

CONNECTICUT BUILDER



The Magazine of the Home Builders & Remodelers Association of Connecticut

Summer 2019

Interactive Digital Edition

Kitchen & Bath Trends

Master bath by Hemingway Construction

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Photo by Carl Vernlund Photography



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On the cover - This stunning Greenwich master bath by Hemingway Construction won a 2018 HOBI Award for Best Remodeled Bath. It features an indoor soaking tub, which is married to an outdoor hot tub by a wall of glass.

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Connecticut Builder

Publisher/Editor: Joanne Carroll • Associate Editor: Kerry Carroll
 1078 Main Street, Unit 4, Branford, CT 06405
 Tel 203 208 2710 • info@connecticutbuilder.com
 Published: Summer, Fall, Winter • Copyright: Summer 2019
 Design: Mark Rich • Printing: Service Press



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From the desk of Chris Nelson

Not all builder and trade associations endorse tolls



Recent headlines in *CTMirror* read, “Builders, trades, launch new ad to push for tolls on CT highways.” The Home Builders and Remodelers Association of Connecticut (HBRA-CT) does not count itself among this coalition nor has it endorsed the implementation of tolls on our highways.

HBRA-CT is a statewide trade association of small businesses whose members are responsible for 70 to 80 percent of all residential construction in Connecticut in a given year.

While our association has not taken an official position on the tolls question, I would personally suggest policy makers to think long and hard about the potential ramifications to our industry and consequential impacts on housing accessibility and affordability before tolls are implemented.

We understand that roads and infrastructure need repair, but in the end, at least with respect to the residential construction industry, is there a less onerous way forward? As mentioned in a 2017 report produced by the Congressional Research Service, “One obstacle to increased use of tolling is that tolls are a relatively inefficient way of raising revenue. The costs of toll collection on many existing toll roads exceed 10 percent of revenues even if all tolls are collected electronically, not including the cost of toll collection infrastructure.

This compares unfavorably to the cost of collecting the existing federal motor fuels tax, estimated to be less than 1 percent of revenues.

On any given day, numerous deliveries can be seen coming and going from active construction sites across Connecticut. The additional costs to our friends in the motor transport industry will be passed through to the builder and developer, leading to increased costs associated with the improvement of both the raw land and the construction of home. The builder will pass through those costs.

Finally, the homebuyer will shoulder the brunt of those additional costs in the form of higher home prices. What does this mean? Each home takes four to six months to build with close to one thousand worker-days and well over one hundred deliveries. Reasonable estimates show that the implementation of tolls could impact the price of a new home by 1- 2 percent depending on the location. That would mean a new home built today at the cost of \$350,000 will cost an additional \$3,500 – \$7,000 to build.

Couple this with the fact that the 2019 Annual Report produced by the National Association of Home Builders titled, “Priced-Out” claims for every \$1,000 the price of a new home is increased in the state of Connecticut, 696 families are priced out of the market. Ultimately, fewer homes will be built placing greater strain on the resale market and making homeownership less attainable for more Connecticut residents. Fewer affordable home options drive businesses to grow elsewhere.

Single-family housing permits, which are tracked by the U.S. Census Bureau show that our Connecticut housing industry has been at deep recession levels since 2009. Single-family housing starts have not broken 2,500 in 12 years. In contrast, prior to the 2008 recession when our industry was experiencing normal market trends, we saw averages of nearly 10,000 new single-family homes a year. New homes are being produced at only a fraction of what is needed just to maintain Connecticut’s current housing stock numbers.

With one of the oldest housing stocks in the country and a workforce population that, in many parts of our state, finds it necessary to commute significant distances to the new homes being built, is this really the right time to increase their commute costs and place even greater strains on housing affordability in Connecticut?

Chris Nelson
President and Chairman
Homebuilders & Remodelers Association of Connecticut. □



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HBRAC Year in Review and a Look Ahead

By Jim Perras, CEO



It's hard to believe that it's been a year since I've been with the Home Builders & Remodelers Association of Connecticut. In that time, we've weathered the 2018 November elections, oversaw the successful 25th Anniversary of the HOBI Awards, grew and diversified the Developers Forum, increased our communications with our membership and collaboration with our local associations, restructured how we engage

our Government Affairs Committee, moved our office location, and much more. Needless to say, it's been a busy year.

In the year ahead, I expect we will be doing more of the same. As advocacy on behalf of our members and our industry is the driving mission of our state association, I will continue to collaborate with our Senior Officers, the Executive Committee and our Board of Directors to explore ways in which we can enhance our advocacy efforts.

Those that have heard me speak on the subject of advocacy know that I firmly believe that effective advocacy is much more than putting on a lobbyist badge and speaking to politicians. Associations that currently excel at the state level in Connecticut have enhanced their political influence by cultivating an educated and active membership, honing their brand recognition and educating the public on the importance of their is-

suess, and actively engaging in the electoral process. Our association can boast nearly nine hundred member companies among our ranks, and our members employ tens of thousands of Connecticut residents. We are responsible for 70 to 80% of all residential construction in the state of Connecticut. These are impressive facts and figures. If we can better mobilize our members and those they employ in order to effectively leverage these numbers, there would be no limit to what our association could be capable of. To that end, I am committed to exploring new technologies and methodologies that can help with grassroots mobilization. In addition, since new technologies may cost money to implement, I will endeavor to explore new and creative ways to find funding that will not impact the bottom line of our budget.

I thank the Senior Officers and the Board of Directors for their continued leadership and the faith they've placed in me, which has provided me with the latitude to think creatively in order to grow the effectiveness of our advocacy efforts.

Please look out for our next electronic newsletter to read a detailed legislative wrap up of the 2019 legislative session. As always, if you have any thoughts on how to make our laws and regulations better serve the needs of our industry, please reach out as we prepare our legislative agenda for the 2020 legislative session.

Have a great summer,
Jim Perras
HBRA of CT CEO

Lumber Market Update

by Frank Sanford, Sanford & Hawley, Inc.
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Over the past several months lumber and panel prices have traded in an unusually tight range and have trended down.

What has happened?

Since January, Douglas Fir is down 2% after some increases in January and February, it has traded in a 39 dollar range. KDSPF is also down 2%, while trading in a 49 dollar range with a bit more volatility. Douglas Fir plywood is down 4%, trading in a 30 dollar range and OSB is down 7% trading in tight 23 dollar range. All prices are at or near their lows for the time period. KDSPF is currently at a larger than normal discount of 17% to Douglas Fir. This discount has grown from 15% in January.

Why has this happened?

Unlike the past two years, there is greater supply than demand this year. Falling housing starts have reduced demand and recent mill construction has increased supply just enough to tip the balance.

British Columbia

The annual allowable cut and hence production is still dropping in B.C.. This is an ongoing situation and will continue for years. There are also some short term log shortages causing temporary mill curtailments.

Forest Fires

It's a bit early to know what this year's fire season will be like. Early forecasts are that fire danger is high in British Columbia.

Imports

Lumber imports continued to increase, primarily in European Spruce species. While these are generally very nice in appearance, strength varies significantly from species to species and all are weaker than domestic and Canadian KDSPF. Be sure to refer to the appropriate span tables if you use these. Imports of framing lumber are still insignificant compared to the volumes from Canada.

Conclusion

With prices at two plus year lows, it would be logical to expect prices to go up, which may well happen. However in years following record highs history tells us that prices are likely to remain low with less than normal volatility. Meanwhile new mills continue to open in the south while permanent mill closures are taking place in the west. GP in Coos Bay, OR and Swanson in Glendale, OR to name two. Temporary mill closures are taking place in British Columbia in efforts to reduce supply.

Kitchen & Bath Trends 2019 & Beyond



Sleek lines and indoor outdoor feel bring elegant serenity to this master bath in the 2018 Best Modern Custom Home by Vita Design Group.

Each year, the HOBI Awards is a bellwether for kitchen and bath trends in Connecticut. At the 25th Anniversary HOBI Awards Gala last November, winning kitchens featured modern flat panel cabinetry, high gloss gentlemen's blue butler's pantries and sleek, minimalist master baths that embraced the outdoors.

Architects and home builders MUST get these two most important rooms right!



2018 Best Custom Home Kitchen by SBP Homes with gentleman blue butler's pantry



Cover

Hemingway Construction and Leroy Street Architecture nailed it with their 2018 Best Remodeled Bath, which is pictured on the cover of this issue. Totally client driven, this spectacular modern spa is built with its own patio and stunning exterior hot tub.

Hemingway created a seamless indoor outdoor experience by connecting the interior soaking tub to the exterior hot tub with a magnificent wall of glass, which wraps around the tub. The state-of-the-art Fleetwood windows are weather tight, and motorized solar shades are mounted into window jambs. An 18 foot long custom floating vanity in solid teak is topped with Danby Olympic white marble, and above it, a rectangular window sits between two Robern medicine cabinets. The three sided shower is frameless glass, and flooring is 3'x3' honed Atlantic Bluestone. See photos above.

Getting it right starts with knowing what styles, products and finishes are gaining momentum nationally, and ends with adapting and customizing to your local market and individual client.

Here's a recap of the national trends we identified in the NKBA 2019 Trends Report, and surveys conducted by Houzz and Pinterest:

Kitchens

A walk-in pantry is the most wanted kitchen feature in 2019! Here's one from Closet & Storage Concepts of Norwalk in a client's Scarsdale home. Photo at right.



Pantry by Closet & Storage Concepts of Norwalk

Kitchens are getting even bigger and over the next several years, transitional and modern styles will continue to dominate, while industrial, Scandinavian and glam styles are expected to come on strong.

(continued)



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Kitchen & Bath Trends 2019 & Beyond

(continued)



2018 Best Spec Home Kitchen by Cole Harris Homes

Statement Ceilings - Last year, Pinterest reported that the search term “statement ceiling” had increased by 310%. The trend is still gaining traction with numerous interpretations. In 2018, the term “tin interiors” rose by 563%, and ceilings were a big part of that.

Whether it’s the material itself or how the ceiling is used to define space in the room, in Connecticut, we’re seeing a lot of shiplap, metal, patterned ceilings, and architectural beams.



This kitchen with wood ceiling inset over the island is in the 2018 Best In Town Custom Home by East Coast Structures.

(continued)

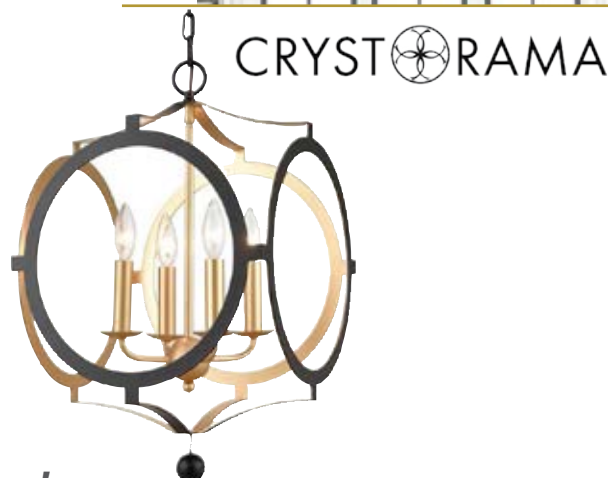
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Kitchen & Bath Trends 2019 & Beyond

(continued)

Islands & Countertops

- ▶ Quartz is the hottest material choice and matte - the most popular finish
- ▶ Large format porcelain slabs
- ▶ Concrete looks, quartzite, highly textured, and exotic granites
- ▶ New thicknesses
- ▶ Shades of white and gray
- ▶ Mix & match surfaces
- ▶ Metallic finishes

Cabinetry

- ▶ Contemporary European styles, including hidden handles
- ▶ LED interior lighting
- ▶ Vertical lift doors & motorized opening systems
- ▶ Customized accessories

Appliances

- ▶ Integrated white paneled, black stainless steel finishes, bright colors and unique handles
- ▶ Wi-Fi and smartphone options, touch screens and touch sensors.
- ▶ Specialty cooking products, like steam ovens, pizza ovens and induction cooktops.
- ▶ Flexibility in size and placement made possible by drawer dishwashers, and microwave drawers, narrow refrigerators and refrigerator freezer columns & micro appliances

Lighting

- ▶ Pendant lighting in modern options
- ▶ Improved LED dimming and color
- ▶ Integrated LED's
- ▶ App control

BATHS

A glance through the most popular bathroom photos uploaded to Houzz so far this year, reveals Polished Industrial Style, Black & White, Wood & White and Playful Tile.

Many designers are inspired by polished industrial looks and fresh takes on classic bathroom design, with striking elements, such as black divided light shower frames. Other designers combine natural wood finishes with crisp white.

While quartz rules the kitchen, TILE remains all the rage in the bath! Hexagonal, elongated subway, large-format shapes and heringbone and chevron patterns are strong.



This modern industrial style master bath is in Redwood Construction's 2018 Best New Old Custom Home.

Modern/Contemporary ranks high for future popularity, followed by Organic, Eclectic and Coastal. In addition, Scandinavian style is likely to surge in both kitchen and bath design.



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Kitchen & Bath Trends 2019 & Beyond

(continued)

Vanities & cabinets

- ▶ Floating cabinetry
- ▶ New finishes & pops of color
- ▶ Different materials such as MDF, recycled & laminates
- ▶ High-gloss and textured melamine looks
- ▶ Different heights, reduced depths & open shelves

Technology

- ▶ Controls for lighting, music, water temp & leak detection
- ▶ Mirrors with TV's
- ▶ Shower speakers
- ▶ In-floor heating
- ▶ Color therapy in showers & baths

Shower Systems & Surrounds

- ▶ Solid surface walls
- ▶ Touch controls
- ▶ Open & curb less showers
- ▶ Black frames
- ▶ Wet rooms (tubs & showers in the same room with a drain in the floor)

The 10+ Bath Home

It wasn't that long ago that two bathrooms sufficed in an average home. That number has grown over the past decade, as homes got bigger and included more bathrooms off the children's rooms.

The proportion of homes with 10 or more bathrooms has nearly doubled in the past decade, as wealthy owners of luxury mega mansions see an abundance of toilets as a covetable amenity. A \$25,000 to \$30,000 price tag to build just an average bathroom can bloat the bottom line in a home.

That bathroom blitz has gathered so much steam that today, the number of bathrooms in a home has become completely untethered from the number of bedrooms. Despite the potential financial and environmental concerns, the bathroom boom shows no sign of abating.

How Bathrooms Add to Home Value - Those extra bathrooms are earning their keep: According to realtor.com, on a per square foot basis, new homes with 10 or more bathrooms command a 31% percent premium over new homes with seven to nine baths on average.

Connecticut Kitchen & Baths

Connecticut Builder asked leading designers and suppliers in Connecticut to give their take on what features, products and technology will drive kitchen and bath design in our luxury market in the coming year.



"Customers frequently ask our showroom consultants for guidance with selecting products for custom showers," said F.W. Webb Vice President of Sales Tom Santer. "We're seeing several trends across our 43 Frank Webb Home showrooms:

- ▶ Minimalism in fixture design (clean lines, an uncluttered look)



- ▶ A subtle use of matte black and brushed gold
- ▶ Luxury water patterns in shower sprays, exposed shower pipe systems and digital controls. With smart technology emerging in almost every space in the home, new controls are available to create a very personal shower experience."



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Kitchen & Bath Trends 2019 & Beyond

(continued)



Trade Talk with Connecticut Stone Vice-President Tyra Dellacroce

"We have definitely seen a shift in the marketplace. 2019 high end trends include trough sinks - made from stone or PORCELAIN slabs, which is new and exciting. A clean, one piece modern sink hangs from the wall or sits on a cabinet."

Pictured is a beautiful Bianco Dolomite custom trough sink in the same material as the countertop, and mitered together, with 4" mitered flush mount apron, so it looks as if it's carved out of one block of stone. The sink can have a traditional or linear drain.

Quartzite is the fastest growing natural stone product in our business. Wildly popular, it has the look and feel of marble, but is closer in durability to granite.

– Tyra Dellacroce, Connecticut Stone

"Wine rooms and tasting rooms are moving from the cellar to the dining room or kitchen. Quartzite is so popular because it's harder, more durable, and resistant to acid etching from wine spills."

"Porcelain slabs are my final Trend Alert," said Tyra. "Over the last few years, there was a movement towards larger format tiles. In today's world, 12" X 24" is considered small! Tiles continue to get larger and larger, and this year, we are seeing full size floor to ceiling slabs. For example, we are installing about 400 slabs of high end porcelain marble in the Harbor Yard Amphitheater in Bridgeport. It's a boutique setting with very high end, luxurious bathrooms. There are no grout lines, just 8 ft slabs of gorgeous and durable material."



Connecticut Stone fabricated this wine room counter with a waterfall apron and leg, mitered to look thicker, and with a leather finish for a worn, shabby chic look.



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O&G Industries recently renovated their HOBI winning Earth Products Showcases in Bridgeport and in Stamford. Showroom managers Sheryl Lentine, Sonya Maldonado and Paulette Brassinga are seeing large format tiles trending in marble and wood look porcelain, as well as a matte finish concrete

industrial look. When it comes to style, they see a mix of farmhouse with transitional is popular.

“Quartz countertops, waterfall counters and the color grey are big.”

The Bridgeport and Stamford showroom makeovers were planned to meet the needs of every O&G residential & commercial client: homeowners, designers, architects, builders and masons.

Stamford Showcase sales representatives, Paulette Brassinga and David Klipstein, pictured, described their customers reactions:

“Lots of people have come in looking for one thing, and were pleasantly surprised to find other tile and stone they were inspired to purchase, like natural stone for their entryways, and porcelain tiles for their master bath. People are really liking the uncluttered feel of the displays, and the new lighting is fantastic! It shows off all of our products so well.”



TORRCO design center

KITCHEN & BATH FIXTURES

Torrco Director of Business Development, Dawn Corbo identified these bath trends:

“Metal specialty finishes like matte black, brasses, bronzes, golds and gunmetal are everywhere – on faucets, vanity legs, hardware and lighting. Mixing metals is common and looks beautiful!

Texture in metals – knurling, reeding and facets in faucets, door and cabinet hardware, and pops of color are being brought into some new faucet styles with crystal, glass and acrylic handles.

Vanities have clean lines and matte finishes – black, white neutrals, blues and grays. Integrated sinks in honed stone and stone composites are very popular in both glossy and matte finishes.

Therapy and wellbeing are a common theme that can be achieved by installing freestanding system tubs, steam showers and integrated heated bidet toilet seats.

The goal when designing a perfect bathroom is to create a space that you can energize in the morning, refresh before going out, and relax before going to sleep.”



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Kitchen & Bath Trends 2019 & Beyond

(continued)



David Trachten and designer Stacey Trachten identified the following Cabinet & Countertop Trends in Connecticut kitchens and baths.

"Recessed panel and slab door cabinets in low sheen and matte finishes with satin and chrome hardware are popular. Cabinetry is customized with deep, wide drawers and cabinet walls. Quartz surfaces with waterfall ends and thick, mitered waterfall edges, as well as porcelain and sintered thin surface countertops are trending."

– David Trachten

"There are a multitude of fun storage accessories, including spice racks, wine drawers, vacuum pans in toe kicks and pet centers, as well as storage and charging stations for electronic devices, floating shelves and interior and undercabinet lighting."

– Stacey Trachten, Viking Kitchens



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TILE AMERICA

“The trend this year in kitchens and baths is color,” says Tile America showroom coordinator and product manager, Lana Camera!! “Color is everywhere, including pops of color within a neutral background.”

“For counter tops, the dominant trend is still engineered quartz in solid neutral colors; whites, taupe, grey, matte graphite. The same is true for cabinets, although painted island cabinets in strong

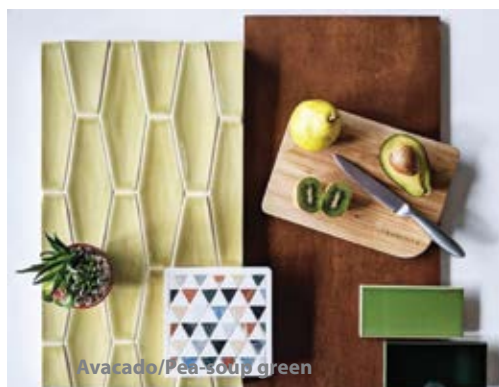
primary colors are popular, as are accents on either the upper or lower cabinets. Strong vibrant accent color choices include navy and French blue, orange and coral, sun yellow and mustard, pinks and orchids.”

“Vanity choices have remained mostly white and grey, or modern wood tones, such as espresso and wengue. Floating vanities are good for all decorating styles.”



“In tile, we are still selling a lot of wood, concrete and striated stone looks in large format porcelains. Strong geometric looks such as encaustic patterns dominate floors and walls, as well as dimensional solids on walls.”

According to Camera, other tile trends to keep an eye out for this year include: botanical leafy patterns, hex tile every which way, white wood, pink, lilac and orchid tile and installs with free form edges or two different tiles melting into each other.



Blues are trending, especially denim and French navy



Nautical stars in pattern floors by SomerTile



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Kitchen & Bath Trends 2019 & Beyond

(continued)



Create an Urban-Chic Master Bathroom with Organic Elements

by Alexandra Barta, Showroom Sales

Current design trends are moving away from a “straight from the box” look to something more curated and personal. This welcome change means elements that don’t necessarily fit with the primary design style, are the ones that make the space interesting.

For bathrooms in particular, we love the idea of adding organic elements that bring warmth and softness to the space. The juxtaposition of these materials next to clean lines and hard stone creates interest. For example, a stone sink mixed with wood elements, whether it’s on the floor, vanity, or above head in the form of a basket pendant. When studded with mixed metals like pewter, graphite, gun-metal, chrome, or satin brass, the look feels industrial, and the organic elements invoke a natural, spa-like experience.

Plumbing fixtures are also moving toward an urban-chic feel. Watermark has been on the forefront of this movement with their industrial style. We know that design is in the details, and elements like knurling, where metal is crosshatched, make the space even more interesting.

Since a pure industrial look can sometimes feel cold, we recommend adding some traditional finishes like antique brass to the space. We encourage mixing metals to make the space feel more



(continued)

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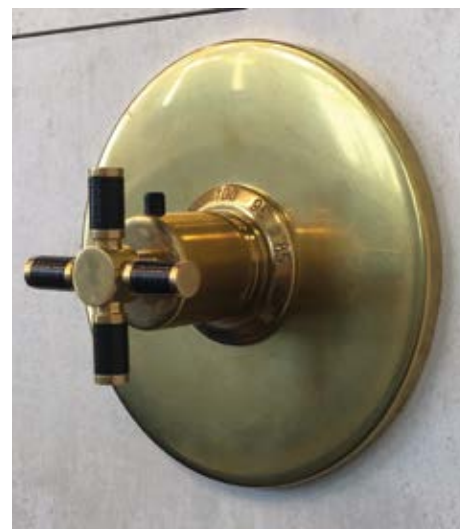
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Kitchen & Bath Trends 2019 & Beyond

(continued)

customized — it's totally fine to have a satin brass faucet with a matte black towel rack. California Faucet is one of the few companies who offer an extensive variety of options that can be customized. While bathroom trends ebb and flow, adding a mixture of elements will create a space that can be enjoyed for years to come.



Create a Custom Kitchen Using Mixed Materials

by Kyong Agapiou, Kitchen Designer



Mid-century modern is still strong. However, designers and homeowners are leaning less toward one overall style, and mixing elements of a few of them to create a custom style all their own.

Kitchen colors — various hues and shades of white are still trending. Options range from bright, contemporary white to traditional buttercream. Islands offer a great space for a dramatic accent color in a dark navy, black, or modern green. When contrasted with a different color on the cabinets or walls, your island will become a statement piece.

