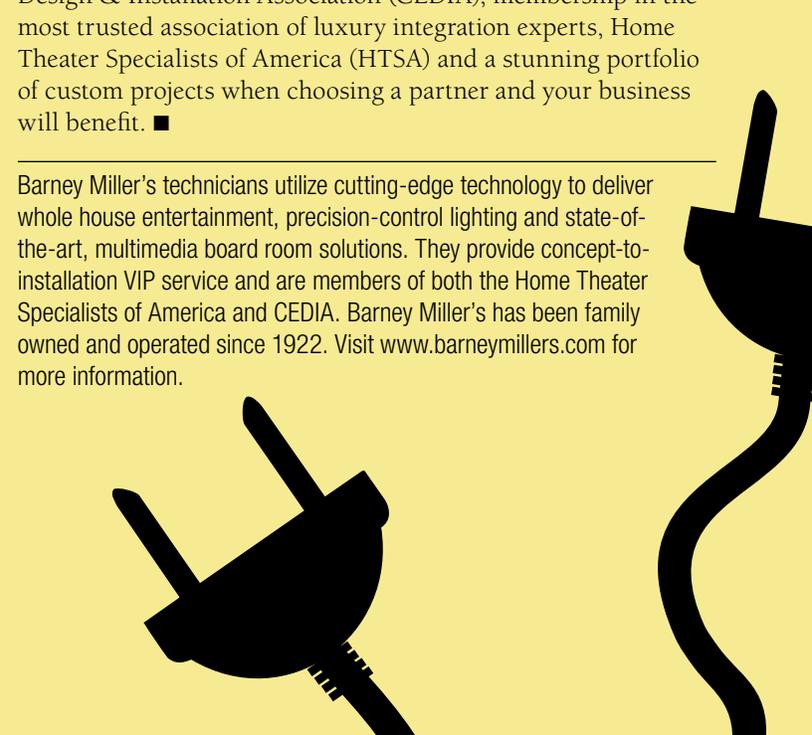
## Lasting Support

Long after the original electricians, plumbers and builders have left the scene, integrators remain a resource to their clients. In fact, during the installation process, the client can request a prewire that allows for easy incorporation of future systems by the same integrator. Builders can trust the responsibility for low voltage aspects of the home to their integrator partner and take it off their own, less equipped, shoulders.

Finally, look for accreditation from the Custom Electronic Design & Installation Association (CEDIA), membership in the most trusted association of luxury integration experts, Home Theater Specialists of America (HTSA) and a stunning portfolio of custom projects when choosing a partner and your business will benefit. ■

---

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MID-ATLANTIC

# Remodeler

A supplement to Mid-Atlantic Builder



**HBAM Remodelers Council Award Winner**

**Delbert Adams Construction, Ruxton Remodel  
Additions and Alterations 250K - 300K**

## contents

### 22 Getting Prospects to Commit is the Key to Success in Remodeling

Remodelers need to pay special attention to how they sell their jobs, or they may run into trouble in getting a commitment from their prospective customers.

- 19 President's Message
- 19 Events and Education
- 23 New Members
- 24 Remodeler News



## 2009 HBAM REMODELERS

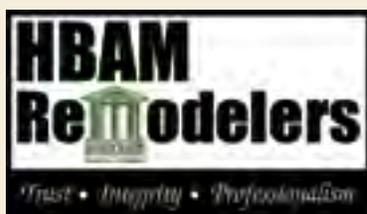
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## before & after

### Delbert Adams Construction Ruxton Remodel

These homeowners who enjoy entertaining family and friends wanted both interior and exterior enhancements to their 1960's home. The gorgeous remodeled chef's kitchen allowed for more space for the gourmet cook to entertain. To open up the 2nd story cramped bedroom, the exterior wall was removed to create an oversized master closet and a study. The washer and dryer once housed in the 2nd floor hallway were relocated to a newly designed laundry room created by turning the 2nd story balcony into living space. Adjacent to the laundry room is an additional full bath repositioned outside the expanded bedroom. Below the newly created 2nd story floor space, a screen porch was built and is the homeowner's most favored lounging area in the house. Additional enhancements, flow and design of this home have made it a wonderful setting for these homeowners to entertain family and friends. ■

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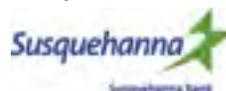
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## Spring is in the Air

Dear Fellow Remodelers:

Spring is in the air! You can begin to feel it and see it. We all are looking forward to the change of seasons, hoping that, just as spring brings new growth and blossoms to nature, so this spring will bring energetic new growth and blossoming businesses to the remodeling industry.

That's why I thought I'd take a little time to emphasize the value of your membership in the HBAM Remodelers.

Let's face it – above all else, I see four things that determine if a professional association is worth the membership cost:

1. The extent to which an association helps its members achieve their professional goals;
2. The extent to which an association helps its members meet and keep up-to-date with each other and with the industry, including any legislative, administrative and financial developments;
3. The extent to which an association encourages its members to do business with other members and
4. Recognition of those members who are leaders and excel in the industry.

