

Newsletter of the Home Builders Association of Central Missouri

# HBANews



**December 2023**

## **Home Builders Association of Central Missouri's**

### ***Christmas Party***

**WHERE: CAPITAL BLUFFS EVENT CENTER**

**WHEN: Wednesday, December 13th, 2023**

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

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

**DANCE: 8:00-10:00 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.

**Order tickets in advance**



## 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

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

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

**January 3rd 11:30 am** Home Show  
Committee Meeting at Aerodry

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

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

**February 13th 4pm** Board Meeting  
HBA Office

**February 14th 6pm** HBA Meeting  
Eagles on MO Blvd

**February 23 and 24** HBA Home Show  
at the Capital Mall

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

## New Members

**ANJ LLC**

**Angie Laughlin**

**573-469-5270**



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 Creek Trail 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 \_\_\_\_\_

# Thank you to our confirmed 2024 official Sponsors!



# HBA Home SHOW

presented by  FORTIFIED  
ROOFING & SIDING

If you would like to exhibit or sponsor the 2024 Home Show, please contact the HBA office at 635-6001 or Chair person

Nick Haslag, Haslag Landscape and Design 573-301-9464 or Gwynn Ready, Legends Bank 573-690-4035, Tim Wilber Midwest Block and Brick 690-1488

Contracts and forms are available on the HBA website :

<https://www.hbacentralmo.com/>

**HBA Market Place** will be open to local small business that sell and make homemade products that are somehow related to the home i.e.. food and beverage, home decor, kitchen and cooking, cleaning products etc...

please contact the HBA office if you know of someone that may be interested.





## High Mortgage Rates Slow October New Home Sales

Elevated mortgage rates that averaged 7.62% in October, the highest rate since 2000, depressed buyer demand and pushed down [new home sales](#) in October.

Sales of newly built, single-family homes in October fell 5.6% to a 679,000 seasonally adjusted annual rate, following a notable downward revision in September, according to newly released data from HUD and the U.S. Census Bureau. The pace of new home sales in October was up 17.7% 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 October reading of 679,000 units is the number of homes that would sell if this pace continued for the next 12 months.



New single-family home inventory in October increased to the highest level since January, up 8.3% from the previous month, to 439,000. This represents a 7.8 months' supply at the current pace. A measure near a 6 months' supply is considered balanced. Of total new and existing inventory, newly-built homes made up 30% of all single-family homes available for sale in October, compared to a 12% historical average.

The median new home sale price in October was \$409,300, down 3.1% from September, and down 17.6% compared to a year ago. Roughly 33% of sales were priced between \$300,000 to less than \$400,000, compared to a year ago when just 20% of sales were in that range.

Regionally, on a year-to-date basis, new home sales are up 9.5% in the Northeast, 5.8% in the South and 2.5% in the West, while sales are down 0.3% in the Midwest.

## NAHB Offers Free Videos for HBAs

NAHB has new, customizable videos available to help home builders associations and members become a trusted resource for housing-related information in their community.

NAHB provides a [monthly housing-related video](#) in an easy-to-download format for members and HBAs. The short videos, narrated by NAHB's housing industry avatars, contain information related to home buying, home maintenance, remodeling, trends and green/sustainability. The videos are available for logo and website address customization at no cost.

## FHFA Raises Loan Limits

The Federal Housing Finance Agency (FHFA) recently announced that the maximum baseline [conforming loan limits](#) for mortgages acquired by Fannie Mae and Freddie Mac in 2024 will rise to \$766,550, an increase of \$40,350 from 2023.

Higher loan limits will be in effect in higher-cost areas as well. The new ceiling loan limit in high-cost markets will be \$1,149,825, which is 150% of \$766,550. The previous ceiling was \$1,089,300.

## Businesses Comment on Heat Rule

A panel of small business owners from varied industries, including construction, recently discussed the contours of a potential [heat illness and injury standard](#) from OSHA. The final report on the panels had specific recommendations for OSHA to consider when writing a proposed rule. OSHA convened Small Business Advocacy Review (SBAR) Panels to get feedback from small businesses on the impact a heat safety standard might have on their operations.

## Don't Miss Super Sessions At 2024 Builders' Show

Last year, IBS introduced Super Sessions – super-sized educational experiences of favorite IBS sessions that provide more insight into hot topics. These sessions were wildly popular at IBS 2023. There will be five Super Sessions at the 2024 IBS:

**The Launch:** Can't-Miss New Products & Technologies at IBS 2024

**The Outlook:** Housing Trends, Forecasts & Insights for 2024

**The Blueprint:** The Battle Royale & 60 in 60 Inspire Your Designs

**The Rally:** An Immersive Journey into the Future of New Home Sales

**The Experience:** Creating a VIP Total Customer Experience (new)

Learn more about these and other education opportunities at [BuildersShow.com](#).

