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April 2024



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Kitchen Appliances

DESIGNED FOR STYLE & VERSATILITY



Photo Courtesy of Superb Custom Homes



**MID-YEAR ECONOMIC FORECAST
STATE-OF-THE-INDUSTRY BREAKFAST**

JUNE 27, 2024

Economist Elliot Eisenberg, Ph.D

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THE MID-YEAR ECONOMIC FORECAST AND STATE OF THE INDUSTRY BREAKFAST 2024

Join the Construction Association of Michigan (CAM) and the Home Builders Association of Southeastern Michigan (HBA) as we assess the national and regional perspectives on our economy and how they are affecting our industry.

The morning will begin with a meet & greet reception and tour of tabletop displays, followed by the Economic Forecast Breakfast program and guest speaker, Elliot Eisenberg, Ph.D.

GUEST SPEAKER



Elliot Eisenberg, Ph.D.

Elliot Eisenberg, Ph.D. is an internationally acclaimed economist and public speaker specializing in making economics fun, relevant and educational. Dr. Eisenberg earned a B.A. in economics with first-class honors from McGill University in Montreal, as well as a Master's and Ph.D. in public administration from Syracuse University. Dr. Eisenberg is the Chief Economist for GraphsandLaughs, LLC, an economic consultancy that serves a variety of clients across the United States. He writes a syndicated column and authors a daily 70-word commentary on the economy that is available at www.econ70.com.

Registration is now open

Register online at: <https://www.builders.org/events.php>

Registration deadline is Thursday, June 20

For more information visit us at:

WWW.BUILDWITHCAM.COM or WWW.BUILDERS.ORG

Contact Brian Starrs at HBA for sponsorship and tabletop opportunities. (248) 202-7300 or brians@builders.org



PRESENTED BY



TUESDAY, JUNE 27, 2024
7:30 A.M. TO 10:30 A.M.

AGENDA:

7:30-9:00 A.M. – Exhibits & Reception
9:00-10:30 A.M. – Economic Forecast Breakfast



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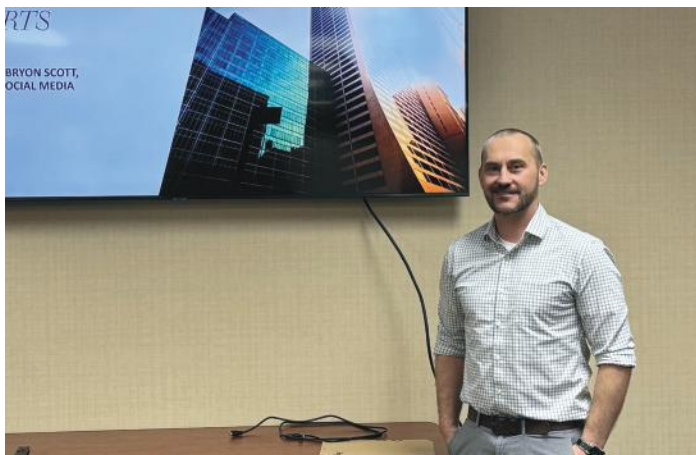
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12 Welcome New Members

12 Thank You Renewing Members

12 Valued Advertisers

Inside Back Made In America/Built In Michigan



Guest speaker Bryon Scott of Great Scott Social Media, presenting at the recent PWB event. The subject matter was “Artificial Intelligence: Unleashed To Supercharge Your Marketing Efforts.”



At the Professional Women in Building Council’s recent lunch, learn and networking event, Paula Badalamente of IMAGIO, Jo Golda of Jo’s Cleaning & Organizing and PWB Chair Barb Burnham of B.J. Burnham Design.

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Kitchen Appliances Designed For Style & Versatility

WRITTEN BY NANCY ROZUM

Appliances can serve as statement features in the kitchen. From eye-catching brushed bronze, copper or brass hardware on a GE Cafe range to the ability to personalize the color of the window on an LG InstaView® MyColor™ refrigerator, appliances have the ability to wow visitors. Innovative features on those same appliances can make food preparation easier, clean-up less burdensome and cold food storage more efficient.