It is my pleasure to demonstrate how the HBAM Remodelers Council fulfills all four – and then some!

Our organization is run by your fellow professional remodelers. This makes a big difference in everything we do: in creating programs that are remodeler-specific and in developing opportunities where you can meet and learn from other professionals.

For instance, this year will see the first-ever "Forecasting Conference" held strictly for remodelers: a premier event that will include presentations by industry experts, statistical analyses of our industry and, at the same time, let members participate in remodelers' focus groups that will help determine where we are heading in the coming months and how we should prepare for the future of our industry.



These events are all chosen and created BY Remodelers FOR Remodelers, in depth and on target with our industry.

Other networking and social functions include our Spring Dinner, Key Connections, Celebrity Chef night, local education and enrichment opportunities, along with seminars and courses.

At the same time, as a member of HBAM Remodelers, you automatically have access to programs including the highest level of continuing education courses, certification programs, seminars, workshops and round tables featuring professionals not only in your industry but in your area. You can take professional certification courses, become a Certified Graduate Remodeler, a Certified Aging-in-Place Specialist, a Certified Master Remodeler, a Certified Green Professional and more. Holding these certifications puts you a step ahead of your competition — something that's even more important now and in the future. You can check out the courses and certifications offered at [www.mdremodelers.org](http://www.mdremodelers.org).

We're proud to be YOUR professional remodeling association. Call me anytime at 410-808-5855 and I'll be glad to talk further about how HBAM Remodelers can make a positive difference for your company.

Be profitable and be well.



Donald F. Lynch, Jr., CGR, CAPS  
*President*  
*HBAM Remodelers Council*

## Events

### MARK YOUR CALENDARS

HBAM Remodelers  
Annual Spring Dinner  
April 23, 2009

Look for details on  
[www.homebuilders.org](http://www.homebuilders.org) and  
[www.mdremodelers.org](http://www.mdremodelers.org)

## Education

All courses will be held from 9:00 a.m. – 5:00 p.m. at the HBAM Conference Center, 7127 Ambassador Road, Suite 150, Baltimore, Maryland 21244

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# Getting Prospects to Commit Key to **Success** in Remodeling

**R**emodelers need to pay special attention to how they sell their jobs or they may run into trouble in getting a commitment from their prospective customers.

“You could be the best remodeler of all time, but that doesn’t mean you get the deal,” said David Mattson, of Sandler Training, whose company teaches some basic rules for the industry based on buyer psychology.

Winging it can be a counterproductive approach to selling remodeling jobs, Mattson advised, and remodelers need to be on their guard for prospects who can easily turn an introductory meeting into an opportunity to receive a free consultation—without making any commitment to continue further.

“Sell up-front, present in the back,” said Mattson. “Once the buyer sees what you have, the game’s over.”

Prospects will exaggerate how interested they are in buying a remodeling project, then they will ask for a proposal and drawings, he said, and remodelers will comply because they want to get the job. “The worse the market is, the more we believe them,” he said.

In the meantime, the customer has committed to “absolutely nothing,” Mattson warned. They will proclaim that the proposal is “awesome” but then ask for time to discuss this privately with their spouse “and get back to you shortly. Then they continue to drag us through the mud.”

At this point, the chase is on, he said. “You can’t find them and they won’t return your phone call. Buyers can’t say ‘no,’ so they will avoid you.”

To get out of “voice mail jail,” Mattson suggested leaving this message: “I thought this was a good fit and have left messages, but haven’t heard back. I have the feeling you may have decided to go in a different direction. Would you please leave a message on my voice mail confirming that?”

When you go slightly negative, the non-decider will intuitively go in the positive direction and come back to you, he said. “You’ll have a callback, and that’s all you want.”

Once the remodeler has their foot in the door, it’s time to proceed with what Sandler Training calls “upfront contracts.” In order to control the sales process, Mattson said, every time the client is contacted, it’s important to reach a mutual agreement about what will occur next.

Before a scheduled meeting, the remodeler should call the customer to validate the time and ensure that the hour is still good.

This is how the meeting should proceed:

- Tell the prospect the purpose of the meeting and why you are there.
- Set the agenda by telling the home owner the two or three things you want to make sure are covered during the meeting.
- Ask the buyer what they want to make sure is covered in the meeting. (“No one listens to you until they get their point made,” he said.)
- Tell the buyer what you expect the end result of the meeting to

be, or what you expect the home owner to decide before you leave.

- Tell them what you are bringing to the table and ask them if there is anything else they would like you to cover. They may decide it’s not a good fit or decide to take it to the next step and come back for a two-hour follow-up, he said.

“Begin and end every call with an upfront contract,” said Mattson. “Never leave the house without setting up your comeback meeting. Tell them what’s going to happen at the next meeting. People will tell you if they can’t do it and they’ll be honest about the timing and their budget.”

At the next meeting, the remodeler can tell the client, “Let’s get started. Tell me about the kitchen. Show me what you want to be done,” said Mattson. “When they’re talking, they’re buying. Sales people should hang back, ask questions, let them show you. Do your thing at the end.”