## Build a Stronger Career with NAHB Construction Course

NAHB's refreshed Residential Construction Industry Fundamentals course (formerly Basics of Building) provides a crucial opportunity for those who work in construction-related fields to expand their knowledge and their profits. The [on-demand, self-paced course](#) gives industry professionals the tools they need to build stronger and more profitable relationships with builders and remodelers in their network.

## Multifamily Developer Confidence Weak in Third Quarter

Confidence in the market for new multifamily housing was in negative territory for the third quarter, according to NAHB's [Multifamily Market Survey](#) (MMS) released in November.

The MMS produces two separate indices. The Multifamily Production Index (MPI) had a reading of 38 – well below the break-even point of 50 – for the third quarter while the Multifamily Occupancy Index (MOI) reading was 82.

The MPI measures builder and developer sentiment about current production conditions in the apartment and condo



market on a scale of 0 to 100. The MOI measures the multifamily housing industry perception of occupancies in existing apartments on a scale of 0 to 100.

Both the MPI and the MOI are scaled so that a number below 50 indicates that more respondents report conditions are poor than report conditions are good.

“The relatively weak MPI is consistent with the declining production levels seen in the second half of 2023 and NAHB’s projection that they will be lower still in 2024,” said NAHB Chief Economist Robert Dietz.

## Square Foot Prices Outpace Inflation

Median [square foot prices](#) (excluding improved lot values) for new for-sale single-family detached (SFD) homes started in 2022 increased 18% to \$155, according to NAHB’s analysis of the latest Survey of Construction data. Increases for square foot prices in new custom SFD homes were similarly high, averaging 19% to a national median of \$156 per square foot. Both increases were more than double the U.S. inflation rate of 8% that same year. The rise in median contract prices per square foot undoubtedly reflect fast rising construction and labor costs that pummeled home building in the post-pandemic environment. This analysis excludes the highly variable cost of the developed lot.

## BSC Honors Industry Advocate

Matt Belcher, principal at Verdatek Solutions, has been honored with the S.A. Walters Award. Named after the man who became the first chairman of what is known today as the Building Systems Councils (BSC), the [S.A. Walters Award](#) is the highest honor the councils bestow. The award recognizes a lifetime of achievement in systems-built housing.

Belcher has been actively involved in the St. Louis and eastern Missouri area construction industry for four decades, including serving as a top building codes official. He promotes building practices that yield homes that are safer, healthier, more energy-efficient and more resilient.



## Two HBA EOs Share Tips for Helping Student Chapters

NAHB's student chapter program aims to give high school students across the country early exposure to the home building industry. Two HBA executive officers shared tips and strategies that their HBAs have used to uplift and educate their chapters looking for ways to help their local student chapters.

"The key is the communication between the faculty rep and the staff of the HBA," said Corey Deal, EO for the Greater Atlanta HBA. "Once you have that link, it's easier to connect the builders who want to participate."

Sarah Foster, EO for the HBA of the Upper Peninsula, said whenever her association signs up a new student chapter she asks instructors what supplies are needed.

Her members have sent safety glasses, carpenter pencils, tape measures and, in some cases, even machinery to local high schools.



Aside from donations, Foster said that it is important for home builders, remodelers and other HBA members to have face-to-face visits with the schools in their area.

NAHB's [Student Chapter Toolkit](#) has all the information necessary to start a new student chapter.



DO  
**BUSINESS**  
WITH AN  
NAHB  
MEMBER.

Members Save Millions  
Start saving at [nahb.org/savings](http://nahb.org/savings)



## 5 THINGS TO DO SO YOUR WEBSITE'S READY FOR 2024: A QUICK CHECKLIST FOR SUCCESS

In the dynamic world of the internet, keeping your website up-to-date and user-friendly is critical. Ensuring your website is prepared for 2024 is crucial for maintaining competitiveness and providing an excellent user experience. Here's a quick checklist that you can be ready for the new year and implement for 2024:

### 1. Mobile Responsiveness:

*Ensure your website looks good and functions well on smartphones and tablets.*

### 2. High-Quality Content:

*Focus on creating valuable and engaging content.*

### 3. Clear Call-to-Actions (CTAs):

*Make sure your website has clear and strategically placed CTAs.*

### 4. Security Measures:

*Implement HTTPS to encrypt data between your website and visitors. This not only secures the connection but also improves your site's credibility.*

### 5. Regular Updates:

*Keep your content fresh by regularly updating it. This not only provides value to your audience but also signals to search engines that your website is active and relevant.*



By incorporating these five essential practices into your website strategy, you'll be well on your way to ensuring it's not only ready for 2024 but also positioned for success in the ever-evolving digital landscape. Stay proactive, adapt to changes, and watch your online presence flourish!

