

CONNECTICUT BUILDER



THE MAGAZINE OF THE HOME BUILDERS ASSOCIATION OF CONNECTICUT

WINTER/SPRING 2012

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THE MAGAZINE OF THE HOME BUILDERS ASSOCIATION OF CONNECTICUT

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Photo by Matt Branscombe

2011 HOBI Awards

Close to 600 home building industry professionals turned out at the Aqua Turf for the 18th annual Home Building Industry Awards.

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Dear Fellow Home Builder Members:

Most of us are feeling the impact of the depressed homebuilding industry in Connecticut. We are struggling to adapt to a new reality - *the number 2,967* - which represents the housing permit activity in 2011. Just to gain some perspective, permit numbers from the last housing recession in late 80's and early 90's were over 7,000 annually. Our new reality is alarming, because it truly shows the lack of homebuilding in this state, and highlights the fact that we are not even achieving the minimum 8,000 permits needed to replenish old housing stock and/or meet the needs of population growth. This number and what it represents should be troubling to our leaders in Hartford.



We as an association and industry have been successful at communicating to our legislators the importance of homeownership . . . that it promotes social stability and is vital in creating individual wealth for Connecticut citizens. We have expressed our concern for the future generations of Connecticut, and together with other business groups and non-for profit groups, addressed the need for affordable workforce housing. We provided the data that demonstrated how the lack of workforce housing can negatively impact whether or not a business will expand or move to Connecticut. Our message has been heard, and the consensus is that housing and home building is important to Connecticut's economy.

We as an association and industry need to expand upon this message, and enlighten our legislators that we can play a vital role in Connecticut's economic *recovery*. Every politician both nationally and statewide is talking about the need to create jobs. It is our responsibility as an industry to deliver the message that homebuilding as a whole impacts employment in 16 industries, as well as creating jobs and generating revenue for state and local governments. We need to explain that we can put Connecticut citizens back to work, while producing critically needed housing. And all of this can be accomplished without the help of any government incentives.

NAHB Analysis Proves that New Single Family Homes Generate Jobs

The National Association of Home Builders analysis of the impact of new residential construction shows that building 100 average single family homes generates:

- 305 jobs
- 23.1 million in wage and business income
- 8.9 million tax and other revenue for state, local and federal governments.

Can the Connecticut home building industry impact the economy in Connecticut the same way it does nationally? Yes! The research has been done and was presented at a special meeting of the state Planning and Development Committee on March 8th, 2012.

The Home Builders Association of Hartford commissioned NAHB Senior Economist, Elliot Eisenberg Ph.D., to conduct a study on the economic impact that home building and remodeling has on local governments and the state of Connecticut. The study analyzed the local impact of home building and remodeling with respect to the income, jobs and taxes that are generated. It also compared the costs and revenue for local and state governments.

The Impact of Single Family Homes on the Connecticut Economy

The estimated one-year metro area impacts of building 1,000 single-family homes in Hartford County include:

- **\$329.8 million** in local income,
- **\$15.9 million** in taxes and other revenue for local governments, and
- **3,687** local jobs.

These are local impacts, representing income and jobs for residents of the Hartford MSA, and taxes (and other sources of revenue, including permit fees) for all local jurisdictions within the metro area. They are also one-year impacts that include both the direct and indirect impact of the construction activity itself, and the impact of local residents who earn money from the construction activity spending part of it within the local area. Local jobs are measured in full time equivalents—i.e., one reported job represents enough work to keep one worker employed full-time for a year, based on average hours worked per week by full-time employees in the industry

The additional, annually recurring impacts of building 1,000 single-family homes include

- **\$45.9 million** in local income,
- **\$12.8 million** in taxes and other revenue for local governments, and
- **579** local jobs.

These are ongoing, annual local impacts that result from the new homes being occupied and the occupants paying taxes and otherwise participating in the local economy year after year. The ongoing impacts also include the effect of increased property taxes, based on the difference between the value of raw land and the value of a completed housing unit on a finished lot, assuming that raw land would be taxed at the same rate as the completed housing unit. These impacts were calculated assuming that new single-family homes built in Hartford have an average price of \$487,500; are built on a lot for which the average value of the raw land is \$36,000; require the builder and developer to pay an average of \$4,000 in impact, permit, and other fees to local governments; and incur an average property tax of \$9,009 per year. This information was provided by the Connecticut Department of Economic and Community Development, Landworks Realty, Prudential Connecticut Realty, and the U.S. Census Bureau.

I invite you to come and share this information with your local legislators at **Building Industry Day at the Capital on March 28th**. Please make appointments with your representatives and feel free to bring your employees, subcontractors, suppliers and homeowners. Review our **HBA of CT Legislative Proposals**, which are focused on improving the regulatory climate in Connecticut, and share your own personal story with your representative. Be specific about how your business has been negatively impacted by the lack of home building in this state.

Don't let any legislator forget that that our industry **builds the homes where jobs go at night** and every new home we build **generates more jobs and revenue for Connecticut**. If our leaders are serious about jobs, they must get serious about putting the home building industry back to work!

Respectfully,

Elizabeth (Liz) Verna

2011-2013 Chairman of the Board & President, HBA of Connecticut

Congratulations —

Connecticut Builder HOBI 2011 award winners!

We are happy to be part of these award-winning projects.



Remodeled Home of the Year by J&J Custom Builders



Custom Home of the Year by Sound Beach Partners



Best In Town Custom Home
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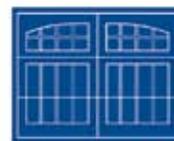
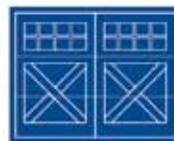
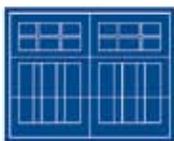


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Thank you *Roberts Agency/Hartford Insurance* for sponsoring the HOBI Awards year after year, and for the first time, thank you to two builder sponsors, *Sound Beach Partners*, winner of *Custom Home of the Year* and *Toll Brothers Inc.*, who won *Community of the Year*.

Thank you to our **GOLD SPONSORS** *Bemers Petroleum* and *Superior Hearth, Spas & Leisure*, and at the **PLATINUM LEVEL** – **ROCKVILLE BANK**- a strong supporter of Hartford County builders and building green, **HBA NW** - the smallest local with the most successful Legislative Night, **CT MEDIA I/ HARTFORD COURANT** dynamic, diversified media and the oldest continuously published newspaper in America, and **WELLS FARGO HOME MORTGAGE** winner of two HOBI awards this year!



HBA Treasurer Henry Rozewski, HBA President Liz Verna, Doug DuPont, Heatilator Regional Manager, Gary Martin & HBA Vice-President Ken Boynton.

Our 2011 top **DIAMOND SPONSOR** for the second year, **CAFD** is the builder distributor for GE Appliance products, *exclusive* statewide distributor for Heatilator fireplaces, and winner of **three HOBI Awards** this year!

HOBI judges voted CAFD **Best Product Showroom** because of the enormous selection of name brand appliances and wood burning, gas and pellet stoves and wood burning and gas fireplaces CAFD offers in its 10,000 square foot showrooms.

(Continued on page 6)

2011 HOBI SPONSORS*(Continued from page 5)*

“These showrooms make it easy for shoppers to imagine the appliance, fireplace or stove in their own home because they are working and they are displayed in home-like settings,” said HOBI judge, Mark Nuzzolo of Brookstone Development. “Today’s homeowner wants choice, and CAFD offers every option imaginable.”



Nuzzolo went on to explain that convenience is also top of mind for today’s consumer, and there’s no need to leave CAFD’s showroom to shop for gas logs, fireplace facings, glass doors, flue liners or fireplace accessories.

“They even provide appliance, fireplace and stove installation and service,” said Nuzzolo.

Located at 50 Graham Place in Southington, CAFD is the exclusive distributor for the most popular fireplace brand, Heatilator, and the Heatilator *Constitution* wood burning fireplace was recognized as **2011 Best New Product**.



The Environmental Protection Agency certified Constitution produces more heat with less fuel and less air emissions. It qualifies for a \$300 tax credit and is backed by a Heatilator lifetime warranty.

CAFD.COM wins top website award

CAFD is ahead of the curve with their new interactive website, cafd.com, which is designed by New England Web Services to be **mobile phone** compatible!

The site features rotating banners promoting hearth and appliance *Specials*, a *Deal of the Week*, *E-mail Only Offers* and the ability to shop online with *Shop CAFD!* Technology judge, Tom Lindquist of Visually Impacted web design rated cafd.com #1 in search engine optimization.

HBA Vice-President Ken Boynton, web designer Jim Fuhrmann, New England Web Services & Doug DuPont, CAFD.



2011 HOBI AWARDS

It was the 18th annual HOBI Awards and HOBI producer and master of ceremonies, Joanne Carroll began her presentation with a story about how much influence the HOBI Awards and a trade magazine like *Connecticut Builder* can have with the public!

One builder actually landed a major job because the owner of a major hedge fund took note of his HOBI winning home on the cover of Connecticut Builder.

- Joanne Carroll

And here's some more **GOOD NEWS** . . .

Builders are overcoming the lack of A, D & C financing and finding ways to build **and sell** spec homes! Bob Sprouls and Darren Andreoli of Bluewater Home Builders are adept at finding infill lots near the water. Last summer, they sold a \$4 million spec in Westport at rough inspection. Marc and Rob Michaud, The Michaud Group, sold their five bedroom spec in Stratford just **three days** after it went on the market. In Hartford County, David and Connie Gordon, Poirier Homes, sold their \$1.5 million Avon spec to a Wall Street trader who will work from his home office. And in the affordable market, T&M Building Company sold two homes at **Cromwell Woods** on November 5th opening day.

For all of the years we have been doing business with HOBI winning builders, we appreciate the utmost professionalism and execution they bring to the building experience.

It makes our job a lot easier.

- Sheldon Kahan, Interstate Lumber

What about this year's trends: The big interior trend is a *transitional look* - as evidenced by square edge trim and hi gloss white moldings and ceiling coffers. The color ice blue is being used from carpeting and wall paint to glass tile accents . . . Multi-level kitchen islands with walnut and teak tops are popular. . . Window seats have moved into the closet and outdoor rooms and outdoor features are bigger than ever. Finally, with the focus on energy-efficiency - ventilation and dehumidification are critical when building a super tight house.



Hemingway entry foyer



Sound Beach His master bath



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HOBİ JUDGES

NEW CONSTRUCTION JUDGES:



PETER FUSARO is a Greenwich builder, Chairman of the HBACT Green Homes Council and member of the NAHB Green Standards Committee. Pete is a certified Verifier and HERS rater and a Certified Green Professional. He is currently building a 2,500 square foot high performance home in Old Greenwich.



MARK NUZZOLO is a past President of New Haven County HBA and a successful builder of custom and spec homes and communities. Mark is a Certified Green Professional and he actually provides his buyers with an energy cost warranty.



D.J. COLLINS is a partner with Mark in Brookside Development, and she manages the sales process. D.J. is a member of the Sales & Marketing Council and she brought the all important eye of a woman building professional to the judging. D.J. and Mark are also married with two sons.

REMODELING JUDGES:



NORT WHEELER is past president and Builder of the Year for the Builders Association of Eastern CT, a certified Graduate & Master Builder and Aging in Place Specialist. Nort's company, Mystic River Building, has won HOBI awards for remodeling and commercial projects.



SANTO VENEZIANO— serves on the board of directors of the Hartford HBA and NAHB as well as Building Codes and Government Affairs Committees. He is an MIT grad, high end builder and owner of a highly respected residential masonry company.

“Our framed certificates are on display in Bloomfield and Ellington. One thing I especially like about the evening is that it recognizes homebuilding. It’s great to have a night devoted to the people who are building homes!”

- Steve Temkin, T&M Building Company


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HBACT CEO Bill Ethier, Immediate Past President George LaCava, President Liz Verna, Vice-President Ken Boynton & Treasurer Henry Rozewski.



Kerry & Joanne Carroll



New construction judges Pete Fusaro, D.J. Collins & Mark Nuzzolo with Custom Home of the Year winner Doron Sabag of Sound Beach Partners.



HBACT Senior Officers with Darrin Amendola, Raven Cimmino, Roland Lamoureux and partners Joe Filanowski Jr. and John Costantini of J&J Custom Builders accepting their five HOBI awards, including Remodeled Home of the Year.



L-R HOBI judge Pete Fusaro, Spec Home of the Year winner Louis Van Leeuwen, Greenwich Construction, HOBI judges D.J. Collins & Mark Nuzzolo and HBACT President Liz Verna.



L-R HBACT President Liz Verna, Toll Brothers Project Manager, Jack Lannamann accepting Community of the Year award for Summit at Bethel and HBACT Immediate Past President George LaCava.



REMODELED HOME OF THE YEAR

J&J CUSTOM BUILDERS

for Lake Avenue home in Greenwich



This spectacular undertaking by Joe Filanowski and John Costantini of J&J Custom Builders was designed by J.E Masone Architects with a Tuscan columned entry portico. A magnificent three story domed foyer ceiling with sweeping pillowed antiqued limestone staircases on either side demonstrates the incredible artistry of these hands on builders. Outstanding features include an arcade with reclaimed oak beams & marble baseboards and transomed rosewood doors with alabaster lighting in the living room; peek-a-boo scissor hinged paneled doors for china storage with intricate mosaic marble floor; and a stunning beamed study with Venetian plaster coffered ceiling, handmade Moroccan panels and Palestinian tile fireplace.



The sitting area of the 40 foot master suite is built with a groin vault ceiling and her closet features a unique circle design with built-in cabinetry.

(Continued on page 13)

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DONALD A. GARDNER
ARCHITECTURE

REMODELED HOME OF THE YEAR (Continued from page 11)



The exquisite granite and marble master bath with mahogany tub base and wood burning fireplace won **BEST REMODELED BATH**.

A granite slab steam shower with his and her rain shower heads highlighted with a shower seat for two designed by the homeowner won **BEST BATH FEATURE**.



For outdoor entertainment, there's a luxury outdoor kitchen adjacent to the pool, and our **2011 OUTSTANDING SPECIAL PURPOSE ROOM**, a hookah porch overlooking an Arabic garden.

BEST RESIDENTIAL REMODEL \$2-3 MILLION

SOUND BEACH PARTNERS

Sound Beach Partners transformed a Greenwich colonial into this rustic, yet elegant country home with custom balustrade, a stone and antique timber family room, a stunning butler's pantry with antique pieces integrated into the cabinetry, and kitchen with stone fireplace and window cabinets with *window backsplashes*.



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BEST RESIDENTIAL REMODEL \$1-2 MILLION

LEGACY CONSTRUCTION NORTHEAST

for Farm-to-Table home in Katonah, N.Y.

Builder, Chris Yaroscak and architect, Carol Kurth started with a nondescript elevation, and created this fabulous shingle-style country home. Pictured is the exquisite conservatory greenhouse, wood framed and classically detailed, which won a HOBI for **OUTSTANDING SPECIAL PURPOSE ROOM**.



The structural timber trusses in this stunning cathedral ceiling Great Room were installed from below the finished space, and the room features a 1,500 lb solid bluestone raised hearth and Rumsford limestone fireplace.



Existing cabinetry was integrated into the millwork in the exquisite breakfast room, and a chef's kitchen was designed with a tiered antique wood barstool island.



The outdoor dining pavilion and terrace with fire pit won **BEST OUTDOOR ROOM** and was featured on the cover of the fall issue of *Connecticut Builder*. . . This 2,700 square foot *Farm-to-Table Residence* includes an 18 acre micro farm.



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OUTSTANDING FAIRFIELD COUNTY RESIDENTIAL REMODEL

STEPHEN GIDLEY INC.

Stephen Gidley and JLG Design turned a colonial into this Adirondak style green home with mahogany stained siding and exposed porch ceiling beams, a cherry kitchen with cork floor and concrete countertops and Adirondak details, a knotty alder sunroom, a combination of shredded blue jean and Icynene insulation and an IPE' ironwood deck.



OUTSTANDING NEW HAVEN COUNTY RESIDENTIAL REMODEL

RICCI CONSTRUCTION GROUP

In New Haven County, this remodel and 5,000 square foot addition by John Ricci features a stone and stucco exterior, and was designed by Christopher Hall Architects with arched ceiling port cochere and men's entertainment room with mahogany coffered ceiling and its own private covered bluestone terrace with master bedroom balcony above.



BEST RESIDENTIAL REMODEL \$750,000 - 1 Million

BLANSFIELD BUILDERS

Jim Blansfield and architect Neil Hauck remodeled and added this stunning family room, kitchen and breakfast nook to a New Canaan home. For the master bath a warm wood ceiling, windowed shower, stunning bath fixtures and heated floor make this a welcome retreat.



BEST REMODEL \$500,000 - \$750,000 VAS CONSTRUCTION

Vinnie Scialetta gutted and completely renovated this 3,000 square foot colonial and added a two story addition for a new cathedral ceiling family room and second floor bedroom. Then he added a master suite over the two car garage.



OUTSTANDING RESIDENTIAL REMODEL WOODSTOCK BUILDING ASSOCIATES

Doug Porter did an *outstanding* job with this remodel in Dayville creating a handsome island kitchen with eating bar and columns designed to carry the second floor, as well as opening the kitchen to a vaulted ceiling family room.



BEST RESIDENTIAL REMODEL \$250,000 - \$500,000 BLUEWATER HOME BUILDERS

Bluewater transformed partner, Darren Andreoli's 1,600 square foot, 200 year old farmhouse, into a 3,800 square foot 21st century family home, using rustic wood beams to transition from the 7 foot ceiling in the custom bar to the 9 foot ceiling in the family room and gourmet eat-in kitchen. An elegant master suite addition features a radiant heated Carrera marble master bath floor.





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BEST REMODEL \$100,000 - \$250,000

CELEBRATION DEVELOPMENT CORP

Bill Freeman and David Barbour Architects delivered real value with this 1,500 square foot raised ranch remodel by extending it and redesigning the roof to get a 14 foot ceiling in the family room and a three season porch.



BEST REMODEL UNDER \$100,000

CELEBRATION DEVELOPMENT CORP

Bill Freeman gutted a 1,300 square foot bungalow off the Madison Green and created an open floor plan. This 112 year old home now has a HERS rating of 58.



SPECIAL RECOGNITION FOR OUTSTANDING VALUE

LANDSEN CONSTRUCTION

Mark Stidsen re-sided this Glastonbury home and installed Andersen windows; opened up the first floor with a new kitchen and finished the lower level with game room, exercise room and laundry center at an amazing \$74 per square foot.



BEST SPEC REMODEL COUNTRY CLUB HOMES

Country Club Homes won for this 1911 in-town New Canaan home with preserved antique safe in the entrance hall, kitchen with bamboo center-island, limestone counters and wide plank floor, a crema marfil master bath with wide plank floor and a curved sunroom with lattice ceiling. The home was designed by Michael Smith Architect.



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Mike Trolle cut energy bills in half in this **GREEN REMODEL** in Ridgefield. He nailed James Hardie siding to the exterior 2x3's, leaving a gap between the foam and the siding for drainage. The house is heated by a Florida Heat Pump and geothermal system and ventilated by an energy recovery ventilator. *A HERS score of 40 should drop to 0 with a planned PV system.* This home is one of the Zero Energy Challenge finalists.



BEST ANTIQUE HOME REMODEL

KEMPER ASSOCIATES

Jack Kemper remodeled his own Unionville home, an 1868 farmhouse using a new red metal porch roof, new joists, beams and footings, closed cell insulation, new plumbing and electric. Pictured is the charming exterior and stunning new kitchen designed as furniture.



BEST NEW/OLD HOME REMODEL

WORMSER DEVELOPMENT

Builder, Tom Wormser and his architect brother, Peter Wormser, skillfully updated a contemporary 1970's waterfront home and accentuated the beautiful views and added natural cedar details. State of the art appliances are seamlessly integrated into stunning European Larch cabinetry.



SPECIAL RECOGNITION FOR NOT SO BIG HOME REMODEL

MIRO BUILDERS

Don Miro saved this antique home from demolition by removing interior walls, reframing the interior and supporting the second floor with exposed beams.