Countertops and backsplash — quartz provides the look, but offers much more durability than natural marble and is relatively bacteria free and not porous. Granite is beautiful, dense and

strong, but requires sealing on a regular basis. Other countertop materials include wood, porcelain and metal.

Mixed metals are trending — We recommend choosing two or three metals that complement one another. Cabinet handles and drawer pulls are jewelry for the space — play with different options like brushed brass, chrome, and matte black for a customized look.

Tile & Stone Director — Sheri Snellman

In both the kitchen and the bath, stone and tile play the major roles. There are tile options that look like wood, marble, and concrete, and the way they are laid can create a unique statement for your kitchen backsplash or your bathroom floor. In keeping with an urban look, we love a minimalist, non-flashy tile that will be in style for years to come.

Lighting is the element that provides ambience — Harold Wolfson Lighting Director

Interesting mixed elements like glass finished with brass, matte black, or chrome - lighting is following the same trend of a perfectly-undone look. We recommend making sure that the light fixtures you choose coordinate with the other metals in your home. Having more than three metals in one room can look too busy. Layering lighting through adding table lamps, chandeliers, and recessed lighting creates an ambient, warm look. Trends that encourage the selection of a variety of design styles and materials will be sticking around for a long while.



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(continued)



“Luxury appliances continue to evolve, and at the center of that activity are Sub-Zero and Wolf and their new brand, Cove,” said Marco Barallon, corporate showroom manager for Clarke, New England’s Official Sub-Zero/Wolf/Cove Showroom and Test Kitchen in South Norwalk.

“Cove dishwashers have emerged after many years of extensive research and testing, offering manufacturing and features proven to last for over 20 years of rigorous daily use. Since your dishwasher may be your single hardest working appliance, they wanted Cove to check all the boxes.”

– Marco Barallon

Barallon cites a completely flexible interior to accommodate virtually any piece of glassware, cookware and china, as well as near-silent operation, premium grade materials and a five-year warranty as just some of the reasons to explore this exciting new entry into the kitchen appliance world. It’s also a plus that it is styled to complement any Sub-Zero and Wolf kitchen.



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Aitoro Appliance was recognized with a HOBI Award in 2018 for its fabulous 12,000 sf showroom in Norwalk, where clients can experience every product and feature they can imagine in leading brands from GE Monogram to Thermador, Bosch & Wolf/Sub Zero.

Connecticut Builder editor/publisher, Joanne Carroll, asked Eric Aitoro to describe how technology and customization are impacting the appliance industry.



"Thermador is very tech oriented. They cater to the home chef with for example, steam appliances, like their 30" steam oven. . . Bosch is the leader in Wi Fi connected appliances with their Bosch Connect app, which makes every appliance smart – from starting coffee or laundry on the way home to monitoring the dishwasher. . . GE is Alexa & Google Home integrated, and Wolf and Sub Zero have built-in menus and touch screens, as well as allowing Control 4 integration of their appliances.

Customization is so important today, and with column refrigeration, it's easy to create whatever size your client wants. We've done undercounter freezers and we've installed wine refrigerators in pantries, basement bars and dining rooms."

– Eric Aitoro

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Kitchen & Bath Trends 2019 & Beyond

(continued)



CAFD marketing manager, Drew Petrizzo, identified the 2019 Kitchen Appliance Trends this state wide appliance leader has been observing through their vendors, and in their 10,000 sf Southington based showroom:



► **Steam Ovens:** The healthy alternatives to microwaves

► **Matte Finishes:**

From black to white, non-reflective matte finishes are in.



► **Drawers** (Dishwasher, Refrigeration): Efficient use of space and seamless kitchen integration



► **Interconnectivity:**

Connected appliances open up new ways to utilize your kitchen.



► **Induction:** Energy Savings and efficiency, Induction marries the speed and control of gas to the convenience and cleanliness of electric.

► **Customizability:** More ways than ever to make your kitchen appliances fit your style.

(continued)



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Kitchen & Bath Trends 2019 & Beyond

(continued)



The County TV team feels this stainless and glass beauty is going to be a huge success with designers and homeowners alike.

County TV and Appliance Owner and President, Vincent Vetrini, appreciates an appliance manufacturer's attention to models that deliver what customers want.

A case in point is Sub-Zero's Pro 36 Classic Glass-Front Refrigerator. This model takes the look, unyielding food preservation and finesse found in the Pro 48" model (which has also been enhanced as part of the reimagined Sub-Zero Pro Series), and crafted it into a smaller width to fit almost any kitchen.

With specialty appliance products a huge trend this year, County also features the GE Pizza Oven. Here are some of its exceptional features:

- ▶ **Handcrafted luxury** in the brushed stainless exterior to the simple touch controls. Installs flush with surrounding cabinetry for a seamless look.
- ▶ **Brick oven performance** - Each electric hearth oven prepare Neapolitan-style pizzas, soft artisanal bread or a whole roasted branzino perfectly.

"The Sub Zero Pro 36 is smaller, yet powerful. It offers 18.4 cubic feet of refrigerator capacity with great storage flexibility, a separate independently controlled crisper drawer and 4.3 cubic feet of freezer capacity below."

— Vincent Vetrini



- ▶ **Electric heating zones** - combine the crisping performance of traditional coal- and wood-burning hearth ovens with the precision and ease of a luxury appliance.
- ▶ **Capacitive touch LCD controls** allow for easy selection of preset cooking options.
- ▶ **Built-in installation** is made possible with a 30"- width cabinet cutout. The integrated oven ventilation system allows for simple installation, with no additional ductwork required

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The Thermador Connected Experience at County TV & Appliance



County TV & Appliance showcases Thermador's latest smart appliance innovations:



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- ▶ With the Thermador Connected Experience Remote Access, your coffee is personalized with your Home Connect app. Depending on your preference and the time of day, the app can create a drink that best suits your mood.
- ▶ Users can order gourmet coffee beans through the Home Connect app and arrange for coffee bean delivery through a partnering website & get recipes for desserts and drinks.

Wine is Essential

- ▶ Thermador offers access to a world of exclusive wines, wine knowledge and perfect pairings.

The Perfect Steak

- ▶ Thermador Home Connect empowers consumers with smart tools, recipes and expert knowledge that helps them reach their culinary goals.
- ▶ The app provides detailed information such as meat cuts, how to cut & store meat, different ways to cook a steak.



Thermador 48" Pro gas range

At County Viking Appliances Bring Color to the Kitchen



"Builders and designers are always looking for options — the more the better. Viking Range Corporation meets the demands of builders, designers and their clients by offering a wide range of finishes. Homeowners can make a personal statement in their kitchen by adding color to their appliances!"

— Vincent Ventrini

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The Kitchen & the Master Bath are the Two Rooms That Really Sell Homes

These are the rooms buyers most closely inspect and remember in a home. A well-appointed kitchen will dramatically increase your home's value, so it's worth making it memorable. The same holds true for the master bath. A spa-like master bath with clean lines, floating vanities and soaking tub will grab buyer attention, and help seal the deal. May this summer be an exceptionally good season for home sales in all price ranges in Connecticut. We're long overdue! 📅

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Fairfield County HBRA Hosts Beyond the Blueprint

A Panel of HOBI Winning Builders Discuss Today's Challenges & Trends



L-R Diane Ramirez, Julio DiBiase, Darren Andreoli, Bob Sprouls, Paul Harris, Chris Pagliaro & Fairfield County HBRA EO, Jackie Bertolone

On March 6th at the Stamford Museum & Nature Center's spectacular new Farmhouse events space, 160 turned out to hear four HOBI Award winning builders and a HOBI winning architect discuss the challenges they faced in building their outstanding custom homes, and the trends they are seeing in the luxury market. CTC&G was the media sponsor for the event, and photographed it for their upcoming issue.

Panel moderator, Diane Ramirez, CEO of Halstead Real Estate, provided opening remarks on the high end market.



"For the past two and one-half years, the luxury housing market has been very hesitant. The annual price appreciation that had been occurring for years was not sustainable. Today's buyer wants to see 'value'...

At any price level, a builder must give home-buyers the feeling that they have come out ahead."

— Diane Ramirez, Halstead Real Estate

Architect & developer, Paul Harris, Cole Harris Associates, won Project of the Year for a development of two \$7 million + spec homes on Brush Island Road, Darien. It took just 14 months to build both homes, two docks & install all landscaping.

In April, Paul sold the larger of the two homes, an elegant farmhouse at 21 Brush Island for \$7.4 million, just 5 percent under the asking price.



"I've been building since 2004, and designing homes since 1991. The spec market starts with location. A prime location lends itself to both empty nesters and millennials. For our Project of the Year in Darien, the homes had 400 ft and 600 ft of shoreline, and the goal was exclusivity for each house. With that in mind, we spent \$30,000 to save two 76" and 96" diameter beech trees, and we used a non toxic plant based mist system with 150 heads scattered throughout the property for bug and pest control."

Paul Harris started using stagers for his spec homes about 5-6 years ago. He explained, "We haven't used the same stager twice... not because I haven't been happy with the stager, but because I try to find the right stager for each house."

Paul chose Leia Ward, LTW Design for 17 Brush Island Road. "It was the more rustic of the two, with a roof garden over the entry, and we had used a combination of natural materials and steel. Leia seemed to have an immediate connection, and when it was completed, it looked like the furniture was built for that house."

"People want luxury and uniqueness... Everything doesn't have to be a white farmhouse with black sashes. As builders, we can embrace good, real design. It's about authenticity."

— Paul Harris,
Cole Harris Homes

(continued)

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Beyond the Blueprint

(continued)



Bob Sprouls and Darren Andreoli are partners in Westport based Bluewater Homebuilders. The company has won many custom and spec home HOBi Awards over the past seven years.

"We won a 2018 Custom Home HOBi Award for a 3,300 sf waterfront custom in Westport. We like to help our clients through the approval process, and we

brought this home thru a Westport variance and zoning.

Our client is a well known artist, and she wanted us to get involved in the design, along with architect, Tanner White. Every room in the home has a dramatic view of Long Island Sound, and the we outfitted the interior with a modern cold rolled steel fireplace wall with white oak shelves and a floating steel staircase with open white oak treads. It made the cover of

Westport Magazine."

– Bob Sprouls, Bluewater Home Builders



"We do both custom and spec. The spec homes we build target the high end market with pristine locations. . . It's more of an economic and market exercise, where we're assessing land and trends, and making decisions on bringing something of value to the customer. That translates well into custom housing. Everyone

wants to talk about value and the economics, so there's a lot of crossover.

The important rooms today are kitchen, family room and study... Elevators have taken off over the past 4-5 years, and are now standard in luxury homes.

It's part of wellness, having your life be easier... Millennials want technology and convenience and for empty nesters it's low maintenance and service."

– Darren Andreoli, Bluewater Home Builders



Dibico Construction in Greenwich offers high end custom new construction, remodeling and lifestyle services.

Julio's clients wanted a more proactive rather than reactive home management structure, so in 2013, he formed a separate division called Dibico Home Management with its own PM's, site supers and technicians. He offers the service to both clients and non clients.

"It's something to offset the risk in down times, and it keeps you ahead of warranty issues," Julio explained.

"For our 34,000 sf Custom Home of the Year in Greenwich, one of the biggest challenges was our discovery of a leaking gas tank under a garage on the property. After cleaning the contaminated site, we went from an initial design that called for slab on grade, to an 18 ft excavation and expanded foundation with lower level mechanical room, sports complex and indoor pool. The completed home is on five levels – three levels above ground and two levels below."

– Julio DiBiase, Dibico Construction



Architect, Chris Pagliaro, is a partner in PBS Architects. He has designed multiple HOBi winning homes that have won top HOBi Awards, including Custom Home of the Year, Remodeled Home of the Year and Project of the Year. Chris spoke about today's luxury homebuyer.

"The spec market is targeted to the impatient. This generation grew up with the iPhone and instant gratification. They don't have the patience for a custom home... They want something unique and then they want to know when they're going to close... The spec market should really focus on creating unique homes... The projects we do are targeted to 25 percent of the potential buyers not the 75 percent. You get more money out of building for that 25 percent who want uniqueness, than building for everybody."

– Chris Pagliaro, PBS Architects

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Builder News



Paul Harris, Cole Harris Associates – closed on one of two \$7million+ spec homes, which won 2018 Project of the Year in November. The elegant 8,300 sf farmhouse at 21 Brush Island Road in Darien sold for \$7.4 million, about 5% under asking price of \$7.75million.

This should help justify a good higher end market in Darien. The town has a lot going for it, not to mention the lowest mill rate in Fairfield County.”

– Paul Harris

Paul Harris, Archtype – broke ground on another Darien house in his cul-de-sac of several smaller \$1-2 million homes on *Clock's Lane*, and he has begun a 3 lot subdivision in Tokeneke, which will sell at \$4million to the high \$5million.

Arnold Karp, Karp Associates – is a development partner for *Merritt Village*, a 109-unit residential development on a three-acre site a short walk from the heart of downtown New Canaan. The development will consist of four buildings with 59 rental apartments starting at about \$3,500 a month and 50 condominiums starting at around \$1.2 million.

Bill Ferrigno, Sunlight Construction – is outperforming the Farmington Valley market with two new developments. At *Cambridge Crossing* in Simsbury, he is targeting empty nesters and young buyers with a smaller, more affordable product starting in the high \$300,000's. He has sold 11 homes, most in the high

\$400,000's, with the most recent closing at more than \$600,000. At *Bailey Park* in Avon, Bill has sold six out of 8 homes in the \$400,000's with no advertising! All buyers are South Asian!

“People are stretching to find the right formula.”

– Bill Ferrigno

Chris Nelson, Nelson Construction – in Simsbury, Chris sold two single family homes in the \$500,000's in April, but before that, no sales all year. However, in their Simsbury rental community, *Highcroft*, they are leasing up even before CO's.

“We are considering building multi-family for other developers and doing commercial projects.”

– Chris Nelson

Nick Uccello, Uccello Development – is building *Preserve at Whipporwill Way*, a 10 lot community in Wethersfield, where he has sold 4 homes from Facebook ads. Prices range from \$599,000-899,000.



Doron Sabag & Jim Hoffman, SBP Homes – based in Greenwich have expanded geographically in the last few years, building in New York City, South Hampton and Vero Beach Florida, as well as in Greenwich and Riverside.

(continued)

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Builder News

Murphy Brothers Contracting – On Old Mill Road in Greenwich, Murphy Brothers has completed *Starlight Farm*, a private equine facility for world class grand prix jumpers. The farm itself is 4 buildings including stable, storage/muck building, pump shed (which houses the fire pump system for the stables) and the riding arena. The 14 horse stables are constructed from new sawn white oak post and beam and feature 84 skylights equipped with heat and rain sensors. Architect: Jones Byrne Margeotes Partners



The Lillevilla Allwood Getaway Cabin is priced at \$18,800 on Amazon.

Amazon Houses with Free Shipping

Three prefabricated homes can now be ordered online at Amazon.com. The homes profiled range from 113 - 1,000 square feet and are priced between \$5,000 and \$40,000.

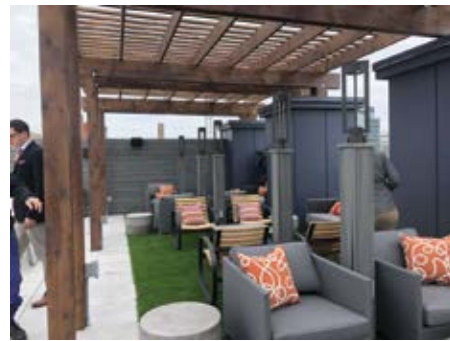
Not only is Amazon's portfolio of houses for sale, yet another example of the online retailer trying to sell everything to everybody, but it's an early example of a selling model coming in the near future, when buyers will be able to shop for a house, pick their floor plan, select options, and pay for their house completely on the internet.

Randy Salvatore, RMS Companies – held the Grand Opening of *Parkside at City Crossing*, a four-story mixed-use building and the first completed project of the city's Hill-to-Downtown Community Plan.

On hand for the ribbon cutting at 22 Gold St. were Mayor Toni N. Harp; Randy Salvatore, president and CEO of RMS Companies, the developer of the property; David Lehman, commissioner of the state Department of Economic and Community Development; Nathan Karnes, development manager for the Department of Housing; New Haven Alders Delores Colon, D-6, and David Reyes, D-5; and Serena Neal-Sanjurjo, executive director city Livable City Initiative.



The project was designed by New Haven-based Kenneth Boroson Architects, and includes 110 apartments. The building has



a mix of one, two and three bedroom apartments, tenant amenity rooms including the roof deck (pictured) and a first-floor retail space at the corner of Gold Street and Washington Avenue.

"This project has quickly transformed a street-level parking lot into a vibrant, mixed-use neighborhood," Harp said, in the release. "It brings critical improvements to a key area of the city and advances a shared vision for a vibrant future throughout the Hill to Downtown corridor."

The state Department of Housing provided \$5 million in "Just in Time" funding for the project, allowing 30 percent of the units to be offered as affordable housing.

(continued)



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Builder News

Homes in Greenwich are selling for less

According to a recent WSJ article, “once a beacon for Wall Street’s top brass and still one of the richest towns in the U.S., Greenwich is facing a slew of issues. Many wealthy New Yorkers are opting to live in the city, rather than in the suburbs. Some of the wealthiest have decamped to Florida in search of more favorable tax rates. Banking executives who propped up the market with their yearly bonuses have also experienced cuts in compensation.”

According to Realtor.com, there were 45 properties in Greenwich priced at more than \$5 million that had their price reduced by 10% or more in the 12-month period between April, 2018, and March, 2019.

According to a recent report by brokerage Douglas Elliman, the median price for a home in Greenwich dropped by 16.7% last year to \$1.5 million in the fourth quarter of 2018. On the luxury end of the market, characterized by the top 10% of sales, prices dropped by 18.8%. That trend continued into the first quarter of 2019 with the estimated median price down by more than 25%.

The average time a luxury home sits on the market in Greenwich is 357 days from its most recent price adjustment. The only segment of the market performing well appears to be smaller, entry-level homes close to the train station, which are being snapped up by a new generation of buyers. The lowest priced condos currently on the market in that area start at around \$330,000, according to Zillow.

DECD Commissioner David Lehman airs his early plans to jumpstart CT’s economy



David Lehman, Connecticut’s newest economic-development commissioner, a former Wall Street banker who lives in Westport, will look for solutions to Connecticut’s decade-long, sluggish economy, as well as new opportunities for innovation and job creation.

After facing a tough nomination process, in which his background as a Goldman Sachs partner during the 2008 financial crisis came under scrutiny, Lehman says his top priority is revitalizing Connecticut’s cities, especially Hartford, while also rejiggering how the state uses incentives to spur private-sector jobs and investment.

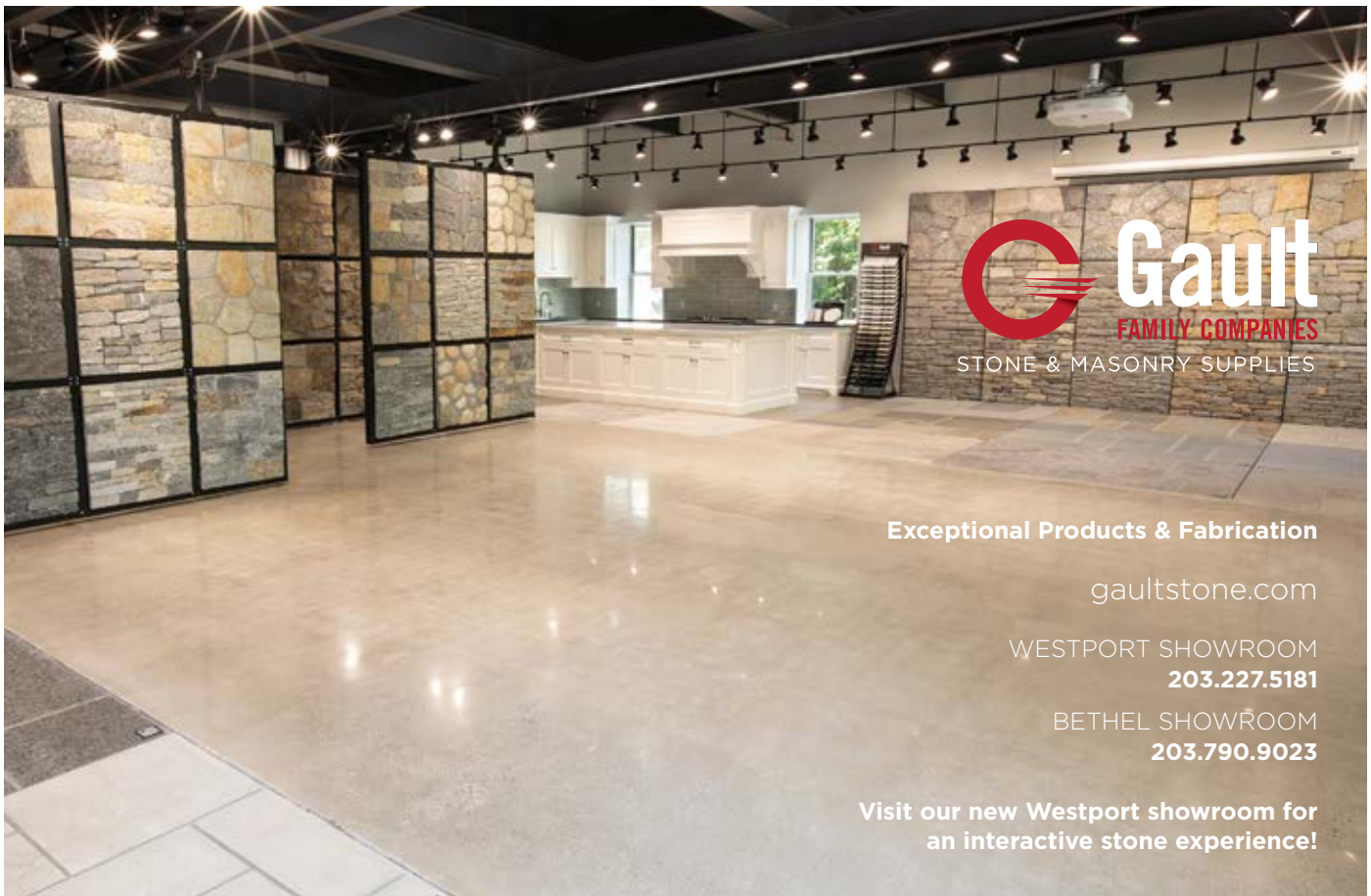
He’s also helping to redefine, observers say, a new, deeper relationship between his agency and its economic- and market-research affiliate, the Connecticut Economic Resource Center (CERC). Governor Lamont bared plans earlier this year for a reconstituted CERC board helmed by former Webster Bank CEO James Smith and ex-Pepsico CEO Indra Nooyi. CERC, Lehman says, will focus on new and better ways to market the state’s inherent economic assets like its skilled, well-educated workforce, thriving advanced-manufacturing sector, and proximity to Boston and New York.

Lehman is forming a business-advisory panel made up of statewide corporate leaders and business owners who will provide DECD with valuable intelligence on marketplace trends. In a wide-ranging interview with HBJ, Lehman, 41, talked about the need for state government to consider public-private partnerships; ease its regulatory burden on business; leverage investment in and development of federally sanctioned Opportunity Zones; and continue to promote entrepreneurship and innovation.