*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.*

NAHB  
NEW MEMBER  
SPECIAL \$175

Register Now  
2024 IBS™

# 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.

**NAHB**  
National Association  
of Home Builders

**NAHB Member SAVINGS**  
Put your membership to work.

Exclusive discounts that benefit you,  
your business and your family  
[nahb.org/Savings](http://nahb.org/Savings)



A collection of logos for various partner companies, including General Motors Fleet, Dell Technologies, Nissan, Avis, Budget, Lowe's Pro, Heartland, Office Depot, Hotel Planner, Houzz Pro, RingCentral, UPS, American Express, YRC Freight, Construction Weekly, and IBS.

GENERAL MOTORS FLEET

**AVIS**  **Budget**  **LOWE'S PRO** **Heartland**

**Office DEPOT** **HotelPlanner**  **houzz PRO**

**RingCentral**     



**Capital Installers, Inc.**  
  
 Doug Kliethermes  
 AUTHORIZED DEALER  
 3012 S. 10 Mile Drive  
 Jefferson City, MO 65109  
 573-893-4998

  
**Adam & Lydia**  
**636-3800**

  
 Monarch Title Company, Inc.  
 Service with Distinction  
 www.monarchtitle.com  
 Christy Lyon Branch Manager  
 305 E McCarty, Suite 300 Phone: 573-556-6214  
 Jefferson City, MO 65101 Cell: 573-721-0452  
 Christy@monarchtitle.com Fax: 573-556-6236

**JEFF HOELSCHER**  
 Cole County Eastern District  
 Commissioner  
 jhoelscher@colecoun.org  
**573-634-9112 573-619-8299**  
**311 East High Street**  
**Jefferson City, MO 65101**

  
**Mike Bernskoetter**  
**(573) 634-3299**

STAMPED STAINS STENCILING TEXTURED RESURFACING NEW OR OLD  
  
**CONCRETE DESIGN CONCEPTS**  
 "We Beautify Concrete"  
 BEAU VOSS, Owner 573-564-3897  
 930 Wayside Road Call: 573-619-6458  
 Centerton, MO 65023 www.concretedesignconcepts.com

  
**METAL CULVERTS INC.**  
 P.O. Box 330, 711 Heisinger Rd.  
 Jefferson City, MO 65102  
 Office: (573) 636-7312 Fax: (573) 634-8729  
 www.metalculverts.com

  
**Hawthorn BANK**  
**132 E. HIGH ST.**  
**573.761.6100**

  
 Colecountyconcrete.com  
**COLE COUNTY INDUSTRIES**  
**635-4101 Ready Mixed Concrete**  
 1405 Industrial Drive \* Jefferson City, MO 65109

  
**CAPITAL MALL**  
 capitalmall.com

  
**MID AMERICA TRUSS**

  
**STIEFFERMAN HEATING CO., INC.**  
 3526 Rock Ridge Road  
 Jefferson City, MO 65109  
 phone 573.635.3547  
 cell 573.690.1186  
 Dave Lennox PREMIER DEALER  
 LENNOX

  
**DeLong's INC.**  
 P.O. Box 479  
 JEFFERSON CITY, MO 65102  
**(573) 635-6121**

  
**Margaret Thoenen**  
 Broker - Missouri, OK, GI  
 Cell: 573-690-0113  
 Office: 573-893-6295  
 Margaret@ActionRealEstate.com  
 www.ActionRealEstate.com  
**Action REALTY**  
 1199 Big Bend Rd. Jefferson City, MO 65109  
 For Every Milestone...Action is There Fax: 573-893-6242

  
**America Building Products**


  
**MID AMERICA BANK**  
 Good For You and Your Community Too!  
 midambk.com


  
**U.S. RENTS-IT**  
 1513 Industrial Dr.-Box 125  
 Jefferson City 65102  
 Office  
 1-800-324-4846 or (573) 635-6171  
 Fax 573-635-7180

  
**Central Bank**  
 Strong roots. Endless possibilities.  
 CENTRALBANK.NET | 634.1111 | MEMBER FDIC

  
**Jobsite sanitary toilets**  
 Construction Sites  
 Picnics, Special Events  
 Jason "Moon" Sullivan  
 Mike L. Sullivan  
 www.jobssite.com  
 Fax: 573-893-7643 (573) 896-8665

