





WELCOME

I am honored to serve as president of the Dallas Builders Association this year. I anticipate continued improvement in the housing industry as well as enhanced value to our Dallas BA members. The Metroplex has seen tremendous growth throughout the past few years and with it, we encounter new challenges affecting the industry every day.

As an Association committed to advocating for fair and balanced regulation of our industry, we maintain vigilance, active engagement and rock solid advocacy with elected officials and agencies responsible for managing growth. At the same time, our Association strives to enhance member benefits through networking, education, community contribution and leadership development.

The Dallas BA is one of the largest local builders associations in the country. Our influence and reach are partly a function of the size of our membership. As the largest regional organization advocating exclusively for the best interests of the home building industry, the Dallas BA provides a highly experienced and exceptionally well connected staff to serve the evolving needs of our members in a dynamic market.

When you join the Dallas Builders Association, your company is recognized as one who is just as committed to your industry as you are to the people you serve. As a member, you pledge to your customers, your peers and your staff that you and your services adhere to the highest standards of professionalism. Take a moment to explore the benefits and privileges that Dallas BA members enjoy. We warmly welcome you.

A handwritten signature in blue ink that reads "Michael Turner".

Michael Turner, CGB, CGP, CAPS, GMB, MCGP
Classic Urban Homes
Dallas BA President

DALLAS BA MISSION STATEMENT

The Dallas Builders Association supports all segments of the residential building industry by enhancing members' ability to provide quality, affordable, and sustainable housing through advocacy, education and community involvement.

