



Your success depends mainly upon what you think of yourself and whether you believe in yourself.

—William Boetcker



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Remodeling Pulse

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


by the numbers

 **Retail Sales**
-0.3% (Dec 09);
 down from Nov 09

 **Manufacturing Index**
55.9 (Dec 09);
 up for 5th straight month

 **Housing Starts**
-4% (Dec 09);
 down from Nov 09

 **Consumer Confidence**
52.9 (Dec 09);
 up from 50.6 in Nov 09

 **30-Year Fixed**
4.99% (Jan 10);
 up from 4.94% in Dec 09

Sources: money.cnn.com, HousingEconomics.com, January 2009.

Remodeling Pulse

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



Existing Home Sales Drop 16.7%

Sales dropped dramatically in December as buyers rushed to complete sales in November ahead of the anticipated end of the \$8,000 first-time buyer tax credit (which was subsequently extended and expanded). Sales for December 2009 were still up 15 percent over December 2008, on track for an adjusted rate of 5.45 million homes. *Source: CNNMoney.com*

Team Germany Wins the U.S. DOE 2009 Solar Decathlon

A team from the Technische Universität Darmstadt won the 2009 Solar Decathlon, the annual event hosted by the U.S. Department of Energy that challenges university teams to design and build practical, energy efficient homes. Twenty finalists assembled their homes on the National Mall for display and competitive events/judging. Team Germany – which also won in 2007 – took overall honors, with University of Illinois at Urbana-Champaign taking second place and Team California (Santa Clara University, California College of the Arts) wrapping up third.

Source: SolarDecathlon.org

Worst May Be Over for Remodelers

Harvard University's Joint Center for Housing Studies suggests that the current quarter may be the worst for home remodelers, with growth in remodeling spending anticipated to begin in the second quarter of 2010. The report also expects growth to continue through 2010. *Source: The Washington Post*

Median Home Prices Rose in December 2009

The National Association of Realtors reports the median price for existing

home sales rose 1.5 percent in December 2009, rising to \$178,300. Distressed homes made up 32% of all home sales in December. The bump in median prices is attributable to a lack of affordable housing inventory in many areas (which lead to multiple bids on many properties) as well as increasing sales of mid to upper priced homes.

Source: buliq.com

Kiplinger Warns of Talent Poaching Ahead of Rebound

The January 22nd 2010 Kiplinger Letter notes that savvy companies are beginning to look forward to better economic times and are luring top talent from competing organizations. The Letter notes that talent is moving now, with "the floodgates" expected to open when unemployment drops to around 7%, which is unlikely to occur before mid 2012. *Source: The Kiplinger Letter*

Haiti Relief Donations Deductible on 2009 Taxes

President Obama signed a bill on Friday, January 22 that makes donations to Haiti earthquake relief made through February, 2010 deductible on 2009 tax returns. Under prior laws the deductions would not have been available until 2010 tax filing. *Source: irs.gov*

Builder Confidence Slips One Point In January

Concerned with the sluggish housing market and the difficult job market, the confidence of builders dipped one point for January, according to the National Association of Home Builders/Wells Fargo Housing Market Index report that was released on January 19th. The Housing Market Index now stands at 15, its lowest point since June 2009.

Source: HGTVpro.com

2010 Fred Case Award Nominations Due Feb. 19

[Click here](#) for info/application

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
Feb. 2	Denver	Coors Field
Feb. 4	Salt Lake City	Energy Solutions Arena
Feb. 9	San Diego	Qualcomm Stadium
Feb. 11	Phoenix	Chase Field
Feb. 16	Los Angeles	Dodger Stadium
Feb. 18	San Francisco	AT&T Park
Feb. 23	Nashville, TN	LP Field
Feb. 25	Green Bay, WI	Lambeau Field
Mar. 2	Des Moines, IA	Iowa Events Center
Mar. 4	Atlanta	Turner Field
Mar. 9	Charlotte, NC	Bank of America Stadium
Mar. 11	West Cadwell, NJ	Atlantic Health Jets Training Center
Mar. 16	Richmond, VA	Richmond International Speedway
Mar. 18	Chicago	Soldier Field
Mar. 23	New York City	Citi Field
Mar. 25	Boston	Gillette Stadium
Mar. 30	Philadelphia	Citizens Bank Park
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.

trends

Mature buyers looking for services along with structures

A survey released Jan. 19th by the National Association of Home Builders (NAHB) and the MetLife Mature Market Institute reveals that home buyers in the 55-64 age group wanted many of the same features and amenities as buyers in the 65-plus market – with a few notable exceptions.

Both age groups reported a strong desire for services such as maintenance and repair as part of their housing purchase. The desire for such services was ranked higher than, for example, the desire for organized social activities. The survey seems to reveal that buyers will be looking to enjoy a lifestyle free from many homeowner responsibilities.

Source: HGTVpro.com

Announcing the Case Institute Associate Program

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 really takes our tagline; "You Don't Have to Go it Alone", to the next level.

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:

