



SPRING 2019

COVER STORY

# GRANITE STATE **builder**

Official Magazine of The New Hampshire Home Builders Association

## NEW HAMPSHIRE STATE **HOME SHOW**



PROFESSIONALS COMMITTED TO EXCELLENCE

SOME DOORS ARE JUST AN OPENING

# Ours Define the Home

*Marvin Scenic Doors give you the power to deliver remarkable results. Our products perform with unmatched energy efficiency whatever the size, and our exclusive hardware pairs seamlessly with modern aesthetics. Combined with Marvin windows, each build has unrivaled harmony, so that every grand entrance leaves its mark.*

LEARN MORE ABOUT MARVIN SCENIC DOORS AT [MARVINWINDOWS.COM/SCENIC](http://MARVINWINDOWS.COM/SCENIC)

©2016 Marvin Windows & Doors. All rights reserved. \*Registered trademark of Marvin Windows and Doors.



JAFFREY, NH  
603.532.7716

PETERBOROUGH, NH  
603.924.9436

NASHUA, NH  
603.880.7778

ASHLAND, NH  
603.968.7626

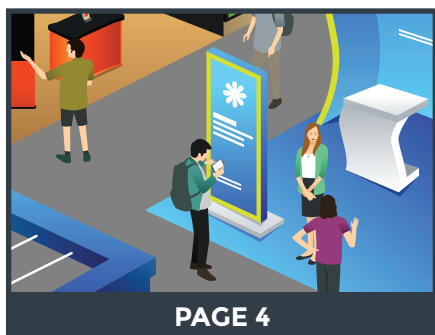
WINCHENDON, MA  
978.297.1162

ANDOVER, NH  
603.735.5544

SUNAPEE, NH  
603.763.9070

PEMBROKE, NH  
603.224.7483

MOULTONBOROUGH, NH  
603.253.4404



PAGE 4

## ON WITH THE SHOW!

NH State Home Show celebrates 52 years, with more than 300 vendors and exhibitors, covering almost every aspect of the home building and remodeling industry

## BUILDING A FUTURE IN CONSTRUCTION

With the cost of college tuition continuing to rise, our industry is a fruitful alternative that has great-paying jobs right out of high school without college debt



PAGE 8

## SENIOR MOVES

55+ housing market ends fourth quarter on a positive note



PAGE 11

### 2 PRESIDENT'S LETTER

A message from Joe Harnois

### 7 EXHIBITOR LIST

A list of exhibitors at this year's NH State Home Show

### 10 INDUSTRY NEWS

Rising housing affordability issues continue to hinder single-family production.

### 12 GSB BUZZ

Out and about with our members

### 13 MEMBER APPLICATION

Become a NHHBA member today

### 16 THE FINISH NAIL

Early websites were a snap. Put up a few pictures, a little bit of decent copy and an email link. Of course, that was in the 1990s.



## NHHBA OFFICERS

PRESIDENT  
Joe Harnois

VICE PRESIDENT/TREASURER  
Christine Lamontagne

VICE PRESIDENT OF ASSOCIATES  
Trudy Sutherland

IMMEDIATE PAST PRESIDENT  
Lynette Rogers

NAHB NATIONAL BUILDER DIRECTOR  
Joe Harnois

NAHB STATE REPRESENTATIVE  
Kurt Clason

ASSOCIATE NATIONAL DIRECTOR TO NAHB  
Will Infantine

PAST PRESIDENT COUNCIL  
Sandy Lamontagne

## EDITORIAL BOARD

Tricia Morin  
Sharron McCarthy  
Paul Morin, CGB  
Bill Burke

## CONTRIBUTORS

Brion O'Connor  
Paul Morin

A PUBLICATION OF

**MCLEAN COMMUNICATIONS**

A WHOLLY OWNED SUBSIDIARY OF YANKEE PUBLISHING INC.

PRESIDENT/PUBLISHER  
Sharron R. McCarthy

ART DIRECTOR  
John R. Goodwin

MANAGING EDITOR  
Bill Burke

PRODUCTION SUPERVISOR  
Jodie Hall



## FIND PROFESSIONALS QUICKLY!

Scan the QR Code to take the NHHBA Member Directory with you.  
Add the page to your home screen or visit: <http://appk.me/NHHBA>

## BECOME A MEMBER

Annual NHHBA membership includes a one-year subscription to *Granite State Builder*. Non-members may request a subscription for an annual fee of \$27.80.

Contact us for more information (603) 228-0351 • [info@nhhba.com](mailto:info@nhhba.com) • [nhhba.com](http://nhhba.com)

*Granite State Builder* is published four times a year by McLean Communications, Inc. and is distributed to NHHBA members. All rights reserved. Reproduction in whole or in part without the publisher's written permission is prohibited. Statements and opinions expressed in this magazine do not necessarily reflect or represent those of this publication or its officers. While every effort has been made to ensure the accuracy of the information contained in this publication, McLean Communications, Inc. and *Granite State Builder* disclaims all responsibility for omissions and errors. Annual NHHBA membership includes a one-year subscription to *Granite State Builder*. Non-members may request a subscription for an annual fee of \$27.80.

© 2019 McLean Communications, Inc.





## DEAR MEMBERS,

**F**irst, I would like to congratulate outgoing New Hampshire Home Builders Association President Lynette Rogers on an amazing job leading the association over the past year! Her tireless efforts and passion for the association, along with that of our staff, is the reason why the NHHBA is doing well and poised for success. A job well done.

I am as excited as I am honored to serve as president of the New Hampshire Homebuilders Association in 2019. As we carry the torch forward, we'll be seeing through important member benefits including education, workforce development, legislation and networking, to name a few. The goals are not mine – they are yours. We encourage you to share what is important to you. We are listening.

The largest home show north of Boston, The New Hampshire State Home Show, (March 8-10, 2019 at the Doubletree by Hilton in downtown Manchester,) will have more than 300 exhibitors with many new seminars and demonstrations. We have a 20-foot by 40-foot 'Smart Home' display, the fourth annual Junior Lego Build, and an Ugly Door Contest where the winner will receive a new entry door package worth \$1,600 – provided by Belletetes. Last year we had more than 7,000 people attend, and the feedback from vendors and visitors was extremely positive. Booth sales are up and tracking to sell out, so if you have not contacted the office to reserve yours, do so as soon as possible. This year there is truly something for everyone.

I attended the last Home Show Committee meeting – it was not only engaging it was hard to find a seat! It's a perfect example of how people come together and make great things happen. If you are looking to get involved at either the state or local level, I encourage you to join a committee that interests you. It's a rewarding investment.

Lastly, being a member of this association is important. A true sign that you're a professional in New Hampshire's housing industry is to be a member of the NHHBA. I commend all those who are and want to welcome all our newest members for joining.

Looking forward, and best wishes for 2019!

Joe Harnois  
2018 / 2019 NHHBA President

**We encourage you  
to share what is  
important to you.  
We are listening.**







A contractor's success is built on reputation and delivering on promises. Insurance is no different.

As one of the largest writers of construction in New England and a partner with five local association groups, **Acadia Insurance** is a proven expert in the northeast construction market. Our local specialists provide the high quality, hands-on service that creates tailored insurance solutions and lasting relationships.



FOR MORE INFORMATION ABOUT  
WORKING WITH ACADIA INSURANCE, VISIT  
**ACADIAINSURANCE.COM/AGENT-RESOURCES**  
OR CALL **800.773.4300**

- ✓ COMMERCIAL AUTO
- ✓ EQUIPMENT
- ✓ INLAND MARINE
- ✓ PROPERTY
- ✓ UMBRELLA
- ✓ GENERAL LIABILITY
- ✓ WORKERS' COMPENSATION

Products and services are provided by one or more insurance company subsidiaries of W. R. Berkley Corporation. Not all products and services are available in every jurisdiction, and the precise coverage afforded by any insurer is subject to applicable underwriting guidelines and the actual terms and conditions of the policies as issued.



| a Berkley Company

*Closer Coverage<sup>SM</sup> means  
more value, delivered  
with a personal touch.*

MAINE | CONNECTICUT | MASSACHUSETTS  
NEW HAMPSHIRE | NEW YORK | VERMONT

**ACADIAINSURANCE.COM**  
**800.773.4300**





# On With the Show!

## NH State Home Show celebrates 52 years

**I**magine you're a homeowner thinking about a big renovation. Or maybe you're a contractor looking at expanding your profile and your business. For more than half a century, the annual **New Hampshire State Home Show**, produced by the New Hampshire Home Builders Association, has served as a one-stop clearinghouse for contracting professionals and consumers alike.

"I've always said this — If you're a professional in the housing industry and you're not a member of the state's largest housing association, than you're doing a disservice to your business and yourself," says NHHBA president Joe Harnois. "Likewise, not being involved in the state's largest trade show limits your success by not actively promoting your business in a platform that puts you in front of as many as 7,000 people."

Harnois pointed out that the New Hampshire State Home Show is the largest of its kind north of Boston, and is strategically timed to showcase the products and services of vendors for potential

customers "when they're getting ready to start a project."

"It's also great to network with companies that are not members of the association and that we wouldn't ordinarily interact with," says Harnois, founder of Harber Construction in Epsom and co-founder and president of Atlantic Builders Supply New England in Greenland. "Part of being successful is being active, and the home show is one of the best ways to promote ourselves."

The 52nd edition of the show is set for March 8-10 at the Doubletree Hotel in downtown Manchester. More than 300 vendors and exhibitors, covering almost every aspect of the home building and remodeling industry, are expected. The three-day extravaganza offers demonstrations, more than a dozen informative seminars, a trendy Tiny House Village, and even an Ugly Door Contest and Junior Lego Build Competition to inspire future contractors.

"The Junior Lego Build Competition is a great event, and something that just fits at the home show," says Rick Hartley of Com-



## The NH State Home Show

March 8-10, 2019

Doubletree Hotel, 700 Elm St., Manchester

### SHOW HOUR:

Friday, March 8, 1pm — 8pm

Saturday, March 9, 10am — 6pm

Sunday, March 10, 10am — 4pm

### ADMISSION

\$10.00 Adults

\$7.00 Seniors 62 and over

\$6.00 with Military I.D.

Under 12 FREE

**Discounts:** Get \$3 off admission price when you bring a non-perishable food item(s) or toiletries to benefit Harbor Homes, Inc.

### NHHBA JUNIOR LEGO BUILD

Come join the NH Home Builders Junior Lego Build for ages 5-7 (on Saturday), and 8-10 (on Sunday).

### UGLY DOOR CONTEST

Is your front door ugly? Show it off and win a front door makeover. Submit images and information to [contest@nhhba.com](mailto:contest@nhhba.com) or message it directly on Facebook at [facebook.com/New.Hampshire.State.Home.Show](https://www.facebook.com/New.Hampshire.State.Home.Show) through March 6.

### SEMINARS INCLUDED WITH ADMISSION

- Energy efficient homes
- Choosing a remodeler
- Bath remodeling
- Selecting a custom builder
- Protecting your investment

For a complete listing of seminars, visit [nhstatehomeshow.net/seminars](http://nhstatehomeshow.net/seminars).

## A Special Thank You to Our Sponsors



Lewis Builders • Pella • Crown Select • iHeartMedia

New Hampshire Home • Granite State Builder • WXRV The River

NEEBCO • Cross Insurance • Acadia Insurance • Rock Ridge

plete AV in Bedford. "Inspiring kids in anything positive is needed these days. It's a fitting environment where the adults get just as excited as the kids to see their creations. It gives the kids a sense of belonging."

Jeffrey Lavoie, president of All-Ways Accessible Inc. of Concord, which specializes in modifying homes with stairlifts and elevators for the disabled, readily agreed.

"This is critical for us to have younger people see what we do," Lavoie says. "We need workers."

Lavoie said he hasn't missed the home show in more than 20 years.

"I have exhibited at the NH Home show since 1997," he said. "It's a great way for us to get out the public to show what we have. We don't often sell anything at the show, but it is branding for us. I wouldn't miss it."

The show attracts a remarkably diverse group of people and

business, including builders, remodelers, building material suppliers, furnishing suppliers, home inspection services, remediation companies, non-profits, real estate brokers agents, insurance companies, and landscaping companies. The reasons for participating in the show as a vendor, or stopping by as a consumer, are as plentiful as the number of potential home-improvement projects that a homeowner can dream up.

"A lot of the visitors have interest in home automation, but still don't know enough about it and they instantly look for us to answer their questions on how things work and what we can do for them and their house," says Hartley. "Not only are the visitors great to meet directly to potentially work with, but networking with other vendors at the show is big for us."

"A lot of work comes from the other vendors we form relationships with at the show," he says. "They become natural referral

*continued on next page >*





partners. We're able to help each other, and it works out great for everyone."

Lynnette Rogers, owner of Homescapes of New England Epping and Harnois's predecessor as NHHBA president, said the hands-on experience is particularly beneficial, because it's difficult to duplicate anywhere else.

"Exhibiting at the home show helps to create credibility with the homeowner, besides just a website which can be helpful but not personable," she says. "The networking at the home show is great because you see other trades and products you may not have been aware of."

In the same vein, the show's seminars — ranging from energy-efficient homes and solar power options to traditionally popular topics such as kitchen and bath renovations — benefit both the hosts and the participants,

"With hosting, you get exposure," says Hartley. "And if you do well, the attendants gain trust in you and believe you may be an expert in your area and may call on you someday for their project."

"Those who are attending gain important knowledge on topics that will help them with their projects," he says. "People obviously research most of what they want to know online, but most making an investment still like personally speaking with others. If there is a connection made during the seminar, it helps both parties."

The importance of those connections can't be overstated. The show attracts homeowners of every stripe ("From people building a high-end home to tire-kickers living in low-income housing looking for something to do," says Rogers. "That is what makes it interesting.") to an impressive variety of contractors who are looking not only for business, but oftentimes partnerships that provide a mutual benefit.

"Camaraderie is one thing that gets overlooked," says Rogers, who has participated in the last eight shows. "I get business from other vendors (at the home show), because they feel like I'm a friend."

"Being there for many years, people who were thinking about (having work done) previously have sought me out the following year."

Asked what his top three reasons were for investing his time and energy into the home show each year, Lavoie listed meeting other vendors, increased exposure among the general public "which is key to long-term success," and a general awareness of available products. However, he added that he'd like to see more "younger people interested in the industry" attend.

