

Newsletter of the Home Builders Association of Central Missouri

# HBANews



**November 2023**

## **November Membership Meeting**

**Wednesday, November 8th**

**Social : 6pm at the Eagles on MO Blvd**

**Dinner: 7pm Fried Chicken and all the fix-ens**

**Cost: \$20 per person**

**RSVP by Monday November 6th**

**Program:**

**Kobly Baker speaking on foundation issues:**

**Foundation repair, concrete lifting, and waterproofing.**

**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

**November 5th Noon-4pm** HBA  
Parade of Homes

**November 7th -4pm** Board Meeting  
HBA office

**November 8th 6pm** Membership  
Meeting sponsored by Raising  
Solution

**November 29th 11:30 am** Home  
Show Committee meeting at Aerodry

**November 30th** Home Show  
Contracts due

**December 12th 4pm** Board meeting  
at HBA office

**December 13th 6pm** HBA Christmas  
Party Capital Bluffs

**January 9th 4pm** Board Meeting  
HBA office

**January 10 6pm** HBA Meeting Eagles  
on MO Blvd

**2023 Permit Totals Click  
here for permit totals**

## New Members

**Amanda's Cleaning Fairies LLC**

**Amanda Brengarth**

**573-690-9208**

# Wow what a busy October....

## Ladies Night Bingo



## Build My Future



COLE COUNTY FAIR  
Jefferson City, MO

## 2024 Slate of Officers HBA of Central Missouri

**President** – Lisa Lehman, Servicemaster Restoration by Aerodry

**1<sup>st</sup> Vice President** – Adam Boessen, Scruggs Lumber

**2<sup>nd</sup> Vice President** – Jeff Hoelscher, Hoelscher Enterprises

**Secretary** – Nancy Gratz, Gratz Real Estate

**Treasurer** – Dan Lewis, Mid America Bank

### **Associate/Affiliate Members**

Nick Haslag, Haslag Landscape Design

Mike Theissen, JC Industrial Supply

### **Builder Members**

Derrick Lueckenhoff, Lueckenhoff Construction

Jim Hagenhoff, TriTech Builders

Scott Perkins- Scotts Home Solutions

Ryan Schrimpf- Ryan Schrimpf Construction

Matt Allen- MRA Construction

### **Past President**

Brice Ready, Ready Construction

**HBA of Missouri Rep and NAHB Rep**– Jason Otke, Dick Otke Construction

**THE SLATE OF OFFICERS WILL BE VOTED ON AT THE NOVEMBER MEETING  
NOVEMBER 8<sup>TH</sup>.**

**2023 Parade of HOMES**

Presented by: **HBA** HOME BUILDERS ASSOCIATION OF CENTRAL MISSOURI

**SUNDAY NOVEMBER 5 NOON - 4 PM**

- SEVERAL HOMES
- GREAT IDEAS
- QUALITY CONSTRUCTION
- BUILDING SITES

Pick up your FREE ISSUE at any of the homes on parade.

**CAPITAL HOMES**

**FIND THE MAP, SUBDIVISIONS AND HOMES AT [HBACENTRALMO.COM](http://HBACENTRALMO.COM)**

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**HBA Home SHOW**

**FEBRUARY 23 & 24**

2024 Home Show Contract and forms were sent out to all previous exhibitors. The contract and deposit are due Nov. 30th to hold your booth for the 2024 show.

If you were not an exhibitor in last years show and would like to be in the 2024 show, please contact the HBA office at 635-6001 [www.hbacentralmo.com/events](http://www.hbacentralmo.com/events)



You are invited to the annual  
**Home Builders Association of Central Missouri's**  
*Christmas Party*

*Please join us for an evening of  
 Food, drink, fun, dancing and a chance to win exciting prizes.*

**WHEN: Wednesday, December 13<sup>th</sup> 2023**

**WHERE: Capital Bluffs Event Center**

1616 Oilwell Road

(Hwy 54 take the Airport (W) exit to Cedar City Drive to Oilwell Road)

**TIME: Social Hour: 6:00 p.m.**

**DINNER: 7:00 p.m.**

**MUSIC: 8:00-10:30 p.m.**

**COST: \$30.00** per person in advance - **\$40.00** at the door

Your company may reserve a table for an additional \$10 per table. Max of 8 per table.