BEST NOT SO BIG HOME REMODEL

TIMBERDALE HOMES

A 1950's pool house was reclassified and certified for a 55+ resident by Ridgefield zoning. Stewart Lade used vaulted ceilings and elegant finishes to create a living room, gourmet kitchen, bedroom and luxury bath.





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BEST REMODELED KITCHEN

DAIGLE & SON

Bruce Daigle combined several spaces to make this beautifully crafted kitchen with eating island and walk-in pantry.



BEST ATTIC REMODEL

FORE GROUP

Fore Group turned an attic space into an entertainment dream with this elegant theater, cherry cabinets, long cherry bar and separate sitting area.



BEST LOWER LEVEL REMODEL

D.A.S. ASSOCIATES

This is a 2,800 square foot finished basement by D.A.S. Associates & Lucien Vita created in art deco style with 12 foot ceilings, hi-gloss red Ikea cabinets, home gym and smashing home theater.



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CUSTOM HOME OF THE YEAR

SOUND BEACH PARTNERS

for Greenwich home



This South Bay stone and limestone gem was designed by Wadia Associates and built by Doron Sabag and Jim Hoffman of Sound Beach Partners. The grand foyer is enhanced with an intricate Greek key staircase balustrade, and each room in this fabulous home has its own outstanding features.

There are plaster mold ceilings in the formal living room and master bedroom; a quarter sawn white oak library and antique timber ceiling trusses and limestone mantle in the family room.



(Continued on page 29)



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CUSTOM HOME OF THE YEAR

(Continued from page 27)

The kitchen is truly unique! A two story beamed ceiling is open to the second floor with steel support pipes running through the beams. The kitchen is finished with a massive walnut island, elegant marble counters from Millennium Stone and appliances integrated with the cabinetry. His and her bathrooms grace the master suite. Her elegant bath, in marble supplied by Millennium Stone, is shown here. The rear view, just as exquisite, offers several intimate outdoor rooms.

Further back on the property, a magnificent outdoor living environment includes a terraced pool, luxurious outdoor kitchen and tennis courts.



*Millennium Stone is a full service stone fabrication company based in Portchester, N.Y. Millennium Stone fabricates all projects on premises and installs them using their own trained personnel. They carry a full inventory of slabs to choose from for immediate selection plus they have access to the inventories of every major stone importer in the Tri-state area.






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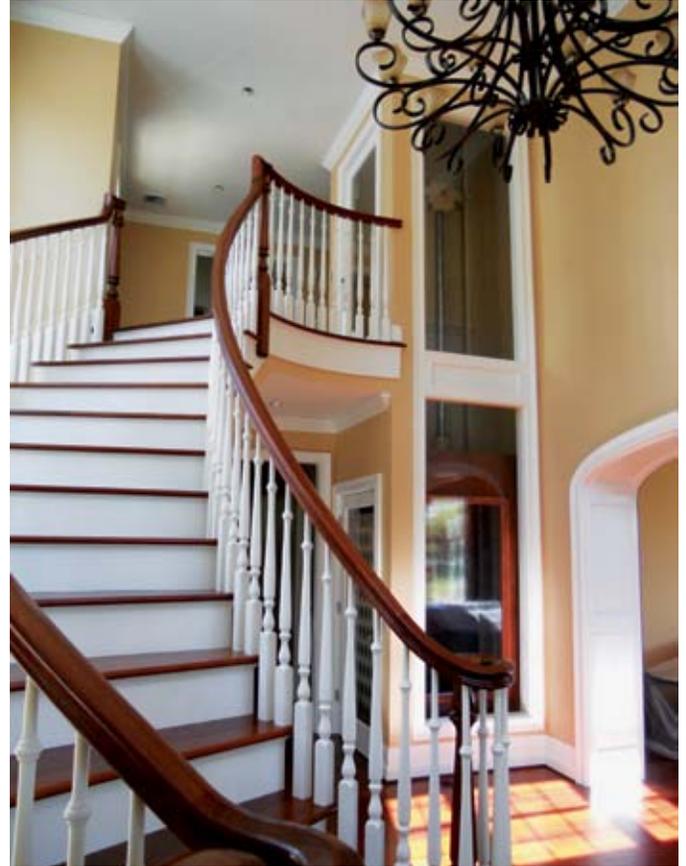
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BEST CUSTOM HOME 8,000-9,000 SF

LASCHEVER BUILDING COMPANY

This 8,200 square foot, six-bedroom home was built by Jonathan Laschever and designed by Robert Heim on a very tight, steep site in West Hartford. It features a combination of brick and James Hardie siding and geothermal heating and cooling. The focal point of the grand entry foyer is a two story European Crystal glassed National Wheel-O-Vator elevator supplied and installed by Elevator Service Company of Connecticut. The interior is designed with stacked windows in the two story family room, a warm homey kitchen with cherry floor, double granite island, built-in desk and walk-in pantry. A skillfully engineered three tier segmented block retaining wall is topped with a vanishing edge pool and spa, which offers a stunning view of the Connecticut River Valley and downtown Hartford. Interior decorating was done by Janice Weinstein, Spirited Design.



BEST CUSTOM HOME 6,000-7,000 SF

HOBBS, INC.

Austin, Patterson, Disston Architects designed this English country home built by Hobbs Inc. with heavy timber trusses. McKee Patterson used a century old English garden technique called a “Ha-Ha wall”—which consists of 5 foot trenches dug on three sides of the pool with plantings that rise above ground level. This meets code for a pool barrier and avoids a fence marring the magnificent view of Long Island Sound. Pictured is the foyer with leaded glass and groin vault ceiling. A zinc kitchen range hood is so heavy that it is bolted into the roof framing and curved maple cabinets are faced with Anigre veneer. The magnificent Wenge wood library is built with a groin vault plaster ceiling and the master bath tub is embedded into a niche in the Moroccan tile wall. The bath floor is marble and heat treated white oak.



BEST CUSTOM HOME 5,000-6,000 SF

DAIGLE & SON

This 5,000 square foot Canton winner was built by Bruce Daigle and designed by Jack Kemper, Kemper & Associates. Pictured is the sunroom with a view of Talcott Mountain. The open kitchen is equipped with a unique Evo griddle and an attic exhaust for the range hood and has a muffler to suppress noise. This home is built with an ICF foundation, closed cell foam and cellulose insulation, geothermal and PV solar. An insulated four car garage with room for car lift's serves as a workshop.



BEST CUSTOM HOME 4,000-5,000 SF

HEMINGWAY CONSTRUCTION

Sal and Peter Sciarretta and Doug Horn created this stunner with mahogany trim and brackets on an enviable site opposite Southport Harbor and the golf course. Inside there is a trendy blue entry hall, 12 foot coffered ceilings in the open dining room, family room, sitting room and the kitchen with its 13 foot teak island and antique mirrored panels on the paired Sub Zero refrigerators. The master and each of three mini suites have a private balcony and their own personality. Andrew Nuzzi Architect was the architect.



OUTSTANDING CUSTOM HOME 4,000-5,000 SF

ASSENZA BUILDERS

Rich Assenza built this 4,000 square foot charmer on a lake in Goshen. It offers a detached garage vaulted ceiling skylit family room, warm maple kitchen, master bath with separate vanities, and a full length deck off the screened porch. Using foam, geothermal and PV solar, Rich achieved a very impressive [HERS 32](#).



BEST CUSTOM HOME UNDER 3,000 SF

BY CARRIER INC

This 2,600 square foot, Craftsman style home at *Castle Heights* in Cheshire is a design-build by Johnny Carrier, and features a front balcony, interior archways and columns, paneled walls, a granite kitchen and a tiled European style shower. The home offers a 5-year warranty and cost \$527,000.



BEST CUSTOM HOME 4,000-5,000 SF

COASTAL CONSTRUCTION MANAGEMENT

Here's a charming shingle style waterfront home in Westerly R.I built by Mike Scarpa and designed by Peter Spingsteel with eyebrow entry, mahogany Dutch door and intricate roof and shingle details. An alderwood panelled library has a Dutch tile fireplace surround and the master bath is outfitted with a recessed Ann Sacks Japanese soaking tub with blue glass subway tile surround.



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BEST GREEN ENERGY-EFFICIENT CUSTOM HOME

POIRIER HOMES

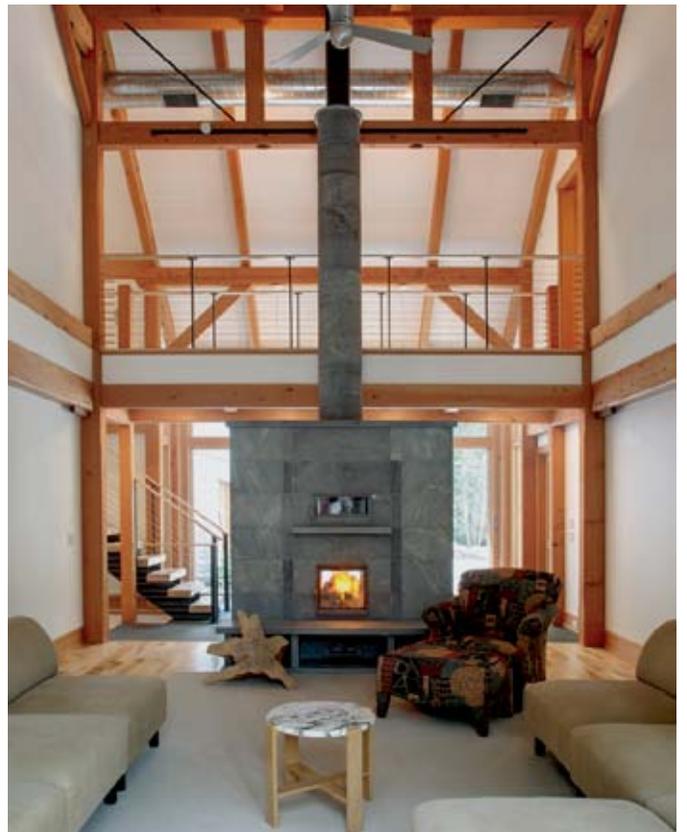
David and Connie Gordon prove that green can be beautiful in this Avon home with stone front and slate roof, graceful arched circular staircase, three tier kitchen island, coffered family room and handsome black walnut library. Insulated with DOW blueboard, which won **2011 BEST GREEN PRODUCT**, as well as DOW Weathermate™ products for sill pans and flashing, PV solar, a geothermal system, radiant heated basement and solar hot water, it received an **NAHB GOLD** with a **HERS rating of 26!**



OUTSTANDING GREEN ENERGY-EFFICIENT CUSTOM HOME

TIMBERDALE HOMES

Stewart Lade built this super insulated timber frame in Weston. It was designed by Bensonwood Homes with wall panels and Loewen triple glazed windows on the north side. A 12,000 lb. Tulikivi soapstone heater is supplemented by hydro air with a second Tulikivi heater located in the handsome maple kitchen. The craftsmanship of this home is evident in the tongue and groove V-match vaulted ceilings and steel stair system. Stewart uses *Right Soft* to size and design his HVAC before bringing it to his HVAC sub.



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BEST VACATION HOME

FORE GROUP

Internationally renowned architect, Peter Bohlin, designed this stunning, ocean front compound of interconnecting structures on Block Island. Fore Group connected the shingled cottages with a modern steel and glass common area and a timber frame entrance with 26 foot long skylight. The home also features a living green roof and a 61 foot pool – all overlooking the ocean.



BEST IN TOWN CUSTOM HOME

JANDOVITZ CONSTRUCTION

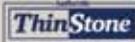
Tom Jandovitz did an exceptional job building this classic 7,000 square foot family home in the heart of New Canaan. Allen Forrester designed the entry foyer and hallways with exquisite trim work and paneling, and a beautifully detailed coffered ceiling family room that is open to the kitchen with bar stool granite island. The inviting master bedroom with private deck is outfitted with a handsome fireplace and his and her closets designed and installed by Royal Closet. The ice blue and white master bath features a windowed shower.



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BEST NEW/OLD CUSTOM HOME

BROM BUILDERS

This Greek Revival style home was built to fit into an historic neighborhood in Norwich. It features window seats, fluted pilasters, built up mantles, a granite and cherry kitchen, sunny paneled breakfast room and family room with traditional brick fireplace.



OUTSTANDING ACCESSORY BUILDING

GREENWICH CONSTRUCTION

This 1,000 square foot garage built by Greenwich Construction was designed by Cormac Byrne with custom mahogany doors, a lit cupola and Andersen motorized windows. It can accommodate two car lifts.



BEST ACCESSORY BUILDING

DAIGLE & SON

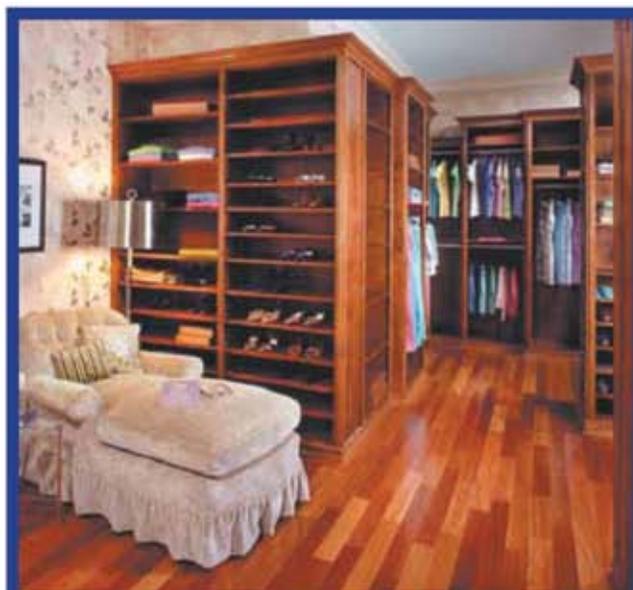
Bruce Daigle built this combination three car garage and pool house in Avon. It was designed by Jack Kemper with a Juliet balcony, which opens to a handsome mahogany and granite detailed pool room and leads out to this inviting pool.



BEST POOL HOUSE

R.R. BUILDERS

Rich Rosano built this elegant stone and cedar New Canaan pool house designed by Brooks Falotico Architects with custom lift and slide pocket doors and vertical grain fir paneling on wall, ceiling and cabinetry.



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SPEC HOME OF THE YEAR

GREENWICH CONSTRUCTION

for Riverside home

Louis Van Leeuwen had the self assurance to build this magnificent \$7 million spec home in Greenwich. Designed by Cormac Byrne of Jones, Byrne, Margeoetes with pillowed stone, cedar roof and clay chimney pots. The interior is no less elegant with tone on tone panels and nine piece hi gloss moldings. A stunning kitchen is open to the family room with multicolored pillowed stone fireplace. A black American walnut library, master suite with fireplace, balcony and exquisite marble bath and a lower level home theater are among this home's multitude of luxury appointments.



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BEST SPEC HOME \$5-6 MILLION

BLUEWATER HOME BUILDERS

Bob Sprouls and Darren Andreoli built this classic 7,600 square foot, shingle style one block from Compo Beach. The home was designed by architect, Robert Storm with 10 foot ceilings and handcrafted millwork by Bluewater.



Note the stained mahogany molding detail and transitional gloss white woodwork.



The stunning kitchen is equipped with dual islands surfaced in marble and polished walnut. French doors open from the family room to a sweeping veranda, and a two story side entry foyer leads to a private cherry study.



The master suite features a wall of built-ins, its own fireplace and an exquisite master bath with make-up table. For outdoor living, there's a screened porch with beamed cathedral ceiling and stone fireplace.

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BLUEWATER HOME BUILDERS

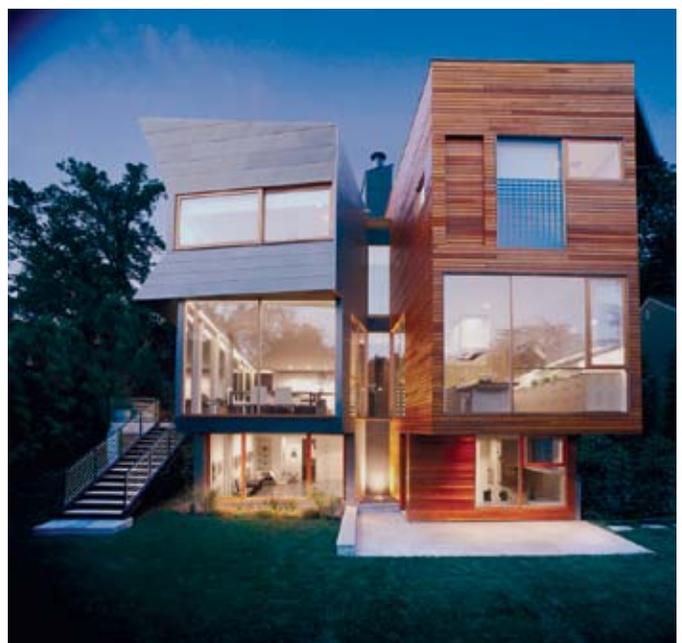
Bluewater does it again with this 7,200 square foot Nantucket charmer on a hill in Westport. Designed by Robert Storm, it features transitional square edge trim and millwork by Bluewater's mill shop, a family room with hi gloss coffered ceiling, and a marble master bath with his and her vanities and steam shower. The lower level wine cellar is American redwood with a ceramic floor, and the spectacular mahogany roof deck with fieldstone fireplace and year round views of Long Island Sound won **BEST OUTDOOR FEATURE**. This fabulous spec home **SOLD** during construction for \$4.5 million.



BEST IN TOWN SPEC HOME

PRUTTING & COMPANY

No one builds contemporary like David Prutting. This geometric LEED certified New Canaan townhouse is equipped with solar PV and solar-heated water. Designed by Joeb Moore with zinc panels, cedar cladding and structural steel frame, a water garden adds ambience and a four stop elevator reaches the roof deck.



BEST SPEC HOME
\$2-3 MILLION
YORK CONSTRUCTION
& DEVELOPMENT

Nick Barile built this stone, stucco and clapboard Tudor style spec on Overlook Drive in Greenwich. It features a cedar shingle roof, copper gutters and authentic gas lanterns.



BEST SPEC HOME
\$1-2 MILLION
POIRIER HOMES

David and Connie Gordon built this 7,300 square foot spec in Avon with a HERS rating of 45. David used Speedi Boots on registers to prevent air leakage. Poirier built an office over the garage for a Wall Street trader, who bought the home after looking for three years. He and his wife were downsizing from a 12,000 square foot home in Westport.



BEST SPEC HOME
\$500,000-750,000
THE MICHAUD GROUP

Marc and Rob Michaud built this five bedroom home in Stratford, one block from Long Island Sound. It features a formal dining room, open country kitchen and outdoor deck and yard. But the best part is - it sold in *3 days!*



BEST SPEC HOME
UNDER \$500,000
ASSENZA BUILDERS

This 3,000 square foot cottage style home in Goshen, Litchfield County is only 33 feet wide. Rich Assenza built it for affordability and energy efficiency. Air sealing, high performance insulation and a hybrid heat system resulted in a HERS index of 59.



BEST NOT SO BIG SPEC HOME

MOSSOLINO DEVELOPMENT

Mark Mossolino built this 2,100 square foot spec in Cos Cob big enough to include four bedrooms, each with its own bath, this cherry kitchen with breakfast bay, a formal dining room, two story family room and bluestone patio.



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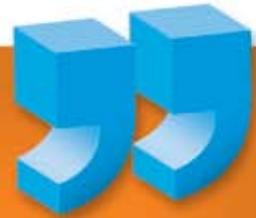
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The 1,600 square foot Bethel ranch style townhome offers an open kitchen, family room with beamed cathedral ceilings and gas fireplace, a master bedroom with tray ceiling and master bath with soaking tub and separate shower with seat.



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BY CARRIER INC

Located on the path to the Farmington River Trail, *Langdon Quarters* five star Energy Star homes have HERS ratings in the low 40's. Thirty of the forty-five single family homes are sold or under contract from the high \$400,000's to the mid \$500,000's.



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BEST TRADITIONAL COMMUNITY

BY CARRIER INC

All twelve of the homes at *Timberbrook of Farmington* are sold. The four and five-bedroom homes average a HERS 50 and lots range from 1/3 to 1 acre with average sales of \$680,000.