Customers “want to know that you excel in what they want to buy,” he said. “Repeat what you heard them tell you. Focus on the home owner, not you as an organization.”

In order to establish rapport and bond with prospective customers, remodelers need to be able to recognize four different personality types. Some customers will want to cut to the chase; some will want to socialize; some will want to know what to expect and will be anxious about making changes; and others will want to know about every detail of the job—based on their personalities. (For more on how to work with different personalities to optimize sales, Jody Seivert of One by One Companies, recommended these two books: “The Platinum Rule for Small Business Mastery” by Scott Zimmerman and “The Secrets of Power Negotiating” by Roger Dawson.)

Before handing a remodeling job over to the production team, the home owner should be asked, “What are the two or three things to make sure that this relationship is 100 percent satisfactory?” Mattson said. Responses can include “‘make sure everything is clean,’ ‘don’t let my dog out,’ ‘don’t smoke in my house.’” When the job is being handed over, the remodeler should repeat those concerns to the workers, in the presence of the home owner.

“This is more apt to get these things to occur and there’s a connection of trust,” he said. “A poor handoff will only mean trouble.”

Mattson also emphasized that referrals are vital to success in the remodeling business. “Never wait for a job to be done to get referrals,” he said. “Ask for referrals in the selling process once they decide. Know how many referrals you need in a given period of time, how many face-to-face meetings.”

A remodeler is five times more likely to close a sale with a referral than with a prospect from the general public, he said, and also can predict their future business by the number of referrals they are getting.

“You have to be proactive,” said Mattson. “Complacency is your number-one enemy.” ■

# Why join HBAM Remodelers?

## Member Benefits

HBAM Remodelers offers many benefits to its members. Remodelers benefit from a variety of educational, mentoring and networking opportunities. In addition, the HBAM Remodelers serves to improve the quality of the industry and its members through these programs. By promoting certification programs to consumers, members of the council are sought after for their strong professional and ethical principles.

## News & Information

**National:** Members of the Council receive a free subscription to Professional Remodeler magazine. Each issue focuses on practical business insights from the country's leading remodelers. Members also receive NAHB Renew, a monthly e-newsletter about national news that affects our industry.

**Regional:** Members of the Council receive a free subscription to ChesapeakeHome Magazine and are offered special advertising opportunities designed to help you reach upscale homeowners.

**Local:** The council is offered a section in each issue of HomeFront, HBAM's monthly newsletter to promote its members, programs and events.

For more information contact 410-265-7400.

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# remodeler news

## Energy Tax Credits Available in 2009 for Existing Home Owners

Residential remodelers may use the newly enacted tax credit for energy-efficient home improvements as a financial incentive to encourage more customers to go green on their renovation projects in 2009. The IRS Section 25C tax credit for existing homes, which expired at the end of 2007, has been extended through the end of 2009. With the newly enacted legislation, home owners can receive tax credits for installing energy-efficient windows, doors, roofing and insulation as well as furnaces, air conditioners and heat pumps. Details on qualifying improvements are available at the IRS website. Remodelers can encourage their customers by becoming familiar with the model types and products that qualify for the tax credit — but home owners must submit the appropriate forms with their tax return.

## ANSI Approves Green Building Standard

The National Green Building Standard (ICC 700-2008) for all residential construction work including single-family homes, apartments and condos, land development and remodeling and renovation has been approved by the American National Standards Institute. The National Green Building Standard is the first green building rating system to be approved by ANSI, making it the benchmark for green homes.

The standard defines what green practices can be incorporated into residential development and construction on a national scale and how home owners can operate and maintain their green homes.

## What is the Remodeling Market Forecast?

NAHB's remodeling market forecast expects remodeling to remain steady in 2009, bolstered by necessary home maintenance work. But 2010 and beyond shows increasing growth due to the aging housing stock, needed aging in place remodeling work, increasing interest in improving home efficiency and green remodeling, and a recovering of the home building market. Under these market influences, NAHB estimates remodeling expenditures will exceed \$240 billion dollars in 2011 and reach \$322 billion in 2016. ■

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# The Bob Ward Companies' Ultra-Efficient Home

The Bob Ward Companies' Ultra-efficient Home project is part of a joint effort by the Maryland Energy Administration and the U.S. Department of Energy Building America Program to improve the energy performance of new and existing homes. Integrating advanced energy-efficient technologies and construction methods with renewable energy systems, a high performance production home was created to serve as an educational model for builders, designers and trade contractors in the area. Decreased energy use and utility bills are only two of the benefits of this home. The upgraded features also result in greater comfort, better indoor air quality, enhanced durability and reduced maintenance. It is one of the first ultra energy-efficient production homes in the Mid-Atlantic region and will use less than half of the energy of a standard code-compliant home of similar size.