The streamlined, clean and uncluttered look remains popular in kitchens today. “Counter-depth refrigerators continue to be in higher demand as they provide a more integrated look with cabinetry,” said **Patrick Meyer with Big George's / Witbeck Home Appliance Mart**. “We are seeing a trend away from water and ice dispensers on the exterior doors of refrigerators as they have more moving parts and incur more service calls. We are also finding that customers are willing to pay a premium for appliances that have more longevity, and are more

reliable, easier to repair and come with better warranties.” Organization and efficiency are also desired in kitchen appliances. “A consistent trend is freestanding four-door refrigerators with separate convenience drawers that you can open independently from a refrigerator,” said Patrick. “These drawers are good for snacks and beverages and there is an option to set some of these drawers to be freezers which store frozen food items such as ice cream. All the major manufacturers such as KitchenAid, Bosch, LG, Whirlpool and Frigidaire have them. These drawers have been on-trend and we'll see more and more demand for them in the coming years.”

Dishwashers are being offered that better

has also been consistent. Smart pans connect to the range via Bluetooth or Wi-Fi technology and allow the cook to set the pan to a specific cooking temperature. Manufacturers are also offering hood ventilation that connects with the range or cooktop and automatically turns on when needed.”

The GE Profile Pyramid Wall Mount Hood with Indoor Air Quality Sensing was a finalist for the Best of KBIS (Kitchen & Bath Industry Show) in February. The hood comes in 30” and 36” sizes and can detect, monitor and report on eight types of pollutants in the home. This hood is especially beneficial for those with respiratory issues or allergies and those with tightly sealed homes.



Monogram Induction Pro Range.

fit in with the streamlined kitchen look. “Many dishwasher manufacturers now offer pocket handles or recessed handles with a flat front for a more modern look,” said Patrick. “There are also a few refrigerators with handleless design, which is a trend that may grow over time.” Drying is still an issue for dishwashers. “Because of energy efficiency requirements some low to mid-end dishwashers still aren't very good at drying,” said Patrick.

In the cooking arena, air fry continues to be popular. “All major manufacturers have kitchen appliances that include air frying technology,” said Patrick. “Induction is still making inroads and is the cooking surface technology of the future. Smart technology, including smart pans,

The over-the-range microwave can also enhance the streamlined look of today's kitchens. “The first flush over the range microwave rolled out last year,” said **Joey Berlin, Market Manager - East Michigan with Whirlpool Corporation**. “The flush microwave provides a built-in look. Many models include conventional microwave cooking but there are also models that have a number of additional cooking modes such as convection, baking and roasting. These flush microwaves are available in multiple price points and finishes and are currently very popular with new home builders.” Another cooking technology gaining in popularity is induction cooking. “With communities beginning to impose regulations

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on gas appliances, induction cooking is a viable alternative,” said Joey. Induction cooking is more energy efficient than electric or gas, is safer than gas, delivers more heat precision and leaves the cooking surface cool to the touch. “Whirlpool is coming out with aesthetic updates to its slide-in induction range models,” said Joey. “Whirlpool induction ranges also include air fry cooking, which is a very popular cooking mode. Consumers don’t want a lot of small appliances, like air fryers, cluttering their countertops so the appliance manufacturers are combining more functions into kitchen appliances. As an example, all new Whirlpool convection units come with air fryer baskets.

Advances in technology not only make food preparation easier but can also save energy and provide a host of other advantages. “At the Kitchen & Bath Industry Show (KBIS) in February JennAir® debuted the Luxury 30-inch SlimTech™ Insulation Column Refrigerator,” said Joey. “This first-of-its-kind SlimTech™ proprietary vacuum insulated structure (VIS) technology represents a significant step forward, unlocking increased capacity, better performance and future design evolutions, while paving the way for increased sustainability options when it’s time to replace the appliance. SlimTech™ will launch this year in limited JennAir® 30-inch Column refrigerator doors and will later expand to the KitchenAid brand.” The JennAir® SlimTech™ Insulation Column Refrigerator won the Gold Award for Game Changing Innovation at KBIS 2024.

Sub-Zero has completely redesigned its Classic Series refrigerators. The iconic Sub-Zero grille remains but sleek stainless accents trim the interior and additional innovative features have been added to this series. While Sub-Zero has always been recognized for its superior food preservation system, the redesigned series improves on this tradition with its Split Climate™ Intelligent Cooling System which keeps food fresher even longer. This series also has improved ClearSight™ LED lighting that fully illuminates the interior with light coming from overhead, under each shelf and in each crisper drawer.

Convection steam ovens are another advance in cooking technology. The Wolf Convection Steam Oven is extremely versatile allowing cooks to use steam, convection or a combination of the two cooking methods. Chef-tested modes are also available. These modes

create custom cooking environments for specific foods by monitoring, controlling, and adjusting the temperature, airflow, steam, and humidity in the oven cavity. When paired with convection, steam evenly distributes heat and helps retain moisture without requiring much oil or fat, leading to better food texture, appearance and

the first-and only Smart Indoor Smoker with Active Smoke Filtration. It is a small kitchen countertop appliance which doesn’t require a huge time commitment, a backyard or nice weather. The smoker generates fresh smoke flavor using wood pellets and circulates the smoke to season foods while keeping the smoke



Photo courtesy of Robertson Homes.

taste. Convection steam cooking is generally faster than traditional ovens. Multiple reheat settings make warming leftovers and plated meals easy and convenient.

While homeowners want as little appliance clutter as possible on their counters they may make an exception for one of GE’s newest appliances. GE Profile™ has recently introduced


inside the unit, not in the kitchen.

Kitchen appliance manufacturers are doing their part to provide consumers with options in the way appliances look and function. From the consumers that hardly ever cook in their kitchen and just want it to have visual appeal to those who are home chefs, there is a kitchen appliance to meet every need. ■


February Permit Activity Accelerates

MICHAEL C. STOSKOPF

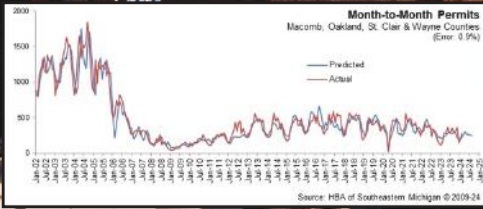
New Housing Permit Forecast



carterlumber.com
kitchens.carterlumber.com



Industry Metric	1-Month Ago	1-Year Ago
Employed Bureau of Labor Statistics	-0.9%	5.3%
	1,963,937	
Workforce Bureau of Labor Statistics	-0.3%	5.0%
	2,044,083	
North American Vehicle Production Ward's Automotive	6.5%	11.5%
	1,385,769	
Crude Oil Price Per Barrel NYMEX	2.4%	-7.5%
	\$75.19	
30-Year Fixed Rate Mortgage + Points Freddie Mac	0.25 bp	0.44 bp
	7.84%	
Average Existing Single Family Sale Value HBA of Southeastern Mich	18.2%	7.9%
	\$312,186	
Average New Single Family Permit Value HBA of Southeastern Mich	-1.0%	0.7%
	\$418,585	
Producer Price Index: Construction Materials Bureau of Labor Statistics	0.9%	2.0%
	337.29	




Based on residential permit data compiled by HBA and reported in the *HBA/Carter Lumber Southeastern Michigan Residential Building Activity Report™* a total of **272 single-family home (SFH) permits** were issued in Macomb, Oakland, St. Clair and Wayne counties in February 2024. **February's result was up by 46 percent from January's revised total of 187 permits and rose by 63 percent compared to the February 2023 total of 167 permits.** HBA's econometric model had predicted 227 SFH permits for the month.

In addition, **93 multi-family (MFH) for-rent permits** issued in February 2024 after recording zero in January 2024, although that number is down by nearly 54 percent from February 2023 (201). **The permits issued were for two projects with 75 in Wayne County (Detroit) and 18 in Macomb County (Chesterfield Twp.).**



Southeastern Michigan employment and workforce levels decreased compared to the prior month but are up by 5 percent compared to last year. It is important to note that employment numbers, reported by the US Bureau of Labor Statistics, are a month delayed, thus reflecting January. **February's crude oil prices (\$75.19) rose by over 2 percent compared to January but are down by over 7 percent compared to February 2023. The 30-year fixed mortgage rate rose by 0.25 basis points from January and stands at 7.84 percent, including points, up 0.44 basis points compared to February 2023. Finally, the US Construction Materials Producer Price Index (PPI) also rose by nearly 1 percent over January and is up 2 percent compared to last year.**

The average SFH permit rose to 2,589 square feet, down by nearly 2 percent compared to January 2024 (2,637 sf).

While econometric factors are still relatively positive, specifically from a year-over-year perspective, looking forward, **HBA's model predicts trailing 12-month permit totals will peak in April before slowly declining through at least August.** Factors contributing to the model's 6-month future output include stubbornly high 30-year mortgage interest rates, oil prices that remain elevated and plateauing employment levels. ■



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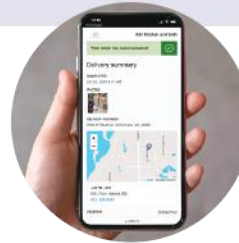
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“After Hours” Mixer Hosted By KSI Kitchen & Bath

More than 60 members and prospective members came to network and make new business contacts, while enjoying the refreshments provided by KSI Kitchen & Bath.

Thank you to the companies who generously donated prizes valued at \$50 or more that were given away at the Mixer:

- Three bourbon baskets donated by Mike Gregart of KSI Kitchen & Bath and won by Carol Finkelstein of Norwood Homes, John Moran of DiGiMARK and Lawrence Ensminger of Allied Insurance Managers.
- A bourbon bar cart donated by Kayla Albrecht of Virginia Tile and won by Kathy Chapa of Brendel’s Septic Services.
- A \$250 Sparkle Blinds gift certificate donated by Tanya Strait of Sparkle Blinds Inc. and won by Kayla Albrecht of Virginia Tile.

The BUILDER LOTTO drawing worth \$1,050 was held at the end of the evening and regretfully, Eric Meyer of Meyer Custom Homes, Carole L

Jones, CGP, CCB, CAPS of Robert R. Jones Homes and Michael Schuyler, CGP of Legacy Custom Builders, Inc. were not present to win. At the next HBA Mixer, the BUILDERS LOTTO will be \$1,100.

The ASSOCIATE LOTTO drawing worth \$1,100 was held at the end of the evening and regretfully, Philip A Deluca of Modern Drywall, Inc, Bryce Bellinger of Lake State Cleaning and Daniel Gregor of Weathershield, LLC were not present to win. At the next Mixer, the BUILDERS LOTTO will be \$1,150.

The ATTENDEE LOTTO drawing worth \$50 was won by Mark Webberly of US Bank.

There will be more ways to win the BUILDER/ ASSOCIATE LOTTO. Three names will be drawn, if the first name drawn is not present, we will draw another name and if they are present, they receive half of the lotto. If that person is not present, we will draw a third name and if they are present, they will get one third of the lotto.

We encourage you to take advantage of this networking opportunity. The Mixers provide a great venue to make some new contacts

NEXT
“AFTER HOURS”
MIXER

THURSDAY, APRIL 25

Time: 5:00 – 7:00 p.m.
Place: FERGUSON Bath, Kitchen & Lighting Gallery
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Cost: No charge to attend.
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and hopefully, grow your business. Invite a prospective member to join you as your guest!

If you are interested in hosting an “After Hours” Mixer or donating a prize to be given away at an upcoming Mixer, please contact Riva Gulli at (248) 862-1002. ■



HBA’s CEO Forrest M. Wall (left) with Mark Webberly of US Bank.



Paula Badalamente (left) of IMAGIO, Carol Finkelstein of Norwood Homes Ltd., Dawn Zuber of Studio Z Architecture and Barbra Bloch of Bloch and Co.



