

Newsletter of the Home Builders Association of Central Missouri

HBANews



August 2023



HBA Cornhole Tournament
August 9th at Apple Creek Farm
620 Murphy Ford Rd, Centertown
Tournament starts at 6:00 p.m.

Cost \$20

Dinner: Pulled Pork and sides

Please RSVP to the HBA office

If you want to come out and do not want to play the cost is \$20 for food and beverages, please RSVP to the HBA Office at 635-6001 or email rachel@hbacentralmo.com

Sponsored by:



Leadership List

President

Brice Ready

1st Vice President

Lisa Lehman

2nd Vice President

Adam Boessen

Secretary

Nancy Gratz

Treasurer

Dan Lewis

Past President

Jason Otke

Board Members

Christy Lyon

Matt Kujath

Jeff Hoelscher

Jim Hagenhoff

Scott Perkins

Ryan Schrinpf

Matt Allen

HBA of MO Rep- Jason Otke

Executive Officer- Rachel Andrews

Administrative Assistant- Julie Sullivan

Calendar of Events

August 2nd 4:30 pm- Golf Committee meeting at Flat Branch Home Loans

August 8th 4:00 pm Board meeting at HBA office

August 9th 6:00 pm HBA Cornhole Tournament at Apple Creek Farm. Sponsored by Mid America Bank and Cole County Industries

September 12th 4:00 pm Board meeting at HBA office

September 13th 6:00 pm Membership meeting Sponsored by Jeff Hoelscher and Clarkson-Nelson Consulting

September 21st

Annual HBA Golf Tournament held at Redfield Golf & Country Club

2023 Permit Totals [Click here for permit totals](#)

New Members

Heirloom Design Company

Abby Block

573-353-7761

29th ANNUAL HBA GOLF TOURNAMENT

REDFIELD GOLF & COUNTRY CLUB
THURSDAY, SEPTEMBER 21, 2023 4 PERSON SCRAMBLE



Tournament Schedule:

Tee time do you prefer before 10am _____
or after 10 am _____

Lunch box lunch on the turn

ENTRY FEES: \$125/PERSON \$500/TEAM \$ _____

Mulligans, Buy up hole and Launcher included in the Price

EACH TEAM MUST INCLUDE AT LEAST ONE HBA MEMBER

Main Contact _____

Company _____

Phone _____ Email _____

Golfer #1 _____

Golfer #2 _____

Golfer #3 _____

Golfer #4 _____

MAKE CHECKS PAYABLE TO: HBA GOLF
SEND CHECKS TO: 1420 CREEK TRAIL DRIVE
JEFFERSON CITY, MO 65109
PH. 635-6001
FAX 632-6001

Credit card and Venmo excepted please email rachel@hbacentralmo.com for venmo info

**PLEASE NOTE: PAYMENT MUST BE RECEIVED WITH YOUR
REGISTRATION FORM YOUR TEAM IS NOT REGISTERED
UNTIL PAYMENT IS RECEIVED**



build

my future

PLEASE JOIN US IN
CENTRAL MO

CONSTRUCTION CAREER DAY & INDUSTRY SHOWCASE

GIVING STUDENTS THE OPPORTUNITY TO
SPEND A DAY IN THE CONSTRUCTION INDUSTRY
THROUGH AN INTERACTIVE SHOWCASE



OCTOBER 18, 2023

9:00 am - 2:00 pm

JEFFERSON CITY JAYCEES FAIRGROUNDS

1445 FAIRGROUNDS RD., JEFFERSON CITY, MO

EXHIBITOR SETUP: TUESDAY, OCTOBER 17

Large displays will be scheduled in the morning with smaller displays filling in later in the day.
Final setup is allowed 7:00 am - 8:30 am on event day, but all exhibits must be set up no later than 8:30 am.

EXHIBIT FAVORITES INCLUDE:

- ➔ CARPENTRY
- ➔ CONCRETE/ASPHALT MIX
- ➔ HEAVY EQUIPMENT
- ➔ SURVEYING
- ➔ WELDING
- ➔ AND MUCH MORE!