Bob Ward Companies, one of the largest home builders in metropolitan Baltimore, currently builds communities of townhomes and single family homes that are 100 percent ENERGY STAR® rated. As one of the first ENERGY STAR builders in Maryland, the company has placed considerable importance on the energy efficiency of its homes. Therefore, Bob Ward was a natural choice as a builder-partner to demonstrate innovative energy-efficiency features and construction methods as well as renewable energy technologies. This ultra-efficient home project offers designers, builders, trade contractors and homeowners practical solutions for creating high performance homes at affordable prices.

## Design Principles

The ultra-efficient home concept was developed to complement and extend existing ENERGY STAR principles and to incorporate a whole-house systems approach to achieve superior energy efficiency and exceptional performance. The two primary design approaches are to:

1. Significantly reduce building loads through constructing an efficient shell and using high efficiency equipment and lighting; and
2. Integrate renewable energy systems such as solar thermal and solar electric systems to produce energy right at the home.

The home design takes the first steps toward the next level of energy efficiency, moving beyond ENERGY STAR performance and closer to achieving net zero-energy use.

## Energy Efficiency Features

Superior Wall Foundation R-12.5 system  
Optimum Value Engineering (OVE) Framing  
OVE measures included in this home:

- 3-stud corners
- Ladder nailers where interior partitions intersect exterior walls



The Bob Ward Ultra-Efficient Home.

- Non-load bearing headers on non-load bearing walls
- Insulated headers on load-bearing walls, e.g., additional rigid insulation to the interior of header assembly (rather than OSB filler)

## High Performance Windows

The window specifications in this house are:

- Low-e double-pane windows
- U-value = 0.36 (U-value is overall insulating value for the whole window including frame.)
- Solar Heat Gain Coefficient = 0.30 Only 30 percent of the sunlight striking the window is transmitted as heat

## Air Sealing

The air sealing in this house includes:

- Insulated band joist areas including 1"-2" layer of foam which is then netted and insulated with the blown-in fiberglass
- Sealed penetrations through the basement walls to the outside such as electric entrance cable, water lines and sewer lines
- Also sealed all plumbing and electric penetrations between floors and to the basement and attic

## Insulating Exterior Sheathing Board with Taped Joints

Adding exterior insulation with taped joints over sheathing board increases the thermal performance of the house by eliminating "thermal shorts" through framing members.

## Blown Fiberglass Insulation

R-values in the house include:

- 2" x 4" Walls
- 2" x 6" Walls – R-23
- Attic – R-49
- Sunroom Ceiling and Garage Ceiling – R-38 (Batts)

## High Efficiency Heating and Cooling Equipment

High efficiency heating and cooling units such as the installed ultra high efficiency heat pump unit from Trane, has enhanced dehumidification in cooling mode.

## Ducts within Conditioned Space and All Joint Taped

Locating all ducts within conditioned space reduces heat loss to the outside. In addition, the ducts should be sealed with UL 181A foil tape or Mastic to reduce leakage and ensure air delivery.

## Mechanical Ventilation System

High efficiency, quiet bath fan(s) with automatic controls can provide a reliable and simple solution for whole house mechanical ventilation as well as local exhaust from bathrooms and kitchens.

## Manifold Plumbing System and PEX Piping

A manifold or parallel piping system (as with all plumbing systems) should be designed to limit the distance from the water heater to the outlets. This can conserve water by reducing wait time for water at distant fixtures. It is also energy efficient because it reduces hot water left standing in piping which decreases energy losses.

## Domestic Hot Water - Solar Preheat System

A solar water heating system can provide 50 percent-75 percent of the hot water needed for a typical family. The solar water heating acts as a pre-heat system boosting cold water temperature by as much as 80 degrees.

The details of the solar water pre-heating system in this house are:

- Original gable roof was redesigned to provide this south-facing roof area
- Two solar hot water panels installed on the south-facing hip roof
- A water-antifreeze solution will circulate through the collectors and then through the storage tank located in the basement.
- 80 gallon solar storage tank provides storage for an ample supply of preheated water

## Domestic Hot Water - Tankless Water Heater

Demand water heaters, especially when combined with a parallel piping system, are more energy efficient than a conventional tank heater and standard tree plumbing system because they eliminate standby losses and reduce piping heat losses.

## Photovoltaic (PV) Solar Electric System

Adding a photovoltaic (PV) system to a house reduces energy costs by producing electricity from renewable solar energy. The electricity can be used directly in the house for lighting, appliances, etc.

The PV system in this house includes:

- A 3kW (AC) system estimated to produce about 4000 kWh per year
- System faces east/southeast
- DC (Direct Current) electricity is produced directly from the sun and converted to AC (Alternating Current) by two inverters in basement
- Net-metering – Electricity that is not needed in the house is sent back to the utility and the customer is credited at the same rate as they purchase electricity from the utility. ■

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## GETTING TO GREEN – IT'S 2009, WHERE ARE WE?

# A Practical Guide to NAHB Model Green Building Guidelines

BY H. ALAN MOONEY, P.E.

It has been nearly three years (March 2006) since I started writing this column for Mid Atlantic Builder. It seems appropriate to take a look at what progress has been made toward Green Building in that time.

### The Industry

If you visit the websites of most of the major building material and component manufacturers and suppliers, you will find a common theme – green building. Here are a few examples.