Spencer Roed (left) of Multi Drywall & Partition, LLC, Mike Mladenoff of Lake Development Group and Jacob O’Berry of KSI.



Barbara Burnham (left) of B.J. Burnham Design, Laura Fergle of Trevarrow, Inc. and Joe of Sole Building Co.



John Moran (left) of Digimark and Lawrence Ensminger of Allied Insurance Managers.

Create Your Legacy With HBA's Charitable & Educational Foundation

HBA's Charitable & Educational Foundation was created to give our members the opportunity to give back to a charity that is uniquely aligned with their profession. The Foundation's success and ability to fulfill its mission are dependent primarily on contributions from HBA members. Gifts to the Foundation are used to improve housing affordability for the families of our area.

The Foundation also houses the **HBA Skilled Trades Scholarship Fund**. This fund was formed to support young people who will become the next generation of construction workers in southeastern Michigan. The fund's establishment was made possible, in part, by a generous endowment of \$50,000 by **HBA Past President Paul C. and Cheryl Robertson**. The first Robertson Honorary scholarship was awarded in 2021, two were awarded in 2022 and three have been awarded this year.



Additionally, one **Compo Family Memorial Scholarship** was awarded in 2021, in memory of HBA's 2020 President David S. Compo, his wife Michele and their son Dawson. Two Compo Family Memorial Scholarships were awarded in 2022 and another two this year. Funding for the Compo scholarships is made possible through donations made in memory of

the family following their January 2021 plane crash, along with generous contributions from the **Irvin H. and June G. Yackness/National Housing Endowment Fund, donations from the Slavik Family and Lake Michigan Credit Union.**

In December 2021, the **Walter R. Stoskopf Memorial Scholarship** was established when HBA's now retired **CEO Michael Stoskopf donated \$21,450 in memory of his father who passed away in October 2021.** That donation, has been combined with an additional donation made by Michael Stoskopf and others made in memory of Walter R. Stoskopf. In 2022, the first scholarship was made from that fund. Two scholarships have been awarded this year.

We are asking you, as an HBA Member, to make a donation to the HBA Charitable & Educational Foundation. The easiest way to donate is online at www.builders.org/foundation/donate/ Your donation options online are:

- General Donation to promote and improve the availability of affordable housing opportunities
- HBA Skilled Trades Scholarship Fund Donation to support opportunities for youth entering the residential construction industry
- In Memory of Walter R. Stoskopf
- Compo Family Memorial Scholarship Fund Donation
- Paul C. and Cheryl Robertson Scholarship

If you prefer, feel free to mail a check payable to the HBA Charitable & Educational Foundation to HBA offices at: 30400 Telegraph Road, Suite 202, Bingham Farms, MI 48025

If you would like to establish your own Scholarship Fund within the Foundation, please contact Susan Adler Shanteau at 248-563-2083.

Thank you in advance for your generosity and your support. ■



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AAM Welcomes Holly J. Tatman: VP-Government Affairs & Association Operations



The Apartment Association of Michigan (AAM) is pleased to announce the appointment of Holly J. Tatman as its Vice President - Government Affairs & Association Operations. Holly will be responsible for working with AAM members and with local and state governmental agencies, and elected officials. She will serve as the first point-of-contact in promoting AAM's mission as the nonprofit advocate for Michigan's rental residents, multifamily rental property owners, developers and suppliers to the industry.

"Holly's extensive experience and accomplishments in both governmental and private sector positions make her a valuable asset to the AAM," said Andrew Kuhn of Sunrise Communities and AAM's president. "We look forward to what we can accomplish as she joins our members, officers and staff in support of the association's growth."

