

“ If we had no winter, the spring would not be so pleasant; if we did not sometimes taste adversity, prosperity would not be so welcome.

—Anne Bradstreet”

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# Remodeling Pulse

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

## by the numbers



### Industrial Production

**+0.8%** (Nov 09);  
Up from Oct 09



### Leading Indicators

**+0.3%** (Nov 09);  
Up for 7th straight month



### Housing Starts

**+8.9%** (Nov 09);  
Up from Oct 09



### Consumer Price Index

**+0.4%** (Nov 09);  
Up from Oct 09



### 30-Year Fixed

**4.94%** (Dec 09);  
Up from 4.91% in Nov 09

Sources: hgtvpro.com,  
money.cnn.com, Dec. 2009

## Remodeling Pulse

For editorial information,  
content suggestions or  
other feedback, email [info@caseinstituteofremodeling.com](mailto:info@caseinstituteofremodeling.com)  
or call 240-235-9737.



### Pending Home Sales Increase for Ninth Consecutive Month

A Dec. 1, 2009 report showed that pending home sales increased 3.7% from September 2009 to October 2009, marking the ninth month-to-month increase in a row. The pending home sales index is up 31.8% compared to October of 2008. The pending home sales numbers translate to an annual volume of 6.1 million homes.

Source: [marketwatch.com](http://marketwatch.com)

### Housing Starts Rebound in November

The U.S. Department of Commerce reported Dec. 16 that nationwide housing starts increased 8.9 percent in November, bringing the adjusted annualized rate to 574,000. The large percentage increase was partly attributed to unexpectedly low numbers in October 2009. Single-family home starts accounted for 2.1 percent of the gain, while multi-family unit starts made up the rest of the improvement. Source: [HGTVpro.com](http://HGTVpro.com)

### 2010 International Builders' Show Opens Jan. 19

Home builders and remodelers gathering in Las Vegas for the 2010 International Builders' Show will enjoy miles of displays and attractions, with the overall theme for this year being "Re:Invest, Re:Focus, Re:Bound". The show, which will also offer over 175 educational sessions, runs Jan. 19-22.

Source: [Buildersshow.com](http://Buildersshow.com)

### "Cash for Caulkers" Could Create 500,000 Jobs

A government incentive program to help fund and encourage the winterization of homes could create as many as 500,000 jobs in the construction/remodeling industry, according to Building Performance Institute, Inc. The program called "Home Star", currently under consideration by the Obama ad-

ministration, would provide \$18 billion in homeowner incentives, \$2 billion for quality assurance auditing and \$3 billion for retailer incentives and awareness campaigns.

Source: [qualifiedremodeler.com](http://qualifiedremodeler.com)

### DOE Launches Energy Information Website

The Department of Energy has launched a user-modifiable open-source website to help make DOE resources and data more easily available to the public. The site will help consumers, government officials, project developers and builders in their search for information regarding programs and policies. The "wiki" style of openness will allow users to add or correct information.

<http://en.openei.org>

### Layoffs in Construction Will Be The Last To End

According to the Dec. 4, 2010 Kiplinger Letter, job losses in the manufacturing and construction fields will be among the last to end – probably in the spring of 2010. Builders will likely begin rehiring late in the year.

Source: [Kiplinger Letter](http://Kiplinger Letter)

### Senate Health Bill Includes Unfair Exception for Builders

The recently passed Senate health care bill included a last-minute provision that unequally targets the construction industry. The provision mandates that construction firms with 5 or more employees provide health insurance. Most other small businesses – defined as those with 50 or fewer employees – would be exempt from having to provide coverage. Source: [nahb.com](http://nahb.com)

### QualifiedRemodeler.com Seeks Input for Marketing Survey

Qualified Remodeler is conducting a simple survey regarding sales and marketing efforts. To contribute, [click here](#).

## 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](http://thePROEXPO.com) for more information or to register.

## Case Calls for 2010 Remodeling Entrepreneur of the Year Nominations

The Fred Case Remodeling Entrepreneur of the Year Award is open to all members of the remodeling industry and recognizes an individual, not a company. The award looks to honor those individuals who best exemplify strong business acumen; financial strength, community and industry involvement and entrepreneurial spirit. Four finalists will be announced at the Big 50 Leadership Conference and the winner will be announced at the Remodeling Show. **Click here** for more information and to download an application.

Nomination deadline is February 19, 2010.

## trends

### Virtual remodeling lets clients walk through a project before the first nail is hammered

Powerful laptops and inexpensive software programs are re-defining the way remodelers and customers plan new projects. Now "what-if" questions can be explored instantaneously, with colors, costs and 3-D "walkthroughs" just a click away.

**A range of choices:** Retailers such as IKEA offer their own on-line planning system to help shoppers configure their own kitchen, bedroom or office. More robust software programs such as Plan 3D offer much more detail and flexibility, giving users the ability to plan anything from a single room to an entire house – even including details such as landscaping and blueprint-like images. Google's SketchUp (free) and SketchUp Pro are additional great starting points for a virtual remodeling design.

Source: [Homeimprovement.lovetoknow.com](http://Homeimprovement.lovetoknow.com)

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

THE BOLD LOOK  
OF **KOHLER**.

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