[www.buildingresponsibly.com](http://www.buildingresponsibly.com)—the CertainTeed site for green building products.

[www.usg.com](http://www.usg.com)—the US Gypsum site now offers a LEED REPORT tool that helps you determine the potential LEED rating for your chosen combination of materials.

[www.weyerhaeuser.com](http://www.weyerhaeuser.com)—The Weyerhaeuser site is very focused on sustainability and responsibility for its products and its whole manufacturing process.

[www.sherwin-williams.com](http://www.sherwin-williams.com)—The Sherwin Williams website has an extensive section on “green solutions,” LEED certification and sustainability.

These are just a few examples of a major shift in the industry toward providing GREEN products and sustainable construction solutions. Further, many of these sites demonstrate a commitment by the company to be “green” in their operations.

It also extends to the corporate world, go to [www.walmartstores.com](http://www.walmartstores.com) (the Wal Mart corporate site) and look at the commitment they are making to sustainability.

### The Standards

No Green Building Standard has been adopted as mandatory yet, except for a few local building codes that we are aware of and none in the Mid-Atlantic area.

The debate continues about which standard will prevail for residential construction, the NAHB standard or the LEED-H standard.

### NAHB

NAHB started with the Green Building Guidelines which we have discussed extensively in this series of articles. About two years ago, NAHB approached the American National Standards Institute (ANSI) to review the NAHB Green Building Standard, modify it as needed and issue it as an third party, independent ANSI standard. That process is underway but not yet complete, as of the latest update available at this writing which was November, 2008. The standard is to be renamed the National Green Building Standard (NGBS).

You can find out more at [www.nahbrc.org/technical/standards/greenbuilding](http://www.nahbrc.org/technical/standards/greenbuilding).

### LEED (Leadership in Energy and Environmental Design)

The LEED program is expanding rapidly and getting a lot of visibility. Here are a few statistics as of this writing:

- **Membership:** 15,716 organizational members
- **Total in 2002:** 2,370 organizational members
- **LEED accredited professionals (AP):** 53,341
- **Total AP in VA, MD, NJ, DE, PA:** 2,275
- **LEED certified projects:** 1,540
- **LEED registered projects:** 7,400 (not yet certified)
- **In Mid-Atlantic area:** 1,445 (certified and registered)
- **LEED chapters:** 79
- **In Mid-Atlantic area:** 10

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Just being a Green Builder will not distinguish you from the crowd. Being a quality builder, with a reputation (your signature) for honest, professional service who embraces Green Construction Standards is what will assure your long term success.

While these LEED statistics represent a wide range of project types, not just homes, the LEED name is becoming well known. A common question I get at seminars is “which standard should I use?” I don’t have an answer for that except to say that LEED is a far more common term than NGBS.

## In The Field

While preparing for a presentation I gave at the 2008 Maryland Governor’s Housing Conference, I asked our offices in the Mid-Atlantic Region what they were seeing as changes in the homes being built in their areas in response to the increased focus on Green Construction. Here is a summary of what they said.

Progress is being made in...

- Supply and return air grills (or ductwork) being covered during new construction and remodel projects, to improve air quality
- Construction waste materials being separated for recycling purposes to reduce waste stream
- Regional materials (either produced or grown) being used when possible
- Materials being re-used, when possible, on new construction or remodel (i.e. wood, drywall)
- Non-toxic materials (i.e. final cleaning, mold abatement) being used, when possible, for new construction and/or remodel
- Occupant recycling areas being designed into multi-family buildings
- Water reclamation being designed and incorporated into multi-family projects (i.e. sprinklers, landscaping irrigation)
- Framing walls with 6” studs and installing R-19 to R-22 insulation in the walls
- HVAC contractors are also sealing their ducts with caulk instead of tape, trying to get the duct systems as leak proof as possible
- More builders have their homes ENERGY STAR Rated. The public is quickly learning what that means. Some real estate ads are actually carrying the energy star seal
- Attics are almost always ventilated with fan powered vents
- Geothermal systems are getting more attention
- More builders understand house wrap and how to properly flash and seal around windows and doors

Not much progress in...

- We still see mostly the minimum, contractor grade, SEER 13 (Seasonal Energy Efficiency Rating) HVAC equipment installed in newer homes even though SEER up to 19+ is available
- We still see lots of marginal ductwork showing no apparent concern for sealing it for the long-term
- We do not see much use of energy efficient light bulbs, controls, etc.
- Windows are generally contractor grade, although some builders are offered high performance windows as an option

## A Featured Builder

While there are many good builders in the Mid-Atlantic area, one keeps coming up when I ask my offices for input on Green Construction and Quality Construction – Bob Ward Companies.

Bob Ward, in conjunction with the DOE and Maryland’s DOE, built an “ultra energy efficient home” in Baltimore County. This house uses Superior Walls foundations, insulated exterior sheathing, heat exchangers for ventilation, PEX piping and also a solar installation.

## What’s Your Carbon Footprint?

As I am sure you have noticed, another term is becoming popular as part of our shift toward Green Construction, Sustainability and Energy Efficiency. That term is CARBON FOOTPRINT. According to the Internet WIKIPEDIA:

“The carbon footprint is a “measure of the impact that human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide”. These gases are produced by the burning of fossil fuels for our everyday living. For example- heating and electricity; its purpose is for individuals, nations and organizations to conceptualize their personal (or organizational) carbon dioxide contribution. A conceptual tool in response to carbon footprints are carbon offsets, or the mitigation of carbon emissions through the development of alternative projects such as solar or wind energy or reforestation. The concept and name of the carbon footprint originates from the ecological footprint discussion. The carbon footprint is a subset of the ecological footprint, which includes all human demands on the biosphere including the carbon, food and fibre footprint.”



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## green building

While this is a somewhat cumbersome definition, the essential point is that by looking at how much carbon dioxide you and your activities contribute to the environment you can determine how "green" your lifestyle is. There are many "carbon footprint calculators" on the internet, just do a search on Carbon Footprint. These take into consideration all of what you do; fuels used, manufacturing requirements of the products you buy, etc. Companies can calculate their own footprint and many do.

Evaluating your carbon footprint is one more way we are evolving into a more environmentally conscious society.

At the outset, I asked the question, "Where are we?" We have, indeed, come a long way in just three years. Green is mainstream. Sustainability drives many decisions. Your Carbon Footprint should be small. Most of these are changes we should embrace because they will not go away soon, if ever.

As I have said before, just being a Green Builder will not distinguish you from the crowd. Being a quality builder, with a reputation (your signature) for honest, professional service who embraces Green Construction Standards is what will assure your long term success. ■



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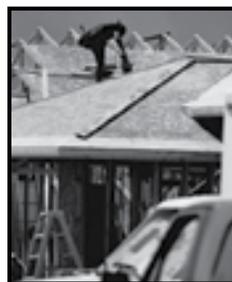
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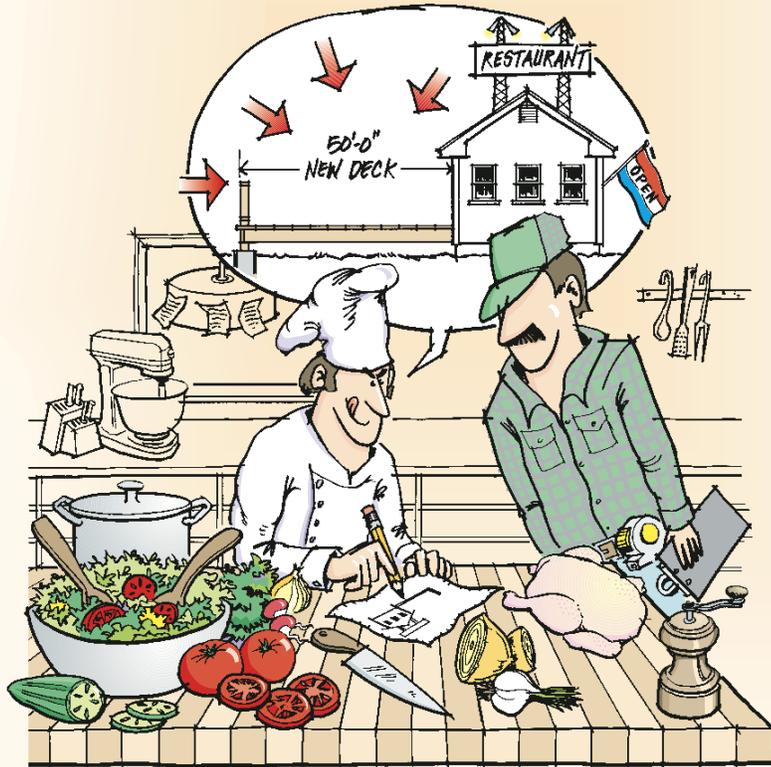


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If you, as an experienced person in the construction trade, should have realized there was a problem with the design, then you could be held responsible.



## Who Pays When the Design Doesn't Meet Code?

BY QUENDA BEHLER STORY

Let's suppose you're hired by a local restaurant to build a deck off the dining room so that customers can eat outside and enjoy the view. Your bid comes in at \$30,000, and the owner accepts it.

After it's built, you call the building inspector for a final inspection. When he sees the deck, he decides that it's not to code and will never carry the weight of a bunch of tables and customers. According to the inspector, you need to add some beams. So, you put them in and pass the inspection, but the extra work adds \$5,000 to the final bill.

### Implied Warranty

At the end of the job, you hand the property owner a bill for \$35,000, and he says, "Hey, that extra \$5,000 was warranty work. You violated your implied warranty that your work will be up to code." Since according to him you didn't do it right the first time, he hands you a check for only \$30,000.

Can you collect that extra \$5,000? Bearing in mind that different states have different rules — and even when the rules are the same they may be expressed differently — the answer is (as usual) that it depends.