Holly has served as City Manager of Marine City and Village Manager of the Village of Lexington. She is the owner and a consultant for Looking Glass Strategies, specializing in fundraising, issue management, client relations and office management. She used many of

"Holly's extensive experience and accomplishments in both governmental and private sector positions make her a valuable asset to the AAM," said Andrew Kuhn of Sunrise Communities and AAM's president. "We look forward to what we can accomplish as she joins our members, officers and staff in support of the association's growth."

these same skills at Sterling Corporation/LEA & Associates. She honed her legislative skills as Legislative Liaison for Meridian Health Plan, as Chief of Staff for Senator Roger Kahn in

Lansing and as Special Events Coordinator for the Michigan House of Representatives, House Republican Communication Services.

"Holly is a welcome addition to our staff," said AAM CEO Forrest M. Wall, CAE. "A vibrant and growing rental housing industry is critically important to the people of Michigan and our economy. Holly's understanding of the legislative process and the political landscape will enhance AAM's efforts to promote pro-rental housing initiatives."

Holly begins in her new position immediately. She can be reached by phone at 248-862-1018 or by email at hollyt@apartments.org. ■

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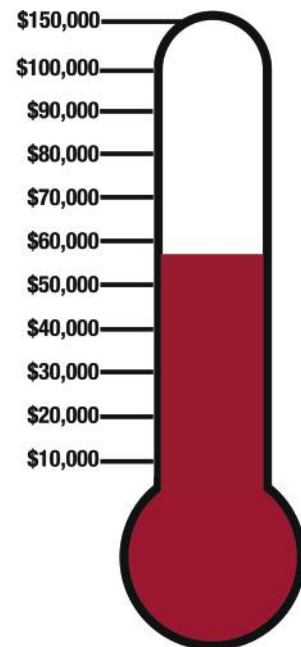
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Questions? Call Frank Kessler: (248) 880-6969

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Advocacy Update

WRITTEN BY HBA AND AAM CEO, FORREST M. WALL, CAE

New Federal Reporting Law Takes Effect

In 2021, Congress passed the Corporate Transparency Act (CTA) which created a new reporting requirement for many businesses as part of the U.S. government’s effort to crack down on money laundering, corruption, tax evasion, and other crimes. The Financial Crimes Enforcement Network (FinCEN), which is part of the U.S. Department of Treasury, is the government agency administering the program. The CTA requires small and independent businesses to file what is termed “beneficial ownership information” with FinCEN. Businesses impacted are corporations, limited liability companies (LLCs) and other similar entities that are created by filing with a secretary of state, and have:

- 20 or fewer full-time employees
- Filed federal income taxes in previous year demonstrating \$5 million or less in gross receipts or sales; and
- Do not qualify as an exempted entity under the law

There are 23 exempted entities under the law, which include publicly traded companies, nonprofits, financial and insurance companies, public utilities and subsidiaries of exempt entities.

Businesses must report information on the company itself, its beneficial owners, and the applicant who files the report. Company information to be reported includes:

- Legal name
- Any DBA or other trade name
- Address of its principal place of business
- The jurisdiction of its formation/ registration
- Taxpayer ID Number

A beneficial owner is any individual who exercises substantial control over the company or who owns or controls at least 25% of the company. Beneficial owner information to be reported includes:

- Individual’s name
- Date of birth
- Residential address
- An identifying number from a driver’s license, passport, or other approved document (including an image of the document)

Applicant information to be reported is the same as the beneficial owner information.

Businesses formed prior to January 1, 2024 have until January 1, 2025 to file the initial report. A business formed in 2024 has 90 days after receiving notice of its creation to file an initial report, and a business formed in 2025 and thereafter has 30 days after receiving its notice of creation to file. There is no fee to file.

Detailed information on the law and the e-filing system can be accessed at fincen.gov/boi. ■



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AAM Membership & The Importance Of Your PAC Contribution

We need your help to maintain our strong voice for the multifamily rental property industry. It starts with membership. Membership supports our staffing and lobbying efforts, as well as communications, education, and member benefits. For just \$1.80 per unit (minimum dues \$250), multifamily rental property owners can support the organization that tells your story in Lansing. Associate members (suppliers or service organizations) can join for \$495 annually. If you are not currently a member, we strongly urge you to join today online at <https://www.apartments.org/about.php>. If you have questions about member benefits, contact AAM at 248-737-4477.