DALLAS BA EXECUTIVE COMMITTEE

President

Michael Turner, CGB, CGP, CAPS, GMB,
MCGP
Classic Urban Homes

First Vice President

Alan G. Hoffmann, CGB, CGP
Hoffmann Homes

Vice President/Secretary

Matt Robinson
Walton Development & Management

Associate Vice President

Cole Baker
BMC

Treasurer

Stephen Puckett
LegacyTexas Bank

Immediate Past President

Donnie Evans, CGP
Altura Homes

Builder Appointee

Les Owens
LRO Residential

HOME PAC Chairman

Justin Webb, CGB, CGP, CMP, GMB
Altura Homes

Membership Committee Chairman

Jeff Dworkin, CGP
JLD Custom Homes

Education Committee Chairman

John Todd, CAPS, CGP, CGR
Elite Remodeling

Communications Committee Chairman

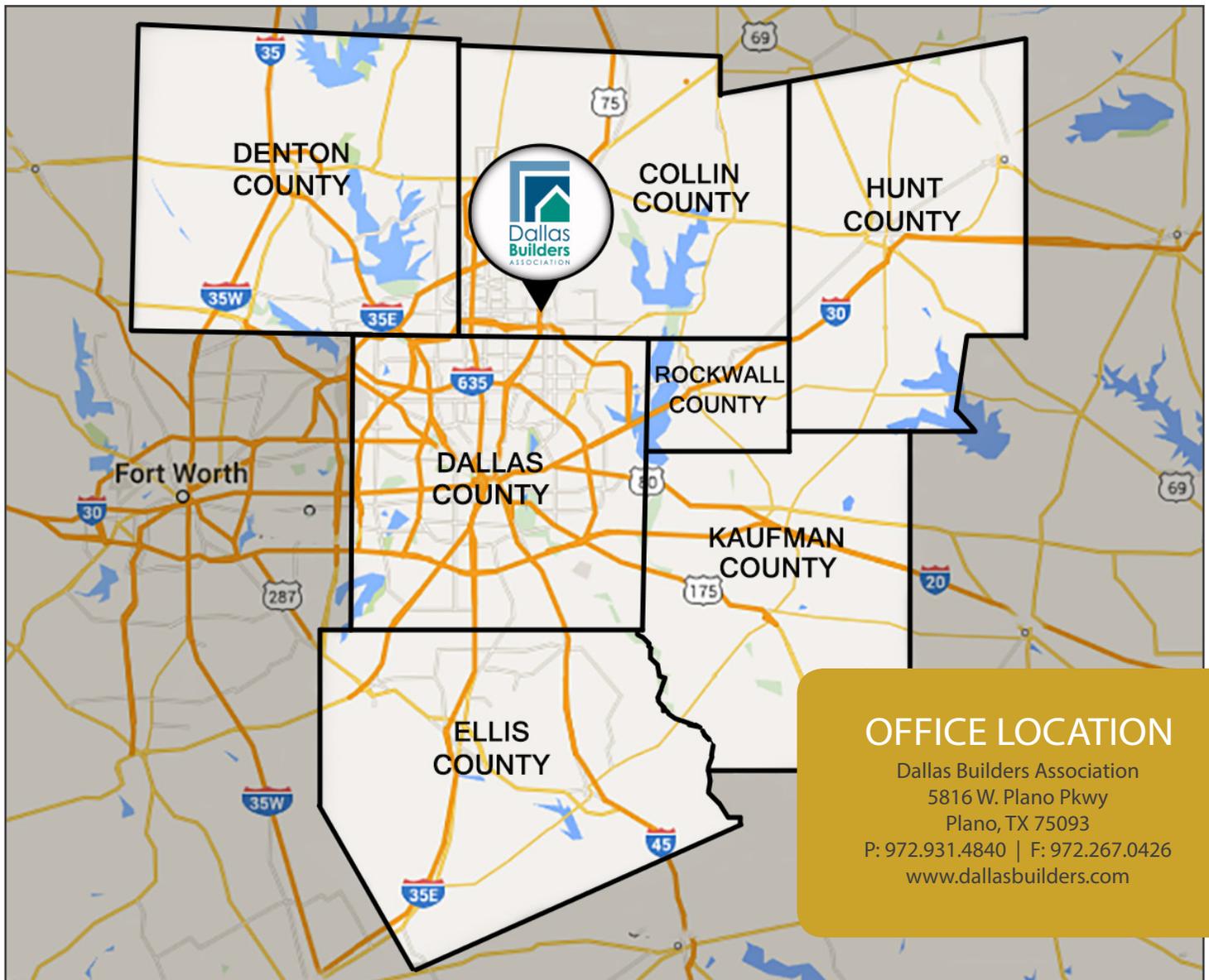
Tom Sadler
Tom Sadler & Associates

General Counsel

James Rudnicki, JD
Bush Rudnicki Shelton, P.C.

Executive Officer

Phil Crone, JD, CGP, GSP
Dallas Builders Association



OFFICE LOCATION

Dallas Builders Association
5816 W. Plano Pkwy
Plano, TX 75093
P: 972.931.4840 | F: 972.267.0426
www.dallasbuilders.com

MEET THE **DALLAS BA** STAFF

PHIL CRONE, JD, CGP, GSP
Executive Officer

SHEENA BEAVER, CGP, CAPS
Director of Education and Executive Administrator

JAIME CHRISTENSEN
Director of Marketing and Public Relations

ASHLEY FRIEDRICHS
Director of Membership

JOHN HALE
Director of Information Technology

DAVID LEHDE
Director of Government Affairs

MISTY VARSALONE
Director of Member Services

BARCIE VILCHES
Director of Communications

BECKY WARNER
Accounting Manager

VALUE OF MEMBERSHIP

For more than 70 years, the Dallas Builders Association has been the area's professional association for the building industry serving over 1,000 members in a seven-county jurisdiction: Dallas, Collin, Denton, Ellis, Hunt, Kaufman and Rockwall. This volunteer organization is comprised of builders, developers, trade contractors, suppliers, lending institutions, title companies, engineers, attorneys and various other types of businesses that have a relationship with the building industry.



National Association of Home Builders

advocacy efforts saved the typical home builder roughly \$6,200 per housing start, including both single-family and multifamily. For more information about NAHB, visit www.NAHB.org

The **National Association of Home Builders (NAHB)** is a trade association that helps promote the policies that make housing a national priority.

