

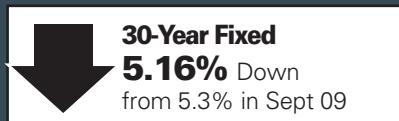
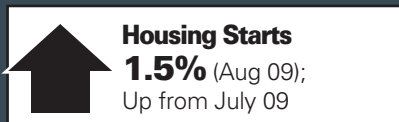
# Remodeling Pulse

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

“Even if you are on the right track, you’ll get run over if you just sit there.”

– Will Rogers

## by the numbers



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

## Remodeling Pulse

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



### Market Sees More Encouraging Signs

Sales numbers for new and existing single family homes recorded their fourth consecutive month of improvement in July, with sales up 9.6% and 7.2% respectively. The Pending Home Sales Index also rose 3.2% from June to July. Also encouraging was the reported inventory of new single family homes, which at 271,000 puts the number of units available at the lowest number since March 1993.

Source: HGTVpro.com

### NAHB Plan Could Generate 100,000 Home Sales

The NAHB’s “Revive Housing, Restore America” program being pitched to lawmakers would, among other benefits, help boost annual home sales by approximately 100,000 per year. The plan proposes the extension and expansion of buyer credits, a reform of the appraisal process, suggests methods for loosening credit, and other buyer-friendly measures.

Source: nbnnews.com

### “Cash For Appliances” Incentive Launches This Fall

Inspired by the government’s “Cash for Clunkers” program, the Department of Energy will launch a \$300 million stimulus program to help homeowners purchase new energy-efficient appliances. This appliance rebate program is in addition to existing tax credits on energy-efficient products including qualifying gas, oil, electric, and solar water heaters, which are reimbursed at 30 percent of their purchase price, up to \$1,500. Households will be limited to a maximum \$1,500 credit for all programs combined.

Source: QualifiedRemodeler.com

### Humorist Dave Barry Keynote Speaker at 2010 Builders’ Show

Pulitzer-Prize winning humorist Dave Barry has been announced as the keynote speaker for the 2010 International Builders’ Show. The show runs Jan. 19-22 in Las Vegas, Nevada.

Source: nbnnews.com

### AHMA Home Improvement Confidence Numbers Up

The American Hardware Manufacturers Association (AHMA) measure of sales expectations rose from 70.8 in July to 91.7 in August. That figure represents the highest level since the survey was begun in October of 2008.

Source: www.ahma.org

### Low Appraisals Continue to Hurt New Home Sales

A NAHB survey shows that 26 percent of home builders are reporting lost sales due to low appraisals. Those surveyed cited both inappropriate appraisal practices and the inclusion of foreclosure/distress sales in the appraisals. 54 percent said that some appraisals came in lower than the actual cost of construction. Source: bnmag.com

### Baby Boomers Continue To Lead in Remodeling Projects

Baby boomers are leading the increase in remodeling spending, according to ServiceMagic.com. More than half of service requests received by ServiceMagic in the second quarter were from customers aged 45-64. Small projects continue to dominate, with customers intending to move back to larger-scale projects in 2010. The survey data is based on 1.3 million second-quarter requests.

Source: QualifiedRemodeler.com

# trends

## The Lowdown on Laying Tile

Tile has always been popular for its durability, cost and abundance of style options. For these and other reasons, an astounding 3 billion square feet of tile was sold in 2006.

692 million square feet of tile sold in 2006 was produced in the United States. Here's how imported tile adds up:

1. Italy – 661 million square feet
2. Mexico – 452 million square feet
3. Brazil – 430 million square feet
4. Spain - 346 million square feet
5. China – 346 million square feet – an increase of 53.9 percent from 2005

Source: HGTVpro.com

## New EPA Lead Rules May Make Renovations More Complex

New rules for remodeling projects that involve homes built prior to 1978 may make compliance more difficult for contractors. Spurred by a lawsuit by the Sierra Club, the EPA has drafted new regulations that will prohibit the homeowner from waiving certain responsibilities, obligate the contractor to

inform the homeowner how the work will be done and confirm completion of the practices, and require certified professionals to test the home. Additional changes will address situations where renovations to public and commercial structures may present lead hazards. The new laws are scheduled to take effect April 22, 2010.

Source: QualifiedRemodeler.com

## Best Buy Gets Top Rank In Appliance Sales

According to a J.D. Power and Associates study released in August, Best Buy was ranked highest by consumers for the overall appliance buying experience. The study based satisfaction on six criteria: sales staff, delivery, installation, store facility, merchandise and price.

Source: HGTVpro.com

## Upcoming Events

## Join Case Professionals at these Fall 2009 Seminars & Events:

Date	Event/Location	Seminar Topic	Presenter
Oct. 15	NARI Meeting (Milwaukee, WI)	The Language of Sales	Mark Richardson
Oct. 23	Traditional Building Conf. (Balt, MD)	Remodeling Outlook	Mark Richardson
Oct. 23	Traditional Building Conf. (Balt, MD)	How Fit is Your Business	Mark Richardson
Oct. 27	Remodeling Show (Indianapolis, IN)	Remodeling Your Company to Last – Today & into the Future	Bruce Case
Oct. 27	Remodeling Show (Indianapolis, IN)	Writing the Easy Business Plan and Then Living By It	Bruce Case
Oct. 27	Remodeling Show (Indianapolis, IN)	Harnessing the Power of Search Engine Optimization	Joaquin Erazo
Oct. 27	Remodeling Show (Indianapolis, IN)	Perfecting the “Down Sell” to Book More Business	Bill Millholland
Oct. 27	Remodeling Show (Indianapolis, IN)	Creating and Implementing an Effective Marketing Plan	Joaquin Erazo
Oct. 28	Remodeling Show (Indianapolis, IN)	Sales and Marketing... Leveraging Historic Data	Mark Richardson
Oct. 28	Remodeling Show (Indianapolis, IN)	Applying Aging-in-Place Design Into the Kitchen	Bill Millholland
Oct. 28	Remodeling Show (Indianapolis, IN)	The Remodeling Outlook	Mark Richardson
Oct. 28	Remodeling Show (Indianapolis, IN)	Estimating and Job Costing	Bruce Case
Oct. 28	Remodeling Show (Indianapolis, IN)	Turning Clients into Raving Fans	Bill Millholland
Oct. 29	Remodeling Show (Indianapolis, IN)	2009 Fred Case Remodeling Entrepreneur of the Year Award winner announced	

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