BEST SINGLE FAMILY OVER \$700,000

BY CARRIER INC

Rajeen Carrier customized this winning 3,700 square foot five bedroom home at *Timberbrook* with a 30 year roof and Kohltech low E windows, a spacious wainscoted dining room with tray ceiling, GE Pro-Chef stainless steel kitchen with walk-in pantry and a walk-in shower and whirlpool in the master bath.



BEST SINGLE FAMILY HOME \$600,000-700,000 & BEST ENERGY-EFFICIENT HOME

UCELLO DEVELOPMENT

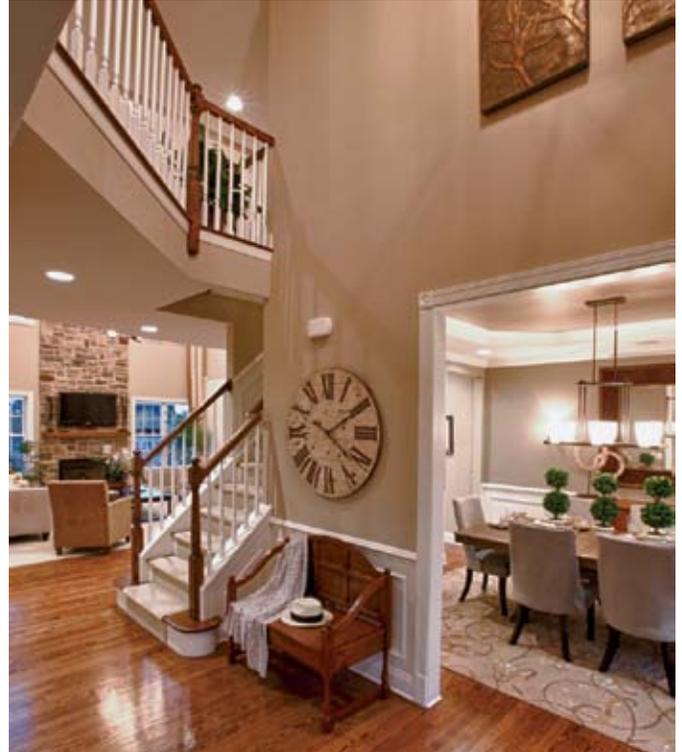
Nick Ucello is building a 50 home golf course community at *Fox Hopyard* in East Haddam. This cedar shingled home designed by Jack Kemper features rigid foam insulation and geothermal, Andersen thermal windows, hardwood floors, extra wide casings, a granite kitchen, and pictured below is the open dining room/family room and inviting bluestone patio.



BEST SINGLE FAMILY HOME \$500,000-600,000

TOLL BROTHERS INC.

Master merchandiser, Toll Brothers' 3,000 square foot Ellsworth model at *The Estates at Wallingford* features a striking brick elevation with bronze roof accents and shutters, a two story entry hall with 2nd floor balcony, a two story expanded family room with beadboard walls and plank ceiling, a country kitchen, master bedroom with standard coffered ceiling and a luxury master bath with standard granite and drop down make-up counter between vanities. An 849 square foot finished basement adds \$37,000 to the base price of \$522,995.



BEST SINGLE FAMILY HOME \$300,000-400,000

T&M BUILDING COMPANY

T&M did a 3-sweep in the affordable single family category. Their Monroe Country Classic at *Bloomfield Ridge* is 2,479 square feet on a ½ acre and features a skylit breakfast nook, open family room/kitchen and formal dining room.



BEST SINGLE FAMILY HOME UNDER \$300,000 & BEST NEW ECONOMY HOME

T&M BUILDING COMPANY

The 1,896 square foot Clark at *Ellington Meadows* has an extra deep 28 foot garage to accommodate two bedrooms above. The island kitchen is open to the family room. Two homes have closed and two more are under contract in the mid \$200,000's.



By placing the second and third bedrooms over the garage and first floor master, the 2,100 square foot Bethany model at *Ellington Meadows* allows cathedral ceilings in the great room, kitchen and dining room and won **BEST NEW ECONOMY HOME**.



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BEST CONDOMINIUM COMMUNITY BEST AFFORDABLE CONDOMINIUM

LAUDON ASSOCIATES
for Westview Highlands

The strikingly attractive *Westview Highlands* condominium community sits atop a ridge in Berlin. The ten unit buildings are cleverly designed by *Christopher Hill of Blue Moon Design* with multiple gables, ledgerstone accents and covered porches - and all are end units. The detached garages are dormered and offer attic storage. The 1,425 square foot, two bedroom, two bath units are priced from \$199,000 - \$250,000 and feature a full length porch, which can be accessed from both the living room and master bedroom. Thirty-eight condominiums have sold in the last two years, most to first time homebuyers.



BEST LUXURY TOWNHOME IN HARTFORD COUNTY

TRYON FARMS LLC

Paul Prenoveau of PAC Group Builders and South Glastonbury developer, David Kuzmak are building *Tryon Farm*, an in town townhome community in South Glastonbury. The buildings are designed by Jack Kemper with a combination of front and side entry garages that give the feel of a single family home rather than a duplex. The living room is extended by a three season room, and a see thru fireplace is shared by living room and this granite and stainless luxury kitchen with oversized French door refrigerator and sun drenched breakfast bay. Upstairs, there's a cozy library alcove with built-ins and a walk-in closet off the master bath.



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Contact your Wells Fargo Home Mortgage consultant for details.

Chip Poehnert

Branch Manager

Builder Division

Phone: 860-258-1505

Cell: 860-202-6660

Fax: 855-520-5568

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Chip.Poehnert@wellsfargo.com

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1. A non-refundable participation fee or an extended lock fee will be required for participation in a **Builder Best**[®] program. The **Builder Best** program is allowed with qualified products with lock features ranging from 3 months to 12 months. Due to daily pricing variations between products, you are encouraged to work with your home mortgage consultant to ensure that pricing available on the **Builder Best** lock feature that you choose is the most advantageously priced **Builder Best** lock feature for you.

2. Change of loan product or program, change in loan to value ratio, float down or re-lock of rate will require underwriting approval. Changing products is not allowed within 30 days of the original lock. You must qualify for the new product and be within 60 days of loan closing. One-time float down option is available within 60-days of closing to any lender program or re-lock your existing product at the current available price range. Re-lock is not allowed within 30 days of the original lock. If re-lock period exceeds 60 days, applicable extended lock fees will be assessed.

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BEST AFFORDABLE TOWNHOME

NORDIC BUILDERS OF TOLLAND

The two bedroom townhouse at *Miller Farms* in Manchester features 9 foot ceilings, open floorplan, island breakfast bar in the stainless steel and granite kitchen and patio at \$234,900.



BEST RENTAL COMMUNITY

RMS CONSTRUCTION

The Blvd. is a four-story, 94-unit, luxury apartment building in downtown Stamford and is packed with sophisticated amenities including a lounge with modern linear fireplace, contemporary bar and this gorgeous rooftop lounge with outdoor showers, TV, barbeque and dining areas. RMS leased the building in **8 weeks** at \$2,100-\$3,800 per month.



BEST SMART GROWTH COMMUNITY

SUMMERVIEW DEVELOPMENT GROUP

Summerview Square rental community in Norwalk is revitalizing a blighted neighborhood on the city's north side and providing more affordable housing using 90% *made in America* building products. As in the first HOBI winning phase, the three buildings in the second phase of construction are detailed with wide board trim, gabled roofs and dormers. The buildings *stand out by fitting in* to the existing neighborhood. The development was recently featured in a New York Times article entitled "*Front Porch Diplomacy*" pointing to Summerview Development Group's excellent relationship with the West Main Street Neighborhood Association.



OUTSTANDING NEW HAVEN COUNTY MIXED USE DEVELOPMENT

DONMAR DEVELOPMENT

After a fire, Michael & Mario DiGioia rebuilt the historic Northford store as a mixed use with grocery store and ice cream parlor on the first level and five rental units above.



BEST MIXED USE DEVELOPMENT BEST LUXURY RENTAL UNIT

A. PAPPAJOHN COMPANY
for Saugatuck Center

Saugatuck Center is a unique 20,000 square foot office, retail and residential rental development on the Saugatuck River in Westport. A driven pier structural deck supports the wood frame townhouse style buildings, with retail facing the street and offices facing the river.



Builder Gus Pappajohn and Hamilton Development won **BEST LUXURY RENTAL UNIT** for the richly detailed one and two bedroom apartments with rents of \$3,500-\$5,500 per month. Designed by Beinfield Architects & architect Philip Cerrone, the development is fully leased, includes 20 boat slips, rain gardens and a public walkway, which DEP considers a model for public access to the water.



55+ HOUSING

BEST SMALL 55+ COMMUNITY

BEST 55+ HOME OVER 3,000 SF

BY CARRIER INC.

for Chimney Hill Estates

The 40 homes at *Chimney Hill Estates* in Farmington are built by Rajean Carrier with luxury appointments and energy-efficient construction yielding a HERS rating of 50 and a five year By Carrier warranty. The 4,000 square foot, 3 bedroom, 3 ½ bath Hearthstone model features a vaulted ceiling family room, Pro Chef Kitchen, spacious master bedroom and a 1,100 square foot finished lower level.



BEST LARGE 55+ COMMUNITY

BY CARRIER INC.

Castle Heights is a luxury community of 88 custom homes on a rolling hillside in Cheshire. Designed and built by Johnny Carrier, each home in the community is unique and thirty-nine homes have sold in the mid \$400,000's to mid \$700,000's.



BEST AFFORDABLE 55+ COMMUNITY & BEST 55+ HOME UNDER 2,000 SF ASW

North Woods of Colchester will include 134 homes with sidewalks, walking trails and a community building. The homes are affordably priced from \$289,000-\$349,000. The appealing two bedroom Birch model is enhanced by a side garage entry, Andersen windows, 9 foot ceilings, and an open kitchen, dining room/ family room give a luxury feel.



BEST ATTACHED 55+ HOME UNDER 2,000 SF STATE STREET HOLDINGS

This two bedroom 1,400 square foot ranch at *Hamden Farms* is owned by Debra Wofenson of Superior Hearth & Spas and built by Andy Forte and Vic Vizziello with open kitchen and vaulted ceiling family room/dining room as well as a finished lower level.



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BEST 55+ HOME 2,000-3,000 SF

BY CARRIER INC.

This darling 2,700 square foot, three bedroom cape at *Autumn Estates* in Farmington is another By Carrier winner and offers a backyard patio and inside, an impressive open floor plan with volume ceiling Great Room featuring a high shadow box and three way gas fireplace, a country kitchen with 10 foot ceiling and island in leather granite.



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OUTSTANDING NEW HAVEN COUNTY 55+ COMMUNITY

DONMAR DEVELOPMENT CORP.

Donmar Development won for *River Walk*, a community of 60 detached homes with views of the salt marsh and Branford River. Community amenities include a country pavilion and the 1,300-2600 square foot homes start at \$398,900.



BEST COMMERCIAL REHAB/ADAPTIVE RE-USE

NUTMEG BUILDING & REMODELING

Denise Nott transformed a bowling center in Groton into this vibrant *City Sports Grille*. She installed hurricane glass windows, a new floor, custom wood bar and multiple TV's at a hard cost of only \$66 per square foot.



BEST NEW COMMERCIAL

KARP ASSOCIATES

In just 56 days, Karp Associates created this hi-end English cosmetic boutique in New Canaan, giving it a chic, urban look with eye catching translucent shelving and invisible back lighting. This is the flagship store for a nationwide rollout.



BEST FEATURE

ADVANTAGE CONTRACTING

Jarrett Kravitz built a 30 x 20 foot millwork assembly in brushed stainless veneer with puck lights to showcase Rock and Roll memorabilia donated by some of the most famous musicians in the world. Called the *Bling Wall*, it is one of the highlights at the Hard Rock Casino at Punta Cana.



SPECIAL FOCUS AWARDS

SPECIAL PURPOSE ROOM

KARP ASSOCIATES

Karp Associates converted this basement into not just a MAN CAVE but an ADULT CAVE with a theater area that doubles as a lounge, and a wall of glass that displays the owner's fine wine collection.



BEST HOME FEATURE

BLANSFIELD BUILDERS

A barn style custom home in Darien won Blansfield Builders a HOBI a few years ago. This year, Jim Blansfield gave the retired couple easy access to all three floors with this silo elevator.



BEST OPTION UPGRADE

VENEZIANO CONSTRUCTION

The exquisite stonework by Veneziano Construction is the perfect enhancement for this West Hartford home built by Marion Czaplicki, Maric Associates.



BEST GREEN PRODUCT

DOW STYROFOAM™ BRAND SQUARE EDGE INSULATION

Dow Building Solutions STYROFOAM™ Brand Square Edge Insulation, better known as *blueboard*, is the go to product for green builders looking for water resistance and long term thermal performance. David Gordon used it on the exterior walls and basement slab of his 2011 **BEST ENERGY-EFFICIENT CUSTOM HOME** which achieved **NAHB Gold** certification.



BEST PRODUCT/CONSTRUCTION TECHNOLOGY

SUPERIOR WALLS OF THE HUDSON VALLEY

Jet Blue CEO, Ken Huxtable chose **Superior Walls** foundation system for his custom home and Randy Salvatore, RMS Construction, used it for his multi-family community to achieve faster construction thru winter. The development **Fox Hunt Way** shown in photo below is the most recent installation of Superior's foundation wall system. It's pre-insulated, pre-studded; no waterproofing necessary; and it's the industry's first NAHB Green Approved foundation.



Superior Walls' Xi and R-5 insulated precast concrete wall systems was also chosen by *Professional Builder* and *Professionals Remodeler* as one of the Best New Products in the country. The system uses up to 70 percent less concrete in a new home than conventional foundations. The custom wall assemblies contribute to the overall home insulation value and help reduce air infiltration into the home, potentially lowering energy costs. The foundation systems come complete with built-in accesses for wiring and plumbing, stud facing for easy drywall installation, and custom openings for windows and doors.

BEST OUTDOOR ENVIRONMENT

HOBBS INC.

Hobbs' outstanding six million dollar remodel in Greenwich includes magnificent outdoor amenities from stunning terraced gardens, trellised dining area and loggia which Hobbs built in sapele mahogany with a coffered ceiling and stone fireplace. The piece de resistance is an infinity pool overlooking Long Island Sound and a roof garden over the boathouse.



SALES & MARKETING

This year, three successful sales professionals in three different real estate firms were recognized for their outstanding ability and accomplishments.

2011 NEW HOME BROKER OF THE YEAR

DAVID ORNSTEIN

David is Coldwell Banker's Regional New Homes Sales Manager. This year, under his direction 50 homes sold in sixteen separate projects.



HARTFORD COUNTY SALESPERSON OF THE YEAR

MARIA HAGAN

As sales manager of the *Townhouses at Dutch Point* in Hartford, Prudential CT Realty agent, Maria Hagan, had ten closings. Maria's skilled use of social networking sites Facebook, Twitter, Four Square and You Tube won Prudential a HOBI for **BEST SOCIAL NETWORKING**.



FAIRFIELD COUNTY SALESPERSON OF THE YEAR

VERA CLARK

Vera Clark, a realtor with William Raveis Real Estate, sold 15 homes at *Cranberry Hill Estates* in Shelton, in just **4 1/2 months** for over \$7 million in sales!



OUTSTANDING MARKETED COMMUNITY BEST COMMUNITY WEBSITE WILLIAM RAVEIS REAL ESTATE

William Raveis used a Connecticut Post insert, QR CODES on directional signs and Constant Contact e-mails for sales success at *Cranberry Hills Estate*.

OUTSTANDING HARTFORD COUNTY MARKETED COMMUNITY BY CARRIER REALTY

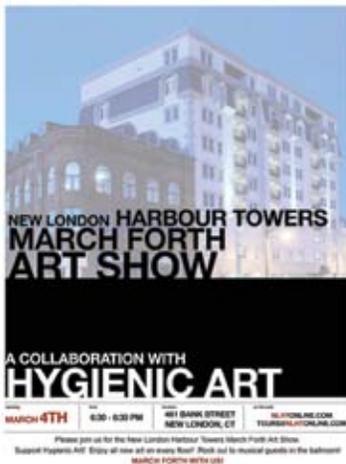
For *Chimney Hill Estates*, Gayle Dennehey used special promotions and a 3D website that allows visitors to place furniture in floorplans.



BEST MARKETED COMMUNITY OVERALL & BEST MARKETING EVENT

FRANKLIN CONSTRUCTION

At *New London Harbor Towers* Tony Sylvestri and sales director, Tammy Daugherty used a creative *Move Incentives Program* with five year tax abatement, and a unique *Trade Program* for a homebuyers existing home. A *March Forth* art show of twenty-two artists held at New London Harbor Towers attracted 550 to the opening night event.



BEST EXISTING HOME SELLING SOLUTIONS PROGRAM

TOLL BROTHERS INC.

Toll Brothers Chris Bennett created an *existing home* staging program. And to date 16 out of 17 buyers using the program have sold their homes.



Take a look at these staging statistics!
35 DAYS ON MARKET = PROFESSIONALLY STAGED
175 DAYS ON MARKET = NON-STAGED HOME

BEST COMMUNITY SALES BROCHURE

COLDWELL BANKER

Coldwell Banker won for this classy brochure for *The Residences at Fox Hopyard in East Haddam*. The specs insert highlights Uccello development's many green energy-efficient features



BEST HOME STAGING

LILLIAN AUGUST

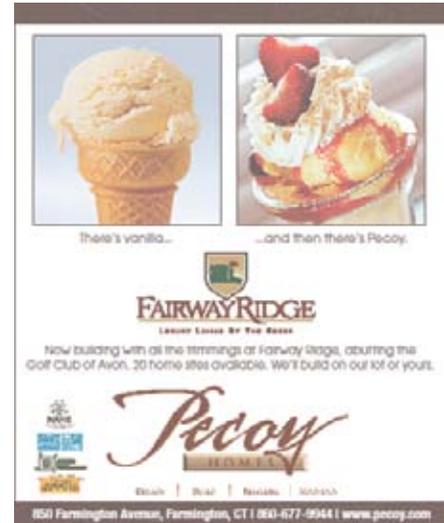
There were 42 homes on the Westport market at \$2 million when Kim Cavalier of **LILLIAN AUGUST** staged this home in a contemporary style to appeal to a young family. Kim used plush, sturdy furnishings, a round dining room table that seats eight comfortably and a striking library for the man of the house.



BEST PRINT AD

PECOY HOMES

This eye-catching print ad "*There's vanilla & then there's Pecoy*" separates Pecoy Homes from other real estate ads and from the competition.



BEST BUILDER WEBSITE

J&J CUSTOM BUILDERS

J&J CUSTOM BUILDERS website shows off their work and allows clients to follow their homes progress.

BEST BUILDER SALES BROCHURE

CELEBRATION DEVELOPMENT

Bill Freeman is right on target for the internet era with a **video** brochure for his company by Mark Kaplowe Studios. It has proven to be an extremely effective marketing tool.



TUFF-N-DRI H8 and Northeast Foundation Coating

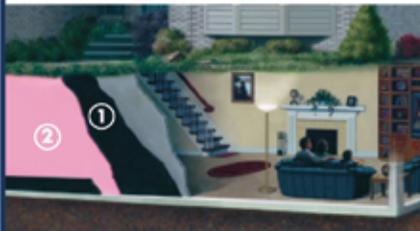
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CONFIDENCE IN. TUFF-N-DRI H8 is backed by a 30-year transferable performance warranty.* Its long-term strength has helped make TUFF-N-DRI H8 the brand preferred by builders for a quarter of a century.** For more details about TUFF-N-DRI H8, call today.

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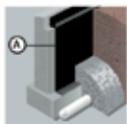
[1] The black, flexible membrane of TUFF-N-DRI H8 seamlessly seals out water leaks and seepage.

[2] Pink WARM-N-DRI® foundation board insulates basement walls on the outside to reduce condensation inside.

*See TUFF-N-DRI.com for full details on the 30-year performance warranty. **Builder magazine Brand Use Studies. ©2009, Trecco Barrier Solutions, Inc. TUFF-N-DRI® is a registered trademark of Trecco Barrier Solutions, Inc. WARM-N-DRI® is a registered trademark of Trecco Coatings.