Since 1942, NAHB has been serving its members, the housing industry, and the public at large. Last year, NAHB's



The **Texas Association of Builders (TAB)** is dedicated to creating a positive business environment for the housing industry by addressing the housing issues of the people of Texas. Founded in 1946, TAB has 28 local home builders

associations and nearly 10,000 members across Texas. For more information on TAB, visit www.texasbuilders.org

CLICK HERE TO GO TO OUR ONLINE MEMBERSHIP APPLICATION

FIVE GREAT REASONS TO JOIN DALLAS BA

Membership in the Dallas BA represents an opportunity to increase the awareness and profitability of your particular business through networking, sponsorships and educational programs, while investing in the future of the building industry.

1. THREE MEMBERSHIPS IN ONE

When you join the Dallas BA, you automatically become a member of the Texas Association of Builders (TAB) and the National Association of Builders (NAHB).

2. NETWORKING

The Dallas BA opens many doors to new business partners. Share ideas and build reputations through networking events.

3. ADVOCACY

Our government relations efforts champion housing affordability. The Dallas BA devotes substantial resources to ensure the industry's best interests are represented in North Texas, just as the National Association of Home Builders lobbies Washington and the Texas Association of Builders lobbies Austin on our behalf.

4. EDUCATION

The Dallas BA offers many opportunities to participate in educational programs on a local, regional and national level. These programs teach the latest products and the newest technology to better manage and promote your business.

5. DISCOUNTS

Members are entitled to remarkable discounts on products and services used daily. By taking advantage of these benefits, companies put dollars back in their pockets.

WHAT TYPE OF MEMBER ARE YOU?

Builder \$775+

Builder members are directly involved in building homes. They include small-volume builders, production builders, multifamily builders, remodelers and land developers.

Associate \$710+

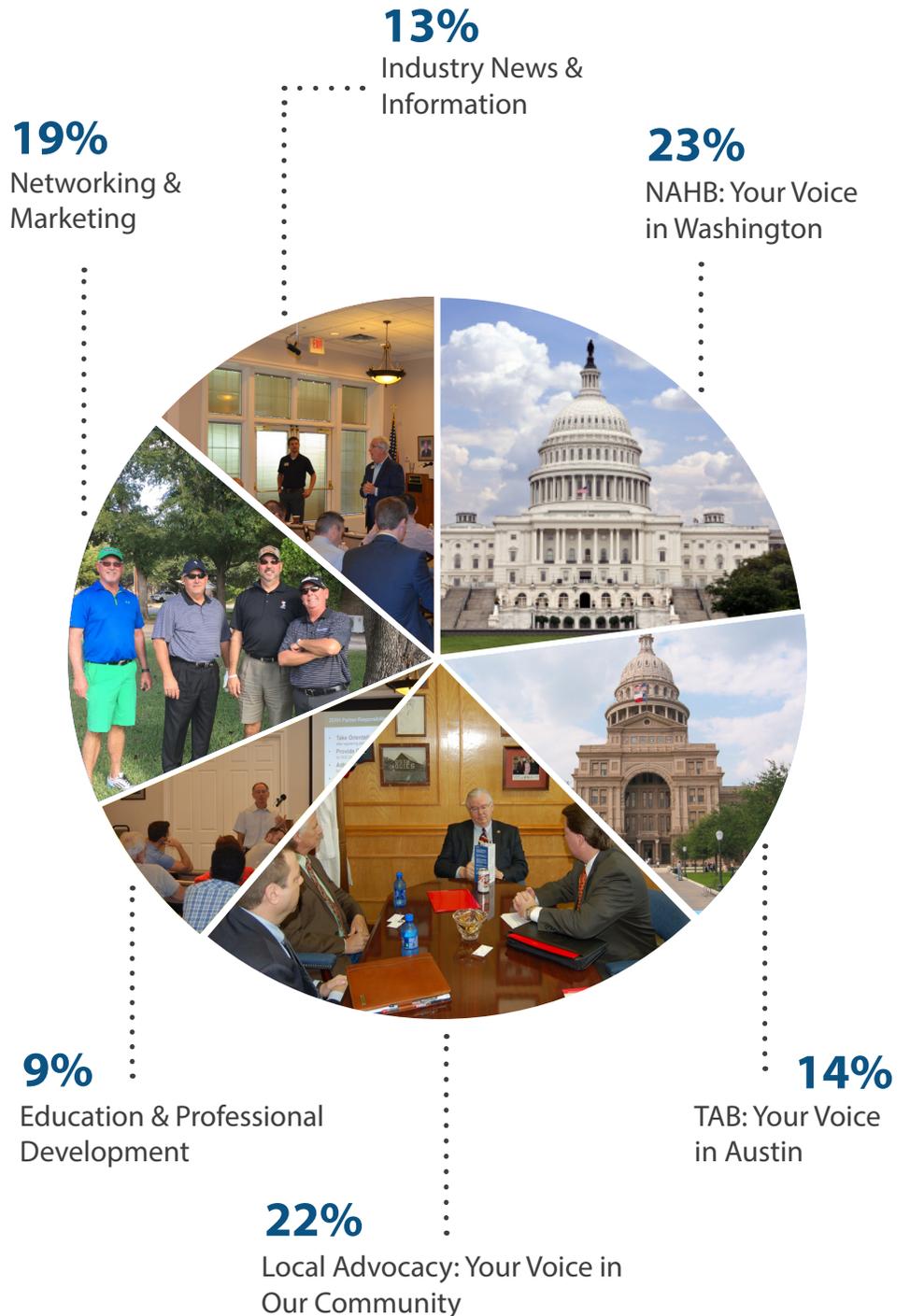
Associate members provide products or services to home builders. They sell lumber, windows, appliances, etc. or offer services such as mortgage finance. Your business thrives when builders build. The Dallas BA, along with NAHB, is dedicated to enhancing the climate for housing and the building industry, and to promoting policies that will keep housing a priority.