Other segments that have been under-represented in the past, said Harnois, are excavation, paving, wallboard, and painting companies.

"All of these are very important roles in the housing industry," Harnois says.

"I'd encourage them to attend more for the networking opportunity with the other businesses participating in the show."

"Although, consumers are looking for the services too, and

because there are few or none of these segments represented, it's much more likely that they would become a valued customer," he says.

Furthermore, the benefits of the show can have a ripple effect, extending well beyond the three-day weekend.

"The value can be seen within the few weeks following the show, or months or even years following the show," says Harnois. "For example, we met a consumer a couple years ago that we ended up working with about a year after that. They have since sent nearly a dozen referrals to us. If it wasn't for the home show, we may never have met."

For more information about this year's show, including all events and vendors, please visit [nhstatehomeshow.net](http://nhstatehomeshow.net).

**"I've always said this — If you're a professional in the housing industry and you're not a member of the state's largest housing association, than you're doing a disservice to your business and yourself."**



Freelance writer Brion O'Connor is a product of New Hampshire schools — Manchester Central High School and the University of New Hampshire. He currently resides with his wife and two daughters on Boston's North Shore.

# NEW HAMPSHIRE STATE HOME SHOW EXHIBITOR LIST

|   |  |  |                                    |  |                              |
|---|--|--|------------------------------------|--|------------------------------|
| AAA NE  | 1618   | Ferman's The Window Treatment Experts  | 1401                               | Norton Construction                            | 1416, 1418                   |
| Abnormal Creations                                | Table 7  | Fish Window Cleaning                   | 607                                | Norwex   | C1000                        |
| Acadia Insurance Company                          | 1323   | Rajeunir Black Caviar                  | 1512                               | O.R. Gooch & Son, Inc.                         | 801                          |
| Accurate Landscape & Snow Management              | 1419   | Frank Webb Home                        | S1403, 1405, 1407, 1409            | Odor Gone Solutions                            | 307                          |
| Adam Vaillancourt Roofing & Construction LLC      | 1121   | GDS Associates                         | 1605                               | Old Hampshire Designs, Inc.                    | 1525                         |
| Advanced Onsite Solutions                         | 200, 201                                       | Go Solar NE                            | 804                                | Omega Six Security                             | 402                          |
| Affordable Cabinet Refacing                       | 1629   | Granite State Daylighting              | 114                                | Owen Corning Basements                         | 1504, 1506                   |
| AFLAC   | 304  | Granite State Glass                    | 1627                               | Pella Windows & Doors                          | 1104                         |
| Ag Structure                                      | 1215   | Granite State Hydroshield, LLC         | 1619, 1621                         | Peniel Environmental LLC                       | 504                          |
| Agape Media Solutions                             | 612  | Granite State Remodeling               | 506                                | Peter DeSalvo Contracting                      | 1408                         |
| Newfound Woodworks, Inc.                          | 1533   | Granite State Solar                    | 1328                               | Phoenix Precast                                | N4000, N5000                 |
| All-Ways Accessible                               | 1105, 1107                                     | GreenTree Builders                     | 1326                               | Luxury Bath                                    | 1502                         |
| Alliance Landscaping                              | 113  | Hallmark Home Improvements, Inc.       | 1207                               | Power Home Remodeling                          | 1614, 1616                   |
| Allie Richards Photography                        | C4000  | Hanover Hill Siding, Windows & Roofing | 1415, 1417                         | Precision Home Remodeling Group                | 1314, 1316                   |
| Ameriprise Financial                              | 1514   | Harmony Energy Works                   | 501                                | Preferred Baths                                | 100                          |
| Amoskeag Chiropractic                             | 1327   | Harvest Homes                          | 1607                               | Premier Home Inspection Services               | 713                          |
| Andersen Windows                                  | 1404   | Hayward & Company                      | 1229                               | Prestige Pillow                                | 1505                         |
| Armour Coatings & Concrete                        | 1805   | Heidi Jo's Jerky                       | 1003, 1004                         | ProSpect                                       | 505                          |
| ATT   | 1633   | Hi Tech Window & Siding                | 1628                               | Damsel in Defense                              | Table 8                      |
| Awline  | 1617   | Hills Home Market                      | 1208                               | Proulx Oil & Propane                           | 400                          |
| Baron's Major Brands                              | 1601, 1603                                     | Home Innovations Corporation           | 205                                | Re-Bath  | 1635, 1637                   |
| Bath Fitter                                       | 1217, 1219, 1221                               | Homescapes of New England, LLC         | 1101                               | Raynor Door Authority of New England           | 1113, 1115                   |
| Behind Clothes Doors                              | 102  | Hyla of New England                    | 112                                | RCI Septic Service                             | 1205                         |
| Belknap Landscape Company                         | 1304   | iHeartMedia                            | N7000                              | Reisdorf Rustic Home Decor                     | 1703                         |
| Belletetes, Inc.                                  | 1400, 1402                                     | Pavers by Ideal                        | 1210                               | Renew Crew                                     | 802                          |
| Better Than Before Home Furnishings               | Table 10                                       | Interlock Metal Roofing                | 600                                | Renewal By Andersen                            | 1204                         |
| Big Ocean Builders                                | 604  | Interstate Landscape Company           | 1103                               | Rescom Exteriors                               | 1600                         |
| Bill Trombly Plumbing, Heating, Cooling, Electric | 1201, 1203                                     | Irving Energy                          | 1410, 1412                         | Rueter Foundation Repair                       | 608                          |
| Blackdog Design/Build/Remodel                     | 1602, 1604                                     | JMS Roofing                            | 507                                | Seacoast Windows                               | 1212, 1214                   |
| Borgil Enterprises                                | 1517, 1517                                     | Joyce Cooling & Heating Inc.           | 1225, 1227                         | Secondwind Water Systems                       | 1422                         |
| Boy Scouts Pack/Troop 118                         | 406  | Key HVAC                               | 609                                | Service Credit Union-Real Estate Lending       | 405                          |
| Brooks Siding, Windows & Doors                    | 1112   | King Street Vineyards                  | 1522                               | Shelf Genie                                    | 1516, 1518, 1520, 1521, 1523 |
| Hammers for Veterans                              | 1101   | Kitchen Options                        | 511                                | Shingle Pro                                    | 1321                         |
| Building Alternatives Inc                         | 1500   | Inn Season Resorts                     | 1426, 1428                         | Skillings & Sons                               | 1317, 1319                   |
| Building Professionals Inc. dba Concord Cabinetry | 1421, 14123                                    | DAFNI Greek Products                   | 202                                | SkillsUSA NH                                   | 410                          |
| Cap Tel Outreach                                  | 806  | LandCare & Stratham Hill Stone         | 1706                               | Soldier Solutions LLC                          | 1424                         |
| Casanova Remodeling & Gutter Topper               | 711  | LeafFilter Gutter Protection           | 1302                               | Solid Roots Construction                       | 1406                         |
| Central Energy, LLC                               | 1804   | LeBlanc Heating                        | 1108, 1110                         | Spray Force, LLC                               | 115                          |
| Citizens Bank                                     | 1420   | Lewis Builders                         | 301, 303                           | SSI Home Systems                               | 502                          |
| Clear Choice Home Improvement                     | 1704, 1705                                     | Ecowater                               | 1109                               | St. Laurent Lawn & Snow                        | 1631                         |
| College Pro Painters                              | 509  | Live Free Chiropractic                 | 807                                | Stanley Black & Decker                         | 1303                         |
| Colonial Insulation/Fireproofing                  | 1300   | Maine Energy Systems                   | 1632                               | Steele Hill Resorts                            | 613                          |
| Cool Houz   | Table 4  | Marshall's Magnetic Jewelry            | Table 9                            | ClifRock Outdoor Spaces                        | 1609, 1611                   |
| Generac Generators                                | 703, 705                                       | Masonite Doors                         | 1305                               | Sundial Solar                                  | 1306                         |
| Coventry Log Homes                                | 1806, 1807                                     | Master Roofers/Skylight Masters        | 803, 805                           | Swenson Granite Works                          | 1311, 1313                   |
| Creative Closet Solutions                         | 1216   | McBride's Water Advantage              | 1325                               | Tailored Living Featuring Premier Garage       | 603, 605                     |
| Crocker Sales of NH                               | 1507, 1509, 1511, 1513, 1606, 1608, 1610, 1612 | McLean Communications                  | C1002                              | TAMKO Building Products                        | 207                          |
| Cross Insurance Agency                            | 1323   | Members First Credit Union             | 1630                               | Tarkka Homes Inc                               | 1501, 1503                   |
| Crossroads Contracting, LLC                       | 1220   | Merrimack County Savings Bank          | 1200                               | Tastefully Simple                              | Table 00                     |
| Crown Chimney                                     | 810  | Mi-Box New England                     | 1519                               | Team Engineering                               | 1307                         |
| Crown Select From Crown Point Cabinetry           | 1310, 1312                                     | Marvin and Integrity Windows and Doors | 1425, 1427, 1429, 1524, 1526, 1528 | Techno Metal Post                              | 809                          |
| Crystal Hill Water Systems                        | 1218   | Millyard Cabinetry, Inc.               | 701, 800, 802                      | The Cake Fairy                                 | Table 13                     |
| Cutco Cutlery                                     | 300  | Mosquito Shield                        | 1329                               | The Dirty Bird                                 | 1308                         |
| Cyr Lumber & Cyr Kitchen & Bath                   | 1620, 1622, 1623, 1625                         | Mosquito Squad                         | 1202                               | The Gove Group                                 | 1411, 1413                   |
| That's Amazing                                    | 606  | Mrs. Beasley's Dog Treats              | Table 11                           | Third Shift Fabrication                        | C2000, C3000                 |
| David R. Crupi, LLC                               | 1508, 1510                                     | MyHome Contracting                     | 1117                               | Total Basement Finishing, A Blackdog Affiliate | 1527                         |
| DeRossi Classic Home Specialists                  | 1800   | I'm Not Gonna Get Ticked               | 611                                | Townsend Energy                                | 1209                         |
| DAV Auxiliary 19                                  | 116  | NCT - Home Sanitization Experts        | 510, 610                           | Trading Faces                                  | N7000                        |
| Dr. Energy Saver, A Blackdog Affiliate            | 1529   | Newpro                                 | 1801, 1802, 1803                   | Trex   | 1301                         |
| Drew's Affordable Steel Roofing                   | 1322   | NH Building Officials Association      | 203                                | Tri-State Windows & Siding                     | 707, 709                     |
| Ed's Flooring America                             | 1315, 1414                                     | New Hampshire Federal Credit Union     | 602                                | Trimmers Landscaping, Inc.                     | 1111                         |
| EmbroidMe of Bedford & Nashua                     | 508  | NH Generator Installers                | 811                                | Trolley Crossing Contracting                   | 1206                         |
| Enovative Technologies                            | 404  | Exploria Resorts                       | 1320                               | TS Welding & Fabrication                       | 1702                         |
| Betterliving Sunrooms of NH                       | 1114, 1116                                     | Norfolk Kitchen & Bath                 | 1613, 1615                         | Turncycle Solution                             | 1309                         |
| Erickson Foundation Supportworks                  | 1119   | North Point Outdoors                   | 1223                               | Universal Windows Direct                       | 1211, 1213                   |
| Eversource  | 1707, 1708                                     | Northeast Credit Union                 | 1624, 1626                         | Urban Tree Service                             | 808                          |
| Eye For Blinds LLC                                | 1324   | Northeast ICF Supply                   | 1700, 1701                         | VT Concrete Cutting & Concrete Solutions       | 503                          |
|   |  | Northern Oak Hardwood Flooring         | 500                                | Wetherbee Plumbing & Heating                   | 1318                         |

