

# Builders At Their Best



VOL. 2 MARCH 2010

## Economic Impact Study

We are pleased to announce that Dr. Elliot Eisenberg will be presenting the findings of his study, "The Economic Impact of Housing in Elbert, Franklin, Hart, and Stephens Counties". Dr. Eisenberg is the Senior Economist for the National Association of Home Builders, and was commissioned by the Home Builders Association of Northeast Georgia to conduct this study. [Dr. Eisenberg will present his findings at the Franklin County Agricultural Center on April 8, 2010 at 6:30 pm.](#)

This study will show the impact that the housing market has in the local economy. It will focus on income, jobs, and taxes produced by the home building industry in Northeast Georgia. Homebuilding generates substantial local economic activity, including new income and jobs for residents, and additional revenue for local governments. Dr. Eisenberg's study shows the effect of the construction activity itself, the ripple impact that occurs when income earned from construction activity is spent and recycles in the local economy, and the ongoing impact when these homes become occupied by residents who pay taxes and buy locally produced goods and services.



### Elliot Eisenberg, Ph.D.

Elliot Eisenberg is the Senior Economist of the National Association of Home Builders (NAHB) in Washington, D.C. He holds a Bachelors of Arts degree in economics with First Class Honors from McGill University as well as a Master of Public Administration degree and a Ph.D. in Public Administration from Syracuse University. Dr. Eisenberg is a frequent speaker on housing and housing related topics including; the economic impact of homebuilding, the unintended consequences of government regulations on house prices, residential fire safety, how to reduce construction risk and boost builder profits using financial derivatives and many other topics. He is the creator of the multifamily stock index and is the author of more than 50 homebuilding industry articles. Dr. Eisenberg is frequently seen on television and heard on radio and his research and opinions have been featured in Business Week, Forbes, Fortune, most national and local newspapers, and in many other publications.

His interests include keeping the rate of restoration of his 60 year old house ahead of the rate of deterioration and doting on his daughter. He very much enjoys hiking, alpine skiing and ice hockey and is absolutely delighted to be here!

## Ricky's Corner

I hope you all enjoyed the snow and got out and played in it with your children, or grandchildren, as in my case. I never would have thought that best name to be called is "papa", but now that is my favorite word to hear. Do not laugh; you will agree with me in a few years if you do not already.



Please check out the info about the lead based paint renovation, repairing and painting training that HBANEG has set up for members that do this type of work. Please sign up early so we can get a head count. Tell your friends and families about this course since it is open to members and non-members. This can be you if you do any work in any pre-1978 homes that disturbs more than 6 sq. ft. interior or 20 sq. ft. exterior. This can be remodeling, repairing, HVAC, electrical, plumbing, painting and includes repairing, removing, or replacing windows or doors. If you sell a home you will have to reveal if it has lead paint. If you have rental property, you will need to get it checked and inform renters if lead paint is present.

Let's spread the word so the usual 90-10 rule does not apply. 10% of us professionals will pay for the course and extra paper work required per EPA, and the certification fee with EPA signage and other materials that you will need to comply. Then, there are the 90% who will not comply and put themselves, their families' employees, and their families plus the customers' families at risk of exposure, all for a few more dollars. Most lead exposure comes from workers bringing it home on their cloths. Could you pay a \$50,000.00 fine?

The sad part of this is that small children and the unborn (if mothers are exposed) are the most affected since they are still developing and are prone to put things in their mouths and play on the floors where dust is. The CDC says that there are approximately 250,000 between the ages of 1-5 that have lead levels high enough that they recommend a public action be initiated. The affect of lead on the young can cause many problems, such as delays in mental and physical development, lower I/Q levels, short attention spans, (Now where was I? Oh yeah!), behavioral disorders, mental retardation and many others.

How many homes are we talking about? Nationally, 38 million. The percentage of homes built 1960-1978 that are likely to have lead is 24%, 1940- 1960, it goes up to 69%, and before 1940 jumps to 87%. On a more local level : Elbert Co. has app. 9,000 homes in which 5708 are pre-1978; Franklin County has app. 9,458 homes in which 4,841 are pre-1978; Hart Co. has app. 12,016 homes in which 5,346 are pre-1978; and Stephens Co. has app.12,381 homes in which 6,914 are pre-1978. Remember that only you can prevent lead poisoning.  
Website-www.epa.gov/lead or 1-800-424-5323

Ricky Carter, President HBANEG



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## Is Your Business Using Social Media?