Affiliate \$97

As an employee of a Dallas BA member company, you have an incredible opportunity to play an active role in the future of the Association by becoming an **Affiliate member**. Affiliate membership strengthens the connection between employees of member companies and the Association. Take advantage of enhanced benefits at a significantly reduced cost.

*Builder member dues are commensurate with sales volume. Associate member dues vary depending upon principle business activity/category.

WHERE YOUR MEMBERSHIP DOLLARS GO...



MEMBER BENEFITS

Your **DALLAS BA** membership entitles you to participate in an exciting array of special programs available exclusively to members.



TEXAS RESIDENTIAL CONSTRUCTION CONTRACTS

Available only to builder members, the Texas Association of Builders contract package subscription is your blueprint for typical construction and remodeling transactions, and can save you thousands of dollars in legal fees. A \$399.99 (+tax) two-year subscription to the package includes any needed updates that may occur during the two-year cycle. In addition to addressing new legislatively mandated notices for water front homes, many improvements have been made to the 2015-2017 package that reflect best practices and up-to-date construction transactions.

TAB MEMBER REBATE PROGRAM

Builder and remodeler members are eligible to receive money back from dozens of housing industry product manufacturers. Participation is free and easy. Visit www.HBArebates.com for more information.

NAHB MEMBER DISCOUNTS

The NAHB Member Advantage Program entitles you to discounts on vehicles, shipping, computers, car rentals, office supplies and more. Visit www.nahb.org for details.

HOME OF THE WEEK FEATURE

In conjunction with *The Dallas Morning News*, the Dallas BA offers builder members the opportunity to have a project featured as the Home of the Week. A story and photo of the selected projects are featured weekly in *The News*' New Home section, on dallasbuilders.com and on social media. This free service represents a value of more than \$2,000.

DALLAS BUILDERS SHOW

Presented by the Dallas BA, the Dallas Builders Show is the region's premier industry trade show. This one-of-a-kind event features the latest products, materials and technology. This half-day show will take place on October 12, 2017, at the Plano Centre.

SUNBELT BUILDERS SHOW

Every year more than 2,000 leaders in residential and multifamily housing, remodeling, finance and management come together at this regional trade show hosted by the Texas Association of Builders. The 2017 event is moving to a new location at the Hilton Anatole Dallas on August 2 & 3.