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*See actual warranty for details. ©2009, Trecco Barrier Solutions, Inc. WATCHDOG WATERPROOFING® is a registered trademark of Trecco Barrier Solutions, Inc.



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OUTSTANDING HOME STAGING

STAGE TO SHOW

Lisa Hynes recently purchased Stage to Show from Gay Shannon and Lisa is so busy that she is considering hiring a third design team. This \$3.9 million New Canaan home staged for Hemingway Construction cost \$20,000 for six months and the home went into contract in eight weeks!



HOME FINANCING

BEST CUSTOM HOME LOAN LIBERTY BANK



David Gold, Jerry Polzella, Faith Wilson, Mark Wallace and Liz Tringali of Liberty Bank with HBACT Pres. Liz Vera and V. P. Ken Boynton

In **HOME FINANCING**, Liberty Bank is back in the winner's circle for the 15th year in a row.

BEST END LOAN BEST RENOVATION LOAN WELLS FARGO HOME MORTGAGE



L-R Chip Poehnert, John Cush and Mike Buckley of Wells Fargo Home Mortgage with HBACT President Liz Vera and HOBIA Producer Joanne Carroll.

Wells Fargo won two HOBIA Awards, **BEST END LOAN PACKAGE FOR A COMMUNITY** and **BEST HOME RENOVATION LOAN**, a popular program which offers a loan based on the increased value of the home **after** improvements!

COMMUNITY SERVICE AWARDS

DAYTON BUILDERS

In a time of tough budget cuts and lack of donations, Ben Velisha worked with Peter Conant Architects to give the Chester Addison Community Center a first class library for underprivileged children in Stamford's Waterside neighborhood.



KARP ASSOCIATES

Karp Associates rebuilt the New Canaan YMCA Camp Y-Ki cabin. Then, a summer storm flooded the YMCA *Health & Fitness Center*, so Karp came to the rescue once again, by replacing the bamboo floor and walls and adding a water remediation system. This is one of the many ways Arnold Karp serves his local community.



THE DIMATTEO GROUP

In honor of their 50th Anniversary, the DiMatteo Family Foundation donated \$57,000 to the Kennedy Center and they have been working on two Kennedy Center Group Homes - *Probus House* in Bridgeport and *Old Good Hill Home* in Oxford.



SUMMERVIEW DEVELOPMENT GROUP

Andrew LaSala and Steven Berko provided the Norwalk police and fire department with buildings that were slated for demolition at *Summerview Square*, the smart growth rental community they are construction managing. For two months the police and fire department used these buildings for valuable training, including K9 dog training.



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Twelve Principles for Selling in a Soft Market

By Jane Marie O'Connor, CAASH, MIRM, CAPS, CMP

Be prepared, up-to-date and ready to close. Follow these 12 principles, including research and a prominent online presence, to help your 2012 sales in the 50+ markets.

In 2011, look forward and face today's housing market with an exciting strategy for selling in a soft market, and snatch victory from defeat with the following 12 principles to help guide your success.

Principle 1: Do Your Homework. Market research is vital before beginning a new project or when taking a fresh eye approach to your current project. It provides demographic and psychographic profiles, and the likely acceptability of your product within your proposed price range. The "gut" instinct or past experience of yesterday's "research" is replaced by logical, scientific and qualitative methods today. The impact of faulty "gut feelings" can cost you your business.

Principle 2: Staff to Win. Your sales professionals are the face of your community. They need your constant support, guidance and recognition. Who's on your sales team? Top performers of the past may not be top performers today. You're taking a chance on sales success when you hire or retain pleasant, personable, hard working sales professionals who can't close. If they can't close, they can't sell.

Spot winners with a reliable selection methodology. Behavioral Assessment use is on the rise and is the choice of leading builders interested in maximizing their sales results. Although these tools have been around for quite some time, today's spot-on accuracy makes them invaluable.

Principle 3: Differentiate. Your Unique Selling Proposition (USP) is a critical component when creating consumer awareness. Your USP identifies your community's unique character, features and amenities. It is the force that drives your business. Find the key elements that link your target market with your community. Use your USP to compose copy and select images for all of your collateral material. Your USP is your sales team's second language when speaking with their customers. Take the time to get it right.

Principle 4: Create a Compelling Web Presence and Social Networking Strategy. Strong, compelling, sticky websites are crucial in today's 50+ housing market. Your website can no longer be a casual, elective component of your integrated marketing plan. A compelling Internet strategy will produce results, and may become your community's top qualified lead producer. The goals in creating an effective Internet strategy are to generate qualified leads, escalate the sales cycle and create urgency while focusing on your value proposition, your USP. Components of successful websites include: easy navigation; brand building and recognition; integration with the overall offline marketing strategy; communication of critical information and key messaging; and easy maintenance and update ability.

Principle 5: Incorporate Universal and Green Design. Universal and green designs are no longer an option. Incorporate these elements into engineering and design strategies to promote sustainable, quality habitat with visit-ability for all. Universal Design features can easily be incorporated into any new home, from production development to luxury custom homes. UD does not have to be an "all or nothing" endeavor. Incorporating any UD features is a step in the right direction.

Principle 6: Know Your Customers and Their Influencers. During the selling process, it is commonplace to interact with multiple generations. Adult children's acceptance and influence, as well as your customer's ability to enjoy visits from grandchildren, play an important part in decision-making. All of them are your potential customers. Their collective characteristics are listed with their identity markers -- events that shaped their values and attitudes.

Compare, contrast and understand the differences between each generation. The study of generational identity is an important tool in your sales kit.

Principle 7: Prepare for Discovery. Your ability to discover your customer's unique motivators, needs and wants is essential in your sales process. Have a plan. Write open-ended questions to help you discover the unique and important information you need to build a transactional relationship with your customer. Discover: information on your customer's current home; what communities they've visited, your competition; their hobbies, work, family and social memberships; their ability to purchase; and their motivators to help with closing strategies

Principle 8: Know Your Competition. Identify your competition and educate yourself on their offering. Your customers are aware of their choices, or will become aware once they begin their new-home search. Keep up with them by gathering the following information: size of development (number of homes planned); sell-out progress or occupancy rates; date started; projected completion date; home prices or monthly rental; amenities; incentive programs; marketing efforts; website contents; traffic pace; and events.

Principle 9: Pre-plan and Use a Written Follow-up Strategy. Once a customer calls or visits your property, what's next? Follow-up, follow-up, follow-up! A written strategy is imperative and will make the quantifiable difference in your sales conversion ratios. A structured and persistent follow-up plan will build trust and develop stronger transactional relationships. According to a recent study, follow-up is an exercise that is most often neglected by sales professionals; 48 percent never follow-up, and 80 percent of sales are made between the fifth and twelfth contact.

(Continued on page 76)

SELLING IN A SOFT MARKET*(Continued from page 75)*

Principle 10: Dissolve Objections. Skillful dialog and Discovery will reveal the obstacles, objections and barriers your 50+ customers hold. Tune your ear to every objection and write them down. Not all objections are based on fact or reality. Intangible feelings or expressions are real in the mind of your 50+ customers. You know the maxim, "People buy on emotion and justify with facts." These six steps dissolve objections: hear the objection and listen with empathy; feed it back; question the objection; answer the objection using your pre-planned strategy; confirm the answer; and move on. Strategize written answers for every objection you hear. This fundamental process brings you closer to closing the sale.

Principle 11: Always Be Closing. Have you heard the quote, "You can't sell if you can't close." Either you sell your customer on a new home, or they sell you a reason they can't purchase. Closing is hard work. It takes patience, diligence, strategy and a lot of practice. Closing begins at the very first hello. It is a process that is strategically executed with insight, understanding and focus on the end goal -- to make the sale. Follow the process!

Principle 12: Practice Negotiating Skills to Close More Sales. The four possible outcomes to negotiating are: lose; win; win; or no outcome. Carefully prepare questions to uncover your customer's needs; ask focused questions and listen to the responses; observe and be aware of yourself and your customer's non-verbal communication; build trust.

Today's market is tough, but it's the only market we have. Experience greater absorption and reap the benefits of your diligence by following my 12 principles. Happy selling!

Jane Marie O'Connor, CAASH, MIRM, CAPS, CMP, is principal at 55 Plus LLC. She may be contacted at request@55plusmarketing.com.



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To Sell Green, First Teach Green

This was the headline of a recent New York Times article by Lisa Prevost in which she featured the Builders Association of Eastern CT **2011 House of the Year**. For over twenty years, BAEC has been remodeling or building new homes under their House of the Year program in an effort to educate homebuyers, building professionals and students on the latest in home products and construction technologies, as well as the quality workmanship that should be expected from members of the building industry.

The 2011 house is a 1,598 square foot 3 bedroom, 2 bathroom split level home on 1.4 acres in Griswold CT, and it was built to showcase the advantages green building can offer at an affordable price.



Andy Gil of Mystic River Building Co., Inc. spent at least 400 hours from start to finish design building the home. It features Huber Advantech subflooring and a Zip wall and roof system. The Boise truss roof and floor system is engineered so duct work is in the conditioned space. Andy used a double staggered stud wall to create a complete thermal break

inside and out, and filled it with Nuwool cellulose insulation R-35 walls and R-60 attic (see photo below). He designed an ingenious HVAC and circulation system using a wall hung Mitsubishi 18,000 BTU ductless mini split air source heat pump for heating and cooling at \$4,500 (see kitchen photo) and a hybrid air source heat pump 80 gallon domestic hot water heater which is 250% efficient. Heating cooling and hot water is projected to be \$900 per year. The house has a HERS rating of 44.

Chad Whitcomb of The Greensulators Inc., Paul Stone of Lombardi Inside/Out, Nort Wheeler of Mystic River Building Company, and Tim Applegate of New London County Landscaping worked with Andy on the project.



Kitchen with oak Kraftsmaid cabinets in rich chocolate finish and bamboo floor. The white Mitsubishi mini split is hung on the wall close to the ceiling with circulation vent above.

As the New York Times article so aptly explained, most homebuyers don't understand the *value* green technology offers – i.e. *the dramatic savings in utility bills and the health benefits and increased comfort a green, energy-efficient home delivers*. To educate consumers, the House of the Year was opened to the public so that visitors could experience firsthand features like insulated rim joists, triple glazed Mercury Excellum windows and fire resistant insulation, as well as sustainable products and technologies including bamboo and cork flooring and dual flush toilets.

The home sold at the full asking price of \$219,900. Proceeds from the project will be used to further the educational and charitable goals of the association.

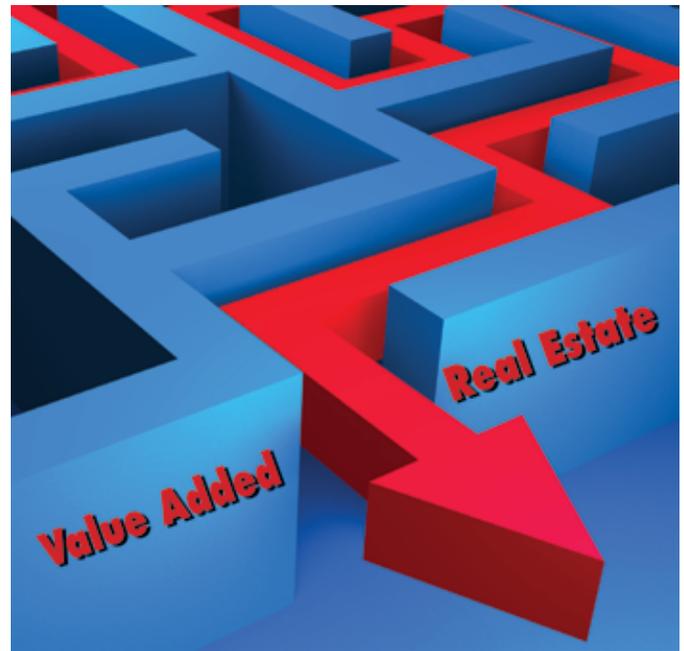
Andy Gil is a BAEC senior officer, BAEC Builder of the Year and will soon be inducted into the "**Top 40 Under 40**", a select group of leading builders under the age of 40, who are selected by *Professional Builder* magazine.

(Continued on page 78)

TO SELL GREEN

*(Continued from page 77)***House of Year Contributors**

Adelman Sand & Gravel
 Aiudi Concrete
 Boise Cascade LLC
 Boundaries LLC
 Camaro Signs
 Chelsea Groton Bank
 Chowanec Well Drilling
 CJ Septic Services
 Coastal Home Inspection
 Coastal Roll-Up
 Conway, Londregan, Sheehan & Monaco P.C.
 CT Appliance & Fireplace Distributors
 Cyclone Home Systems
 D & M Custom Homes
 Eastern CT Association of Realtors
 Erik's Design/Build Associates, Inc.
 Falco Siding Etc.
 Foundation Sealers
 John C. George Co. Inc.
 Andy, Adam and Weston Gil
 The Granite Group
 The Greensulators, Inc.
 Home Designs By Bruno
 Huber Engineered Woods
 The Kitchen Guy
 Killingly High School Student Chapter
 Lombardi Gravel & Excavation
 Lombardi Realty LLC
 Major Electric Supply of CT
 Marvel Home Decorating
 McCarthy Home Services
 Mercury Excelum Inc.
 Moen
 Mystic River Building Co. LLC
 Nardone Construction
 Neal's Wood Floors
 New London County Landscaping
 Northeast Utilities
 The Norwich Lumber Co.
 Overhead Door Co. of Norwich
 Pam's Paint & Wallpaper
 Performance Sheetmetal
 Ploughman Heating & Cooling
 Progress Lighting
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BUILDER NEWS

Good Riddance to 2011 – Think Positive for 2012

Despite a precipitous drop in building permits statewide in 2011 (total for the year at 2,867), as the year came to a close, *Fairfield County building permits were up 12 percent*. In late February, The Dow Jones Industrial Average crossed 13,000 for the first time since May 2008, capping a run that had previously been derailed by the euro zone's sovereign-debt crisis, recession worry and the U.S. debt-ceiling debate fallout.

Positive signs in the economy, which began in late 2011 and have continued into the first quarter of 2012 are beginning to pay off for the housing industry. Kitchen suppliers, such as Viking Kitchens and The Kitchen Factor have experienced an increased sales since December, and Doug DuPont of CAFD is up 10-12 percent over last winter. Since January, the phone has been ringing constantly at home staging company, *Stage to Show*.

BOB SPROULS, BLUEWATER HOME BUILDERS

One month into 2012 and we like the activity we're seeing in lower Fairfield County and Westchester County. We're confident that the new home luxury market in these areas will continue to grow in 2012. In February, the positive news with respect to the real estate market just got a little more positive for us here at Bluewater Home Builders! We signed contracts for the sale of 1 Minute Man Hill, Westport, our house which won **Best Spec Home between 5-6 Million!** We're very excited about the sale. We appreciate the recognition and appreciate the value it adds!

STEVE TEMKIN, T&M BUILDING COMPANY

Perhaps the market is showing some strength. We took 6 deposits this weekend. Of course since Sunday issues have come up. The people with the deposit on our last house at Cromwell Chase have already asked for their money back because they found another house they preferred. The Bloomfield buyer wants to go for a VA mortgage and is having some issues with us wanting a 10% deposit. The Windsor Locks buyer is offering 300 on a spec house where we had dropped the price to 319,000. Our sales guy was happy to get them up from the \$280 they wanted to offer. This price issue is not new since Sunday since they were at \$300 on Saturday). The 3 deposits at Cromwell Woods look good.

MARK DAVIS, U.S. INSULATION

Business is up and down like a yo-yo! Last month we're straight out, this month slow. . . Now that CT adopted the 2009 IRC Code, the 2012 IBC will be right behind it . . . Every town is interpreting the code differently. The biggest thing in the 2009 code is the basement ceiling. The code says I have to go to R-30. You can pass at R-21, but they don't make a 19"OC, so you must go to R-30 . . . Builders are spending more on insulation and less on heating & cooling. Some HVAC companies get it and some don't. Foam is taking off because it's far superior to fiberglass. R-19 foam is 97% efficient and R-38 is 98% efficient. . . HERS raters are taking 4 hours to test ducts because so many more connections have to be perfect.

SHELDON KAHAN, INTERSTATE LAKELAND LUMBER

As we begin 2012, we look back on the last few years as the most challenging we've ever encountered. However, this year

should finally offer some stability and hopefully lead to a more productive year. The key is to be diligent about cutting costs. We are at the lowest cost basis we have ever had.

CHRISTOPHER DANNEN, PEOPLES BANK

We are lending statewide for individual spec homes or we'll do an individual land loan. We're comfortable with large as well as smaller homes, as long as they are marketable. We don't lend on carrying cost and the builder must have staying power. Right now, we can't lend enough and the rates are unbelievable.

LISA HYNES, STAGE TO SHOW

We're so busy that I am considering hiring a third design team. We staged a Darien home that had been on the market for a year, and it sold in a bidding war one week later. Then, the homebuyer hired us to stage her existing home and that sold with multiple offers.

FRANK SANFORD, SANFORD & HAWLEY

Business is a lot better than this time last year . . . Jackson Labs in Farmington is hiring 30+ employees by year end and planning a massive new facility that will add 600 jobs by 2014 . . . Hartford County towns are built out, so we're going to start seeing tear downs like Fairfield County has had for years . . . the lines between builder and remodeler always blur in a slow down and the trend continues to be remodeling . . . In remodeling, you have to understand the different vintages of construction. Every job is different depending on how the house was built.

IBS – ORLANDO FLORIDA



TERENCE BEATY, NEW HOME SALES DIRECTOR - PRUDENTIAL CT REALTY

I thoroughly enjoyed the 2012 International Builders Show this year. The air among builders at events and vendors on the floor was very positive. Two of my favorite sales trainers were Mike Lyon and Myers Barnes. They talked about online vs. onsite prospect conversion and were joined by Brian Flook and Mitch Levinson, two social media and marketing experts. Flook spoke about the concept of N.I.C.E.: **Nearly Instant Compelling Effect**. Stand out instantly with relevant content that will compel visitors to act on their emotions and make the appointment for an onsite visit. Levinson also spoke of relevance and constant evaluation of your SEO and response to online inquiries. Mike Lyon stressed: **Be fast! If you're not first, you're last; use a process, and; be persistent. You must close on the next appointment.** And, among the many pearls of wisdom from Myers Barnes, **"Don't sell homes; sell magical experiences! Your current website is your new model home, so; How are you doing?"**

Alan Hanbury Named 2011 Graduate Master Remodeler of the Year

Hartford County HBA member, Alan Hanbury Jr., CAPS, CGP, CGR, GMB, has been named the 2011 Graduate Master Remodeler (GMR) of the Year by the National Association of Home Builders (NAHB) in recognition of his successful efforts to raise awareness of this advanced educational designation for long-time remodelers.

Alan is the treasurer of House of Hanbury Builders, Inc., a full-service remodeling company based in Newington. He is a third-generation building professional who has been in the industry for more than 35 years. He is an active member of the Home Builders Association of Hartford County and helped found its local Remodelers Council.

In addition to the GMR, Alan Hanbury holds NAHB's Certified Aging-in-Place Specialist (CAPS), Certified Graduate Remodeler (CGR) and Certified Green Professional (CGP) designations. Hanbury, who previously chaired the NAHB Education Committee the CGR Board of Governors and the NAHB Remodelers Board of Trustees, has provided input on a number of NAHB courses and is an approved instructor for more than 14 courses.

"Alan is the ultimate ambassador for GMR, encouraging his peers to earn the most prestigious designation for remodelers," said Robert Criner, CAPS, CGP, GMB, GMR, a remodeler based

in Yorktown, Va., and the chairman for NAHB's CGR Board of Governors. "Alan has had a long-standing commitment to education and has been a valued instructor for NAHB, teaching hundreds of builders and remodelers over the years. Alan's dedication and passion have helped elevate the remodeling profession."

Graduate Master Remodelers must have at least 15 years of experience in the remodeling industry and have successfully completed the CGR or another related designation. In addition to demonstrating their longevity, candidates must complete courses to earn the GMR designation. GMRs are also required to meet continuing education requirements to keep their designations current.

Alan and other leading industry professionals were recognized at NAHB's Designation Achievement Reception held recently at the 2012 International Builders' Show in Orlando, Fla.