First, you did in fact give your customer an implied warranty that your work will meet the building codes. "Implied" means you provided the warranty even if you never said a word about it. Does that implied warranty mean

you're stuck, and that you don't have a prayer of collecting for the extra work necessary to get the project approved by the building inspector? Not always.

### Is It an Architect's Design?

If there were architects involved, it was their responsibility to make sure the design conformed to the local codes. Even the AIA (American Institute of Architects) standard contract says that. Architects are the design professionals; they're the ones who know how to do this.

*Attempt to shift responsibility.* But some architects write a clause into the building contract that says you, the contractor, are required to construct the project "according to applicable codes." Does a clause like this in the prime contract mean that you, not the architect, have to eat the \$5,000 charge?

That depends on how hidden the structural flaw that created the problem actually was. Even if the contract tries to shift responsibility to the contractor, most jurisdictions will hold the contractor liable only for work that he "should have known" didn't meet code.

So, as a general rule, this kind of contract language won't get the architect off the hook for the subtle engineering flaws architects are supposed to know how to avoid. Of course, the extent to which the engineering flaw was subtle — or obvious — is a question of fact that a jury or arbitrator may have to decide.

*Useful protective clause.* If you are offered a contract with the language described above, add a clause or an addendum that states, "The contractor is not responsible for work that does not comply with the building code if that work does comply with the building plans and design that were provided to the contractor."

### Is It the Owner's Design?

But suppose there isn't an architect involved. Instead, the restaurant owner draws the plan on the back of a napkin. He says that's what he wants and if you don't want the job he'll find someone else. You do want the job but are nervous about building something designed by a guy who runs a restaurant.

Here's what to do: In your original contracts and proposals, include language that specifically says you are relying on the owner's plans and you are not assuming any responsibility for the adequacy of those plans, or for those plans meeting building codes.

But will that language get you off the hook? Not every time.

Should have known better. For example, it won't get you off the hook for the things you should have noticed — say, that the span of the joists is adequate only for residential use, not for commercial loading.

Any "patent" flaw, which is a legal term that includes both the flaws you actually did notice and those you should have noticed, is your problem. If you, as an experienced person in the construction trade, should have realized there was a problem with this design, then you could be held responsible for that problem. If you do notice a problem along the way, you need to inform everyone about it, because no contract clause can protect you when you knowingly do something wrong.

So what should you do in this situation while you're still negotiating with the restaurant owner? You need to limit your implied warranty that this design will meet building code by stating specifically in your documents that you are relying on the owner's plans. You also need to take a hard look at whether or not this napkin design is safe. If that deck collapses and people are hurt, contract language might protect you from the property owner, who was too greedy to pay for necessary work, but it will not protect you from the injured customers. ■

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Quenda Behler Story has practiced and taught law for more than 25 years. She's the author of *The Contractor's Plain-English Legal Guide* ([www.craftsman-book.com](http://www.craftsman-book.com)).

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Contact Kim Dresser at 410-265-7400, ext. 115 or kim@homebuilders.org for more information.

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- Analysis of impacts of APFO moratoria (University of Maryland, 2005)
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- Analysis of total local tax contributions derived from residential construction (Optimal Solutions Group / RESI / Towson University, 2004)
- Baltimore County buildable inventory analysis (RESI / Towson University, 2001-2002)

These fact based, objective studies and initiatives have been critical to our successes to date and they will continue to be essential to our ability to successfully advocate on behalf of the industry in the future. These ground breaking initiatives would not have been possible without the generous financial support of our Policy Partners.

Policy Partners are those members who have been willing to financially support this essential work. Please review the list of our current Policy Partners. I encourage you to recognize and thank them for their leadership. We, and indeed all in the industry, owe them a debt of gratitude. We also must take the opportunity to encourage you, if your company is not on the list, to join them by becoming a HBAM Policy Partner. Please call 410-265-7400. ■

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## CSP Training Separates Wheat from Chaff

Does your sales team stand out from the crowd? What is the true measure of a professional sales team? The Home Builders Association of Maryland has been doing its part for years to provide this measure of professionalism – does your company encourage enrollment in the nationally-recognized CSP designation for your sales professionals?

Let's face it – you wouldn't use your accountant if he (or she) didn't have the acronym "CPA" on his business card, right? Your son's 10th grade history teacher is certainly expected to have his BA degree in history, right?

There is a CSP designation in our industry that trains our sales staffs to navigate the pitfalls of new homes sales.

It stands for Certified Sales Professional, and it is recognized nationally by all HBAs. It takes far less time and far less money, to earn this designation than a CPA or a BA. Not taking advantage of this type of training for your sales staff could result in lost sales, lack of professionalism and lack of motivation in the long run. HBAM mandates the course of study for all seeking this designation and there is a series of examinations that must be passed before earning a CSP.