*2023 HBA Christmas Party*



Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Mail to: 1420 CreekTrail Drive, Jefferson City, MO 65109 or fax: 632-6001

# of Tickets \_\_\_\_\_

# of table reservation \_\_\_\_\_  
 (Minimum and max of 8 people per table)

Credit Card Payment     Check enclosed     Please invoice

Name on credit card \_\_\_\_\_ Zip Code \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Visa     Mastercard    Expiration date \_\_\_\_\_ Card Security Code \_\_\_\_\_



# Marketing Minute

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## 5 PROVEN STRATEGIES TO STANDOUT IN A COMPETITIVE MARKET

With the current 30-year mortgage interest rate hovering around 8%, fewer buyers are moving forward with building their dream home. As a builder or a subcontractor, it's even more important for your company to win these limited opportunities, but how can your company win in a crowded, competitive market?

Here are 5 proven marketing strategies that will help your company stand out amongst your competitors.

### 1. Educate and Inform

Position your company as the consistent thought leader for your industry. Share your knowledge on the latest trends, building techniques, and cost-saving recommendations. There are a variety of platforms available to include: your website in the form of blog posts & photos, social media, YouTube, and local publications to name a few.

### 2. Photos, Videos, and Virtual Tours

High quality photos and video tours help potential customers visualize the quality of craftsmanship, and customized possibilities your company can offer.

### 3. Content Marketing

Professional, high quality, and informative content will showcase your company's attention to detail

and expertise. Each piece of content should be developed to address a specific customer need or question. Content marketing examples may include blogs, videos, direct mail, social media ads, infographics, etc.

### 4. Engaging Website

Your website is your digital storefront and should be designed to maximize the user experience. Make the website easy to navigate, mobile-friendly, and uniquely yours. Include blog posts, photos, videos, and testimonials to promote your company's experience and build trust.

### 5. Search Engine Optimization (SEO)

When potential customers search for "Home Builders" or "HVAC companies" in your area, you want to be at the top of the list. Being at the top requires your websites to be optimized for search engines.

Apply these 5 powerful strategies and watch as a surge of new customers eagerly request a meeting to discuss their dream home!



*Imagemark Marketing & Advertising is a full-service traditional and digital marketing agency and a long-time member of the HBA of Central Missouri. Imagemark is also the publisher of Capital Lifestyles magazine and proudly contributes a portion of the proceeds back to the HBA to help support the association.*

**SEEKING STUDENTS LOOKING TO ENTER BUILDING-RELATED CAREERS**  
**MULTIPLE SCHOLARSHIPS TO BE AWARDED**

The HBA Scholarship Fund was created in 2003 to encourage strong relationships between builders, local associations and colleges. This program provides financial assistance to local students seeking careers in the building trades.




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## Lack of Resales Boost New Home Sales in September

A lack of inventory in the resale market helped new home sales post a double-digit percentage gain in September, even as mortgage rates remained at a 23-year high.

### Sales of newly built, single-family homes in

September increased 12.3% to a 759,000 seasonally adjusted annual rate, according to recently released data by HUD and the U.S. Census Bureau. The pace of new home sales in September was up 33.9% 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 September reading of 759,000 units is the number of homes that would sell if this pace continued for the next 12 months.



New single-family home inventory in September was 435,000, down 5.4% compared to a year ago. This represents a 6.9 months' supply at the current building pace. A measure near a 6 months' supply is considered balanced. Completed, ready to occupy inventory is up

39.6% from a year ago, however that inventory type remains just 17% of total new home inventory.

The median new home sale price in September was \$418,800, down 3.3% from last month, and down 12.3% compared to a year ago. Pricing is down due to builder incentive use and a shift toward building slightly smaller homes.

Regionally, on a year-to-date basis, new home sales are up in all four regions: up 12.8% in the Northeast, 0.5% in the Midwest, 5.4% in the South and 2.5% in the West.



## Bank Regulators Update CRA

Federal banking agencies recently issued a final rule to strengthen and modernize the regulations implementing the Community Reinvestment Act (CRA). The CRA encourages federally insured banks to help meet the credit needs of the communities in which they do business, especially low- and moderate-income communities.

[The final rule](#) contains provisions that NAHB requested in public comments that will help bank examiners evaluate a bank's community development investments in affordable housing.

## TSCA Rule Could Affect Builders

The EPA published a notice in the Federal Register on Oct. 11 that requires manufacturers, including importers, to report to EPA regarding per- and polyfluoroalkyl substances (PFAS) uses, production volumes, byproducts, disposal, exposures and existing information on environmental health effects if they manufacture or import these substances. Builders, developers, trades and retailers could be [subject to recordkeeping requirements](#) for PFAS under the rule.

