

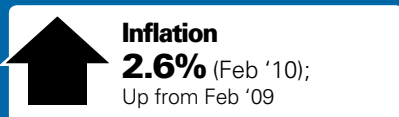
Remodeling Pulse

Trends, Forecasts, and Industry Perspectives from The Case Institute of Remodeling

A market is never saturated with a good product, but it is very quickly saturated with a bad one.

– Henry Ford

by the numbers



Sources: money.cnn.com, HousingEconomics.com. March 2010.

Remodeling Pulse

For editorial information, content suggestions or other feedback, email info@caseinstituteofremodeling.com or call 240-235-9737.



CNN Hero Builds Houses for Wounded Vets

A Houston, Texas contractor named Dan Wallrath was so taken with the sacrifices of returning soldiers and their need for housing that he decided to give up half his time and income so that he could provide returning wounded vets with brand new homes – completely mortgage free. By soliciting donations from suppliers and contractors he's been able to build several \$300,000 homes for just \$25,000 to \$50,000 each. Since 2005 his organization has completed 4 homes; an additional 5 are under construction. He is expanding the program into a project called Operation Family Home with the goal of building 100 houses.

Read the complete article at cnn.com.

"Spec" Homes Hit Hard During Economic Slowdown

The ratio of spec to contractor-built homes fell from 6 to 1 during 2004-2006 to 4 to 1 during 2008-2009, according to a recently released NAHB survey of 54 builders. The survey also revealed that construction costs accounted for about 3/5 of the homes' costs, 1/5 attributable to land price and the remainder going to construction, financing, marketing, overhead, and profit.

Source: HGTVpro.com

Qualified Remodeler Looks At Tax Misunderstandings

In its March 2010 online magazine, Qualified Remodeler looks at many of the tax preparation errors and misunderstandings that many remodeling firms struggle with each year. In many cases, according to the magazine, firms are missing out on tax savings opportunities or leaving themselves vulnerable to legal and financial issues. The article offers simple, helpful advice on how to make next year's tax season much less stressful.

Source: Qualified Remodeler

Merkley Amendment Removed From Health Insurance Bill

An amendment to the recently passed health insurance bill that would have unfairly singled out contractors was dropped just before the bill came up for a final vote. The amendment, inserted by Oregon Senator Jeff Merkley would have required contractors with five or more employees to provide insurance – opposed to other industries which would not be beholden to the rules unless they had 50 or more employees. Merkley argued that his amendment would create an equal playing field between union and non-union contractors.

Source: OregonLive.com

New Realities Define Value in Remodeling Projects

Money Magazine looked at today's remodeling market and noted 6 rules for how things have changed and how contractors and homeowners should approach jobs.

- 1) Repairs can bring the biggest returns
- 2) Remodeling tops an addition
- 3) Eco upgrades will save the homeowner significant cash
- 4) Tech infrastructure should be universal
- 5) Don't over-do it
- 6) The payback reality is 5 years

Source: money.cnn.com

Kiplinger Forecasts a Healthy Spring of Home Sales

Richard DeKaser, a Contributing Economist for the Kiplinger Letter, discounts fears of a double-dip slowdown in the 2010 housing market and instead prognosticates that this year will see a gradual but healthy recovery. He cites the unusual winter weather and complexity and timing of tax programs as factors that influenced the market but cannot be used as accurate measures of true market forces.

Source: Kiplinger.com

trends

RealtorMag Highlights 12 Hot Trends for 2010

Not surprisingly, the top trends for 2010 involve doing more with less and finding ways to make existing spaces more functional. But touches of luxury and environmental responsibility continue to top many homeowner's "wish" list.

- #1 **Induction cooking**, because it is 30% more efficient than gas or electric.
- #2 **Environmentally friendly cabinetry** – A salad doesn't have to be the only green thing in a kitchen.
- #3 **Energy-friendly refrigerators**... Because yesterday's models are true watt-guzzlers.
- #4 **Integrated composite sinks**... for the clean look and durability.
- #5 **Whites & beiges**, plus accents – calm colors make for calm spaces.
- #6 **Condo home offices**. People still need a place to work, even in small homes.
- #7 **Non conventional wall treatments**. Anything goes today as homeowners seek individuality in their spaces.
- #8 **DIY projects**: Less costly, more personal.
- #9 **Outdoor curtains** to give outdoor spaces more privacy.
- #10 **Dual-flush toilets**. Because not all flushes have the same water needs.
- #11 **3-D televisions**... technology is making sci-fi a reality for the living room.
- #12 **Relaxation spaces**: At the end of the day, everyone still craves a peaceful place to unwind.

Source: Realtor.org

The Case Institute of Remodeling is coming to a city near you through "The Pro Expo" presented by Pella.

Join keynote speakers Mark Richardson and Bruce Case from the Case Institute of Remodeling as they share "The Future of Remodeling".



The Pro Expo is a chance to meet and network with many of the industry's top manufacturers and suppliers and attend educational seminars on a variety of topics including marketing, sales, remodeling forecasts, and more. Don't miss out!

DATE	CITY	LOCATION
Apr. 1	Kansas City, MO	Kauffman Stadium
Apr. 6	Pittsburgh	PNC Park
Apr. 8	Grand Rapids, MI	Van Andel Arena
Apr. 13	Milwaukee	Miller Park
Apr. 15	Minneapolis	Hubert H. Humphrey Metrodome
Apr. 20	Columbus, OH	Schottenstein Center
Apr. 22	St. Louis	Busch Stadium
Apr. 27	Cincinnati	Great American Ballpark
Apr. 29	Cleveland	Cleveland Browns Stadium
May 4	Toronto	Rogers Centre
May 6	Detroit	Ford Field
May 11	Seattle	Safeco Field
May 13	Portland, OR	Memorial Coliseum

Visit thePROEXPO.com for more information or to register.

Announcing the Case Institute Associate Program: Helping You Make Good Decisions

The Case Institute Associate Program was developed in response to the deeper needs of the members of the Case Institute of Remodeling. It's designed to help remodeling companies improve their businesses. The Associate Program is all about "helping you make good decisions".

Program benefits include: annual associate member meeting, monthly webinars, business planning tools, quarterly roundtables, and more.

To learn more or to apply for an associate membership, contact Sam Imhof at 800-513-2250 or email simhof@cirmembers.com. New members will receive a free shirt and a membership certificate.

The following Remodeling Pulse strategic alliances are committed to the health and growth of your business:

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