Alan Hanbury, CAPS, CGP, CGR, GMB, of Newington was honored by NAHB Education as the Graduate Master Remodeler (GMR) of the Year at NAHB's Designation Achievement Reception at The Peabody Orlando during the recent International Builders' Show in Orlando, Fla. Alan, right, was presented the award by Robert Criner, CAPS, CGP, CGR, GMB, GMR, chairman of the

Certified Graduate Remodeler (CGR) Board of Governors.

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Area I Caucus and CT HBA Members at NAHB Board Meeting International Builders Show, Orlando, Florida



L-R Ken Boynton, Mark Lovely, Dick Kelley, Chris Nelson, Eric Santini, Bob Wiedenmann, Larry Fiano, Everert Hyde, Bob Mariano, Nort Wheeler, Greg Ugalde, Bill Ferrigno, Wayne Saunders, Bob Fusari, Pete Fusaro, George LaCava & Eric Person.



Greg Ugalde, T&M Building Company, gave the Seconding Speech for Tom Woods as an NAHB 3rd Vice- Chairman in Orlando. Greg was also elected to be our 2012 National Area Chairman.

Don't Forget. . .
BUILD PAC GOLF TOURNAMENT
TPC River Highlands in Cromwell
Monday, July 9, 2012

A Reality Check for Private Homebuilders

In response to a speech by Federal Reserve chairman, Ben Bernanke at the International Builders Show, CNBC real estate reporter, Diana Olick wrote a scathing article on the continued lack of credit for private homebuilders.

According to Chairman Bernanke, one of the biggest impediments to housing's recovery is tight credit. "Current lending practices appear to reflect, in part, obstacles that are limiting or preventing lending even to creditworthy households."

However, while Bernanke talked a lot about credit barriers for homebuyers, he did not discuss the credit crunch for homebuilders.

Last year was the worst on record for the nation's builders, in sales and starts, but demand is slowly returning, and the concern is that when demand really surges in the coming years, there will be too little supply to meet it.

With A,D & C loans unavailable from larger banks, the only way builders can finance new development is through private equity, smaller community banks or self-financing. Self financing puts large publicly traded builders at a huge advantage, since they have been stockpiling billions of dollars in cash during the housing downturn. On the other hand, small private builders have downsized dramatically and of necessity, they have been building custom homes or individual homes to order.

As demand begins to return, big builders are outbidding smaller builders, similar to what's been happening to local retailers with Big Box stores. Many builders feel that federal regulation of the banking industry has gone too far, and that it's locking out the little guys.

Homebuilding used to be the # 1 family-owned business sector in America, with restaurants a close second. However, that could be part of history if this trend continues.

ABOUT REALTY CHECK

Realty Check is a blog by Diana Olick that takes you from the housing boom to bust and beyond. Realty Check is read by leaders in the real estate industry: Investors, Realtors, Big builder CEOs, Mortgage Bankers, Wall Street Analysts and Administration Officials to name a few.

Big Money is Starting to Bet on Housing

According to an article in the Wall Street Journal, hedge funds run by Caxton Associates, SAC Capital Advisors, Avenue Capital and Blackstone Group have been buying housing-related investments, betting on a rebound. And formerly bearish research firm Zelman & Associates now predicts a housing pickup, as does Goldman Sachs Group.

"We turned bullish on housing. A rebound is coming," says Andrew Law, chief investment officer at \$10 billion hedge-fund firm Caxton. He expects that home prices and construction will rise in 2012.

Existing home sales started trending up in October 2011 and inventories are down.

Also behind the investor optimism: Pent-up housing demand, say industry observers. Housing starts have been well under 500,000 a year since the downturn, compared with over 1 million before that.

2010-2011 Connecticut Zero Energy Challenge

The Connecticut Energy Efficiency Fund, in partnership with Connecticut Light & Power and The United Illuminating Company, is pleased to announce the winners of the 2010-2011 Connecticut Zero Energy Challenge (ZEC). This design and build competition challenges home builders and homeowners to reduce energy consumption and overall environmental impact when building or renovating their home. The winners of this year's ZEC demonstrate the diverse methods and strategies available to meet that challenge.

Overall HERS Index AND Lowest Projected Annual Net Operating Costs



Bernard Zahren's vision for a zero energy home became reality when he renovated and expanded his 1961 Avon home to 5,327 square feet. Designed by Jeff Kamm, Wadsworth Kamm Architects in Glastonbury, and built by Gable Construction of Portland, the home incorporates a number of unique energy efficient and renewable energy features to reach a final HERS Index of - 9, which means that the home generates more energy than it uses. The home features a good building envelope; a highly efficient heating, ventilation and air conditioning system; a geothermal system; a solar domestic hot water system on the roof to meet hot water needs; and a windmill to generate electricity - the 1st residential wind turbine in Connecticut.

BUSINESS PRODUCT NEWS

New England Silica The One Stop Shop for Outdoor Living Products

New England Silica, Inc. has been providing quality products and dependable service to its customers throughout Connecticut and New England since 1949. Their almost limitless selection of outdoor living products has made New England Silica a *one stop shopping experience*. New England Silica has been one of the largest distributors of **concrete pavers** and **retaining walls** in New England for over 30 years. In recent years, they have expanded their product line to include:

- **Manufactured and natural stone veneers**
- **Low voltage landscape lighting**
- **Modular outdoor kitchens**
- **Fireplaces & fire pits**
- **Pizza ovens**
- **Numerous styles of natural fieldstone and dimensional flagging.**

New England Silica works directly with the contractor or home builder, and utilizes their years of experience to help determine the right product for the job. Their outdoor displays are open 24/7 and are perfect for those looking for inspiration for their homes and yards.

Sanford & Hawley Contractor Night will be Held on June 1st

What can top last year's Pig Roast? Stay tuned for this year's celebrated S&H Contractor Night. It will be held this year in Manchester with exhibits of the latest quality building products, door prizes and most importantly, plenty of great food and drink!

Last month, Sanford & Hawley hosted 30 contractors at a presentation on replacement windows. Kohltech owner, Carl Ballard and sales representative, Will O'Brian and Larry Marowitz of Lincoln Windows were presenters. Mike Zeibka of Budwitz & Meyerjack accountants spoke to the group about sales and income tax issues for contractors.



At front of room from left, Will O'Brian, Kohltech sales representative; Carl Ballard, one of Kohltech's owners, and Sean Graziano of Sanford & Hawley

Kohltech Windows Get Builders Attention

Kohltech, a quality vinyl window manufactured in Canada, is attracting a lot of builder attention! Several HOBI winners, including By Carrier and Brom Builders, are using Kohltech because it offers some impressive advantages. For starters, each pane of glass is 3 millimeters, which is 50% thicker than the U.S. average. The added thickness means less stress fractures and less seal failures. Then, there's the high D70 rating, which indicates it's a tighter window; allows less air infiltration and is stronger in wind. All this at a competitive price, and it's no wonder Kohltech is getting converts!

The Kitchen Factor at East Haven Builders Supply

Since 1960, East Haven Builders Supply has been supplying quality materials to the region's building and remodeling contractors. However, The Kitchen Factor, is not so well known, and yet it has been supplying East Haven customers and others with quality cabinetry and countertops since 1995! Professional designers at The Kitchen Factor have over 150 years of combined experience selling to builders and remodelers, and the wide selection and installation services The Kitchen Factor offers, allow the sales and design team to provide value and design solutions to your customers, while you do what you do best – BUILD!

(Continued on page 86)

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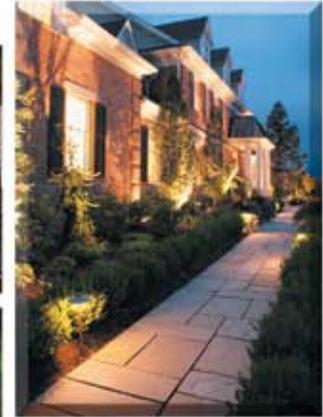


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- ◆ *Natural Fieldstone and Flagging*



NEW ENGLAND SILICA

(Continued from page 84)

The home pictured above encompasses a few of the products that New England Silica, Inc. has to offer. A Natural Stone Veneer was used along the bottom of the house. Cast Low Voltage Lighting® was used to highlight the home and various plant materials. The Techo-Bloc® Blu paver and Mini Creta Plus retaining wall were the homeowners' choice to achieve the look and feel of natural stone without the cost. Builder: Generation 2, South Windsor, CT - Landscape Contractor: Greenscape Landscaping, Inc., Wethersfield, CT

Contact New England Silica, Inc. today and ask how they can help you on your next home construction or outdoor project.

GE Unveils Nucleus™ – The Future of Home Energy Management

- Delivers real-time energy usage consumption to PC's smart phone applications.
- Educates consumers and empowers them to make decisions about how and when they use energy.
- Brings the power of the smart grid into the home to help monitor water, gas and renewable energy sources

GE unveiled Nucleus™, an affordable, innovative communication and data storage device that provides consumers with secure information about their household electricity use and costs so they can make more informed choices about how and when to use power.

GE's Nucleus brings the promise of the smart grid into consumers' homes. As utilities deploy smart meters, the Nucleus will collect and store a consumer's household electricity use and cost data for up to three years and present it to consumers in real-time using simple, intuitive PC and smart phone applications, helping consumers monitor and control their energy use.

Nucleus is the first product in GE's Brillion™ suite of smart home energy management solutions that will help consumers control their energy use and costs. In addition to Nucleus, GE's Brillion suite will include a programmable thermostat, in-home display, a smart phone application, and smart appliances for the entire home.

"Currently consumers have little more than a monthly utility bill to determine what they're using and spending," said Dave McCalpin, GM, Home Energy Management. "GE's Nucleus with Brillion technology was developed to provide real-time information for more control over household energy costs and consumption. It serves as the command center for energy and cost conscious homeowners to make smarter, more informed decisions."

By 2012, US utilities are expected to install more than 40 million smart meters. These digital meters enable utilities to charge "time-of-use" rates for electricity throughout the day. When demand is low, electricity will cost less, and when demand is at its "peak," utilities will charge more to encourage off-peak consumption. With these new pricing plans, however, comes the need for innovative technologies to help consumers manage their usage. Along with monitoring their whole-home energy consumption, consumers will have the option to automatically adjust thermostats or alter the consumption of GE Profile™ appliances with Brillion Technology in response to utility price signals.

Future Brillion options will also include alerts to assist consumers with daily tasks, such as when to change the refrigerator's water filter or when the dryer cycle ends. Software upgrades will further enable Nucleus to monitor water, natural gas, and renewable energy sources, as well as plug-in electric vehicle charging.

To view the website, visit www.GEBrillion.com.

How ROI Calculator Makes LED Lighting Easy Sale

Jim Sweeney, partner at Eco-Tronics, participated in an “illuminating” panel discussion at the CE Pro 100 Summit about LED lighting. Sweeney offered multiple real-world examples of how he is saving retrofit clients money by simply replacing their incandescent bulbs with LEDs. The numbers are staggering. And once Eco-Tronics is in the home or business, it opens the door for control and A/V installations.



A panel of dealers who have switched the direction of their A/V businesses to be energy oriented addressed the CE Pro 100 Summit. Jeff Zemanek of Lutron, Heather Blease of Thayer Corp., David Epstein of Integrated Energy Technologies, and Jim Sweeney of Eco-Tronics.

The primary sales tool used by Sweeney is an ROI calculator. He uses this one from Solais Lighting, along with a custom-made piece of software. The calculator allows the dealer to input the number and type of existing bulbs, along with the LED replacement, to present the cost of the bulb plus the installation cost vs. the savings from not having to replace the existing bulbs (bulbs + labor) as often (in some cases incandescents will need to be replaced up to 21 times in the same amount of time as one LED lasts) plus the overall energy savings. The software spits out the 10-year savings and ROI immediately.

In one commercial installation, Eco-Tronics did an installation for \$175,000. The 10-year savings was \$1.5 million. According to Sweeney, the average ROI for LED bulb replacement and lighting control is six months to 4 years. That is compared to 15 to 20 years for solar panels and 8 to 10 years for geothermal systems. Solar thermal (hot water heat) has a 4- to 7-year payback. The numbers are impressive, and according to Sweeney, irrefutable, even by the cheapest of clients.

Andersen Corporation and Honeywell Collaborate to Create “Smarter” Windows and Doors

Embedded Wireless Sensors Tell Security Systems if Doors and Windows are Unlocked

Andersen Corporation and Honeywell are collaborating to provide a first-of-its-kind system that allows security alarms to alert homeowners if their windows or doors are unlocked. The VeriLock™ sensor technology embeds Honeywell’s widely used 5800-series of wireless sensors inside the locking mechanisms of a select group of Eagle® windows and doors. Similar technology can only detect if a window or door is open or closed. VeriLock sensors are the first that can detect whether they are actually locked or unlocked, in addition to open or closed.

“Windows and doors are a home’s first layer of protection for both comfort and security. It’s important to make that layer ‘smarter’ for added protection.” said Holly Boehne, senior vice president of Andersen Corporation’s research, development and innovation. “Honeywell and Andersen have a legacy of brand trust that homeowners can rely on for market leading products, reliability and quality. This relationship brings together the winning combination of two great brands and a state of the art solution to give peace of mind to homeowners.”

Honeywell’s 5800-series wireless sensors have been used in more than 60 million installations, ranging from home burglar alarm systems to environmental systems that alert homeowners to incidents such as pipe bursts and drastic temperature changes.

“Statistics show a large number of home invasions are the result of an intruder simply walking in, and not ‘breaking in,’” said John Kovach, Honeywell’s global director of marketing for sensor products. “Whether its people rushing out of the house or simply going to bed forgetting to lock up, it’s easy to leave a door or window unlocked and easily accessible. This is the only technology to offer another layer of home protection.”

VeriLock sensors will initially be available on Eagle Axiom casement and awning windows, Talon double-hung windows, and Ascent hinged French patio doors and sliding patio doors. The sensor devices are ideal for single-family homes, multi-unit light commercial dwellings such as assisted-living complexes and remodel projects. In addition to security, VeriLock sensor technology can help reduce home energy use by notifying homeowners when doors and windows are unlocked.

VeriLock sensor technology is available January 1, 2012 on Eagle products from select Andersen and Eagle window and door dealers in North America. To find a dealer in your area, please visit www.honeywell.com/security or www.eaglewindow.com.

Andersen Corporation is the largest window and door manufacturer in North America, and the Andersen brand is the most recognized and most used brand among builders and remodelers in the window and patio door industry. Andersen was awarded the 2011 ENERGY STAR® Partner of the Year award for the Product Manufacturer.

Andersen® 400 Series Tilt-Wash Double-Hung Insert Window

Our best-selling double-hung prepped for fast, easy replacement

The Andersen® 400 Series tilt-wash double-hung window has set standards for performance and durability. Now, the tilt-wash double-hung window is available as an insert or “pocket window” for remodeling and replacement with quick, easy installation and custom sizing to 1/8 inch.

- Low-maintenance, durable exterior, wood interior
- Available in four exterior and two interior colors
- Available in three sill angles
- Wide range of grille and hardware options.

The 400 Series tilt-wash insert window is available for order through Intelligent Quote (iQ) software beginning April 11, 2011. Andersen introduces the tilt-wash insert window; a “pocket window” with a spectrum of design and feature options that delivers style and performance just the way remodelers and homeowners have requested. Each window comes with pre-drilled installation holes and an install kit containing nearly everything needed to complete the job: instructions, screws, shims and backer rod. In addition, each unit comes with its own exterior stop covers for a clean, finished look when the job is done.

- Quick and easy install saves time with minimal disruption to the interior and exterior of the home.
- Andersen® 400 Series window in custom sizes to 1/8 inch.
- An energy efficient wood window at a price that’s hard to beat.

“Value is big part of the tilt-wash insert product,” said Kevin Anez, marketing manager at Andersen Windows. “This is a full-featured product specifically for remodeling and replacement at a price that sets it apart from anything else available today.”

Design and performance features include a range of sill angles — 0°, 8° and 14° — flexible jam liners providing a weathertight seal around the sash, and glass options ranging from Low-E4® to Low-E4® SmartSun™ and Low-E4® Sun glazing. Low-E4 glass technology stays cleaner longer than ordinary glass, eliminating up to 99 percent of water spots* and cuts energy bills up to 25 percent** compared to dual-pane glass. Sill angle options allow the tilt-wash insert window to seamlessly blend with the current features of a home.

“Fast, reliable installation is important to building professionals,” said Anez. “Custom sizing gives the tilt-wash insert a near perfect fit in any opening without disturbing the exterior flashing or interior casing. With the install kit and stop covers, the only thing that’s needed is some sealant and the tools to finish the job.”

The Andersen® 400 Series tilt-wash insert window comes in four standard exterior colors, pine and pre-finished white interior, a range of grille styles and widths, and the full range of double-hung hardware options.

For more information, visit www.andersenwindows.com.

Weyerhaeuser Edge Gold™ Flooring Panels Stand Up to Rain Even Better

New Down Pore™ self-draining technology removes standing water during construction

Weyerhaeuser has added another feature to its premium Edge Gold™ flooring panels to further enhance the panels’ resistance to rain and moisture. The company’s new proprietary Down Pore™ self-draining technology channels water from the panels’ surfaces and drains it off the joists below. Along with Weyerhaeuser’s high-performance edge seal, this helps reduce construction delays for contractors during inclement weather. www.woodbywy.com



The patent-pending Down Pore self-draining technology consists of three specially shaped drainage grooves on one of the narrow ends of each 4’ by 8’ panel. The unique design resists clogging from sawdust or adhesive, and allows water to drain even if the panels are not properly gapped. Preventing standing water reduces water absorption and helps maintain the floor system’s integrity.

“The new Down Pore technology removes the need to sweep pooled rainwater off the floor or drill holes to let it through,” said Bob Olson, Engineering & Technical Director for Weyerhaeuser OSB. “Our new self-draining panel design removes water quickly, reducing the drying time needed before installing finishing materials. That can save several days or more during construction. Plus, our proprietary edge sealant also saves builders time and money since they do not need to sand panel edges to achieve a smooth surface. We guarantee it.

Other recent enhancements to Edge Gold panels include a proprietary edge seal formulation that significantly reduces edge swell, and extension of Weyerhaeuser’s “no sand” guarantee for the panels from 90 days to 200 days. The no

(Continued on page 89)

WEYERHAEUSER*(Continued from page 88)*

sand guarantee assures builders that the panels offer superior resistance to edge swell for more than six months of weather exposure during construction. As an assurance of long-term performance, Weyerhaeuser also provides a 50-year limited warranty. Edge Gold panels install flat and remain flat, providing a quality floor, improving customer satisfaction and helping reduce callbacks. Other features that help simplify construction include:

- Tongue-and-groove edges for a self-gapping fit
- Touch sanded face for a uniform thickness
- Pre-printed templates for accurate fastener placement
- Delivery of panels working-side-up for easy installation

Edge Gold panels are part of Weyerhaeuser's comprehensive offerings for better-performing floors. Additional products include Trus Joist® TJI® Joists, TimberStrand® LSL rim board and Weyerhaeuser Premium® Joists. To help builders balance floor performance and cost, TJ-Pro™ Ratings predict how users will perceive the finished floor. The ratings allow for ready analysis of alternate materials and layouts to better target the floor performance to its intended use before construction begins.

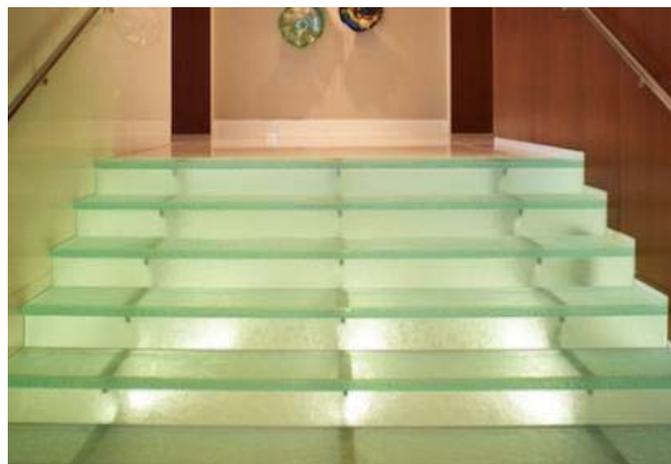
Viking Kitchen Granite Cutting Facility & Viewing Room

Steve Temkin and Joe Duva visited Viking Kitchens in New Britain and Dave Trachten and Joe DiVerniero gave them a tour of Viking's new high tech granite cutting operation, which uses water to help with the cutting. On the floor they installed drains which help them to recycle 98% of the water they use. Customers can sit on the couch in the new viewing room and watch a TV screen which superimposes their countertop shape on a photo of their granite slab. Viking personnel work at a computer to move the countertop shape until an ideal location is identified on the slab. For example, if the customer did not like a certain vein in the granite the countertop might be positioned such that this vein landed where the sink cut out was.