# Building a Future

## Job Growth, Openings Prompt Students to Look to the Trades

**T**wenty-year-old Kristofer Belanger followed in his father's footsteps, entering the construction field after graduating from high school. He's a carpenter with a good job, reliable paycheck, and solid benefits including a retirement plan, an urgent-care plan, and reimbursement for cell phone and clothing.

"I was meant for this trade," says Belanger, who works for Hayward & Company Log & Timber Homes in Meredith. "My parents said I should go to school more, and that I was going to have to work hard my whole life. But they said it was a trade that was never going to die, and were overall very supportive that I was going into construction."

"I've been able to afford a new car and been able to pay all my bills and don't have a crushing educational debt," he says. "I do have to work harder for these things in the long run, but the outcome is worth it."

Belanger's story is representative of many teenagers who, for a host of reasons, are foregoing the college path to enter the workforce right out of high school. A college education, of course, has long been touted as an integral part of the "American Dream." But more and more, young workers with adequate trade skills are proving that they can compete, and excel, in the current economic landscape.

Joe Harnois, president of the New Hampshire Home Builders Association, says employees with trade skills are in enormous demand. Coupled with spiraling tuition costs for a four-year college, available trade jobs make the field far more compelling for teenagers coming out of high school.

"Workforce development is one of the NHHBA's hot buttons," says Harnois. "If we can engage kids with similar activities to that of building houses, and have an opportunity to let their parents

know that our industry has a career ladder. With the cost of college tuition and loss of four years of gainful employment, our industry is a fruitful alternative that has great-paying jobs right out of high school without the debt."

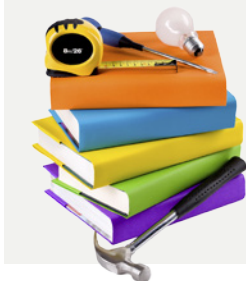
According to a state-sponsored 2018 New Hampshire Job Outlook and Locator study, construction managers earn an average of more than \$45,000 a year. Carpenters earn an average of \$22.11 an hour. Multiply that by 40 hours a week over a full year, the annual salary (without overtime) is just about \$46,000. That means, after four years, a gainfully employed carpenter can earn \$184,000, without any college loans to pay off. Tile and marble setters, cement masons, concrete finishers, and drywall and ceiling tile installers earn even more, on average, while a construction laborer averages \$17.58 an hour (or more than \$36,500 annually).

As an added bonus, the construction manager, carpenter, and construction laborer jobs all received a "Very Favorable" occupational outlook rating in the same study. In short, the study maintained that these were considered "occupations that combine a high rate of growth and a large number of annual job openings." Further, the study held that "these occupations are expected to provide the best employment opportunities through 2026."