Just as important as membership, the Apartment Association of Michigan Political Action Committee (AAM-PAC) needs your support. AAM-PAC accepts contributions from members and aggregates them into one fund, which then financially supports those elected officials who understand the important role of rental housing in Michigan’s economy. You must be an AAM or HBA Member to contribute to the fund, which has a fundraising goal of \$150,000 for 2023-24. Remember, an AAM-PAC contribution must be made via personal, partnership, LLP, or LLC check or credit card. Members - make your PAC Contribution online at <https://www.apartments.org/blog/pac-contribution-form/>.

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REGISTER AT: builders.org/events.php

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THURSDAY, APRIL 18

BIRMINGHAM BUILDER FORUM

Time: 9:00 a.m.

Place: Adams Fire Station,
572 S. Adams Rd, Birmingham 48009

If you would like to pose a question anonymously for the building official to address, please email in advance of this meeting to: forrestw@builders.org.

THURSDAY, APRIL 25

AFTER HOURS MIXER AT



Please join us for an in person gathering to meet other industry professionals and gain new contacts. Win great prizes! Snacks and beverages will be available. Bring prospective members to the event to sample the value of HBA Networking. Bring Prospective Members! THREE Lotto Drawings At Every Mixer. MUST BE PRESENT TO WIN!

Time: 5:00 - 7:00 p.m.

Place: FERGUSON Bath, Kitchen &
Lighting Gallery

770 W. MAPLE RD., TROY 48084

Cost: No charge and reservations
are required by April 18



TUESDAY, APRIL 16

SALES & MARKETING COUNCIL

CLOSING DEALS, OPENING OPPORTUNITIES THE PATH TO INCREASED INCOME FOR 2024

A half-day seminar presented by
Kirk Armstrong
Armstrong Sales Coaching

- Participants will learn how to ask good questions, powerful follow-up strategies, and how to send emails that will get a response.
- Learn the top 3 questioning strategies to captivate prospects.
- Amplify your sales success with simple yet impactful follow up tactics.
- Determine what is holding you back from being the salesperson you were meant

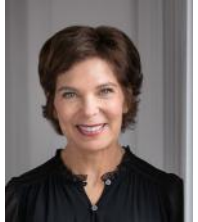
Time: 8:30 a.m. - Noon

Place: Association Offices

First Floor Conference Room, Please use East Entrance

Register Online At www.builders.org/events.php

Cost: \$59 per person, including Breakfast



Anita Blender
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WEDNESDAY, MAY 8

**HBA'S PROFESSIONAL REMODELERS COUNCIL
LET'S TALK TAXES!**

For business owners and individuals
Join us for an educational seminar with the
Business Development Team at GULLA CPA!
During this event, we will review:

- Why do I need a CPA?
- What do I need to be keeping track of?
- Deductions!
- 2024 Tax Regulations\
- Q & A and More

Date: Wednesday, May 8

Time: Noon - 1:30 p.m.

Place: HBA Suite 202, North Entrance
30400 Telegraph Rd, Bingham Farms 48025

Cost: \$10 per person, including lunch



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TUESDAY, MAY 14

HBA 101: NEW MEMBER WELCOME BREAKFAST

You have made the smart business decision to join the Home Builders Association of Southeastern Michigan (HBA) . . . Now let us show you how to make the most of your membership. Join us for a breakfast meeting to learn about some of the benefits of belonging to HBA. You'll meet Forrest Wall, CEO of HBA. He will introduce you to the Association and answer your questions.



Time: 9:00 a.m.

Place: Association Offices, Suite 202 Please use North Entrance
Register Online At www.builders.org/events.php

Cost: No charge. Please register online, in advance.



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**Register By April 8 at builders.org/events.php
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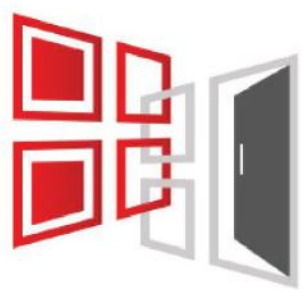
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