INTERNATIONAL BUILDERS' SHOW

This NAHB convention offers a special first-timer registration fee for all new members who have not attended in the past. Find more than 400,000 net square feet of exhibits and 1,300 manufacturers and suppliers of the latest and most in-demand industry products and 120+ educational seminars.

The **DALLAS BA** utilizes a variety of communications tools to convey industry information and news to our members.

MEMBERSHIP DIRECTORY

The Dallas Builders Association **Membership Directory** is an annual publication that promotes the members of the Association and creates an avenue for networking and business opportunities. The directory provides an opening for exclusive member-to-member business. The Dallas BA promotes “Doing Business with a Member,” and all members can use the information

listed in the directory to team up for mutually beneficial exchanges. In addition, the directory is a valuable resource of informative content including a list of key government contacts. With the abundance of information this resource contains, many rely on it to prosper in the home building industry.



PUNCH LIST

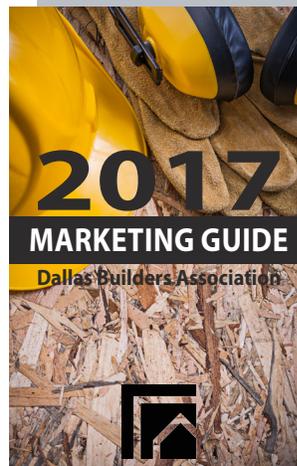
The Dallas Builders Association **Punch List** is a weekly digital publication distributed to members of the Dallas BA. The e-blast is a valuable tool to keep members up-to-date on the issues that impact the home building industry, including calendar reminders for upcoming events and meetings. Stay informed and inspired by keeping your eye on Punch List. Advertising opportunities available.

THE HOME BUILDER

The Home Builder is the official publication of the Dallas Builders Association. This monthly publication provides the latest news on Association events, laws and regulations, and industry news. A copy is mailed to each member firm of the Dallas BA, plus supplemental subscribers. Additional copies are distributed at Association meetings and events and at the Dallas BA offices.



MARKETING GUIDE



The Dallas Builders Association **Marketing Guide** serves as a valuable “road map” to Association events and activities, and includes a comprehensive list of all marketing and partnership opportunities throughout the year. The Guide is printed and distributed at the Dallas BA offices throughout the year. Additionally, a digital copy

with the most timely information is available at DallasBuilders.com.

CONNECT WITH US ON SOCIAL MEDIA



GOVERNMENT AFFAIRS

A core mission of the Dallas Builders Association is advocacy. Representing the home building industry in city halls, county courthouses, the state capitol and area congressional offices, Dallas BA works to keep its members informed on regulatory issues as well as serving as a trusted information resource for public officials. Successes have included code changes, favorable local tax structure, more efficient permitting process and protection from harmful ordinances and regulations.



DALLAS BA advocacy efforts annually save the typical home builder approximately \$7,000 per housing start.



HOMEPAC OF GREATER DALLAS

The Association's general-purpose political action committee (PAC) is devoted to a point of view, not a political party. Whether it is single-family, multifamily or remodeling construction, HOMEPAC of Greater Dallas is devoted to creating a healthy housing industry free of unnecessary government taxes, regulations and fees that add to the cost of construction. The PAC's Executive Committee members oversee fund disbursements. Contributions are made to candidates for state and local office who support our free enterprise housing position and the rights and privileges of homeownership. HOMEPAC of Greater Dallas funds are also used to support ballot initiatives that lead to efficient and orderly urban and rural growth.

EDUCATION PROGRAMS

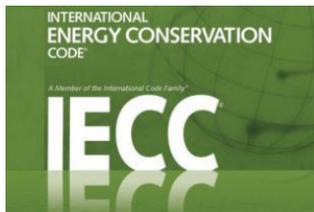
The **DALLAS BA** offers dozens of educational courses and seminars specifically tailored for your needs as a building professional and new regulations affecting the industry.