Statistics like that reinforce the views of Matthew Towle, building construction instructor at the J. Oliva Huot Technical Center in Laconia, and his call to incorporate more comprehensive trade training options in the public school curriculum.

"I don't think that there is an appropriate level of attention to technical trade training here in New Hampshire," says Towle. "Today's employment landscape is in furious need of conscientious young people overall. An 'appropriate' level of emphasis (in the trades) lies with families and guidance counselors. Families and

**The bottom line is that with proper trade training, "students can get paid to learn (in the field) rather than paying a college to learn."**





guidance counselors should discuss more diverse options other than college.”

According to Towle, “students haven’t been fully utilizing their (college) degrees versus the payoff on college loans.” As a result, he says students and their families would be better served if they explain their goals in detail with high school guidance counselors. That, in turn, would help counselors put students in a more advantageous position to reach their goals while staying within their means.

## **“I think that trades have been seriously de-emphasized over the last 20 years, and now many industries are seeing the result of that mistake in the educational system.”**

paid to learn (in the field) rather than paying a college to learn.”

“The more valuable a new employee becomes, someone in a trade usually can get paid more as time goes,” he says. “College hasn’t been able to truly stand behind this for all college experiences, certainly not right after graduation. I believe that our society has to make a shift to say that college is not for everyone right out of high school.”

Towle emphasized that he is a college graduate himself, and that “I’m not against students going to college.”

“I’m someone who has made career changes based on what I had to find out over time,” he says. “It cost me a lot of time and money to do this. Though I don’t regret college, I certainly push that college is right when someone is ready to make an investment in higher education. Not all of our high students are ready, though they could be overly pushed to go anyway.”

Julie Hayward, co-owner of Hayward & Company, struck a similar note, saying that the realities of the working world aren’t always reflected in school curriculums. It is a debate that is being waged nationally as well as in New Hampshire.

“I think that trades have been seriously de-emphasized over the last 20 years, and now many industries are seeing the result of that mistake in the educational system,” says Hayward. “Students need to experience first-hand what type of outcomes are possible when choosing a path in the trades. This experience comes in the form of current tradespeople involvement directly in the schools, summer employment, and job-shadowing opportunities.”

Hayward says that access to trade classes was “one of the major hurdles we have in the primary school system, especially here in the Lakes Region.” Many school districts have stopped supporting construction and building classes, she says, and even students fortunate enough to live close to a technical school face two major obstacles — limited course selections and that “tech classes are only available to juniors and seniors.”

“Beyond local tech high schools, we could improve access for high school students and bridge gaps through the New Hampshire university and college system, in addition to trade associations

“I believe that discussions happening at home are changing to help the trades,” says Towle. “It is very multi-dimensional, time-consuming, and complicated, especially the way New Hampshire has technical trades training organized.”

The bottom line, says Towle, is that with proper trade training, “students can get

taking an active role in workforce development,” she says, adding that the Lakes Region Builders and Remodelers Association’s Tiny House project, done in conjunction with the Huot Tech construction and plumbing disciplines “is a perfect example of an industry and education collaboration.”

However, like Belanger, Hayward doesn’t sugar-coat the rigors of a career in construction.

“In this market you can pretty much choose any job and go for it,” she says. “We have retained many of our trade school hires, so I’d say we are doing a pretty good job as a company keeping young workers engaged and happy. Make no mistake, though — this is a tough industry, and it takes a very strong-minded individual to succeed in it.”

There are also opportunities to take something of a hybrid approach. Sam Guyer is a 19-year-old part-time employee at Hayward & Company who has “been into carpentry since I can remember.” But Guyer only works part-time because he’s also attending classes at Lakes Region Community College, with plans to earn his associate’s degree in business management and, eventually, “have my own construction business one day.”

“I see a lot of opportunities for young people in the home-building trade,” he says. “There are always opportunities to ‘learn on the job,’ because more than likely there is going to be an older person on the job that has been doing this their whole life. You can certainly learn knowledge in school, but as I have been told a lot of people in the trade, ‘job-site experience is like no other.’”

Asked what advice he would give others still weighing their decisions, Guyer says: “I would tell people graduating high school that the trades always need people. When I was in high school, people would come in and out of the shop and tell us for every person that goes into the trade, three people come out and retire.”

The key, says Towle, is making sure that high school students still have a variety of career choices to consider, even if they stay with a trade.

“I have students interested in design, electrical, landscape construction, concrete, material sales, etcetera,” says Towle. “It would be an absolute travesty for a construction program at the high school level to only teach carpentry. I try to teach opportunity when involving other trade options. None of the trades can afford me sticking to just ‘carpentry’ or ‘home building.’”

“All in all, I see huge opportunities for young people in all trades,” he says. “If we don’t create a part of the workforce that is knowledgeable in all of the recent product innovations or new energy code, then we would be doing all trades a disservice.” 📌

### **ONLINE RESOURCES**

**New Hampshire Job Outlook and Locator study**  
[nhes.nh.gov/elmi/products/documents/job-locator.pdf](https://nhes.nh.gov/elmi/products/documents/job-locator.pdf)

**Hayward & Company Log & Timber Homes**  
[haywardandcompany.com](https://haywardandcompany.com)

**J. Oliva Huot Technical Center**  
[htclaconia.weebly.com](https://htclaconia.weebly.com)

**Lakes Region Builders and Remodelers Association's Tiny House project**  
[lakesregionbuilders.com/workforce\\_development.php](https://lakesregionbuilders.com/workforce_development.php)

# Economy/Housing

## NAHB Study Shows Nearly 130,000 Households Priced Out of Housing Market with Each \$1,000 Price Increase

According to a recent study by the National Association of Home Builders (NAHB), a \$1,000 increase in the cost of a median-priced newly-built home pushes 127,560 prospective buyers out of the market. In other words, based on their incomes, these households would be able to qualify for a mortgage to purchase the home before the price increase, but not afterward.

The numbers are even more startling when looking at the im-

**“This study illustrates how even a relatively small increase in price or interest rates can dramatically impact housing affordability.”**

“This study illustrates how even a relatively small increase in price or interest rates can dramatically impact housing affordability,” says NAHB Chairman Randy Noel, a custom home builder from LaPlace, La. “Housing affordability is a serious problem right now in communities across the country. Rising interest rates, regulatory barriers, higher building materials costs and labor shortages all add to the cost of a home, and are preventing households from achieving the goal of homeownership.”

The number of priced out households varies across both states and metropolitan areas, largely affected by the sizes of local population and the affordability of new homes. The study examines priced out estimates for every state and over 300 metropolitan areas.

Among all the states, Texas had the largest number of home buyers that would be priced out of the market. The \$1,000 price increase would push 11,152 households out of the market in Texas, followed by California (9,897) and Ohio (7,341).

The metropolitan area with the largest priced out effect, in terms of absolute numbers, is Chicago-Naperville-Elgin, IL-IN-WI, where 4,499 households are squeezed out of the market for a new median-priced home if the price increases by \$1,000.

### Single-Family Starts Drop as Builders Face Affordability Concerns

Rising housing affordability issues continue to hinder single-family production even as total housing starts increased in November.