Some of the areas of training covered in the 32 hour CSP course are:

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- Legal aspects and prohibited practices

Enrolling in CSP classes is easy. HBAM will be sending out enrollment information within the next 60 days for our 2009 course offerings. The course of study is 4 - 8 hour classes, one per week, over a 4 week period. We'd like to encourage all of our builder members to consider some type of recognition for those members of your sales staff that elect to expand their horizons and increase their industry knowledge. Better yet, spearhead a company-sponsored program that helps your entire staff to earn their CSP in 2009. Visit [www.homebuilders.org](http://www.homebuilders.org) for more information. ■

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## notableproducts

### FrameSaver®: Lifetime Warranted Door Frame Available from Bayer Built Endura Provides Industry's First No-Rot Wood Door Frame

Endura has introduced FrameSaver®, the industry's only no-rot wood door frame backed by a fully transferable Unlimited Lifetime Warranty. And now, Bayer Built Woodworks, Inc. is proud to offer FrameSaver as the standard frame in its entire line of exterior door units. Endura is the only manufacturer to offer FrameSaver, with its patented process of finger jointing a wood fiber composite on the bottom 4" of the frame, providing the highest level of resistance to moisture and guarantee against decay and termite infestation. With a FrameSaver wood exterior door frame, builders and homeowners can now achieve a complete, weather-resistant door frame. For more information on Bayer Built's products please visit [www.bayerbuilt.com](http://www.bayerbuilt.com).

### Simonton Offers Lo 3-366 Glass

Simonton Windows® has announced that the company is now offering energy-efficient Lo 3-366 glass as a product upgrade option on a wide variety of the company's most popular product lines. Featuring an unprecedented triple layer of silver applied through sputter coating technology, Lo 3-366 glass blocks more solar heat gain and harmful ultraviolet (UV) rays than all other Low E glass options available in the marketplace.

This translates into energy savings for homeowners and dramatic comfort improvement in the home. The glass option helps control and maintain the humidity of the indoor air in a house, making for a more comfortable and healthier living environment. In addition, Lo 3-366 glass benefits the overall environment because its use results in reduced energy consumption to keep a home warmer and cooler in different seasons, thus reducing the use of fossil fuels.

### Custom-Sized EXACT-FIT® Windows Ideal for Remodeling Projects

EXACT-FIT® operable replacement windows from Hy-Lite® Products allow remodelers to order custom-made windows that fit openings within a quarter of an inch. EXACT-FIT windows are designed to allow the maximum amount of light into the home without having to add framing to achieve a proper fit in the window opening. EXACT-FIT windows feature vinyl frames (in white, tan or driftwood) surrounding hermetically-sealed blocks that prevent moisture infiltration into the unit. The windows are available in clear, frosted, green and cross rib pattern blocks, in both six- and eight-inch block sizes. Window styles include casement, hopper and awning. For more information on the full Hy-Lite product line, call 800-423-3032 or visit [www.hy-lite.com](http://www.hy-lite.com). ■

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## industrynews

### Delbert Adams Construction Group adds to their Team

Delbert Adams Construction Group, a residential, commercial and historic restoration builder has recently added three new project managers to their team. They are; Jeff Blum, Brandon Jones and Kevin Mayhew. All three of these men bring years of experience in the construction industry and bring expertise and knowledge to the team.

### Newly Formed HWD Acquisition, Inc. Acquires Hurd® Brand

HWD Acquisition, Inc., a newly formed company owned by Longroad Asset Management, LLC., announced that it has purchased the assets of Hurd Windows & Doors, Inc. HWD Acquisition will retain the assets, including the Hurd® brand, as well as the employees and management team of the company. This year the Hurd brand will celebrate 90 years of manufacturing custom wood windows and doors. Visit [www.hurd.com](http://www.hurd.com) for details.

### Kohler Co. Enters Diesel Engine Market

Kohler Co.'s Global Power Group, a global leader in engines and power generator systems, announces its first diesel engine line for the North America market. A total of seven air-cooled models from 6.7-34.9 horsepower and six liquid-cooled models from 16.8-64.4 horsepower are among the new line of KOHLER diesel engines. The new KOHLER diesel air- and liquid-cooled engines are in production and available for order from Kohler Engines dealers and distributors throughout North America and the Asia Pacific region. The new KOHLER diesel engines are emission compliant, to the latest EPA and CARB emission requirements. Visit [www.kohler.com](http://www.kohler.com) for more information.

### Simonton Participates in Three Extreme Makeover: Home Edition Projects

Designers at the popular ABC television show, Extreme Makeover: Home Edition, have enlisted the support of Simonton Windows® for three home makeover projects currently underway. Simonton is donating energy-efficient windows to the show's project homes in Illinois, Connecticut and Kansas. Simonton Windows produces ENERGY STAR® qualified replacement and new construction windows and doors, including a line of impact-resistant products. For information, visit [www.simonton.com](http://www.simonton.com).

### The Wolf Organization Announces Management Team Promotions

The Wolf Organization, parent company of Wolf Distributing Company and Baublitz Advertising, recently announced a restructuring of its executive management team, naming Ronald J. Blevins Chief Executive Officer and Chief Financial Officer. David R. Confer was named President and General Counsel. The Wolf Organization recently announced plans to sell The Lumber Yard division and focus its resources on Wolf Distributing Company. ■

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