U.S. cities, Lehman says, underwent a period in the 1970s and ‘80s in which they were vilified as incubators of crime and poverty. That gave a state like Connecticut, known for its suburban lifestyle, an advantage in attracting people and companies like General Electric, which moved from New York to Fairfield in the early 1970s. Today, however, that narrative has been upended as cities are considered safer destinations and magnets to a new generation of young workers for whom living and working in an urban setting is an amenity.

“Personally, I think there’s been a macroshift in terms of the forces that put people into Connecticut, or into the suburbs. The trend

(continued)





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Builder News

DECD Commissioner David Lehman

(continued) toward cities is very, very real and we need to address it.”

The reality is, progress made in revitalizing Hartford’s downtown would not have happened without state support, and Connecticut’s limited financial flexibility could make it harder to stimulate growth in the capital and other cities going forward.

Lehman, who sits on CRDA’s board, said he’s a big fan of the work the quasi-public agency has done in Hartford, but that it’s imperative for cities to leverage as much private dollars as possible. That’s one reason he’s bullish about promoting the federal Opportunity Zone program, which was created as part of the 2017 federal tax reform law to spur realty- and business-development in the U.S.’ neediest communities.

Focus on Opportunity Zones

It allows taxpayers who invest in qualified Opportunity Zones to be eligible for capital gains tax incentives. Besides investors, anticipated beneficiaries are the 72 low-income neighborhoods in 27 municipalities across Connecticut that have been tagged as OZs. That includes zones in Hartford, West Hartford, East Hartford, Bristol, Middletown, Meriden and Manchester.

Lehman said he’s watching closely a bill in the state legislature that would further leverage OZ investments, but mostly he wants DECD to be a convener of deals, maybe even creating a centralized website or marketplace for municipalities and developers to identify shovel-ready projects. (See Developers Forum under State Association News in this issue.)

“We should be a ‘go-to’ source for Opportunity Zones ... to make sure those investments get through the pipeline as quickly as possible,” he said. He also said DECD needs to work more closely with local planning and zoning boards to understand their growth strategies and how the state could help.

New Employers will need to ‘Earn as you go’

Maybe one of the biggest shifts under the Lamont administration’s economic-development strategy is how the state plans to use incentives to stimulate job growth and development. Lehman said he wants the state to move to more of an “earn-as-you-go” system, meaning employers won’t reap state incentives until they’ve created a certain number of jobs or made a certain level of investment.

“The company and the private sector are going to come up with the money they need to create those jobs and they will earn that incentive over time,” Lehman said. He said most states structure their incentives that way, and he’s working to change Connecticut policy. Lehman’s push for public private partnerships and his determination to create an “earn-as-you-go” system where companies won’t reap state incentives until they’ve created a certain number of jobs or made a certain level of investment – very encouraging!

Joel Grossman, Calcagni Real Estate

Stock market jitters and new taxes in CT

Although we expected a slower start to 2019 then we saw in 2018, deposits for single family homes are about the same. In January 1 2018 thru May 1st 2018 there were 379 deposits statewide. In the same period this year there are 371.

- ▶ The stock market continues the ups and downs we saw late in 2018 which may discourage some home buyers; we don’t expect this to effect typical buyers that just want a new place to call home
- ▶ It is too early to determine what effect, if any, new taxes or the lack of (wishful thinking) from Hartford will have on housing, there is a desire to strengthen the housing markets and make new homes more affordable in CT and that is a good thing.
- ▶ Builders will still have to be nimble and prepared to increase their value proposition.
- ▶ Move-in or quick delivery homes must be a part of the mix of offerings.
- ▶ Builders must be accepting of and offer features that are trending. Can no longer be basic

Positioning our builders for success

- ▶ Our builder clients benefit from our extensive knowledge about the local markets, keeping a keen eye on buyer’s attitudes and what they want and expect in new houses.
- ▶ Builders will have to be nimble and prepared to increase their value proposition.

(continued)

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Builder News

Joel Grossman

(continued)

- ▶ Move-in or quick delivery homes move much faster and we encourage our builders to add a house or more if their budget allows to help sell down inventory.
- ▶ Our builders who offer features that are trending are experiencing greater traffic and interest. Keeping our finger on what's trending and making recommendations for changes in models, specs and pricing helps our builders create product consumers want.
- ▶ At HillCrest Village for example, a HOBI winner for Best Option Upgrade. Across the board revision to plans and 5% adjustment to pricing is resulting in renewed interest and sales. All standing, Quick Delivery homes have sold, and others are being started.
- ▶ At Pierpont Hill at North Haven, our builder revised plans, including expanding model offerings which resulted in 11 closed sales with just 4 homes remaining.

Second half of 2019 outlook for sales

- ▶ Multi family housing rentals are still the rage and the trend should continue into 2020.
- ▶ Interest rates have trended lower and are expected to remain low throughout the year.
- ▶ Low inventory of existing homes will help builders, although they must keep prices on new construction compelling to capture buyers. *Sales info sourced from SmartMLS.

Yankee Institute Ranks Top 10 Business Friendly Towns in Connecticut

The Yankee Institute for Public Policy ranked Connecticut towns for their business friendliness bases on these four indices: Tax Burden, Community Allure, Economic Vitality & Transportation/Infrastructure

- | | |
|---------------|------------------|
| 1. Fairfield | 6. West Hartford |
| 2. Greenwich | 7. South Windsor |
| 3. Westport | 8. Shelton |
| 4. Ridgefield | 9. Glastonbury |
| 5. Simsbury | 10. Branford |

How to Get Millennial Renters into Home Ownership

Today's renter is 32 years old, single and educated, with an income of \$37,500; about 29% of that income is spent on rent.

Even though more than half would consider purchasing a home, millennials have been slow to enter the housing market, Paul noted, because of student loan debt, getting married later in life and a decrease in starter-home inventory. These factors have decreased the amount millennials are able to save and the type of home they can afford to purchase, as many are often putting down less than 20%.

Paul explained: "When you look back at their student loan debts of \$37,000 [on average], that's a down payment on a house. That's a brand-new car they could be buying. That's the cost of their wedding. They're making choices in life as to what's more important to them, and it's a very different perspective than the boomers or Gen Xers — and even potentially the Gen Zers."

Meeting Millennials Where They Are

More than one-third (35%) of older millennials (30-39 years old) are looking to buy a home in the next one to three years, White stated, in part because of rising rents. Major life events, such as getting married or having children, are also catalysts for a home search.

Examples of what millennials looking for, based on NAHB's What Home Buyers Really Want study, include:

- ▶ 82% want a garage (1, 2, or 3+ cars); 54% want access to public transportation.
- ▶ 40% want 3 bedrooms; 47% want 4 or 5.
- ▶ 57% want an exercise or media room (compared to 32% and 28% of boomers, respectively).
- ▶ 74% want a single-family detached home; only 15% want townhomes and 7% want condos.
- ▶ 76% want an open or partially open living-dining area.
- ▶ The median desired square footage for millennials is 1,905.

(continued)



Builder News

How to Get Millennial Renters

(continued)

Builders are getting creative in how they design high-density neighborhoods to address the affordability issue while also providing the types of homes and amenities millennials desire. Paul and White shared several examples from their businesses, including adoption of modular construction to create developments.

Millennials also require a different marketing approach, which Money-Garman highlighted as part of the strategic plan behind Fresh Paint, a subdivision of Garman Homes specifically geared toward millennial consumers.

Fresh Paint's business model adopts a millennial mindset through five key components:

- ▶ Make it transparent and authentic
- ▶ Make it personal
- ▶ Make it simple
- ▶ Make it give back



Make it memorable. For example, staging model homes with products millennial buyers can afford (think Target, World Market or even Pinterest hacks) creates an atmosphere in which they can better visualize themselves. Model storytelling (e.g., using staff members' personal photos throughout the model) also spotlights who Fresh Paint is as a company and adds an instant conversation

starter to help get to know the buyers better and match them to the house they want.

Looking Ahead

As millennials contemplate entering the home-buying market, 3% of Generation Z (ages 7-22) is already buying. Virtual reality goes a long way with this population, with 45% wanting to tour a home virtually and 41% wanting to watch a recorded video of a walkthrough. Built-in furniture is a potential approach to attract this demographic, with its preference toward thoughtful use of space rather than increased square footage. About one-third (34%) of Generation Z is looking for a partially furnished home, while 19% want a fully furnished home.

Looking for an outside-the-box approach to tours? Consider creating an Airbnb-type model that prospective owners can "try on" for a night — or even a weekend — to see how each space feels. It's a great way to connect with the buyer on a really cool level.

To view this presentation, visit the 2019 IBS Education On-Demand Library.

Connecticut Association of Realtors Launches CTR-TV

One of the more creative ways Realtors are trying to get their voices heard and spread information to members is through the launch of a new online news network, CTR-TV.

The lobby airs its views in a series of streamed online videos, called "5 in 5." One March 11 installment features anchor Kristi Olds sitting in a plush news studio urging CAR members to reach out to their state lawmakers "to oppose any new real estate taxes."

In particular, they've taken aim at Lamont's proposals to apply the state's 6.35 percent sales tax to real estate services and increase the seller's conveyance tax for properties over \$800,000. It's estimated those measures alone would generate \$118 million in additional tax revenues over the next two years.

CTR President, Dan Keune, said state leaders "may not realize the staggering amount of homeowner equity and home values that would be removed with the proposed and massive new taxes to home sellers and real estate transactions. CTR can't support harming real estate owners."

Nationwide Labor is Top Issue for Builders in 2019

More than four out of five builders expect to face serious challenges regarding the cost and availability of labor in 2019, according to a recent survey of members that ran in the monthly NAHB/Wells Fargo Housing Market Index. ☐

Connecticut Builders Give Huber ZIP System and AdvanTech 2 Thumbs Up



Pictured outside the Prove It Tour™ showroom on wheels are the Huber team: L-R CT Sales Rep Will Contento, Stephanie Ruppert, Product Applications Specialist, Nick Roberston & Matt McCamitt

ZIP System® sheathing and tape is leading a revolution in streamlining building enclosure design. With a built-in water-resistive barrier that eliminates house-wrap, a rigid air barrier, and a 180 day exposure warranty, building teams are making the switch for quick, and reliable weather and air leakage protection.

In April, Connecticut Builder editor/ publisher, Joanne Carroll, had an opportunity to attend Huber's Prove It Tour™ event at the Thimble Island Brewery in Branford. Huber Connecticut Sales Rep, Will Contento, gave her a personal tour of their showroom on wheels, which exhibits the Huber Engineered Wood products so many builders insist on using in their homes.



Anthony DeRosa – DeRosa Builders

In Greenwich CT, Anthony and Michael DeRosa are successful builders of luxury custom homes and whole house remodeling projects, and DeRosa Builders has been recognized state wide for their outstanding craftsmanship and use of innovative construction technology. Anthony De Rosa is a *Fairfield County Builder of the Year*, the current President of the Fairfield County Home Builders & Remodelers Association, and a loyal Huber customer of both AdvanTech and the ZIP system.

"Huber makes fantastic products at a very good price point. For about 10 years now, the ZIP system has changed our approach to building.

We use the ZIP System with zip tape for our wall sheathing and roof sheathing. Install the boards, apply the ZIP tape and the house has its weather resistant barrier."

"AdvanTech subfloor gives us peace of mind, because it carries a moisture resistant quality, and it's engineered for more strength than standard plywood or particle board.

We are happy to endorse Huber Engineered Woods."

- Anthony DeRosa, DeRosa Builders



Chris Clark, manager of product engineering at Huber Engineered Woods, offers his top tips for achieving a continuous structural, air- and water-resistive barrier with ZIP System sheathing and tape.



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By eliminating the need for housewrap, ZIP System® sheathing and tape helps achieve quick rough dry-in.

1. Easy nail gun adjustments help avoid shiners and overdriven fasteners.

If fasteners are countersunk into the sheathing, the head isn't flush with the water-resistant barrier on the surface of ZIP System sheathing. Overdriven fasteners can result from air pressure inconsistencies in nail guns. Install a "flush-mount attachment or "collar" at the end of the nail gun for an easy fix. This results in more consistent control over the distance between the nail and panel surface. Users can also lower the nail gun pressure or install an in-line pressure regulator.