Think Glass

Despite their deceptively delicate appearance, ThinkGlass steps are surprisingly strong with a textured finish that offers a safe, slip-resistant surface. ThinkGlass staircases have smooth, polished edges without the visible lines common in laminated glass stair treads. Staircases may be curved, straight or spiral, and may be made entirely of glass or simply accented with a few glass steps. ThinkGlass designers can also imbed LED lighting within the steps.



New Middletown Showroom for Connecticut Stone Supplies

Connecticut Stone Supplies has opened a new showroom at the Galleria Design Center in Middletown. The new 5,000 square foot, INSPIRATIONAL showroom has over 40 Thinstone displays, both interior and exterior applications, outdoor entertaining features such as firepits and kitchens and many unique finishes and interesting installations including granites, sandstones, limestone and bluestone. The showroom is located at 234 Middle Street in Middletown. They are open Monday-Wednesday and Friday from 9-5, Thursday 9-7 and Saturday 9-3.

Connecticut Market Report

Following a Largely Stagnant Year, Housing Appears Poised for a Soft Rebound in 2012

By John Tarducci, Senior Vice President, New Homes Division, William Raveis Real Estate, Mortgage & Insurance



“Forgettable” may be a good way to describe the 2011 housing market. Whether you looked at the number of sales, average list and sales prices, inventory or price per square foot, the data pointed to sluggish sales activity and prices that hadn’t quite found a foothold, with mostly sideways or slightly negative drops in value.

Statewide in Connecticut, existing single family home sales were down 7.5% in 2011 from the year before, while condominium sales were down 11.5% compared to 2010.

A look at other statistics show little to no change from December 2010 to December 2011 – average sales prices statewide held more or less steady with a negligible -0.10% drop in 2011 while single family home inventory rose slightly in 2011 by 1.20%. The average price per square foot dropped slightly, from \$203 per square foot statewide in 2010 to an average \$200 per square foot in 2011.

Using the same measurements for condominiums, the contrasts between 2010 and 2011 (or the lack thereof), closely mirrored that for single family homes, although average home prices for condos fell more on a statewide basis, by 4.20% in 2011 compared to 2010. Interestingly, condo inventory dropped by 5.6% in 2011.

Perhaps the most promising news about 2011 was the appearance of a late-year trend suggestive of a modest and sustained housing rebound. Those who closely follow housing market news may have noticed the uptick in positive reports in recent months. Let’s look at the highlights, which together suggest a rebound could begin as early as this year.

Connecticut Real Estate Market Overview 2011 vs. 2010 January 1st to December 31st

Full Year - 2011 vs. 2010 Single Family Marketplace

| County | Number of Units Sold | | % Inc. / Dec. | Average Sales Price | | % Inc. / Dec. | Avg List Price | | % Inc. / Dec. | Inventory | | % Inc. / Dec. | Price per SF | | % Inc. / Dec. |
|-----------------|----------------------|--------|---------------|---------------------|-----------|---------------|----------------|-------------|---------------|-----------|--------|---------------|--------------|-------|---------------|
| | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | |
| Fairfield | 5,827 | 6,207 | -6.10% | \$806,291 | \$799,449 | 0.90% | \$1,209,237 | \$1,221,654 | -1.00% | 6,351 | 6,356 | -0.10% | \$308 | \$305 | 1.10% |
| Hartford | 5,263 | 5,723 | -8.00% | \$271,999 | \$272,170 | -0.10% | \$327,995 | \$345,550 | -5.10% | 4,351 | 4,166 | 4.40% | \$140 | \$144 | -2.80% |
| Litchfield | 1,301 | 1,325 | -1.80% | \$314,915 | \$364,107 | -13.50% | \$558,672 | \$577,677 | -3.30% | 2,124 | 2,130 | -0.30% | \$160 | \$181 | -12.10% |
| Middlesex | 1,205 | 1,271 | -5.20% | \$315,910 | \$310,695 | 1.70% | \$470,709 | \$463,405 | 1.60% | 1,472 | 1,398 | 5.30% | \$166 | \$166 | -0.10% |
| New Haven | 4,388 | 4,778 | -8.20% | \$269,148 | \$270,242 | -0.40% | \$359,752 | \$372,123 | -3.30% | 4,466 | 4,480 | -0.30% | \$146 | \$151 | -3.50% |
| New London | 1,713 | 1,962 | -12.70% | \$261,737 | \$274,228 | -4.60% | \$399,903 | \$419,808 | -4.70% | 2,238 | 2,213 | 1.10% | \$146 | \$151 | -3.10% |
| Tolland | 855 | 915 | -6.60% | \$246,129 | \$255,801 | -3.80% | \$305,338 | \$321,173 | -4.90% | 980 | 931 | 5.30% | \$130 | \$136 | -4.30% |
| Windham | 765 | 860 | -11.00% | \$173,926 | \$184,011 | -5.50% | \$248,410 | \$252,802 | -1.70% | 911 | 940 | -3.10% | \$108 | \$114 | -4.80% |
| Statewide Stats | 21,317 | 23,041 | -7.50% | \$417,180 | \$417,460 | -0.10% | \$612,116 | \$628,594 | -2.60% | 22,894 | 22,617 | 1.20% | \$200 | \$203 | -1.30% |

Full Year - 2011 vs. 2010 Condominium Marketplace

| County | Number of Units Sold | | % Inc. / Dec. | Average Sales Price | | % Inc. / Dec. | Avg List Price | | % Inc. / Dec. | Inventory | | % Inc. / Dec. | Price per SF | | % Inc. / Dec. |
|-----------------|----------------------|-------|---------------|---------------------|-----------|---------------|----------------|-----------|---------------|-----------|-------|---------------|--------------|-------|---------------|
| | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | | 2011 | 2010 | |
| Fairfield | 1,800 | 1,860 | -3.20% | \$310,404 | \$333,801 | -7.00% | \$387,118 | \$382,884 | 1.10% | 2,166 | 2,352 | -7.90% | \$220 | \$229 | -4.10% |
| Hartford | 1,410 | 1,694 | -16.80% | \$180,991 | \$189,245 | -4.40% | \$194,706 | \$203,426 | -4.30% | 1,494 | 1,490 | 0.30% | \$133 | \$141 | -5.20% |
| Litchfield | 187 | 209 | -10.50% | \$140,576 | \$149,253 | -5.80% | \$178,711 | \$182,446 | -1.50% | 351 | 373 | -5.90% | \$113 | \$118 | -3.50% |
| Middlesex | 234 | 287 | -18.50% | \$174,893 | \$178,018 | -1.80% | \$210,599 | \$219,103 | -3.90% | 350 | 316 | 10.80% | \$138 | \$144 | -4.30% |
| New Haven | 1,311 | 1,573 | -16.70% | \$166,809 | \$175,456 | -4.90% | \$194,835 | \$198,857 | -2.00% | 1,558 | 1,733 | -10.10% | \$132 | \$142 | -6.40% |
| New London | 303 | 295 | 2.70% | \$176,243 | \$203,341 | -13.30% | \$234,864 | \$220,853 | 6.60% | 403 | 435 | -7.40% | \$141 | \$151 | -6.80% |
| Tolland | 120 | 160 | -25.00% | \$154,821 | \$164,645 | -6.00% | \$196,546 | \$205,671 | -4.40% | 187 | 196 | -4.60% | \$120 | \$135 | -11.10% |
| Windham | 60 | 55 | 9.10% | \$132,193 | \$118,687 | 11.40% | \$158,998 | \$157,464 | 1.00% | 99 | 105 | -5.70% | \$103 | \$103 | 0.40% |
| Statewide Stats | 5,425 | 6,133 | -11.50% | \$217,463 | \$227,064 | -4.20% | \$259,795 | \$262,594 | -1.10% | 6,610 | 7,002 | -5.60% | \$163 | \$170 | -4.00% |

WILLIAM RAVEIS
NEW HOMES
The Largest Family-Owned Real Estate Company in the Northeast

Existing home sales are rising.

At the national level, existing home sales grew by 5% in December for the third consecutive month. Inventories fell over 9% to a 6.2-month supply, according to the National Association of Home Builders (NAHB). This should ease downward pressure on home prices. According to housing experts like National Association of Realtors Chief Economist Lawrence Yun, this could be an early sign of a sustained recovery.

Newly-constructed home starts are growing.

New construction increased nationally by 4.4% in December. It was the biggest monthly increase since the homebuyer tax credit program expired in 2010 and is up 12% from a year earlier.

(Continued on page 91)

*State Of Connecticut
Housing Permits Issued
2011 vs. 2010*

| 2010 Total Housing | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|
| Fairfield | 44 | 43 | 39 | 51 | 60 | 32 | 44 | 46 | 218 | 71 | 73 | 69 | 790 |
| Hartford | 30 | 38 | 53 | 70 | 48 | 73 | 54 | 41 | 42 | 39 | 80 | 46 | 614 |
| Litchfield | 5 | 7 | 7 | 15 | 10 | 8 | 11 | 22 | 12 | 8 | 12 | 12 | 129 |
| Middlesex | 17 | 15 | 21 | 21 | 28 | 29 | 16 | 29 | 24 | 18 | 21 | 23 | 262 |
| New Haven | 26 | 39 | 40 | 488 | 33 | 52 | 35 | 38 | 37 | 51 | 32 | 31 | 902 |
| New London | 15 | 16 | 26 | 75 | 23 | 26 | 27 | 29 | 24 | 16 | 20 | 18 | 315 |
| Tolland | 10 | 13 | 13 | 34 | 18 | 15 | 22 | 18 | 12 | 8 | 11 | 8 | 182 |
| Windham | 9 | 8 | 24 | 9 | 9 | 12 | 69 | 7 | 11 | 10 | 15 | 8 | 191 |
| TOTAL | | | | | | | | | | | | | 3385 |

| 2011 Total Housing | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|
| Fairfield | 46 | 40 | 83 | 47 | 53 | 90 | 50 | 99 | 175 | 41 | 88 | 46 | 858 |
| Hartford | 18 | 23 | 36 | 54 | 53 | 72 | 39 | 41 | 32 | 50 | 54 | 38 | 510 |
| Litchfield | 4 | 5 | 9 | 7 | 12 | 16 | 5 | 5 | 6 | 3 | 3 | 6 | 81 |
| Middlesex | 11 | 12 | 29 | 17 | 9 | 9 | 8 | 10 | 14 | 10 | 7 | 10 | 146 |
| New Haven | 20 | 14 | 22 | 25 | 36 | 137 | 24 | 28 | 170 | 25 | 53 | 128 | 682 |
| New London | 7 | 5 | 17 | 23 | 18 | 20 | 15 | 24 | 25 | 21 | 14 | 8 | 197 |
| Tolland | 5 | 2 | 15 | 34 | 9 | 29 | 104 | 12 | 5 | 23 | 11 | 11 | 260 |
| Windham | 4 | 4 | 11 | 9 | 11 | 18 | 13 | 13 | 5 | 5 | 4 | 6 | 103 |
| TOTAL | | | | | | | | | | | | | 2837 |

| 2011 Total | 2010 Total | % Diff |
|------------|------------|---------|
| 2837 | 3385 | -16.19% |



Here in Connecticut, homebuilders enjoyed a 7.5% uptick in new construction housing permits for the month of December as compared to the previous month, representing the third consecutive monthly increase and a 15% increase compared to a year ago. Fairfield County saw an increase of housing permits issued during 2011 with 858 permits, compared to 790 permits in 2010.

Builder confidence is improving.

Builder confidence in the new construction market climbed for the fourth consecutive month in January, according to a NAHB monthly survey. This was the highest level measured since the summer of 2007.

Here in Connecticut, an unseasonably warm winter has encouraged greater-than-normal activity in sales offices, helped along by continued builder incentives and upgrades to new construction that is already considered turn-key ready, since homebuyers won't have to budget for repairs, as they might if they bought an existing home.

These statistics, combined with additional market data that shows Americans continued to pay off debt and even added home equity lines of credit in the third quarter of 2011, led CoreLogic's Chief Economist Mark Fleming to pronounce himself bullish on continued stability and positive, albeit weak, growth for the market in 2012.

Reports show that consumer sentiment has also strongly rebounded. In a Harris Interactive poll last fall, 70% of Americans said homeownership is still part of their American dream; 80% of current homeowners said they plan to buy another home in the future, and despite the high rate of foreclosures, 57% said home ownership still ranks among the best long-term investments they could make, compared to putting money in a retirement plan (52%), buying gold (26%) or keeping cash under the mattress (11%). What's more, 59% of current renters aspire to own their own homes.

In a January 2012 NAHB survey, three out of four voters support federal tax incentives to promote homeownership and 73% opposed elimination of the mortgage interest deduction.

And while we've heard a steady drumbeat of news about foreclosures, we don't often hear about the flip side of that equation – those homeowners with substantial equity in their homes. A September 30 *Washington Post* story reported on a CoreLogic study showing roughly one of every three homes in America is mortgage-free. Among those with mortgages, 48.5% have at least a 25% equity stake in their property, while roughly 25% have over 50% equity. About 37% of Connecticut homeowners enjoy an equity stake of over 50%, putting the state far above the national average.

Despite continued challenges in the marketplace, a combination of record low mortgage rates, bargain home prices, large pent-up demand and a slowly improving job market hold the promise of a housing recovery.



You have the power to build better, Connecticut.

It used to be that energy-efficient homes were "optional"...something for those of us concerned with saving a few dollars on energy bills, perhaps, but not a necessity. Not any more.

A revitalized economy demands that we find ways to live and work smarter and more efficiently. We need to make better choices and investments that have longer-term benefits. And perhaps the single greatest way we can all make a positive change is in how we use energy in our homes.

More than ever, the homes we choose to live in will impact our economy, now and for generations to come. Designing and building a High Performance Home means that home uses up to 50% less energy year-round. That translates to lower long-term energy costs, greater comfort, and less impact on the environment. It also generates a higher future home value, putting you in touch with tomorrow's demanding home marketplace.

Is building a High Performance Home a good investment? Absolutely. Builders can receive incentives up to \$7,000, plus a federal tax credit. And for all of us, it's just the kind of intelligent long-range investment we need to be making.

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Call 1-877-WISE USE.**



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Connecticut Attempts to Rally in 2011

By Terence Beaty, Director, New Homes & Land Division, Prudential Connecticut Realty



The year got off to a great start by posting the first two strongest quarters for pending sales since the first half of 2010. It was also the first year, out of the last three years, that we did not have the benefit of a federal tax credit for homebuyers; testing us to see if we could thrive under somewhat normal conditions. Predicting the movement of the market is difficult due to many factors that are out of our control. Such was the case with the “Black Swans” of 2011. At the beginning of the year, record breaking snow fell week after week, drastically slowing the market. The spring thaw brought out enthusiastic buyers and the market rallied for a short time. Typically, we see a strong push going into the third quarter, but the devastating hurricane and the unexpected destruction of the Halloween snow storm contributed to a slow finish for the year.

Pending Sales

Total year deposits for single family homes were down only 3.6% in spite of the turbulence in the economy, political environment and unexpected events. While the first two quarters of 2011 were the strongest, the fourth quarter was down only 2.8% from the same period last year. Pending sales for condominiums paced with single family homes, also with stronger results in the first two quarters of the year. Full year condominium pending sales were down 12.5% over last year, indicating that the condominium market is still struggling to gain forward momentum.

Closed Sales

Closed sales slowed their pace again in 2011, with sales of single family homes down 7.5% on average statewide, while condominium sales were down 11.8% from a year ago. Despite interest rates being at historic lows and average sale prices at their lowest in two years, consumer confidence hovered at around 40 on a scale of 100 through October, according to DataCore of New Haven. It then shot up in November to 56, but had little effect on overall market performance. The State’s budget woes also kept Connecticut residents from spending until late in the year. According to the State Department of Economic Development, consumer purchases of goods and services in Connecticut rose in the fourth quarter; hopefully setting the stage for continued increases in 2012. Investors also continued to enter the market, thus demonstrating another sign of confidence.

Current Inventory

The inventory of available homes for sale in the fourth quarter of 2011 fell 13% from the third quarter, but remained 9.1% higher than last year overall. At current levels, it would take 7.2 months to sell off the existing single family inventory. Typically, in a healthy market, it takes about 6 months to achieve this; hinting that we may be seeing more stability in the market. In

fact, condominium inventory ticked down 2% overall from last year and the fourth quarter had the lowest level of supply in 2011.

Median Prices

Single family home prices began to stabilize during the third quarter of 2011. However, median sales prices fell 3.8% to \$250,000 from \$260,000 in the fourth quarter and condominium median sales prices fell 7%, from \$178,000 to \$165,500 for the year. Looking at the numbers on a quarterly basis, each of the last two years showed seasonal differences, but represent a fairly stable pricing environment. Median prices should firm up in 2012 as consumer confidence continues to return to the market.

Days on Market

The average number of days required to sell a single family home rose 6.4% to 150 days, while condominiums took an average of 166 Days to sell. In 2010, single family homes took an average of 141 days to sell and condominiums took an average of 159 days. In a relatively healthy market it generally takes 100 to 120 days for properties to sell; indicating that the market is still slowly climbing the hill to recovery.

Rental Market

The rental market remained strong throughout 2011. There were 12,950 leases signed in Connecticut this year, a 5% increase over 2010. During the same period, median rent prices rose 3.6% to \$1,450 per month. The average length of time on the market for rental properties dropped another 7.5% to just 62 days; a further indication of a healthy market. Connecticut’s rental market is expected to remain strong as a component of the overall residential market, as short sales and foreclosures temporarily displace homeowners and newly formed households postpone purchasing their first home. However, lower house prices, combined with low interest rates may incent younger, creditworthy individuals to buy rather than rent during the next few years. Either way, housing affordability for both the sale and rental categories should continue to help the market stabilize during 2012 and 2013.

New Housing Permits

Housing permits issued in Connecticut did not keep up with those reported for the full year of 2010. Permits for 2011 are estimated to finish the year at 2,819, 16.7% behind the 3,385 permits issued in 2010. However, the three months of September, October and November posted a 32% gain of 844 permits over the prior three months, showing positive signs of builder confidence in the market. Towns demonstrating the best results in both single family and multi-family permits included Ellington, Bridgeport, Cheshire, Milford, Stamford, Vernon, Old Saybrook and West Hartford. Builders and developers have been waiting for signs that it is safe to begin residential construction. Some have already begun development while

(Continued on page 95)

CONNECTICUT ATTEMPTS

(Continued from page 94)

others need to see consistent gains in housing starts before they join in. The 2011 full year results will be available in January 2012 and the expectation is for continued improvement.

Luxury Market

Statewide sales of luxury homes, considered to be those transactions valued at over two million dollars, rose 2.1% to 431 in 2011. Median prices for luxury homes however, dipped 3.6% to \$2,850,000 from \$2,955,000 last year. Buyers of luxury homes in Connecticut have been confident in their purchases, but at slightly lower prices in Litchfield, New Haven and Fairfield Counties. In Hartford County, buyers pushed prices higher by 19.9% in four transactions with a median price of \$3,612,000. In fact, the highest sale in Hartford County was in the Town of Avon for \$5,000,000. In the affluent community of Greenwich, sales of luxury single family homes rose 10.6% to 229 transactions, while the median price fell 5.2% to \$3,175,000. Average days on market fell 10% to 235; a positive sign that luxury buyers are continuing to take advantage of softer prices.