According to newly released data from the U.S. Department of Housing and Urban Development and the Commerce Department, overall housing starts rose 3.2 percent in November to a seasonally adjusted annual rate of 1.26 million units from a downwardly revised October reading. Year-to-date, new housing starts are 5.1 percent above their level over the same period last year.

The November reading of 1.26 million is the number of housing units builders would start if they maintained this pace for the

next 12 months. Within this overall number, single-family fell 4.6 percent to 824,000. Single-family production has now dropped for the third straight month. Meanwhile, multifamily starts—which include apartment buildings and condos—rose 22.4 percent to 432,000.

“The decline in single-family production over the last few months makes sense given the drop in our builder confidence index,” says Noel. “Builders are cautious to add inventory as housing affordability concerns are causing consumers to pause on making a home purchase.”

“Favorable demographics support healthy housing demand, so it is frustrating that the housing affordability crisis is preventing many consumers from achieving their goal of buying a home,” says NAHB Chief Economist Robert Dietz. “While homeownership has increased over the last nine quarters, we can expect that upward momentum to stop due to rising home costs. Because housing leads the economy, we need to stabilize residential market conditions.”

Overall permits—which are an indicator of future housing production—rose 5 percent in November to 1.39 million. Single-family permits inched up 0.1 percent to a 848,000 unit pace while multifamily permits rose 14.8 percent to an annualized rate of 480,000.

Looking at the regional numbers on a year-to-date basis, combined single-family and multifamily housing starts rose 11 percent in the West and 5.3 percent in the South. Starts fell 0.8 percent in the Northeast and 1.9 percent in the Midwest.

Also on a year-to-date basis, permit issuance rose 8.2 percent in the South and 3.2 percent in the West. Permits were down 2.7 percent in the Midwest and 2.8 percent in the Northeast.

For the full RMI tables, please visit [nabh.org/rmi](http://nabh.org/rmi). For more information about remodeling, visit [nabh.org/remodel](http://nabh.org/remodel). ▲





# 55+ Housing Market Shows Continued Strength

**B**uilder confidence in the single-family 55+ housing market remained strong in the fourth quarter of 2018 with a reading of 66, up six points from the previous quarter, according to the National Association of Home Builders' (NAHB) 55+ Housing Market Index (HMI).

The 55+ HMI measures two segments of the 55+ housing market: single-family homes and multifamily condominiums. Each segment of the 55+ HMI measures builder sentiment based on a survey that asks if current sales, prospective buyer traffic and anticipated six-month sales for that market are good, fair or poor (high, average or low for traffic).

"Overall, builders and developers in the 55+ housing market are reporting strong demand across the country," says Chuck Ellison, chairman of NAHB's 55+ Housing Industry Council and Vice President-Land of Miller & Smith in McLean, Va. "However, builders need to continue to manage rising construction costs to keep homes in 55+ communities at affordable price points."

All three index components of the 55+ single-family HMI posted increases from the previous quarter: Present sales rose six points to 72, expected sales for the next six months increased five points to

70 and traffic of prospective buyers jumped 10 points to 53.

The 55+ multifamily condo HMI posted a gain of three points to 47. The index component for present sales increased three points to 51, expected sales for the next six months fell four points to 49 and traffic of prospective buyers rose seven points to 38.

Two of the four components of the 55+ multifamily rental market went up from the third quarter: present production increased six points to 60 and present demand for existing units rose four points to 67. Future expected production and future expected demand both fell two points to 54 and 62, respectively.

"Like the broader housing market, the 55+ HMI is benefitting from the recent decline in mortgage rates," said NAHB Chief Economist Robert Dietz. "Favorable demographics and solid home owner wealth should continue to support demand for new 55+ housing."

For the full 55+ HMI tables, please visit [nabh.org/55hmi](http://nabh.org/55hmi). ■

**All three index components of the 55+ single-family HMI posted increases from the previous quarter.**



# Out and About with Our Members

The Greater Manchester-Nashua Home Builders and Remodelers Association celebrated the holidays at Baron's Major Brands Manchester showroom on December 12th. This year a portion of the proceeds from the silent auction was donated to the New Hampshire Food Bank. Toys were collected and donated to Toys for Tots.

Ugly sweater contest finalists: Alyssa and Mike Turcotte, of Turn Cycle Solutions, and Anne Casey and Chick Beaulieu, of Chick Beaulieu Inc.



Brian Ellis from Baron's Major Brands hosted the event.



Members of the Southern New Hampshire Home Builders and Remodelers Association take part in a hotly-contested belt sander race held in Dover.



Current New Hampshire Home Builders Association President Joe Harnois gathers with five previous association leaders at KC's Rib Shack in Manchester — in part, to award Dan Bergeron a Lifetime Achievement Award. From left: Harnois, Bergeron, Dick Benson, Mike Beaudry, Lynette Rogers, and in front, Norman Beaudry.



On Thursday, January 30th, the Greater Manchester-Nashua local hosted the Southern local for a mixer at KC's Rib Shack in Manchester. More than 75 members from the two locals took part. The highlight of the night, however, was when former NHHBA President, Dan Bergeron, received his Lifetime Achievement Award.

# Become a Member Today!

Fill out this form, mail or fax it back and start to enjoy the benefits



## MEMBERSHIP APPLICATION

### New Hampshire Home Builders Association

119 Airport Road Concord, New Hampshire 03301  
T: 603-228-0351 F: 603-228-1877 info@nhhba.com www.nhhba.com

For office use only

Ck. \_\_\_\_\_

Amount \_\_\_\_\_

Date \_\_\_\_\_

Entered \_\_\_\_\_

MEMBER TYPE: ☐ BUILDER ☐ ASSOCIATE ☐ AFFILIATE

Company Name: \_\_\_\_\_

Brief Description of Business: \_\_\_\_\_ No. Years in Business \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

Billing Contact & Address (if different from above): \_\_\_\_\_

**MEMBERSHIP PROFILE INFORMATION ON NEXT PAGE MUST BE COMPLETED**

### CHOOSE LOCAL ASSOCIATION

- ☐ Lakes Region..... \$515
- ☐ Manchester/Nashua..... \$525
- ☐ North Country ..... \$490
- ☐ Southern/Seacoast..... \$525
- ☐ Southwestern..... \$490
- ☐ White Mountain..... \$490
- ☐ Affiliate Member..... \$ 80

*An Affiliate member is an employee that can join under their company's full-membership in the same Local.*

Name of Primary Full Member to list  
Affiliate Member under (required)

### NAHB COUNCILS

- ☐ Remodelers Council..... \$ 80
- ☐ Sales & Marketing Council..... \$ 80

### VOLUNTARY DONATIONS

- ☐ NHHBA Build PAC Fund..... \$ 25  
*Support state and local candidates for public office who support housing and small business related legislation and regulation in the Granite State.*

☐ NHHBA LEGAL ACTION FUND \$ \_\_\_\_\_  
*Fund established to coordinate the membership's efforts to address government imposed barriers including, but not limited to, growth moratoriums, code restrictions, impact fees, etc.*

PAYMENT \$ \_\_\_\_\_

☐ Cash ☐ Check Credit Card: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Issued to: \_\_\_\_\_

☐ Optional 3-Month Payment Plan (Builders & Associates only with valid credit/debit card)

- \$200.00 due with application.
- Balance spread equally over the next 2 months.
- Membership will be "pending" until approval of application by local association.
- Cancellation from this program by the applicant before final payment is received, or failure to make scheduled payments, will result in forfeiture of all amounts paid.
- Cancellation from this program by the local association, NHHBA, or NAHB will result in a refund of monies paid to date.