Shiners, or nails missing studs, can result in reduced bracing action (the combined strength of the frame and panels to resist lateral force). To maintain the integrity of the built-in water-resistive membrane on ZIP System panels, drive shiners back out and seal them with ZIP System tape outside or ZIP System™ liquid flash inside.

2. Roll the tape.

A new enhancement on the ZIP System™ tape roller is the feature that leaves a "Z" impression on the advanced, acrylic pressure-activated tape to let you know the adhesive bond has been made.

When taping inside corners, use 3-4 ft. pieces to tape the 90-degree angle. Hold the tape at both ends of the strip and pull it to form a U-shaped piece. Using a plastic speed square, push the tape into the corner then roll it. ZIP System liquid flash is also great for inside corners.

Pay attention to outside corners when using ZIP System® R-sheathing, which includes a built-in layer of exterior rigid insulation, because one edge of the sheathing in an outside corner extends to cover the exposed end of the sheathing on the adjacent wall. Then, apply ZIP System tape to seal the corner with at least 1-inch of surface contact with the panel surface on either side of the seam.

Get a tight seal around windows and doors. T-joints are at the intersection of many materials. Make sure fasteners are flush and shingle lap tape for proper taping. For entry doors, use ZIP System™ stretch tape to protect the entire rough opening with minimal piecing of tape segments.

Nort Wheeler – Mystic River Building Company



Mystic River Building Company, specializes in the construction of high performance custom homes, renovations and additions in New London County. A

30-year homebuilding industry veteran, Nort Wheeler has been recognized with state awards for his custom homes, renovations and residential development, and he has earned the top industry recognition, Builder of the Year, five times in the last decade. The Showcase Homes Nort has built to educate the public, demonstrate the latest innovations in building materials, products and construction technology.

"ZIP wall and roof sheathing help us to dry in our structures faster. This is especially critical when remodeling occupied homes. Tape the seams and sleep well – rain, sleet or snow.

We have been using Huber AdvanTech subflooring on every project we build for well over 10 years. Since switching to AdvanTech, we have not had a single issue with delamination or seams swelling. We have also found the moisture level of AdvanTech after a wet/dry cycle is lower than plywood and OSB. AdvanTech allows for the installation of finish floors earlier in the construction sequence. That saves time and dollars. I give Huber two thumbs up."

— Nort Wheeler,
Mystic River Building Company

(continued)

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Connecticut Builders Give Huber ZIP System and AdvanTech 2 Thumbs Up



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Jarrett Kravitz, Advantage Contracting

Yet another loyal Huber builder. *Central CT HBRA Builder of the Year*, and a 2018 HOBI Awards judge, Jarrett had this to say about AdvanTech.

"I use ¾" AdvanTech plywood subflooring because quality matters! Subfloors are the base on which so many finishes are installed, so we always use the best. Huber's products have excellent resistance to moisture and always remain stable throughout construction."

– Jarrett Kravitz Advantage Construction



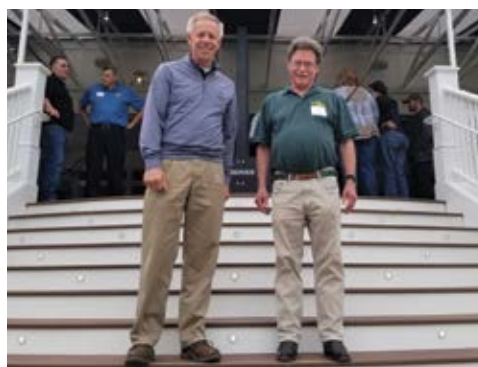
Sanford & Hawley 135th Anniversary Contractor Night Hop Meadow Country Club – May 30, 2019



Nelson Construction recently completed a magnificent renovation of Hop Meadow Country Club, with new outdoor deck and dining pavilion.



Chris Nelson, Bob Sanford & Mary Ellen Nelson



HBRA President Chris Nelson & Frank Sanford.



Huber rep Will Contento with Dan Able, Woodstock Construction

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#1 Builder Brand – The annual BUILDER Brand Use Study conducted by the Farnsworth Group gauges the attitudes of U.S. builders, developers, and contractors toward the products they recognize, use, and trust. Product performance and desirable

features are top priorities, followed closely by warranty, availability, price, and ease of installation.

Tyvek® was recognized as the #1 House Wrap brand in 2019 – the 22nd consecutive year it has been rated #1, based on brand familiarity, quality and brand use in the U.S. building market. Homeowners are familiar with the Tyvek® brand, and builders know that the building envelope is an essential line of defense against air, water and wasted energy.

Both builders and homeowners appreciate that DuPont™ Tyvek® meets or exceeds codes; provides them with a 10 year limited warranty; and increases the resilience, comfort and energy efficiency of their home.



Bob Wiedenmann, Sunwood Development, is a diversified builder of quality homes, additions and neighborhoods throughout central Connecticut. Bob has been president of the CT HBRA and a past Builder of the Year.

"I've used Tyvek® on all of our homes for many years. There are cheaper house wraps out there, but I have had no problems with Tyvek®, so I'm sticking with it."



George LaCava, Trilacon Development, has built 1500 homes in Hartford County over the last thirty-five years. George currently serves as NAHB Build-Pac Trustee and Chairman of the NAHB Planning Committee.

"We switched to Tyvek® a few years ago because it does a much better job than other brands, and the tape works well in conjunction with sealing windows."



Bill Ferrigno, Sunlight Construction is Chairman of the CT Developers Forum. Sunlight is currently building *Cambridge Crossing* in Simsbury, where they've sold 11 homes and *Bailey Park* in Avon, where they've sold six out of eight homes.

Sunlight is another loyal DuPont Tyvek builder. Bill agrees that brand recognition makes a difference when selling new construction.

DuPont is currently working with architects, builders and installers to continue to drive innovation for the next generation of new construction projects and future renovation of existing buildings to meet emerging needs. □

Business Product News

Light Up Your Home with Style at Chloe Winston



The sudden closure of Klaffs Lighting last summer was a blow to Connecticut designers. Luckily, two Klaffs alums, Candace Pereira and Rina DiMarte, are filling the void with their new 1,400 sf showroom, Chloe Winston Lighting Design in historic South Norwalk. The name of the showroom comes from a combination of Pereira's cat's name (Chloe) and Dimarte's dog's name (Winston).

Candace has been lighting up homes around CT and NY for the past 32 years and has dedicated her entire career to lighting design. She's worked on lighting projects across New England, Metro New York and up and down the East Coast.

Rina started in the lighting business in 2007, working alongside Candace at Klaff's high-end regional home design store, and has worked as a lighting designer for the past 12 years.

"This is what we know," says Pereira. "There are not very many lighting show-rooms in our area; we have a wealth of knowledge, the same prices as the Internet, and free design services."

The showroom's exposed brick walls and hardwood floors are a chic backdrop for a beautiful lineup of high-end lighting products in styles from traditional to cutting-edge modern.

"We carry 24 brands with price points for everyone, and discounts for the trade" said Rina.

The showroom features sconces, chandeliers, pendants, and table lamps. And if you don't see exactly what you like, Pereira says they can get it for you.

Chloe Winston generously hosted a Fairfield County HBRA Professional Women in Building Council (PWBC) meeting this winter. They are already working with a number of Fairfield County builders, including New Ridge Builders, Milton Development, The Greyrock Companies, MG Builders, MLR Properties and Rose Adams Homes.

"You are only as good as your team, and Candace Pereira and Rina DiMarte are an extension of our team. It's a pleasure to work with them and bring clients into their stunning showroom, not only because they are personable and have impeccable follow-through, but they are also so knowledgeable and their decades of lighting industry experience shows."

- Rose Adams, Builder, Rose Adams Home



Builders, designers and homeowners from lower Fairfield County and Westchester are working with the duo on everything from individual purchases to large projects, so Chloe Winston should have a bright future.



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Find your confident place.

Business Product News

Bender Awarded Best Innovative Showroom from NKBA



Bender was awarded the National Kitchen + Bath Association's Best Innovative Showroom Award at the combined IBS and NKBA Show in Las Vegas. This distinction is given to showrooms in the kitchen and bath industry that are considered exceptionally unique, functionally innovative, and engaging.

Bender earned the award because of their showrooms' focus on interactive experiences for each customer. Their five showrooms offer a multi-sensory approach that allows customers to see and touch the functionality of the selections. The showrooms offer movable displays so that customers can experience the aesthetic of their selections in one place.

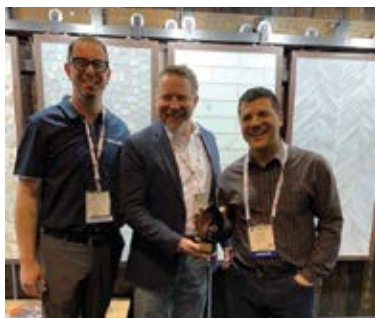
"Customers are looking for inspiration. They have a vision for their space and the life they'll have in it, and we can make that happen."

— James Narduzzo, Vice-President

Customer experience is a major aspect of the Best Innovative Showroom Award, and Bender delivers. Bender showrooms marry function, budget, and innovative design in order to provide the right solution for every customer.

BENDER is a fourth-generation family owned and operated company, born and raised in Connecticut. Keeping up with the heartbeat of our state, BENDER has evolved into a retail purveyor of attainable luxury in decorative plumbing, kitchen and bath cabinetry, lighting, tile and stone. To support our local tradesmen, we also supply a wide range of HVAC and plumbing materials. Visit benderplumbing.com.

Tile America Recognizes Island Stone as their 2019 Supplier of Year



L-R Jeff Nibler, COO Island Stone North America, Brian Knies, Owner/President of Tile America, David Menez, National Account Manager Island Stone North America

For over ten years, Tile America has been recognizing one industry partner each year for an exceptional level of service; high quality and innovative products, on time delivery; responsive field support and product training; effective sales promotions and marketing. In 2019, Tile America's Supplier of the Year Award went to Island Stone.

"Island Stone is the go to for spa-like projects said Lana Camera, Product Manager & Showroom Coordinator for Tile America. "Their innovative flat pebble stone is soft to the touch and inspired by organic shapes in nature."

Island Stone's goal is to reflect nature's raw, exotic beauty by offering a wide range tile collection which boasts Indonesian Pebble Tile, to Asian contemporary within a variety of looks woven throughout the collection. The Island Stone team strives to maintain a strict level of quality and consistency from their choice of materials to manufacturing.

Tile America's Purchasing Manager, Laurie Ruotolo, said, "Island Stone is awesome when it comes to confirmations, solving problems, and conveying any issues with orders."

Tile America suppliers are nominated and chosen by Tile America employees. The award was presented at the annual industry trade show, Coverings, which was held in Orlando, Florida in April.



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Business Product News

DiMatteo Insurance in Shelton Partners with Cross Insurance: A Similar Family-Owned Business

DiMatteo Insurance of Shelton is now affiliated with Cross Insurance, one of the largest independent insurance providers in the country. Headquartered in Bangor, Maine, this new partnership enables DiMatteo Insurance to broaden its market opportunities, including expanded personal and commercial lines in New England and throughout the country.

Kim DiMatteo of Bethany has been named Branch Manager of DiMatteo Insurance. She started working in the family insurance business in 1991 and specializes in commercial insurance, specifically construction, contractors, and real estate.

Previously referred to as DiMatteo Group, the business has spun off into three divisions: DiMatteo Insurance overseen by Kim DiMatteo of Bethany; DiMatteo Group-Financial LLC, headed up by Kim's husband, John DiMatteo of Bethany; and DiMatteo Group-Tax and Accounting, managed by Rosemarie Esposito of Shelton. Other family members involved in the business include Loretta Lesko of Shelton, who is a Partner in the tax business as well as a Training Supervisor in the insurance division. Her husband Robert Lesko specializes in insurance sales and is also a Partner in the tax division. A total of 25 employees from all the divisions will remain located at 79 Bridgeport Avenue, Shelton.