Foreclosures

Foreclosure activity, according to realtytrac.com, the foreclosure-tracking organization, is defined as initial filings, auctions and foreclosure proceedings potentially resulting in bank ownership. They report that in Connecticut, there were 3,368 new filings in the three months ending in November. In

addition, one in every 1,145 households in the State received a foreclosure filing in December.

On a positive note, the overall level of foreclosures has been trending lower for the last six months. Connecticut ranks 13th among states with under or non-performing loans nationally, positioning it as a state that still offers a relatively safe market to sell a home. However, short sale transactions promise to be a significant measure of all residential home sales in the next few years.

Summary

Connecticut's residential real estate market performance is expected to recover slowly in 2012. Some economic indicators show that we will begin to see the benefits of patience and persistence. In November of 2011, the State's seasonally adjusted unemployment rate fell slightly to 8.4%; the lowest level since 2009. Business and consumer confidence rose slightly in Connecticut and around the region, and hopefully 2012 will bring us renewed performance in the residential markets. On a national level, the turbulent political and economical environments will continue to have an impact on the housing markets. Today's real estate market is no longer as predictable and interest rate driven as it has been in the past. While 2012 will most likely present its challenges, there should be many opportunities for both buyers and investors alike to come back to the market due to lower sales prices, low interest rates and improved market confidence.



Market Results by County

Year End 2011

| Single-Family | | | | | | | | | | |
|---------------|------|------|----------|--------------|-----------|-------|----------------|-------|--------|--------------------|
| County | DOM | | % Change | Median Price | | | Price % Change | Sales | | YOY Sales % Change |
| | 2010 | 2011 | | 2010 | 2011 | 2010 | | 2011 | | |
| Fairfield | 148 | 153 | 3.4% | \$475,000 | \$465,000 | -2.1% | 5994 | 5610 | -6.4% | |
| Hartford | 122 | 134 | 9.8% | \$230,000 | \$222,500 | -3.3% | 5750 | 5281 | -8.2% | |
| Litchfield | 172 | 182 | 5.8% | \$240,000 | \$225,000 | -6.3% | 1336 | 1311 | -1.9% | |
| Middlesex | 154 | 156 | 1.3% | \$260,000 | \$260,000 | 0.0% | 1285 | 1221 | -5.0% | |
| New Haven | 138 | 148 | 7.2% | \$226,000 | \$220,000 | -2.7% | 4876 | 4490 | -7.9% | |
| New London | 150 | 159 | 6.0% | \$220,000 | \$208,000 | -5.5% | 2031 | 1776 | -12.6% | |
| Tolland | 139 | 139 | 0.0% | \$235,000 | \$220,000 | -6.4% | 926 | 875 | -5.5% | |
| Windham | 146 | 161 | 10.3% | \$169,900 | \$158,750 | -6.6% | 902 | 802 | -11.1% | |
| State | 141 | 150 | 6.4% | \$260,000 | \$250,000 | -3.8% | 23100 | 21366 | -7.5% | |

| Condominium | | | | | | | | | | |
|-------------|------|------|----------|--------------|-----------|--------|----------------|-------|--------|--------------------|
| County | DOM | | % Change | Median Price | | | Price % Change | Sales | | YOY Sales % Change |
| | 2010 | 2011 | | 2010 | 2011 | 2010 | | 2011 | | |
| Fairfield | 162 | 167 | 3.1% | \$270,000 | \$230,000 | -14.8% | 1847 | 1770 | -4.2% | |
| Hartford | 148 | 158 | 6.8% | \$172,000 | \$165,000 | -4.1% | 1706 | 1410 | -17.4% | |
| Litchfield | 172 | 183 | 6.4% | \$125,000 | \$125,000 | 0.0% | 211 | 189 | -10.4% | |
| Middlesex | 163 | 162 | -0.6% | \$150,000 | \$150,000 | 0.0% | 287 | 234 | -18.5% | |
| New Haven | 159 | 169 | 6.3% | \$150,000 | \$143,000 | -4.7% | 1618 | 1326 | -18.0% | |
| New London | 200 | 188 | -6.0% | \$169,950 | \$144,500 | -15.0% | 294 | 303 | 3.1% | |
| Tolland | 134 | 153 | 14.2% | \$150,500 | \$145,000 | -3.7% | 160 | 119 | -25.6% | |
| Windham | 181 | 152 | -16.0% | \$122,950 | \$133,500 | 8.6% | 56 | 60 | 7.1% | |
| State | 159 | 166 | 4.4% | \$178,000 | \$165,500 | -7.0% | 6179 | 5411 | -12.4% | |

| Rental (All) | | | | | | | | | | |
|--------------|------|------|----------|-------------|---------|-------|----------------|--------|-------|---------------------|
| County | DOM | | % Change | Median Rent | | | Price % Change | Leases | | YOY Leases % Change |
| | 2010 | 2011 | | 2010 | 2011 | 2010 | | 2011 | | |
| Fairfield | 67 | 59 | -11.9% | \$1,750 | \$1,800 | 2.9% | 6423 | 6407 | -0.2% | |
| Hartford | 56 | 57 | 1.8% | \$1,200 | \$1,250 | 4.2% | 1515 | 1776 | 17.2% | |
| Litchfield | 87 | 79 | -9.2% | \$1,000 | \$1,020 | 2.0% | 714 | 733 | 2.7% | |
| Middlesex | 66 | 65 | -1.5% | \$1,175 | \$1,200 | 2.1% | 564 | 573 | 1.6% | |
| New Haven | 67 | 68 | 1.5% | \$1,200 | \$1,200 | 0.0% | 2229 | 2429 | 9.0% | |
| New London | 76 | 68 | -10.5% | \$1,200 | \$1,200 | 0.0% | 661 | 704 | 6.5% | |
| Tolland | 60 | 67 | 11.7% | \$1,120 | \$1,250 | 11.6% | 152 | 209 | 37.5% | |
| Windham | 65 | 53 | -18.5% | \$1,150 | \$1,050 | -8.7% | 73 | 119 | 63.0% | |
| State | 67 | 62 | -7.5% | \$1,400 | \$1,450 | 3.6% | 12331 | 12950 | 5.0% | |

Beware. . . It Could Be You. . .

By Kim Marie DiMatteo CIC, DiMatteo Group



The Environmental Protection Agency (EPA), is now well staffed and visiting construction sites in your area. After 1 year and 2 months they are now cracking down. Fines are 37,500 A DAY.....

If you have not complied with the Lead – Based Paint Renovation, Repair & Painting Program (RRP), you need to...

What is the RRP?

The Lead-Based Paint Renovation, Repair and Painting Program is a federal regulatory program affecting contractors, property managers, and others who disturb painted surfaces.

- It applies to residential houses, apartments, and child-occupied facilities such as schools and day-care centers built before 1978.
- It includes pre—renovation education requirements as well as training, certification, and work practice requirements.

— Contractors, property managers, and others who perform renovations for compensation in residential houses, apartments, and child-occupied facilities built before 1978 are required to distribute a lead pamphlet before starting renovation work.

— Training, certification, and work practice requirements became effective April 22, 2010:

— Firms are required to be certified, their employees must be trained in use of lead-safe work practices, and lead-safe work practices that minimize occupants' exposure to lead hazards must be followed.

— Renovation is broadly defined as any activity that disturbs painted surfaces and includes most repair, remodeling, and maintenance activities. including window replacement.

— The program includes requirements implementing both Section 402(c) and 406(b) of the Toxic Substances Control Act : (TSCA). (www.epa.gov/lead/pubs/titleren.html)

— EPA's lead regulations can be found at 40 CFR Part 745, Subpart E.

If your company typically works in houses built before 1978, is not certified by the EPA to perform lead-safe renovation, or doesn't test for lead or contain and clean dust in pre-1978 housing, you could be setting yourself up for a law suit. A renovation project can lead to lead poisoning when painted surfaces are disturbed, dust is generated, and the dust is released into the air and ingested.

And even if your company is a EPA – certified to remove lead paint safely and practice lead-safe renovations, there is nothing to prevent a homeowner from filing a suit. Lead-safe certification and practices only make it less likely that such a suit would prevail. In the event of a negotiated settlement or a verdict for a punitive and other damages, you probably wouldn't be covered by your general liability policy.

Insurance companies, which once covered damages caused by hazardous wastes such as mold and asbestos, had all but excluded such coverage from commercial general liability policies by the mid-1980s.

Pollution insurance policies cover damage done by mold, asbestos, and other toxic substances, including lead. The cost can start as low as \$1,500 a year and with all of the public awareness over the last month, it is a very good idea to look into this sooner then later.

Kim Marie DiMatteo CIC, DiMatteo Group Shelton CT 06484
203-924-5429

Deconstruction “Green Building” Hot in 2012

By John Majercak - New England's Center for EcoTechnology

“Green building” has gone from a buzz phrase to a significant and growing driver within the home building and remodeling business. The development of new stores like the nonprofit **EcoBuilding Bargains** in Springfield, which features recycled and reclaimed building materials, is testimony that taking a green approach to building and renovating is hot in 2012.

Those who want to save substantial dollars on building materials have joined those wanting to reverse the “throw away” trend and limit the amount of materials entering landfills and waste burning plants.

It wasn't long ago that separating paper, glass and cans into recycling containers was a new idea. In 2012 that same kind of awareness, among consumers and contractors, will take a big step forward in the area of reusing home materials. Preservationists, environmentalists and those looking for cheaper ways to do things as a result of the Great Recession are all contributing to explosive growth in the market for used or surplus building materials.

This is not a regional phenomenon, either. Over the past decade used building materials stores have grown across the nation from a dozen or two in 2001 to more than 750 today.

So what is hot in green building in New England this year?

For one thing, the relatively new term “deconstruction” is going to become much more common. Deconstruction is the careful removal of building materials for reuse as an alternative to demolition. The materials are saved from disposal and donated to a nonprofit used building materials store like EcoBuilding Bargains in Springfield.

Recovered materials can be sold at about 1/3 the cost of new or less for used items, and about 1/2 the cost of new for brand new surplus items.

Top sellers we are seeing in 2012, and in the recent past, are cabinets, windows, doors and hardwood floors. New England is loaded with old homesteads with original hardwood flooring. Deconstruction techniques allow us to de-nail hardwood flooring, preserving it and making it available for reuse. Items available for pennies on the dollar include cabinets, doors, electrical supplies, flooring, hardware, lighting fixtures, sliding doors, thermal windows, lumber, molding, plumbing, roofing, vinyl siding, paint and windows.

Foreseeing continued strong growth in this area for 2012, the 10-year-old EcoBuilding Bargains just completed a major expansion, quadrupling its size and making it the largest in New England. To promote recovery and reuse, EcoBuilding Bargains works with contractors, suppliers and homeowners throughout New England to provide deconstruction services through qualified contractor partners as well as free pick up for all donated items.

Our deconstruction work to reuse home materials is increasingly getting more attention, and was featured on the PBS show “This Old House.” In spite of its growing popularity among



A New England deconstruction in process. Deconstruction saves a large portion of materials from disposal and makes them available for reuse.



Crews salvaging hardwood floors using a de-nailing process, allowing for reuse.

consumers there are still many people who don't know about the availability of quality used or surplus home items for such low cost.

The first time someone works with us on a renovation, for instance, they are surprised to learn that we can use almost all of the materials they are removing. A good example is a kitchen remodel where a homeowner wants to remove old cabinets, sinks and light fixtures because they want to update their style. At first glance, all this stuff seems like trash to the homeowner, even though it is still in good condition. We tell them there are lots of people who would love to have those cabinets and light fixtures in their home. Then we say we'll also take the sink, the counters, that two-year-old fridge and the door – and pick it all up for free. We will frequently hear them say they had no idea how much could be reused by others and then ask us to look at other items in their shop or garage.

Some donors have a sense that the materials they are removing are useful and they may even feel a bit guilty about throwing

(Continued on page 98)

DECONSTRUCTION

(Continued from page 97)

them away, but they don't know of any appropriate place to take the material. As more contractors become aware of reuse organizations such as ours, the availability of these materials will grow. It's a plus for the contractor who is able to provide a valuable new service to their customers. While contractors have become a big source of materials for the reuse business, we expect the number of contractors engaged in deconstruction and reuse to grow rapidly in 2012.

Other sources of surplus materials are retailers, distributors and manufacturers who have overstocks, discontinued items, cancelled orders and liquidations. These businesses can't afford to take up precious space in their facilities to warehouse these items and are happy to donate them to us, where we can sell them for a fraction of the cost of new items.

It is clear that in 2012 and beyond, deconstruction and surplus materials for donation to reuse stores will become more mainstream. We expect to see contractors referring their clients to used building materials stores not only to make donations of materials being removed, but also as a source of materials to be installed – as a way to reduce the project price, making it possible for the homeowner to proceed with the job.

Expect to see deconstruction crews working throughout Mas-

sachusetts, including Springfield, Worcester and Boston; in Greater Hartford, Connecticut; and beyond in northeast New York, southern New Hampshire and Rhode Island. We expect continued growth in this new and growing practice of recycling and reusing home building materials.

Some resources for those interested in deconstruction, the reuse of building materials or in donating materials: <http://www.eco-buildingbargains.org/deconstruction/>. Other useful sites include: earth911.com, cetonline.org, DoItYourself.com and bmra.org. Those wanting to talk to someone at our store to learn more, to identify a particular item in stock or to inquire about donating used or surplus materials can call (413) 788-6900.

John Majercak is Executive Director of the Center for EcoTechnology.

The Center for EcoTechnology helps people carry out their daily activities with less environmental impact. It provides practical solutions that save energy, materials and money and have a positive impact on our environment and community. The Center for EcoTechnology serves residents, businesses and communities in the areas of Energy Efficiency and Green Building, Green Homes and Businesses, and through its retail store, EcoBuilding Bargains. It is a 35-year-old nonprofit organization with offices in Springfield, Northampton and Pittsfield. Visit www.cetonline.org to learn more.



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Lumber Market Update

by Frank Sanford, Sanford & Hawley, Inc.
Quality Building Materials Since 1884



Lumber and panel prices have increased slightly since the Fall 2011 update. KD Douglas Fir is up 1%, KD SPF is up 3%, Plywood is up 3% and OSB is up 5%. The more interesting comparison is from a year ago. KD Douglas Fir is down 4%, KD SPF is down 5%, OSB

is down 2%, but Plywood is up 10%. Over the past year supply and demand for everything except plywood have well balanced. Four plywood mills closed in 2011. Another 5 eliminated shifts which is the equivalent of nearly another two or three mill closed. The long term trend that I see is a gradual shift of plywood sheathing to OSB or premium OSB. Premium OSB such as AdvanTech, Zip wall and Zip roof is increasingly competitive with plywood. The alternative is less costly commodity OSB, which meets codes, but doesn't offer the enhanced quality and features of the premium panels. See the chart below for examples. Prices are likely to trend upward as the spring building season approaches. On the other hand, any increase in supply will hold price increases to minimum.

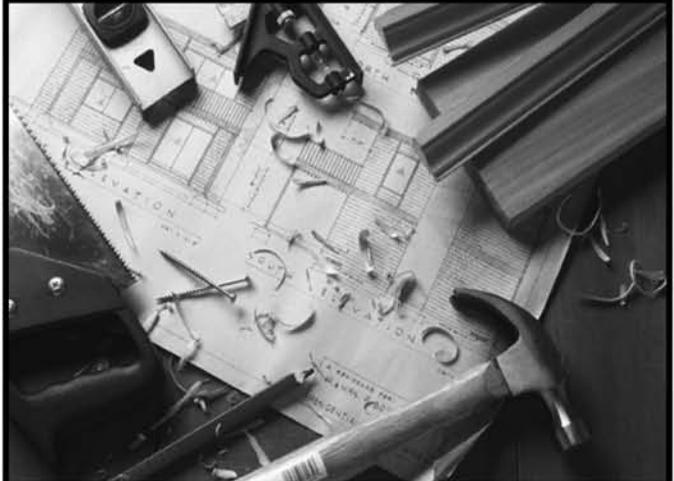
Sanford & Hawley, Inc

Quality Building Materials Since 1884

| Zip Wall System Comparison | | | | | |
|---|---------------|-------------|----------------|----------------|---------------------------|
| System | Zip System | 7/16" OSB | 1/2" CDX 4 Ply | 1/2" CDX 5 Ply | 1/2" AdvanTech Zip Roller |
| Pricing | without tools | Tyvek | Tyvek | Tyvek | \$ 34.35 |
| Project | \$ 2,088.95 | \$ 1,523.09 | \$ 2,523.85 | \$ 2,608.93 | \$ 2,608.93 Zip Gun Kit |
| Per Sheet | \$ 20.86 | \$ 15.23 | \$ 25.24 | \$ 26.09 | \$ 26.09 \$ 115.68 |
| Notes: | | | | | |
| Based on 100 sheets of sheathing (3200 SF). | | | | | |
| 4 rolls 9x100' Tyvek (3600 SF). | | | | | |
| 4 rolls Tyvek Tape 2x3555 yards. | | | | | |
| 1 box (50) 5/16" staples. | | | | | |
| 14 rolls Zip System Tape. | | | | | |
| Based on contractor pricing as of January 29, 2012. | | | | | |
| Prices include 6.35% CT sales tax. | | | | | |
| Assumes labor to apply tape is same as labor to apply Tyvek and tape. There should be some savings. | | | | | |
| What makes it superior? | | | | | |
| Eliminates housewrap | | | | | |
| Built-in water-resistive barrier eliminates housewrap for fast, easy installation | | | | | |
| Built-in, water-resistive barrier won't blow off or tear | | | | | |
| Once the system is installed, no rework, no hassles | | | | | |
| Give homes a high-quality appearance during construction | | | | | |
| Water resistance | | | | | |
| Built-in barrier protects home during and after construction and eliminates the risk of trapped water between | | | | | |
| Air resistance | | | | | |
| Built-in barrier controls drafts, which promotes energy efficiency | | | | | |
| Moisture breathability | | | | | |
| ZIP System Wall panel and barrier are specially engineered to allow the ZIP System walls to breathe | | | | | |
| Peace of mind | | | | | |
| ZIP System wall panels are backed by a 30-year limited warranty | | | | | |

| Zip Roof System Comparison | | | | | |
|---|---------------|----------------|----------------|----------------|---------------------------|
| System | Zip System | 1/2" CDX 4 Ply | 1/2" CDX 5 Ply | 1/2" AdvanTech | 1/2" AdvanTech Zip Roller |
| Pricing | without tools | 15# Felt | 15# Felt | 15# Felt | Deck Armor \$ 34.35 |
| Project | \$ 2,369.90 | \$ 2,132.18 | \$ 2,217.26 | \$ 2,217.26 | \$ 2,918.83 Zip Gun Kit |
| Per Sheet | \$ 23.70 | \$ 21.32 | \$ 22.17 | \$ 22.17 | \$ 29.19 \$ 115.68 |
| Notes: | | | | | |
| Based on 100 sheets of sheathing (3200 SF). | | | | | |
| 8 rolls 15# felt (3456 SF). | | | | | |
| 4 rolls GAF Deck Armor premium underlayment (3996 SF). | | | | | |
| 1 box (2M) plastic head nails with felt and Deck Armor. | | | | | |
| 14 rolls Zip System Tape. | | | | | |
| Based on contractor pricing as of January 29, 2012. | | | | | |
| Prices include 6.35% CT sales tax. | | | | | |
| Assumes additional cost to apply tape is offset by savings of not applying felt. | | | | | |
| What makes it revolutionary? | | | | | |
| Eliminates Felt Paper and H-Clips | | | | | |
| Apply approved roof coverings directly to the ZIP System roof | | | | | |
| Instant rough dry-in for 180 days | | | | | |
| ZIP System tape will not blow off, eliminating the costly rework | | | | | |
| Finish houses faster | | | | | |
| No more waiting for felt installation. Allows you to schedule subs faster and finish houses quicker | | | | | |
| Custom home quality | | | | | |
| Shingles lay flat for a consistent roofline | | | | | |
| Peace of mind | | | | | |
| Exclusive 30-year limited warranty against panel delamination. | | | | | |

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FAIRFIELD COUNTY HBRA NEWS

HBRA 8th Annual Awards Gala

On November 2, 2011, HBRA of Fairfield County (HBRA) presented their 2011 awards for outstanding achievement and commitment to the local home building industry at an 8th Annual Gala celebration held at the Norwalk Inn & Conference Center.