Building a BETTER House Series



From Concept to Completion: Learn to Build a *Better* House. This series features diverse instructors with hands-on learning. Topics cover every step in the building process from soils and foundations to interior design trends.

Energy Series



Energy Series classes cover legislative changes, new code standards, consumer trends and science based research, optimizing energy efficiency in new home construction. With the passage of HB 1736, all new homes are now required to meet the 2015 energy code. This education series is taught by local experts and addresses major changes in

building practices to pass final inspection and meet new state mandates.

Building a BETTER Business Series



Effective business processes can improve customer satisfaction, increase your financial margins and create a more effective team for your business. This series spotlights key areas to improving your financial, customer and employee success.

Designation Courses

These courses allow industry professionals to earn and maintain national designations. The Dallas BA is licensed through NAHB to offer a plethora of diverse courses allowing builders, trade partners and associates to gain knowledge and set themselves apart from the competition.

DBA LEADERS

DBA LEADERS is a yearlong program aimed at advancing industry leaders throughout the Dallas-Fort Worth metroplex. Throughout the year, participants attend monthly sessions that focus on aiding participants to cultivate leadership traits and apply their knowledge to their daily business operations.

41

COURSES OFFERED

13

NATIONAL DESIGNATIONS OFFERED

IN A RECENT STUDY OF DESIGNATION HOLDERS, THEY REPORTED AN AVERAGE OF

\$1M

MORE IN SALES ANNUALLY

22%

OF DALLAS BA MEMBERS HOLD A DESIGNATION

83%

OF CONSUMERS CONSIDER THOSE WHO HOLD A DESIGNATION MORE PROFESSIONAL & CREDIBLE

64%

OF CONSUMERS BELIEVE THAT A BUILDER WITH A DESIGNATION IS WORTH PAYING A HIGHER PRICE FOR

COUNCILS

SALES & MARKETING COUNCIL

The goal of the Sales and Marketing Council (SMC) is to develop the highest skill level of new home sales and marketing professionals. The SMC connects people and builds careers through information, education, recognition and networking.

MULTIFAMILY BUILDERS COUNCIL

The Multifamily Builders Council represents members who construct apartment buildings, condominiums and mixed-use development projects. In addition to educational opportunities, the council offers networking events such as an annual holiday party and golf tournament.

REMODELERS COUNCIL

The Remodelers Council offers professional, quality information and education relevant to the home renovation market. Members of this active group receive a number of opportunities to participate in educational and networking programs.

DIVISIONS

Dallas BA Divisions provide a central point of contact for all issues affecting building and development in an immediate geographic area. These meetings and activities provide a forum for members to meet and network with others who do business in the same geographic area. All members are invited and encouraged to attend any of these meetings, not just in the area they do business.

DALLAS DIVISION

METRO NORTH DIVISION

METRO EAST DIVISION

COMMITTEES

- Ambassadors
- ARC Awards
- Casino Christmas
- Communications
- Education
- Golf Tournament
- Government Relations
- HOMEPAAC of Greater Dallas
- McSAM Awards
- Membership Development
- Membership Retention
- Spike Club
- Volume Builders & Developers

VIEW
OUR

UPCOMING

EVENTS

CALENDAR
HERE

Operation FINALLY HOME



The Association's charitable partner is Operation FINALLY HOME, an organization that provides custom built, mortgage-free homes to combat-wounded veterans and the widows of the fallen who have sacrificed to defend our country and way of life.

To date, the Dallas BA and its members have been involved in providing five veterans and their families with a home to call their own and plan to continue this mission with more homes throughout the area.



Donations of materials and labor from Dallas Builders Association members are needed to help build homes for heroes.

"These heroes have given so much to preserve and protect the American Dream," said Dallas BA Executive Officer Phil Crone. "Our partnership with Operation FINALLY HOME is aimed at providing these heroes and their families with the American Dream of homeownership."

Visit the Giving Back tab at DallasBuilders.com to learn more.



Dallas Builders ASSOCIATION

Thank you to our
Yearlong Membership Drive Partner:



Dallas Builders Association

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