"We see many synergies with this new partnership," added DiMatteo, "and are thrilled to join the Cross Insurance family of agencies. We both have a long tradition as family-owned businesses. This new arrangement is mutually beneficial.

Our thousands of customers will continue to be handled by the same local account managers and producers."

DiMatteo Insurance will carry on its year-round philanthropic work and will still support local charities through the DiMatteo Family Charitable Foundation. In fact, DiMatteo Insurance will be a top gold sponsor of their Foundation's golf fundraising event on August 19, 2019. The Foundation was established over 14

the Home Builders and Remodelers Association of Fairfield County (HBRA). In 2017, she was inducted into the Fairfield County Hall of Fame by HBRA. She currently serves as its First Vice President and will be named President of HBRA in 2020.

Cross Insurance, their privately held parent company, is a family owned and operated insurance firm with three generations actively involved in the day-to-day operation. Founded in 1954, Cross Insurance

"DiMatteo Insurance will continue to meet our client's insurance needs with the veteran leadership, outstanding staff, and high customer service standards that have been the hallmark of our family business since its founding in 1960. Our agency handles all lines of business including employee benefits."

years ago as a tribute to their founder and late father Anthony "Tony" DiMatteo, who was battling cancer at the time. Since then, the Foundation has contributed over \$376,000 for various well-known local and national charities that fund research, education and finding a cure for diseases.

DiMatteo noted, "We will spearhead our numerous community projects as we have for several decades. Specifically, we will organize our Annual Golf Tournament, the "Under the Tree" Program of BHcare in Ansonia, and the Annual Easter Basket Drive to benefit the Norwalk Emergency Center, Domestic Violence Crisis Center and Inspirica."

Kim DiMatteo also has been an outstanding volunteer in the community. For over 25 years, she has been involved as a member, board member, and officer with

has over 40 offices located throughout Maine, Massachusetts, New Hampshire, Connecticut and Rhode Island. The company has grown to become one of New England's largest independent insurance intermediaries and the nation's 33rd largest broker of U.S. Business, with over 40 branches and more than 800 employees. Each office has a full staff of personal and business insurance professionals. Cross Insurance represents the region's largest network of carefully selected suppliers which includes some of the largest national carriers in the industry, as well as New England's leading regional insurance carriers. Cross represents a total of 150 insurance providers, which enhances the company's ability to satisfy the varied insurance needs of major employers and individuals alike. Visit DiMatteo Insurance's new website at www.DiMatteoInsurance.com for more information or call 203-924-4811.

Karen Bradbury Wins Best Female Performance at Dancing with the Stars Benefit for Elder House of Norwalk



L-R: Lisa Bancroft, Karen Bradbury, Stephanie Rapp & Connie Cooper

On March 23, 2019, at Rolling Hills Country Club in Wilton, Karen Bradbury won the top award, Best Female Performance in a Dancing with the Stars benefit for Elder House! She was spectacular! Congratulations, Karen!

"I WON, but better than that, we raised \$4,780 for Elder House! As a result of your generous donations, many elderly people, who really need this organization, will be well taken care of, and their families can relax, knowing their loved ones are in good hands, when they are not able to be with them."

— Karen Bradbury

New England Home CT Magazine Sponsors Spring Event at Gault Stone



Andrew Bartolotta & Connie Cooper



NEH Magazine Tess Woods & Sam Gault



John Jelliffe, Digital Home Systems with Joe D'Auria & Randy Sullivan, Gatehouse Partners



Tony Aitoro, second from left and Lora Mazurak, second from right.



Karen Bradbury, Peggy Kababian & Stephanie Rapp

NAHB Leadership Bring Housing Agenda to Capitol Hill



NAHB Chairman Greg Ugalde and First Vice Chairman Dean Mon conducted two days of meetings with Republican and Democratic leaders on Capitol Hill to urge lawmakers to address growing housing affordability concerns and keep housing in the forefront of the national agenda.

The NAHB Senior Officers reiterated the importance of housing and homeownership to the economy and called on Congress to ease needless regulatory burdens that are contributing to rising housing costs.



House Minority Leader Kevin McCarthy meets with NAHB Chairman Greg Ugalde and NAHB First V.P. Dean Mon.



L-House Majority Whip Jim Clyburn (D-S.C.) & Senate Majority Whip Sen. John Thune (R-S.D.) at center, meet with NAHB Chairman Greg Ugalde and First V.P. Dean Mon.



In March, at the 72nd Annual HBRA of Central CT Home Show, NAHB Chairman Greg Ugalde is pictured demonstrating the interactive Parade of Homes boards with the HBRA of Central CT - EO Eric Person and the HBA of NW CT - EO Sheila Leach.



NAHB V.P. Dean Mon, Senator Chris Murphy (D-CT) & NAHB Chairman Greg Ugalde



NAHB Chairman Greg Ugalde testifies before the US Senate Banking Committee on Chairman Crapo's Housing Finance Reform Plan.



Greg in NAHB office



Chairman of House Ways & Means Richard Neal (D-Mass) meets with NAHB Chairman Greg Ugalde & V.P. Dean Mon on Ash Wednesday.



HUD Secretary Dr. Ben Carson & Asst. Secretary Brian Montgomery meet with Greg Ugalde



NAHB Chairman Greg Ugalde meets with his fellow Senior Officers and Consumer Financial Protection Bureau (CFPB) Director Kathy Kraninger

Connecticut 17th Annual NAHB BUILD-PAC

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Home Building Industry Day at the Capitol April 23, 2019

Half way through the 2019 Legislative Session, there were big-ticket times marching through the legislative process, including, tolls, legalization of marijuana, paid family leave, \$15 minimum wage (passed), casino expansion and sports betting. These issues, coupled with a \$4 billion deficit in the biennium budget, dominated at the Capitol. However, this didn't stop the Governor and legislature from proposing legislation that, if enacted, would negatively impact our struggling industry. Here are a few examples, which were defeated or which we are still lobbying against:

- ▶ The expansion of the sales tax to include renovations and remodels and other services used by our members, including but not limited to, real estate brokers, attorneys, CPAs, interior designers, architects, etc.
- ▶ A real estate conveyance tax dedicated to open space preservation
- ▶ Code changes to require electric car charging stations in all new residential construction
- ▶ A bill that would dramatically alter how registered home improvement contractors conduct business, driving up costs and further disadvantaging law abiding contractors.
- ▶ A cluster development bill that would disqualify wetlands from being included in the open space calculation.



Our advocacy has never been more important. As such, an informed and engaged membership is key to our success. This year HBRA CEO Jim Perras provided weekly legislative updates, and instituted a weekly Government Affairs conference call. Both proved invaluable in keeping members informed, and

have made Jim and our lobbyists much more effective advocates on behalf of the Association. Jim also presented a legislative briefing in the LOB at Home Building Industry Day at the Capitol.



With increased member engagement, we are garnering more diverse perspectives that result in better formulated policies and positions. As we continue to grow our Government Affairs participation, Jim encourages all who might be interested, to join the conversation.

If you would like to receive weekly updates and/or participate on our Government Affairs conference calls, please call or e-mail Jim Perras at (860) 216-5858 or jperras@hbact.org.

Thank you to Senator Fasano for your continued leadership and support, and for speaking to our members at length on Home Building Industry Day and answering their questions.



L-R HBRA CEO Jim Perras, HBRA VP Eric Santini, Senate Minority Leader Len Fasano, Gov. Affairs Chair Bob Wiedenmann, NAHB Chairman Greg Ugalde, HBRA President Chris Nelson & HBRA Treasurer David Preka

Thank you to Speaker Aresimowicz for taking the time to meet with our Senior Officers on Home Building Industry Day at the Capitol. We look forward to working with the Speaker on areas of common interest, such as workforce development and municipal transit orientated development.



L-R Joanne Carroll, HBRA CEO Jim Perras HBRA President Chris Nelson, Speaker Aresimowicz, Government Affairs Chairman Bob Wiedenmann, HBRA Treasurer David Preka, NAHB Chairman Greg Ugalde & HBRA Vice President Eric Santini.

Thank you Rep. Klarides for your understanding of our issues and your continued support, as well as for taking the time to meet with our Senior Officers on Home Building Industry Day.



L-R HBRA CEO Jim Perras HBRA Vice President Eric Santini, Joanne Carroll, HBRA President Chris Nelson, Deputy Republican Leader Vincent Candelora, Government Affairs Chairman Bob Wiedenmann, Representative Themis Klarides, HBRA Treasurer David Preka & NAHB Chairman Greg Ugalde.

Thank you Senator Witkos for taking the time to meet with our Senior Officers on Home Building Industry Day, and discussing at length the issues of critical importance to our industry.



L-R HBRA CEO Jim Perras, HBRA President Chris Nelson, HBRA Vice President Eric Santini, HBRA Treasurer David Preka, NAHB Chairman Greg Ugalde, Senator Kevin Witkos, Government Affairs Chairman Bob Wiedenmann & Joanne Carroll.



L-R Steve Temkin, Senator Craig Miner, NAHB Chairman Greg Ugalde & Andrew Ugalde



L-R HBRA Vice President Eric Santini, HBRA President Chris Nelson, NAHB Chairman Greg Ugalde, Senator Henri Martin, HBRA Treasurer David Preka, Government Affairs Chairman Bob Wiedenmann & HBRA CEO Jim Perras,



L-R HBRA Immediate Past President Pete Fusaro, Greenwich builder, Steve LoParco, Fairfield County HBRA President Anthony DeRosa & EO Jackie Bertolone

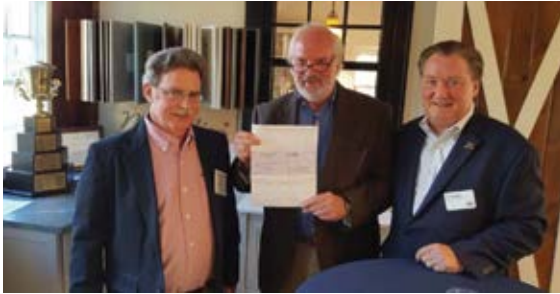
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Sanford & Hawley Celebrates 135th Anniversary with Housing Defense Fund Event

On April 24th, in honor of their 135 Anniversary, Sanford & Hawley hosted a Housing Defense Fund event at the S&H newly renovated Unionville showroom from 4-7 PM. At the event, Frank Sanford presented a Sanford & Hawley check for \$1,320 to Housing Defense Fund Chairman, Bill Ferrigno.



Frank Sanford presenting HDF check to Chairman Bill Ferrigno and NAHB Chairman & HDF founding member, Greg Ugalde.

HDF (Housing Defense Fund) is the HBRA's account that pays for outside advocacy work. It's a critical component of the HBRA's extensive lobbying effort on behalf of our industry. HDF pays for legal actions, public affairs and data research—all in support of the HBRA's advocacy goals—and required additional lobbying beyond our normal staff and contract lobbyists, who work daily for all of us at the state capitol.

HDF is not a political fund, and not one dollar of HDF can or will go to any political candidate or party committee. Therefore, campaign finance laws do not apply to the HDF, and there are no limits on personal or corporate contributions to the HBRA's HDF.

HDF needs HBRA's Builder and Associate members, and others, to contribute, so we can engage in more effective advocacy to help remove regulatory burdens and promote the housing industry statewide. The more contributors to HDF, the louder our voice can be heard. Please send personal or company check to HBRA of CT 435 Chapel Road, South Windsor, CT or call (860) 216-5858.

Developers Forum Presents Opportunities for Development in Two Connecticut Towns

At the March meeting, moderated by chairman, Bill Ferrigno, officials from Old Saybrook and Manchester presented new opportunities for development in these towns.