My Sponsor: \_\_\_\_\_

### List 2 Business References (Required)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

*I understand that by providing my contact information I consent to receive all forms of communications sent on behalf of NHHBA (and its endorsed affiliates). I understand that the NHHBA will not share my contact information with other organizations. Full policy available upon request. All applications are "pending" until approved by the chosen local association. I understand that my membership dues entitle me to the benefits and services of the National Association of Home Builders, the State and Local Associations. I will abide by the By-laws and Code of Ethics of the Association and will promote the objectives of the Association to the best of my ability.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Updated July 2018

★★ > Be sure to fill out the other side < ★★



# Become a Member Today!

Fill out this form, mail or fax it back and start to enjoy the benefits



## MEMBERSHIP PROFILE INFORMATION

(must be completed before application can be processed)

The Membership Profile is designed for use by the National Association of Home Builders (NAHB) and its affiliated state association and local association to provide services which respond to the changing needs of our membership. If you don't know the exact answer for a section, please give best estimate.

**NOTE:** Affiliate members use codes that pertain to your employer.

## MEMBERSHIP CLASSIFICATION (check only one)

- ☐ Builder, Remodeler, General Contractor
- ☐ Associate Member (suppliers, vendors, subcontractors)
- ☐ Affiliate Members (employee of member company represented by a Builder or Associate member of the same local association)

## OCCUPATION CODE 1

### Builders & Remodelers ONLY

(Select only from occupation codes A-K)

- ☐ (A) Single Family Spec/Tract Building
- ☐ (B1) Single Family General Contracting
- ☐ (B2) Single Family Custom Building
- ☐ (C) Multifamily Building (Condo/Coop Units)
- ☐ (D) Multifamily Building/Ownership (Rental Units)
- ☐ (E) Multifamily General Contracting
- ☐ (F) Remodeling - Residential
- ☐ (G) Remodeling - Commercial
- ☐ (H) Commercial Building (Own Account)
- ☐ (I) Commercial General Contracting
- ☐ (J) Land Development
- ☐ (K) Manufacturing of Modular/Panelized Log Homes

**NUMBER OF EMPLOYEES** FT \_\_\_\_\_ PT \_\_\_\_\_

Do you offer health insurance? \_\_\_\_\_

If yes, how many employees are covered under your current plan? \_\_\_\_\_

## SOCIAL NETWORKING

- ☐ Facebook
- ☐ LinkedIn
- ☐ Twitter

## HOW DID YOU HEAR ABOUT US?

\_\_\_\_\_  
\_\_\_\_\_

## SECONDARY ACTIVITY (1), TERTIARY ACTIVITY (2)

The **tertiary** industry is the segment of the economy that provides services to its consumers; this includes a wide range of businesses such as financial institutions, schools and restaurants. It is also known as the tertiary sector or service industry/sector.

- ☐ (W4) Landscaping \_\_\_\_\_
- ☐ (W5) Plumbing/Heating/Air Conditioning \_\_\_\_\_
- ☐ (W6) Roofing/Siding/Sheet Metal Work \_\_\_\_\_
- ☐ (W7) Painting and Paper Hanging \_\_\_\_\_
- ☐ (W8) Floor Laying and Other Floor Work \_\_\_\_\_
- ☐ (W9) Concrete Work \_\_\_\_\_
- ☐ (WA) Excavation Work \_\_\_\_\_
- ☐ (WC) Land Surveyor \_\_\_\_\_
- ☐ (WD) Security Systems \_\_\_\_\_
- ☐ (X1) Appliances \_\_\_\_\_
- ☐ (X2) Building Materials/Lumber \_\_\_\_\_
- ☐ (X3) Floor Coverings \_\_\_\_\_
- ☐ (X4) Paint/Wall Coverings \_\_\_\_\_
- ☐ (Y) Utilities \_\_\_\_\_
- ☐ (Y2) Industry Consultant \_\_\_\_\_
- ☐ (Y3) Trade Association/Non-Profit \_\_\_\_\_
- ☐ (WE) Insulation Work \_\_\_\_\_
- ☐ (WF) Drywall Installation \_\_\_\_\_
- ☐ (Q2) Home Technology \_\_\_\_\_

## DOLLAR VOLUME

- ☐ Less than \$500,000
- ☐ \$500,000 - \$1 Million
- ☐ \$1 Million - \$5 Million
- ☐ \$5 Million - \$10 Million
- ☐ \$10 Million - \$15 Million
- ☐ More than \$15 Million
- ☐ No Construction Activity

## NUMBER OF UNITS

- ☐ Zero Units Started
- ☐ 1-10 Units Started
- ☐ 11-25 Units Started
- ☐ 26-100 Units Started
- ☐ 101-500 Units Started
- ☐ Over 500 Units Started

*Dues payments to NHHBA are NOT deductible as charitable contributions for federal tax purposes. However, dues payment may be deductible as an "ordinary and necessary" business expense, subject to an exclusion for lobbying activity. Because a portion of your dues is used for lobbying by NAHB and the NHHBA, 28% of the total dues, is not deductible for income tax purposes.*

## MONEY BACK GUARANTEE

*If, within the first year of your membership you are not completely satisfied, NHHBA will refund the amount of your STATE DUES ONLY. To qualify for this refund, you must have participated in at least one NHHBA Committee, attended at least two NHHBA events and have been present at a minimum of three local association meetings (bringing a prospective member to at least one) within one year.*





## NAHB Members Save up to 36% With UPS®

The National Association of Home Builders is proud to bring its members valuable discounts on the products and services you need. Make the most out of your membership and take advantage of competitive rates on UPS® shipping services. Whether you need your documents or packages to arrive the next day or are looking for the most affordable shipping option, UPS understands the importance of speed, reliability and cost.

To save on your UPS shipments, simply:

Call: 1-800-MEMBERS (636-2377)



Visit: [savewithups.com/nahb](http://savewithups.com/nahb)



Homeowners

Renters

Condo

Tell us you're a NAHB member and you could save even more on auto insurance!

[geico.com/disc/nahb](http://geico.com/disc/nahb)  
1-800-368-2734



Some discounts, coverages, payment plans and features are not available in all states or all GEICO companies. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. Homeowners, renters, condo, boat and PWC coverages are written through non-affiliated insurance companies and are secured through the GEICO Insurance Agency, Inc. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko image © 1999-2015. © 2015 GEICO

# NHHBA



*thanks our  
Sustaining  
Partners!*

**Your support**  
helps us be the leader for the  
home building and remodeling  
industry in New Hampshire.

GOLD



**MERRIMACK**  
COUNTY SAVINGS BANK

SILVER



ANNUAL



## What can our team do for you?

Branding ■ Marketing Strategy ■ Web Design & Development  
Social Media ■ SEO ■ Marketing Collateral Design & Printing  
Customer Retention Programs ■ Lead Generation

**2Di**  
**Fore**  
marketing  
solutions<sup>INC.</sup>

Small to mid-sized companies who are  
unable to afford in-house marketing  
staff rely on us for their comprehensive  
marketing services. Call Dianne today!



603-505-8951 [dianne@2difore.com](mailto:dianne@2difore.com)



[2diforemarketingsolutions.com](http://2diforemarketingsolutions.com)

McLEAN COMMUNICATIONS



**Experience all the best of the Granite State.**

To subscribe or advertise, call 603-624-1442

Editor's note: Granite State Builder's Paul Morin is on the injured-reserve list — temporarily, we hope. We've plundered the archives for a look at some of Paul's best work. This issue's column first ran in the fall of 2013.

# The Finnish Nail

When people tell you to stick to what you are good at, they are just being polite. What they are really saying is that you are trying to do something else at which you are lousy and that you should stop, immediately. Based on my observations, builders should stop trying to market their companies and leave it to someone else, anyone else. This goes for me, too.

I was the first builder in New Hampshire with a website. That was pretty progressive if I do say so myself. Cutting edge. My domain, tarkka.com, is blessedly short because I got it while there were still plenty of domain names available. Yes, short, but also incomprehensible. Had I been a good marketer, I would have picked something short and memorable. Alas.

Tarkka is a Finnish word and it's also a common proper name, if you happen to be from Finland. Every Finn from here to Helsinki has been trying to take my short and sweet little URL away from me. Evidently there's a boatload of Tarkkas in this world but they weren't quick enough to grab the golden ring back at the dawn of the internet. *Toughä luckä boys.*

Even though the name is short, no one knows how to spell it. This is how it goes when I am on the phone with someone: "The name is Tarkka Homes, one R, two Ks. No, T as in tapetoida. That's Finnish for wallpaper. Yes, what? No, I'm not Finnish. Does it matter?" And so on.

No one knows what it means either. I could tell you that Tarkka is a red wine that goes particularly well with moose steak. Or I could say it is a disease peculiar to the lingonberry bush. If I have plenty of time, I might explain that the high god Ukko in the polytheistic religion of pagan Finland exclaimed "Tarkka!" upon finding a fly in his mussel soup." You wouldn't know and I've got a million of 'em.

But this only makes me a good kidder, which I like to be, and not a good marketer, which I know I am not. From a business perspective, this is problematic. A name like "Quality Builders of Southern New Hampshire" gives you a sense of competence, luxury, integrity. It makes you want to write checks. That's what I should have called my company — something that connotes experience. Tarkka sounds like what you might say if you were to experience great pain. So yes, planting my company in the mind of the consumer is a challenge and like so many other builders, I shouldn't attempt it on my own.

Early websites were a snap. Put up a few pictures, a little bit of decent copy and an email link. Done. Of course, that was in the 1990s, a lifetime ago in tech time. Technology quickly caught up. So while I used to be at the top of every internet search list, now I don't even show up. Why? Because everything has changed. Today a website is barely the price of admission. Now you have to do stuff like (shudder) social media. You have to be "out there." A lot of people already thought I was out there.

Facebook. Twitter. This is what I am told gets you on the first page of Google searches. And you don't just sign up for these things, you have to use them, a lot. Not to sound like a crab or anything but I am trying to sell half million dollar buildings. Facebook is people talking about what they are having for lunch. I have one friend who posts every mundane little detail of her entire day. "Takeout pizza for dinner but can't decide on the toppings. Hubby likes mushrooms and the kids like sausage. Thoughts?"

This important information gets her a dozen "likes." I must be missing something.

Coming back to my point — I'm no different from any other builder out there. None of us should be trying to promote ourselves without good professional help. We're just terrible at it. We write cliché riddled ad copy like little kids in third grade. Don't believe it? Let's do a BING search for "NH home builder" and see what we get. The first result is a seacoast builder using the oldest cliché in the book. Dude, we do not "turn peoples' dreams into reality." That's impossible. We turn peoples' basements into family rooms. The next builder in the search declares in big letters, "We build homes, not houses!" Glad we cleared that up. The third homebuilder site also turns dreams into reality. The fourth mentions dreams but doesn't seem to turn them into anything. And it just gets worse the further you go.

Being a practitioner of what I preach, I called a recommended guru of the infobahn. I expected a long dirty beard and robes. What I got was a dude with a ponytail in tie die, close enough. He clucked at my aging website, my last Facebook post from 2010, my absence from Houzz and Pinterest, my total lack of presence. "You barely exist!" he declared. This sounded bad. He quickly wrote a prescription for placement on the top 50 social sites, blogs which would be ghost written for me, informative posts which I would know nothing about and pay-per-click advertising, which sounded like I would be found on all of the best porn sites. I wasn't sure what I was buying, but I could tell it was going to be expensive.

This whole notion of being "found" is far too complicated for the hammer and nail types like us. I will listen to the marketers and get a QR code, a mobile enhanced website and a Twitter account. I will trust that being followed is now a good thing. And I will use Facebook and upload pictures of my cat Sylvester because I am assured this is how to sell more homes. Man, I miss the simpler times like they must have been in pagan Finland where Äkräs, god of fertility, plants and especially turnips, was the only one with any business turning dreams into reality. 🏠



Paul Morin is president of Tarkka Homes Inc. in Weare, NH and a partner in The Abacus Group, a lobbying and consulting firm in Manchester, NH. In 2009, he was the first residential builder to receive the New Hampshire Construction Industry Ethics Award. He was asked to write a satirical article for *The Finish Nail* and directs all offended readers to the publisher for apologies.





## Special Houzz Benefits for NAHB Members

Are you getting the most out of Houzz? With our new NAHB strategic alliance you should be!

35 million people use Houzz every month to build and remodel their homes, making Houzz the place to be to showcase your work, build your brand, and reach new clients.

NAHB Member Benefits Include:

- Free access to Houzz Concierge Service for one-on-one support
- Special pricing on local advertising to reach homeowners in your area that are looking for your services
- Up to 10% off Houzz Shop products

→ Learn More at: [houzz.com/NAHBmembers](http://houzz.com/NAHBmembers)



### ATTENTION BUILDERS AND REMODELERS:

Do you want to start getting money for products you already use?

The Member Rebate Program is a free member benefit of the State Home Builders Association that is available to all active Builder and Remodeler Members.

There are currently over 40 of the country's leading Manufacturer Brands participating in the Member Rebate Program.

**MOST THAT YOU PROBABLY ALREADY USE!**



Choose an energy partner that is  
**Trusted, Responsive  
and Reliable.**



“The communication lines with Dead River Company are always open, which is the foundation of what makes construction projects function smoothly. Dead River Company has proven to be consistent every time they are called upon.”

**LIAM CARGILL,  
CARGILL CONSTRUCTION**



## Let us be your **TRUSTED** partner.

We know that as a business owner or manager, you have multiple demands on your time. You need an energy provider with a trusted reputation of being responsive and reliable. Our promise is to deliver an exceptional level of customer service. Whenever you call upon us, we will be ready, 24/7.

### Service Options Include:

- Priority scheduling of propane tank sets
- Single point of contact
- Project management/coordination
- Temporary heat

**Contact Mike Uhlman, Business Development Representative at 603-707-6394.**

Delivering on **A promise.**<sup>SM</sup>



[www.deadriverriver.com](http://www.deadriverriver.com)