I know a lot of you will think I'm crazy, but have you thought about using facebook to promote your business? I have Josh to help me with the newsletter, the website, and facebook for the association. He also helps me with the store's website and our new facebook page.

We just came back from the 2010 product announcement event that Benjamin Moore held in Atlanta. They are putting a tremendous focus on retailer websites, as well as their facebook page. Their research shows that 35 year olds and under get all their information from the internet. In addition, the largest growing users of facebook are women 40 to 60.

What this tells me is that if I want to stay in business, I have to find a way to successfully incorporate this market into my business. Therefore, not only am I taking advantage of their website help, I'm also trying facebook. The store's facebook page tells about our business, but we're (mainly Josh) working on showing different paint techniques. We're also showing before and after pictures of projects, and plan on asking our customers to send us photos of their color schemes to show on our page. There're probably many more ideas we could incorporate into our page, but right now we're just trying to get it started.

Bottom line, I believe if you plan on expanding your business in the future, you can't continue to do things the way they were always done in the past. Today's customers have more information, more available technology, and less time than they had in the past. To reach them, you have to communicate the way they do, and use technology to your advantage.

Cathy Eison, EO HBANEG



**3/9**

BOD Meeting  
Hartwell Paint

**3/16**

Lead Safety  
Certification for RRP  
Hart County Library

**4/8**

Northeast Georgia  
Construction Impact  
Study, Time and  
Location TBA

**4/13**

BOD Meeting  
Hartwell Paint

**5/4-6**

HBAG Spring Board  
Lake Lanier

**5/7**

Annual Golf  
Tournament



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### Chastain Construction

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## Heat Your Home Efficiently This Winter Season

As temperatures drop this winter season, one thing inevitably rises — your home fueling costs. According to the U.S. Department of Energy (DOE), families spend on average \$1,400 a year on home utility bills — with home heating and cooling making up 46 percent of the cost. With this winter's forecast, ensuring your home is energy-wise is essential for your comfort and budget. Here are some ways that you can keep the cold out and the costs down this winter: Caulk and seal air leaks in your house. By reducing air leaks, an average household can cut 10 percent of their monthly energy bill. While sealing windows and doors can help, usually the worst culprits are utility cut-throughs for pipes (plumbing penetrations), unfinished spaces behind cupboards and closets, and gaps around chimneys and recessed lights. Your local builder or remodeler can recommend an energy auditor to help spot the inefficiencies.

Check your insulation. The DOE recommends you check and replace insulation in your home if you:

- Have a home built before 1980
- Are uncomfortably cold in the winter
- Build an extension or new addition onto your home
- Pay high energy bills

The places to check include the attic, ceilings, exterior walls, basement walls and crawlspaces. When replacing insulation, look at the R-value of the product — the higher the R-value, the better. If you cannot afford to replace the insulation in all areas of your home, choose the attic as it is the most cost-effective. For attic insulation, make sure the R-value falls between 30 and 60.

Upgrade your thermostat. You can easily lower electricity bills by choosing to upgrade to a programmable thermostat, which automatically lowers the heat at night or when you are not home, which can save up to 10 percent on your annual heating bill.

Perform routine maintenance. Clean or replace filters on furnaces once a month, or as indicated by the manufacturer. Make sure radiators, baseboard heaters and warm-air registers are clean of debris and are not being blocked by furniture or draperies.

As an added benefit, some energy-efficient improvements may qualify for a federal tax credit. Find more information about what qualifies at [www.nahb.org/efficiencytaxcredit](http://www.nahb.org/efficiencytaxcredit).

These are just the tip of the iceberg. For more tips on how to efficiently heat your home, as well as guidelines based on your type of home and climate, visit DOE's Web site at [www.energysavers.gov](http://www.energysavers.gov).