FIND US ON
FACEBOOK

EVENT CONTACT:

Charlyce Ruth
417.425.3390 cruth@agcmo.org

Build My Future Central MO October 18th 2023

On pages 4 and 5 is the information for the Build My Future event to be held at Jaycee Fairgrounds on October 18th 2023. This is a great way to engage with future employees. Last year we had 1200 students attend. This year we already have 200 students signed up and the school year hasn't even started, so we hope to have around 1500 students this year. The vendors had very positive feedback after the last year's event and one builder gained an apprentice in which this student received one of the 4 Scholarships the HBA gave out this past May. Below is the link to the video that was made of the 2021 Build My Future Central MO. Please contact the HBA Office or Charlyce Ruth -AGC MO if interested in being a vendor or sponsor.

<https://www.youtube.com/watch?v=TH8TfQIsWfw>

Higher Mortgage Rates Cool June New Home Sales

Rising mortgage rates and elevated construction costs put a damper on [new home sales](#) in June.

Sales of newly built, single-family homes in June fell 2.5% to 697,000 seasonally adjusted annual rate from a downwardly revised reading in May, according to newly released data by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. However, new home sales are up 23.8% from a year ago.

A new home sale occurs when a sales contract is signed or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the June reading of 697,000 units is the number of homes that would sell if this pace continued for the next 12 months.



New single-family home inventory in June was 432,000, down 3.6% compared to a year ago. This represents a 7.4 months' supply at the current building pace. A measure near a 6 months' supply is considered balanced. Of that total inventory, 67,000 were completed, ready-to-occupy

homes, up 91.4% from a year ago; however, that inventory type remains just 15% of total inventory.

The median new home sale price in June was \$415,400, down roughly 4% compared to a year ago.

Regionally, on a year-to-date basis, new home sales are up 4.7% in the Northeast and 3.2% in the South. New home sales are down 7.6% in the Midwest and 16.5% in the affordability-challenged West.



LOOKING FOR A TRIED-AND-TRUE WAY OF REACHING PROSPECTIVE CLIENTS?

Direct mail might just be the marketing medium you've missed – or overlooked! Direct mail is the process of reaching your target audience through print advertising directly to their doorstep or mailbox. This tried-and-true marketing medium can be traced back to the early 1900's and continues to be used today.

Advantages of Direct Mail:

- **Targeted Reach:** Direct mail allows for precise targeting for which you can select factors such as location, household income, purchasing behavior, and interest.
- **High Visibility:** Advertising is a physical piece of material that must be handled by someone within the home.
- **Measurable:** While not as precise as some digital marketing analytics, direct mail results can still be tracked and measured. Using a unique QR code increases the odds of being measurable.
- **Complements Digital Marketing:** Marketing is all about reaching the right audience at the right moment. Using Direct Mail coupled with a Digital Marketing campaign increases the effectiveness of your brand's message and the likelihood of reaching potential customers in the time of need.

The next time you consider a marketing campaign, you should give careful consideration to Direct Mail.



Labor Shortage Limits Production

The lack of [skilled construction labor](#) is a key limiting factor to expanding home construction and improving housing inventory and affordability. The latest Construction Labor Market Report from the Home Builders Institute (HBI), provides an outlook for residential construction employment and includes state-level employment data.

The construction industry currently needs approximately 723,000 new construction workers each year to meet demand. Residential construction represents 3.2 million of the construction payroll employment of 7.9 million.

NAHB Pushes Back on 'Junk Fees' Label

The Biden administration announced on July 19 that it is taking on so-called "junk fees" in rental housing in order to lower costs for renters. The administration portrays standard industry fees – such as application fees – as junk fees.

[NAHB disagrees](#) with the administration's approach of broadly characterizing standard industry charges as junk fees. In particular, NAHB has engaged the administration to explain why certain fees, such as application fees, are charged.

Best Practices in Deck Construction

Home Innovation Research Labs and the USDA Forest Service Forest Products Laboratory recently released a guide on design principles and construction practices to improve the moisture performance of wood-framed balconies and decks.

The [Durable Solutions for Balconies and Decks](#) illustrated guide covers all phases of the construction of wood-framed balconies and decks.

Applications Open for NAHB Award Programs

Applications for [NAHB's award programs](#) are open. More than a dozen award programs highlight the best and brightest in the residential construction industry in a variety of categories. The Best in American Living Awards and the Multifamily Pillars of the Industry Awards will close Aug. 28. The Offsite Construction Awards will close Sept. 11. The Student Chapter Awards will close Oct. 23. Applications for all other awards, including The Nationals, the Associates of Excellence Awards and the Remodelers Awards, will close Oct. 6.

Resource Provides Insights On Inclusionary Zoning

NAHB's latest resource on [inclusionary zoning](#) is now available. Prepared by Hinckley, Allen & Snyder LLP, "Policy, Practical, and Legal Challenges to Inclusionary Zoning: A Resource Manual for NAHB Members" provides a list of strategies that NAHB members may adopt when dealing with inclusionary zoning proposals, as well as an accessible guide to state statutory and case law authority for municipal or county governments to enact inclusionary zoning ordinances.

Remodeling Index Sees Modest Dip in Second Quarter

NAHB released its [NAHB/Westlake Royal Remodeling Market Index](#) (RMI) for the second quarter, posting a reading of 68, edging down two points compared to the previous quarter.

The index is based on remodelers' sense of current and future conditions.

The Current Conditions Index is an average of three components: the current market for large remodeling projects, moderately-sized projects and small projects. The Future Indicators Index is an average of two components: the current rate at which leads and inquiries are coming in and the current backlog of remodeling projects. The over- all RMI is calculated by

averaging the Current Conditions Index and the Future Indicators Index. Any number over 50 indicates that more remodelers view remodeling market conditions as good than poor.



The Current Conditions Index averaged 77, increasing two points compared to the previous quarter. The Future Indicators Index fell four points to 60 compared to the previous quarter.

Variation in Homeownership Rates

NAHB's analysis of the 2021 five-year American Community Survey county-level data reveals substantial [variation in homeownership rates](#) across U.S. counties, ranging from less than 25% in urban counties of New York to over 90% in exurban counties of Denver and in the South.

Counties on the top 10 list register homeownership rates in excess of 90%. The list includes four counties in the Mountain division: two in the Denver metro area – Elbert County (92.6%) and Park County (91.1%) – as well as Storey County, Nev. (96.5%), and Meagher County, Mont. (92.1%).

Connect with NAHB Peers

Every NAHB member at one point in their career has encountered a challenge that could only be overcome by being connected to an expert, mentor or colleague in the industry. NAHB Connect is an online community designed to help members get the answers they need. The forum provides an opportunity to have honest peer-to-peer discussions.

NAHB members join NAHBConnect for a variety of reasons, including: Peer-to-peer member connection; customized engagement; industry trends; and finding relevant events.

Go to connect.nahb.org to join the conversation.

Keep Your Workforce Safe in Record Temperatures

A record heat wave is causing temperatures and heat indices to hit triple digits on many jobsites across the country. Ensuring employees and contractors are hydrated and protected from the sun during hot months is essential to the health and safety of workers.

NAHB's [Heat Stress Safety Toolkit](#) can help members be prepared to take precautions to protect against possible heat related illnesses and/or injuries. The toolkit provides key insights on preventing and identifying heat stress, and includes downloadable resources and videos available in English and Spanish.

Heat stress can be particularly dangerous because most residential construction professionals are used to working in the

heat of summer. But acclimation within a season is crucial to staying safe. If the normal high temperatures in your area are in the high 80s and a heat wave suddenly brings readings in the high 90s, the first few days are going to be the most dangerous because of lack of acclimatization.

Employers and workers should be sure to have plans in place to provide access to plenty of water and take adequate breaks when needed, as well as access to shade or cool-down areas.



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We build communities.

HBA OF CENTRAL MISSOURI

MISSION STATEMENT

The Home Builders Association of Central Missouri is an organization of professional builders and related industries, dedicated to serving its members.

We strive to be a resource center and "THE" voice on building issues. We do this by educating our members, providing networking opportunities and advocating progressive growth in the communities.



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of Home Builders

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