  
**FRANK TWEHOUS EXCAVATING COMPANY, INC.**  
 573.395.4354  
 8514 LIBERTY ROAD, JEFFERSON CITY

  
**MID-CITY LUMBER CO. LTD.**  
 118 Jaycee Dr.  
 Jefferson City, MO

  
**COLE COUNTY ABSTRACT & TITLE CO.**  
 ABSTRACTS  
 TITLE INSURANCE  
 ESCROW CLOSING  
 240 E. High St.  
 Jefferson City, MO 65101  
 (573) 636-3214

Design • Install • Maintain • Renovate  
  
**Haslag Landscape & Design**  
 Wide Range Landscape Construction  
 All Locally Sourced Products  
 573-301-9464 • HASLAGLANDSCAPE.COM

  
**Capital Sand Company**  
 Aggregates for the Construction Industry  
**Matt Kliethermes**  
 mkliethermes@capitalsandcompany.com  
 573-257-0302 Mobile P.O. Box 104990  
 573-634-3020 Office Jefferson City, MO 65110

  
**WOODMAN ENGINEERING CO.**  
 Your Home's Comfort Keeper  
 217 Commeroe Drive  
 Jefferson City, MO  
 573-893-3131  
 HEATING & COOLING

Beautiful Home Interiors  
 125 South Station Rd. Jefferson City, MO 65109 573.893.2500 office  
 573.893.3132 fax  
 573.690.1950 cell  
 Darrell Reinsch  
 Owner  
 darrell@beautifulhomeinteriors.com  
 www.beautifulhomeinteriors.com

  
**JEFFERSON BANK** there's more.  
 JEFFERSON-BANK.COM 573.634.0800 700 SOUTHWEST BLVD

  
**Dulle Overhead Doors Inc.**  
 2743 Merchants Dr.  
 Jefferson City, MO  
 (573) 893-2575  
 344 Hwy. 42  
 Kaiser, MO 65407  
 (573) 348-4399  
 www.dulledoors.com

  
**CENTRAL MISSOURI PROFESSIONAL SERVICES, INC.**  
 Engineering - Surveying  
 Materials Testing  
 (573) 634-3455

  
**SCRUGGS LUMBER**

  
**KEMPKER Heating & A/C LLC**  
**573-893-8905**  
**2804 Forest Ridge Lane**

  
**Farmer's Concrete**  
 Jefferson City, MO  
 P.O. Box 543 • 826 Stadium Blvd. West  
 Jefferson City, MO 65102-0543  
 Phone 573/636-7193 • Fax: 573/636-9520  
 Build with Concrete

  
**ServiceMaster Restore**  
 Lisa Lehman  
 President  
 ServiceMaster Restoration Services by AERODRY  
 1221 Creek Trail Drive  
 Jefferson City, MO 65109  
 Residential/Commercial  
 Water Fire Smoke Mold  
 24-Hr. Emergency Service  
 Office: 573-634-3651  
 Mobile: 573-600-0877  
 Email: lisa@aerodry.net  
 www.servicemasterbyaerodry.com

  
**BEST BLOCK MIDWEST BLOCK**

  
**CAPITAL QUARRIES**  
 Quality Aggregates for the Construction Industry  
**(573) 634-4800**

  
**River Region CREDIT UNION**  
 Lisa Wolken  
 VP of Real Estate Loan Origination  
 NMLS 672332  
 lwo@riverccu.org  
 main 573-635-4186 ext. 5045  
 fax 800-334-4248  
 3124 W Edgewood Dr  
 Jefferson City, MO 65109  
 rccu.org

  
**spyder technologies**  
 Satellite TV - Internet - Security  
 573-644-7200  
 SPYDERTECH.BIZ

  
**Joe Schaefer**  
 BROKER/NALES  
 Phone: 573-632-8503  
 Cell/Text: 573-619-5157  
 joe@joeschaefer.com  
 www.JoeSchaefer.com  
**ASSOCIATED REAL ESTATE GROUP**  
 DOING THE NUMBERS 3218 W Edgewood Dr. Ste. 1000  
 Jefferson City, MO 65109

  
**LEGENDS BANK**  
 MEMBER FDIC  
 130 E McCarty St, Jefferson City  
 573-636-4193 • legendsbk.com

  
**TRIPLE SUN SIGNS • BANNERS • WRAPS**  
**573.230.5232**  
 TripleSunGraphics@gmail.com  
 TripleSunGraphics.com

  
**MEEKS THE BUILDER'S CHOICE**  
 A Division of U.S. BANK  
 1750 SOUTHRIDGE JC MO 65109 573.636.8165