Old Saybrook – First Selectman Carl Fortuna Jr. discussed the town's recently designated TIF District known as Mariner's Way. A TIF or Tax Increment Financing District subsidizes companies by refunding or diverting a portion of their taxes to help finance development in an area or, less frequently, on a project site. This helps to pay for infrastructure improvements, such as streets, sewers & parking lots, in the area or new development. For more information, call First Selectman's office (860) 395-3123

Manchester – Kyle Shiel of the Manchester Planning Department, presented the town's Downtown 2020 Initiative and new RFP seeking a high quality development that will bring vitality and drive new investment to the Broad Street Redevelopment Area. He also discussed their Downtown Loan Program for property owners with development plans.

► **No Interest Loan Program** – The mission of the program is to promote economic development by partnering with owners to address contemporary code and access requirements in the designated Downtown District. The goal of the fund is to financially assist transformative projects by focusing on addressing the code and/or access issues when it can be demonstrated that they are the primary barrier to expanded or enhanced use of the space that would add jobs, value, economic vitality and taxable asset appreciation to the Downtown. Manchester Planning & Economic Development 860-647-3044

April Developers Forum Focuses on Opportunity Zones

At Ralph & Richie's restaurant in downtown Bridgeport, over thirty developers, the majority from Fairfield County, heard Shipman & Goodwin partners and legal experts, Lou Schatz and Greg Muccilli explain Connecticut Opportunity Zones, and how developers can access this investment.



Shipman & Goodwin partner Greg Muccilli

Opportunity Zones – there are 72 opportunity zones in 27 different municipalities across Connecticut. These zones are designed to incentivize investment and economic development in underserved communities. Established as part of the 2017 Tax Cuts & Jobs Act, developers may use a Qualified Opportunity Fund to help fund these projects.

A developer can access capital and an investor can receive an excellent tax benefit if, for example, he sells stock and puts the gain into the Qualified Opportunity Fund. He can defer tax on the capital gain for 7 years. If held for 5 years, 10 percent of the gain is exempt. If held for 7 years, an additional 5 percent is exempt, and if held for 10 years, 100 percent of the capital gain is exempt. The fund's purpose is to encourage ground up construction.

Senator Dennis Bradley, who represents Bridgeport in the 23rd District, spoke about his vision for Bridgeport economic



Senator Bradley & Bill Ferrigno

development. In an effort to spur new development, Bradley instituted a Bridgeport District office - the first time that has been done.

"I'm a Democrat, but I'm pro business.
You have a friend for business in me."

– Senator Dennis Bradley

At the Capitol, Senator Bradley is Vice Chair of the Planning & Development Committee, and Chair of the Public Safety Committee, which was responsible for the defeat of the mandatory sprinkler bill for townhouse construction in this session.

Harry's Sports Grill Post Board of Directors Meeting

Immediately following our May 22nd, state HBRA Board of Directors meeting, HBRA President, Chris Nelson, generously sponsored a Happy Hour at Harry's Sports Grill.

Industry icons, Larry Fiano and Eric Santini Sr. were there, along with NAHB Chairman, Greg Ugalde, Build Pac Trustee, George LaCava and Alternate Trustee, Ken Boynton, HBRA CEO, Jim Perras, Director of Administration & Events, Joanne Hoerrner, as well as senior officers David Preka (Treasurer) and Chris Nelson (President), Developers Forum and Housing Defense Fund Chairman, Bill Ferrigno, Fairfield County HBRA President, Anthony DeRosa and EO, Jackie Bertolone, Hartford County builder, Liz Koiva, New London County builder, Everett Hyde, Past HBRA President, Nort Wheeler and Connecticut Builder publisher, Joanne Carroll.



HBRA icons Larry Fiano and Eric Santini Sr. having a good time



HBRA Director of Administration & Events Joanne Hoerrner & Past President Nort Wheeler



HBRA President Chris Nelson, Developers Forum Chairman, Bill Ferrigno & Build Pac Alternate Trustee Ken Boynton

The Big Sales Lies: 30 Second Commercials and Cold Calls



I have to say, I cringe when I see articles, courses, and consultants pushing sales people and business owners to hone the skill of the 30-second commercial – the old school sales technique

where you have to tell someone exactly who you are and what you do in 30 seconds. According to the ‘believers’ that 30 second rant should help you connect quickly and memorably with people that matter.

My take? It’s annoying. I often feel like I’m living in a bad version of “Glen Gary, Glen Ross” when I’m approached by someone at an event and they immediately toss a business card in my hand, smile, and for 30 seconds (give or take) I’m being told who they are, what they do, and why I should buy from them.

In the digital world, this has transcended to LinkedIn. I connect with someone and immediately I get an InMail with their 30 second commercial. Unlink. Delete.

I don’t know them, now I don’t like them, and I surely don’t have enough information to trust them. The deal is dead before it started.

The sad truth is – these people might actually be good at what they do, their product or service may be valuable. I simply can’t get past the push for the sale and connection before the KLT – Know, Like, Trust.

The key to a great sales career: Relationships, not broad net fishing. Not dialing for dollars hoping you might actually get someone on the phone that may give you the name of the “buyer”. Not running around a Chamber meeting handing out

business cards, and surely not spending hours on LinkedIn spamming InMail boxes with your pitch.

It’s about finding the right people – people you like, people who understand you on a core values level, people who appreciate your brain, and what you can deliver to them as a problem solver.

28 years ago, as a young insurance agent, I decided that construction and home builders were one of the niche markets I would focus on. I had the same grandiose idea as 90% of commercial insurance agents out there. Construction and Manufacturing are the two big dogs – in that pretty much every large agency “specializes” in those worlds. I was a little fish in a big sea but getting swallowed up wasn’t an option.

I was young and let’s not forget, I’m a woman in a male dominated world – both in insurance AND in construction. I knew that cold calling would fail – no one was going to take my call. I knew sending out sales letters would fail – I’d kill a tree and add to a landfill because 99% of those letters would be tossed. I knew I had to get in front of the people that mattered – that’s Sales 101. I joined the Home Builders and Remodelers Association’s local chapter here in Connecticut. I immediately met some of the smartest (and nicest) people with whom I immediately connected with. I got involved and adopted a mindset of “Give to Get”. I sat on committees, I fundraised, I educated, I helped... and helped some more – next year, I am honored to lead HBRA of Fairfield County as their President.

28 years, not 30 seconds . . . When you want to make a difference, when you want to create sticky relationships, you need to adopt a mindset of giving. At

DiMatteo Insurance, I give every one of my employees the book “The Go-Giver: A Little Story About a Powerful Business Idea” by Bob Burg and John David Mann. That book changed our culture... and changed me.

Go-Getter versus Go-Giver.

When you change your focus to giving versus getting – the world changes. When you put other’s interests first and continually add value to others’ lives – the magic happens. Core Values are aligned, and relationships deepen and by default the sales happen.

In hindsight, being a “giver” was always part of our family values – I just never connected it to the business world until I joined HBRA and read “The Go-Giver”. It all came together for me – for our business. I knew the answer to creating a successful sales culture wasn’t herding in a group of sales people, sticking them in a conference room with a list of names, and seeing who came out after an exhausting 8-hour day with an appointment. I knew it went deeper than that – it was about giving back to the community in which you live, work, and play. It’s about building relationships – deep relationships. It’s about Give to Get.

Can you make a sale with a 30-second commercial, a cold call, or a cold InMail? Sure, people do it all the time. My gut tells me most of those sales won’t be sticky because the next flashy commercial will woo them to the next flashy salesperson. I prefer the long haul – the marathon mentality.

Do the work. Spend the time. Slow and Steady. Give to Get.

Kim Marie DiMatteo, DiMatteo Insurance 203-924-5429 

72nd Connecticut Home & Remodeling Show – March 1st – 3rd at the CT Convention Center



Bill Ferrigno & Rep Joe Courtney with students award winners.

At our 72nd Connecticut Home & Remodeling Show, we held our 70th Student Design Competition. Students submitted their models and attended a luncheon featuring speakers from the industry. One special panelist, Mark Weisman, architect from Tangible Properties LLC, won the competition in 1977.

We featured builders that participated in the Parade of Homes Tour to promote our upcoming Parade of Homes event occurring October 19 – 20. The Parade of Homes booth featured three interactive touch screen displays enjoyed by 100s.

The Design Café was huge hit this year with our many educational seminars. A new addition this year was live cooking demonstrations by Chef Sandy.



Spring Into Business General Membership Meeting Hosted by Santini Homes at The Grand Lofts on March 28th.



The members thoroughly enjoyed the networking opportunity to build their business.

Maximizing Profits and Minimizing Chaos by Tim Faller – Held on April 10th



This event was presented by the Remodelers Council.

Student Design Awards Luncheon – April 30th



Bill Ferrigno & Angelina Alessandrini, 1st place winner

Bill Ferrigno, Student Design Competition Chairman, hosted the luncheon at his Cambridge Crossing Development in Simsbury. The students, teachers, and parents enjoyed the opportunity to see a new construction worksite and this gorgeous home.

May – National Remodeling Month



In conjunction with National Remodeling month, the HBRA of Central Connecticut partnered with Aging In Place Toolkit website to launch a page on the site to drive leads to members of the Remodelers Council. This section on the site specifically helps people learn about important home improvements to age in place and promotes the members of the HBRA's Remodelers Council. Learn more at www.aginginplaceToolkit.com. □

FAIRFIELD COUNTY HBRA NEWS



On May 1, we held a sold out Member Mixer at Two Roads Brewery, and celebrated the conclusion of our spring Membership Recruitment Challenge.

Since January, 50 companies have joined the HBRA of Fairfield County as new members, far surpassing our goal. This brings our total to 518 members in our association.



Suzanne Stillwell wins iPad mini for recruiting the most members

Congratulations to Suzanne Stillwell for recruiting the most members, and winning the grand prize: an iPad mini. Congratulations also to runners up Karen Bradbury, Pete Battaglio and Rich Cunningham. □



It's hard to believe we are already approaching the second half of 2019! I hope everyone is ready to have a great summer and takes a little time off to spend with family and friends.

The first half of the year was an exciting one for the Home Builders and Remodelers Association of Eastern Connecticut, (HBRAECT), with much growth. Our monthly network-



Our March Builder Blends was held at Keith's Appliances



Our April Builder Blends was held at Glasco Heating & Air Conditioning

As we wrap up the first half of the year, I would like to extend appreciation to the HBRA of Connecticut for their legislative leadership. They have worked tirelessly on our behalf on matters that impact our members and the building industry here in Connecticut.

Looking ahead, we are working on our first annual HBRAECT Clambake and have big plans for this year's Annual Night Gala. Our Building Official's Night is scheduled for June 19th at the Norwich Inn and Spa, and we are heading to the Monza track at Foxwoods this summer as well! Please go to HBRAECT.com for the event list and to register to join us. We would like to encourage

ing events, (Builder Blends), have grown to become a valued resource for local professionals to mix and mingle with leaders in the building industry with over seventy professionals in attendance each month.

Our Legislative Breakfast was held on April 10, 2019 as a joint meeting with the Home Builders & Remodelers Association of Eastern Connecticut and Eastern Connecticut Association of Realtors.

Our organization enjoyed the first warm day of the season together in the sun! On Tuesday, May 7th, we held our annual Golf Outing at the prestigious Lake of Isles golf course in North Stonington, CT. Our sold-out event was a huge success with a record turnout and an amazing time had by all. Save the date for next year's HBRAECT Golf Outing scheduled for May 5, 2020!



L-R Ryan Lajoie, Nort Wheeler, Susy Hurlbert, Craig D. Caulkins, Senator Paul Formica, Cindy Butts

you to attend our events and bring guests/prospective members with you! It's a great way to expand your network and business contacts with engaged industry professionals throughout Eastern Connecticut.

I look forward to seeing you at one of our many exciting upcoming events. Meanwhile, take some time to enjoy the beautiful weather headed our way over the next couple of months!

Craig D. Caulkins
*President, Home Builders & Remodelers Association
of Eastern Connecticut*
HBRAECT.com ☐





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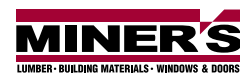
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