## DOE Recognizes NAHB Members

The Department of Energy's Housing Innovation Awards recognize builders for their commitment to building high-performance, energy efficient homes. Several NAHB members were recognized among these top builders as part of the Energy and Environmental Building Alliance (EEBA) High Performance Home Summit, which took place recently in Salt Lake City. [Check out the list](#) of the NAHB members that received the award.

## Five Great Reasons To Attend Builders' Show

The International Builders' Show (IBS) is the largest residential construction trade show of the year. IBS is an extraordinarily valuable experience for young professionals. Here are five great reasons to attend:

1. Learning Opportunities
2. Networking
3. Innovative New Products
4. Inspiration
5. Look at the Industry's Future

IBS will take place in Las Vegas from Feb. 27-29. Learn more and register at [BuildersShow.com](https://www.buildersshow.com).

## NAHB, NYSBA Join Lawsuit Against New York Gas Ban

NAHB and the New York State Builders Association (NYSBA) have [joined a coalition](#) challenging a New York law that prohibits fossil fuels in new buildings of seven stories or lower – except for large commercial and industrial buildings – by Dec. 21, 2025. All other new buildings would be subject to the ban by Dec. 31, 2028.

The lawsuit, Mulhern Gas Co. v. Rodriguez, claims that the gas ban violates the Energy Policy and Conservation Act (EPCA), which restricts states or localities from regulating the energy use of certain appliances.

# Study Looks at Characteristics of America's Home Buyers

## [A new study of the 2021 American Housing Survey](#)

(AHS) by NAHB Economics focuses on two groups of home buyers: Those who bought a brand-new home (new home buyers) and those who purchased a home for the first time (first-time home buyers).



Roughly 10.2 million households bought and moved to a new home in the two years leading up to the 2021 survey.

In the 2021 AHS, the median household income for all recent home buyers was \$97,700. Median household income among

all home buyers grew 13% from \$60,000 in 2001 to \$68,000 in 2007 and then fell 4% to \$64,998 in 2011. After the Great Recession, household income accelerated, jumping by about 50% from \$64,998 in 2011 to \$97,700 in 2021. Not surprisingly, new home buyers consistently show higher

median income than first-time home buyers (\$112,100 vs \$90,000 in 2021).

According to the 2021 AHS, the median age of all home buyers was 41. The median age of first-time buyers was 33 and the median age of new home buyers was 45.

## Mortgage Rates Hammer Builders

Stubbornly high mortgage rates that have climbed to a 23-year high and have remained above 7% for the past two months continue to take a heavy toll on builder confidence, as sentiment levels have dropped to the lowest point since January 2023.

**Builder confidence** in the market for newly built single-family homes in October fell four points to 40 from a downwardly revised September reading, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released recently. This is the third consecutive monthly drop in builder confidence.

## Remodeler Sentiment Softens

The [NAHB/Westlake Royal Remodeling Market Index \(RMI\)](#) posted a reading of 65 for the third quarter, down three points compared to the previous quarter. The Current Conditions Index averaged 72, down five points from the previous quarter. The Future Indicators Index fell three points to 57. Any number over 50 indicates that more remodelers view remodeling market conditions as good than poor.

“While there is still demand for remodeling, we are seeing some customers pull back a bit, especially for larger projects, due to higher prices and increased interest rates,” said NAHB Remodelers Chair Alan Archuleta, a remodeler from Morristown, N.J.

# Cybersecurity Growing Concern for Construction Industry

Data breaches are taking an increasing toll on U.S. businesses, and construction firms – especially general contractors – are becoming a more popular target for cyber criminals.

The FBI's Internet Crime Complaint Center reported that in 2022 it received more than 800,000 complaints of cyber crimes with losses of around \$10.3 billion, up sharply from \$6.9 billion in 2021. Phishing was the most common type of complaint received with more than 300,000 reported while business email impersonation scams cost companies more than \$2.7 billion last year.

A recent survey revealed that 59% of architecture, engineering and construction firms have experienced a cybersecurity threat in the past two years, including 70%

of general contractors. Contractors are not seen as the ultimate target of cyber criminals, however. Most attacks are targeting client data.



Home builders are beginning to see this practice firsthand, as a string of recent data breaches has hit the industry.

For more on how home builders can protect their businesses' and clients' data, visit the [Data Privacy and Cybersecurity](#) page on [nahb.org](#).



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# WE'RE MORE THAN HOMES.

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.



A hand points to a tablet displaying the NAHB website. The background shows architectural blueprints. The NAHB logo is in the top right corner.

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of Home Builders

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[nahb.org/Savings](http://nahb.org/Savings)



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