The HBRA Awards are bestowed each year to members for excellence in new home construction, land development, remodeling, supplies and services, and volunteerism to the organization. In addition, the HBRA honored and acknowledged several of the association's founding fathers with Hall of Fame awards.

Another highlight of the evening was the 1st silent auction to benefit the Building Hope Foundation, formerly known as the Vision Fund. The Building Hope Foundation is a non-profit organization established by the Home Builders and Remodelers Association of Fairfield County to invest funds, time and expertise donated by its members. The Building Hope Foundation led by its president, Mary Boudreau, and a Board of Directors, is active in supporting charitable activities in Fairfield county communities and providing scholarships to eligible employees and dependents of employees of member firms. Building Hope raised \$4,000 at the gala silent auction.



Andrew LaSala, HBRA President Mike Palumbo, Building Hope Foundation President, Mary Boudreau & Representative Tony Wang

"Our award winners are very deserving of this recognition for the quality of work they perform in our industry and their steadfast commitment to our association's standards of excellence," noted Michael Palumbo, HBRA President.



Builder of the Year Andrew LaSala and Senator Bob Duff.

2011 BUILDER OF THE YEAR

Andrew J. LaSala, Summerview Development Group and Cannondale Building and Design

Andrew LaSala became a member with the HBRA in the late 1980's. He joined the Board of directors in 2000, when Joanne Carroll was HBRA President. He has held almost every position possible on our Board: Vice President, Senior Vice President, President, Immediate Past president, & is now a Life Director. He currently serves on our non-profit Board of Directors for the Building Hope Foundation as Vice President. He has served on the HBA of CT Board of Directors, participates in Builders Day at the Capitol and he has been instrumental in helping facilitate meetings with the Governor regarding laws detrimental to our industry. He also serves as one of our National Directors to NAHB. He participates in our Building Hope Foundation Ramp a Thons and was part of the HBRA team that went to ground zero to volunteer after 9-11.

Andrew's is a brick layer by trade. He has worked his way up through his family's construction company, LaSala Contracting, where he has built over 100's of high-rises in Starrett City. Andrew has won numerous awards including the HBRA Remodeler of the Year, HBA of Ct Remodeler of the Year, is a multiple HOBI award & Paul Harris Award recipient.

As part of his current project at *Summerview Square* rental community in Norwalk he committed to using HBRA members on the job as a way of giving back to the Association. This has not only helped drive membership for our Association but kept members working. *Summerview Square* won a 2011 HOBI Award - **Best Smart Growth Community** for enhance the economic and social health of the West Main Street neighborhood in Norwalk by developing sustainable, more affordable housing. Andrew and partner, Steven Berko have been committed to using American made building products for years. Ninety percent of the building materials for *Summerview Square* are *Made in America* and everything on the site is recycled.

(Continued on page 103)

2011 AWARD WINNERS

(Continued from page 102)

**REMODELER OF THE YEAR -
Peter Schneider**

Peter has been a member of the HBRA of Fairfield County since 1987 and served on the Board of Directors from 1992 to 1996. He was the 1996 HBRA Builder of the Year, and he has won HOBI Awards for the craftsmanship of his custom and remodeled homes. Peter participates in our annual Builders Day at the Capital, speaking to local legislators about pertinent issues that are detrimental to our industry. He also supports the HBRA by participating in our Annual Home & Better Living Show. His company, Peter Schneider Builder Contractor Inc. is based in Bethel.



Peter Schneider & Mike Palumbo

WOMAN OF THE YEAR -

Kathy Piro, Bearingstar Insurance

Kathy Piro has been one of the top producers for Bearingstar Insurance over the last seven 7 years. Bearingstar Insurance generously donates \$50 for every HBRA member who is quoted on new home or auto insurance, which goes to benefit the Building Hope Foundation. Kathy serves on the HBRA's Board of Directors, as well as the Building Hope Foundation. She also serves on the Fairfield Chamber's Ambassador Board and on various fundraising committees over the years including: the HBRA's Annual Golf & Gala committees; Homes for the Brave; Trumbull Early Childhood Education Center; and St. Vincent's DiPauls Center, Fairfield Police fundraiser and Bridgeport Rescue Mission.



HBRA Woman of the Year Kathy Piro & Mike Palumbo

**ASSOCIATE OF THE YEAR -
Terence Beaty, Prudential CT Realty**



HBRA Terence Beaty & Mike Palumbo

Terence Beaty is a 21-year Realtor veteran, serving as Director of Prudential CT Realty's New Homes & Land Division. Prior to that appointment, he filled the same position at William Pitt Sotheby's International Realty. Terence is a founding trustee of the New Home Marketing Group of America, a national group of dominant real estate companies with new home divisions, focused on improving the new home sales process. Terence is also a member of the National Sales & Marketing Council, is a Life Director of the Home Builders & Remodelers Association of Fairfield County, as well as a National Director for the National Association of Home Builders, and is a member of the Urban Land Institute. Additionally, Terence has just been named Membership Chair Person for the HBA of CT.

SUPPLIER OF THE YEAR -

Connecticut Appliance & Fireplace Distributors



Doug DuPont and HBRA President Mike Palumbo

Since 1986, CAFD, a statewide appliance & fireplace contract supplier based in Southington, has grown into Connecticut's **one stop shop** for quality appliances, hearth products, and home entertainment.

CAFD serves over 400 trade professionals throughout the state, and won a HOBI Award for **2011 Best Hearth Product Showroom**. Their website, cafd.com won the top HOBI technology award, **Best Website**.

CAFD is proud to be an associate member of the HBRA of Fairfield County, as well as each of Connecticut's four other local HBA associations. CAFD owner, Doug DuPont is a major supporter of the Connecticut homebuilding industry, as a Platinum Sponsor of Fairfield County HBRA and on the state level, as Diamond sponsor of the HOBI Awards and top level sponsor of the Build-Pac Golf Tournament.

(Continued on page 104)

2011 AWARD WINNERS

(Continued from page 103)

**BUSINESS OF THE YEAR -
People's United Bank, Bridgeport**

People's United Bank is the largest independent bank headquartered in New England. It has grown to approximately \$28 billion in assets and more than 375 branches in Connecticut, Massachusetts, Vermont, New York, New Hampshire and Maine. Convenient, seven-day banking is offered at more than 80 of our branches in Connecticut Stop & Shop supermarket locations.



Mike Palumbo with Peoples Vice-President Christopher Dannen

A diversified financial services company founded in 1842, People's United Bank provides consumer, commercial, insurance, retail investment and wealth management and trust services to personal and business customers. Through its subsidiaries, People's United Bank offers: brokerage, financial advisory services, investment management services and life insurance through People's Securities, Inc.; equipment financing through People's Capital and Leasing Corp. and People's United Equipment Finance Corp; and other insurance services through the People's United Insurance Agency.

Recently, the Bank has used its significant capital position to acquire the following banks: Financial Federal, Butler Bank, River Bank, Bank of Smithtown and Danvers Bank. These acquisitions have increased our franchise presence in the Boston and New York markets.

Christopher Dannen, Vice President of People's Bank since 2002, is responsible for managing their statewide network of mortgage loan officers, as well as mortgage marketing and affordable lending business development efforts.

Builders may be surprised to know that the Bank's residential 1-4 family lending department provides individual spec home loans or individual land loans to qualified builders throughout Connecticut.

People's United Bank has been an active member of the Home Builders & Remodelers Association of Fairfield County for over 45 years. The bank has sponsored Economist Ed Deak as speaker at the association's most widely attended monthly General Membership Meeting for just as long.

**VOLUNTEER OF THE YEAR -
Rebecca D'Agostino, DiMatteo Group**



Rebecca D'Agostino Volunteer of the Year with HBRA President Mike Palumbo

Rebecca D'Agostino has shown outstanding support for our association through committee and voluntary involvement. Her contribution to the HBRA over the past two years has included Golf Classic Committee, which raised an outstanding \$10,000 for the 2011 outing, as well as the Annual Home Show Committee.

PRESIDENT'S CHOICE AWARD - Christina McFarland

Christina was recognized by HBRA President, Mike Palumbo for a vital role as executive officer to the HBRA which has made a real difference in advancing the interests of the association.

OUTSTANDING SERVICE AWARD - Mallory Berko



HBRA Executive Officer Christina McFarland & Mallory Berko

Mallory Berko started out as an intern with the Association, and then worked as an assistant for six years, benefitting the association with her outgoing personality, talent and work ethic will be missed.

The Building Hope Foundation presented its annual philanthropic award for outstanding commitment of time and resources to the association's charitable activities.

(Continued on page 105)

2011 AWARD WINNERS*(Continued from page 104)*

**BUILDING HOPE FOUNDATION
PHILANTHROPIST OF THE YEAR -
City Carting & Recycling**

City Carting, Recycling & Demolition is a major provider of refuse and recycling services in Fairfield and Westchester Counties. Gary Fanali has represented City Carting since 2007 by serving as a member of the HBRA Board of Directors. City Carting generously donated Legends seats to a NY Yankees 2012 home game for the silent auction.



HBRA President Mike Palumbo and Anthony Terenzio, founder of City Carting.

HALL OF FAME

Wayne Saunders – Founded Saunders Construction Co. in the 1960s, following his success as a master mason and carpenter. Saunders, of Trumbull has been a member of the HBRA since 1976, involved in local, state and national-level offices and activities.

Richard Steiner – has been an active member of the HBRA for 50 years and was its 18th president. He is part of Steiner, Inc., Bethel, one of the oldest and most respected family-owned home building companies in Fairfield County, established in 1939.

John P. Rowins – a legacy who founded the HBRA in 1947. He developed the Rowledge Pond community in Newtown, a private, wooded tribute to the environment, complete with a trout hatchery. His two daughters and their families reside there today.

Congratulations to this Year's Award Winners!



Wayne Saunders & Mike Palumbo

HARTFORD COUNTY HBA NEWS

Economic Impact of Housing in Connecticut and Hartford County Presented to State Legislators and the Press

The Home Builders Association of Hartford County commissioned NAHB Senior Economist, Elliot Eisenberg Ph.D., to conduct a study on the economic impact that home building and remodeling has on local Hartford County governments and the state of Connecticut. The study will analyze the local impact of home building and remodeling with respect to the income, jobs and taxes that are generated. It will also compare the costs and revenue for local and state governments.

The NAHB model captures the effect of construction activity; the ripple impact that occurs when income earned from construction activity is spent and recycles in the local economy; and the ongoing impact that results from new homes becoming occupied by residents who pay taxes and buy locally produced goods and services. Since the NAHB model was initially developed in 1996, it has been successfully applied to construction in over 500 projects, local jurisdictions and states across the country.

The NAHB model for Hartford County and Connecticut produced impacts on income and employment in 16 industries and local government, as well as detailed information about taxes and other types of local government revenue. The study's detailed findings were revealed to state legislators at a presentation by Elliot Eisenberg at the Capitol on March 7th, 2012 and at a press conference. Please see **PRESIDENT'S MESSAGE** in this issue.

Salvation Army Holiday Sharing



Bill Ferrigno and George LaCava on WTIC-AM with Ray Dunaway on Christmas Eve making the final push for the Salvation Army's Holiday Store fundraising campaign. The HBA of Hartford County was a lead sponsor of the Holiday Store for the 6th year. The HBA and our members contributed almost \$20,000 to the Salvation Army Holiday Store this year to help families in need. Bill Makes a big push each year with members of the HBA, and presents the funds annually on Christmas Eve.

S & H Lumber Donates to Hartford HBA Charitable Foundation



Frank Sanford, Sanford & Hawley presenting check to George LaCava, President Mark Lovley and Bill Ferrigno for the Home Builders Association of Hartford County Charitable Foundation in honor of the award Sanford & Hawley from Pro Sales Magazine for integrating new technologies into their business. The award was presented on January 25th, at Foxwoods Casino as part of the 2012 Lumber and Building Material Expo.

New Haven County HBRA News

Holiday Party 70's Style

The HBRA of New Haven County had a great holiday party at il Monticello's in Meriden on Dec. 9th and it was a 70's themed party!!! There was plenty of music and dancing with a DJ, Karaoke and a special band, (including our very own President/Chairman Mario Di Gioia on guitar and vocals), that played 70's songs.



What a blast! It's Back to the Future!

(Continued on page 107)



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HOLIDAY PARTY

(Continued from page 106)



Bob Wiedenmann with 70's rockers John & Kim DiMatteo.

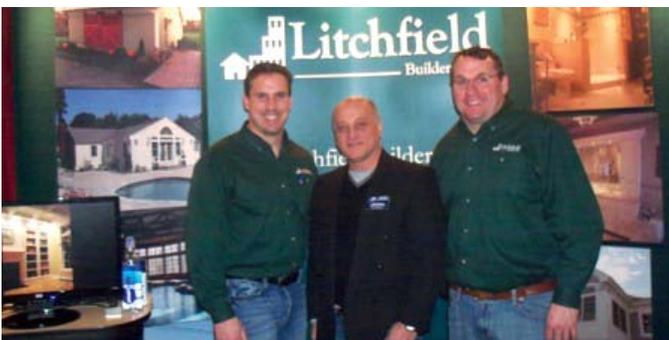
The band also had a few guest appearances, such as board member Mark Nuzzolo of Brookside Development on harmonica and Cyclone Home System's Bob Mariano on teacup. The end of the night brought on the karaoke with Mario and Bob Mariano singing a duet to Sinatra's 'My Way.' (Video will be posted on the website with more pictures.)

There was plenty of good will and cheer to go around and also a 4-hour open bar for drinks, an array of appetizers and a delicious buffet. Thanks to all who showed up dressed for the occasion! Thank you to all who brought an unwrapped gift for the Toys for Tots drive as well! Our Marines and Navy guests certainly had a great time joining us again!

If you didn't go to this year's gathering, you won't want to miss next year's! If you would like to be on the planning committee, please contact Alisa in the HBRA office. We're looking for volunteers on every committee, so if there's something you'd like to help out on, or even start, just let us know.

Another Home Show Success

It was another successful home show for the HBRA on the weekend of February 18th & 19th at the Toyota presents Oakdale Theater in Wallingford. Traffic was steady, as people were getting out to plan for their spring projects. Many members had exhibits, and consumers also had the opportunity to attend a variety of seminars. We're looking forward to next year's show!



Kevin & Mark Ahern with New Haven HBRA President Mario DiGioia, DonMar Development.



Bob Mariano at his Cyclone Home Systems Home Show booth.

SAVE THE DATES!:

- **Friday, May 11th** – SAM Tram (Sales & Marketing Tour) featuring builder's developments in North Haven, East Haven and Branford. 8:30 a.m. – 1 p.m.
- **Monday, June 18th** – Annual Golf Outing at Oronoque Country Club – Registration & Lunch 11 a.m. & Tee-Off 12:30 p.m.

HBA Northwest & Litchfield County Realtors Host Successful Legislative Night

On Monday January 23, 2012, the state of government spending was a topic addressed by all of the legislators at a Legislative Night, sponsored by the Litchfield County Board of Realtors and the Home Builders Association of Northwest Connecticut. One clear message was heard from the two groups – cut government spending.

Legislators included state Senators Andrew Roraback, R-30 and Kevin Witkos, R-30 along with state Reps. Michelle Cook, D-65, Craig Miner, R-66, Sean Williams, R-68, John Piscopo, R-76 and William Simanski, R-63. Witkos said he has concerns over the governor's proposal to add sources of revenue and not cut spending.



Rep. Sean Williams (R 68th district), Kathleen Carey from Village Mortgage, Tom Carey from Thomas Custom Builders.

(Continued on page 108)

LEGISLATIVE NIGHT

(Continued from page 107)

Bill Ethier, Alan Temkin, Senator Kevin Witkos (R 30th), Henry Rozewski.



Henry Rozewski, Rep. Michelle Cook (D 65th), Steve Temkin.



Greg Ugalde, Rep. William Simanski (R - 76th), Cindy Greenwood, Litco Supply & Luxury Bath Center & Tim Bobroske.



L to R: Henry Rozewski, HBA of NW CT Treasurer; Jack Capone, LCBR Legislative Committee member; Representative John Piscopo; Greg Ugalde, NAHB Area 1 National Chairmen - New England ; Senator Andrew Roraback.

“We have seen the biggest tax increase in state history, additional proposed streams of revenue, but no decrease in spending. Connecticut is addicted to spending and until we stop, the economy is going to suffer.”

Sean Williams, who represents Watertown and Woodbury, said several things are inhibiting economic growth in the state. “Increased taxes, increased healthcare costs and increased regulations on business are limiting the state’s growth. Do you think businesses are going to want to move to the Connecticut when they see how we as legislators treat them? No.”

Williams encouraged the groups to “hold us to our word in the upcoming session.”



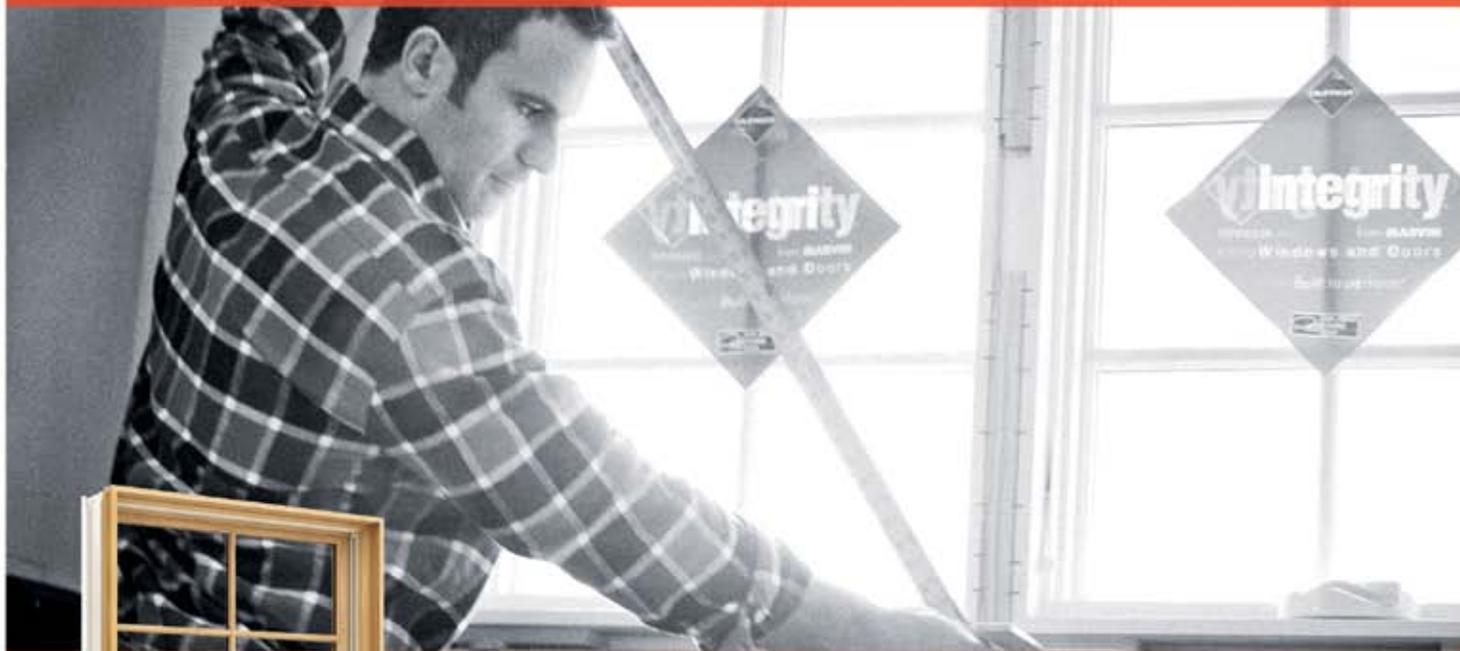
Larry Fiano, Sen. Andrew Roraback (R 30th), Babe Fiano.

USI Insurance Presents Royalty Check to HBA Northwest

In February, Stephanie Sargalski of USI insurance agency presented an insurance royalty check to HBA of Northwest Connecticut director, Greg Ugalde.



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