To find a builder or remodeler in your area that can help you with these upgrades, contact the Home Builders Association of Northeast Georgia at [www.hbaneg.com](http://www.hbaneg.com) or visit the National Association of Home Builders Web site at [www.nahb.org](http://www.nahb.org).

Mike Little  
Branch Manager

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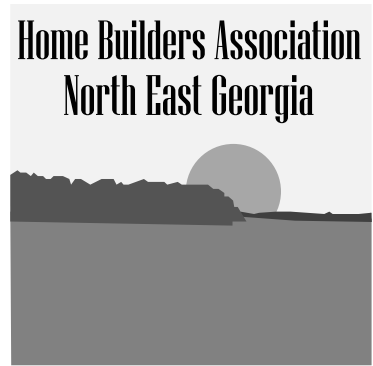


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# Lead-Based Paint Renovation, Repair and Painting (RRP) Training

A Federally mandated certification provided by  
National Environmental Solutions, Inc.



**Date:** Tuesday, March 16

**Time:** 8:00 am - 5:00 pm

**Location:** Hart County Library, The  
Learning Center (Downstairs)

**Price:** \$195 Members / \$250  
Non-Members

## Register Today!

This one day class will give you the  
EPA mandated training needed for  
you to become a Certified  
Renovator to comply with the new  
Federal law.

**Attention remodelers, painters,  
drywallers, window installers,  
electricians, plumbers, carpenters  
and anyone else who works on  
pre-1978 homes!**

Under new EPA rules that go into effect in April 2010, contractors performing renovation, repair and painting projects that disturb lead-based paint in homes, child care facilities and schools built before 1978 must be certified and must follow specific work practices to minimize occupants' exposure to lead hazards.

All individuals performing activities that disturb painted surfaces must be certified renovators or have been trained by a certified renovator. A certified renovator must also be assigned to each renovation and perform all of the EPA mandated responsibilities of a certified renovator.

Fines for non-compliance are anticipated to be \$5,000 per day, per jobsite.

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Home Builders Association of Northeast Georgia

Renovation, Repair and Painting Registration Form - March 16 - The Learning Center, Hart County Library

Company \_\_\_\_\_ Attendee Name(s) \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ Members @ \$195 each = \_\_\_\_\_

\_\_\_\_\_ Non-Members @ \$250 each = \_\_\_\_\_

Total = \_\_\_\_\_

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# Advertising Opportunities

## 1/2 Page Ad

\$70 per month, \$500 per year

## 1/2 Page Color Ad

\$100 per month, \$750 per year

## 1/4 Page Ad

\$55 per month, \$325 per year

## 1/4 Page Color Ad

\$80 per month, \$475 per year

## Business Card Ad

\$35 per month, \$250 per year

## Business Card Color Ad

\$50 per month, \$375 per year

## License Renewal Period Coming Soon

At the Feb. 2 meeting of the Residential and General Contractors Licensing Board, the executive director announced her office is planning to send out license renewal notices in early March.

If licensees have provided an e-mail address to the board, they will receive a reminder. If there is no e-mail address, a postcard will be sent to the address on file at the secretary of state's office. However, the executive director cautioned that licenses must be renewed by the expiration date, regardless of whether notice is actually received from the licensing board.

The board has set fees for June 30 renewals as follows:

\* Renewal Fee - \$100

\* Late Renewal Fee - \$200 (July 1 to Dec. 31, 2010)

According to the board's Web site, renewals will be processed online. If you do not have access for online processing, you must contact the board office at 478-207-2440 to request a paper renewal form.

Check the Secretary of State's Web site at [www.sos.ga.gov/plb](http://www.sos.ga.gov/plb)

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Charlie Eison, Attendee-Builder  
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HBA NEG is an organization of building industry professionals dedicated to serving the interests of our members, while maintaining a positive leadership position in the community, and providing the best quality and most affordable housing available through our efforts.

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## Next Membership Meeting

**Economic Impact Study by Dr. Elliot Eisenberg**  
**April 8, 2010 6:30 pm**  
**Agricultural Center**  
**6570 Georgia Highway 145 South**  
**Carnesville, Georgia 30521**

**Please RSVP by April 1**  
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