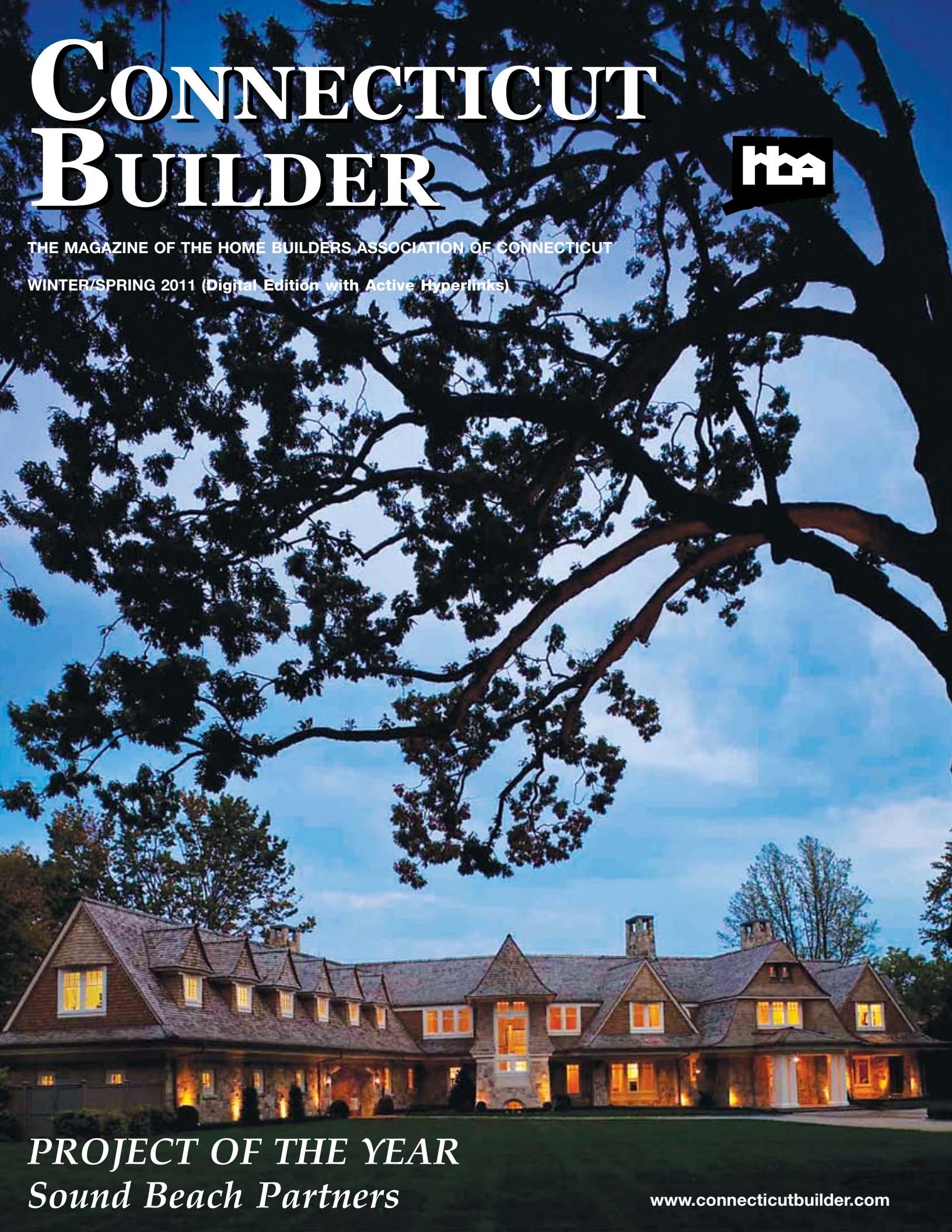


# CONNECTICUT BUILDER



THE MAGAZINE OF THE HOME BUILDERS ASSOCIATION OF CONNECTICUT

WINTER/SPRING 2011 (Digital Edition with Active Hyperlinks)



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More than 500 home building industry professionals turned out at the Aqua Turf for the 17th annual Home Building Industry Awards. \*Cover photo by Durston Saylor.

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## Connecticut Builder

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I am extremely humbled to hold the position of President for this great association. I appreciate your support and vote of confidence, and I will proudly serve for the next two years, along with my state Board of Directors and the leaders of the Builders Association of Eastern CT, Fairfield County HBRA, Hartford County HBA, New Haven County HBA and the HBA of Northwest CT.

I realize and am grateful for the clear path that was paved for me by our Past Presidents. I will follow in their footsteps and work hard at promoting this association and our vital homebuilding industry.

Most importantly, I follow in the shadow of Immediate Past President, George LaCava, whom I admire greatly. He took on the challenge of leading this organization at a most difficult time in our history. With realistic foresight, he made the tough decisions, and kept our association moving in the right direction.

Now, we as a membership will build on the foundation of the leaders before us, and we will make this organization a formidable voice for our industry, and a critically needed job creator in the state of Connecticut.

My goals for the next two years mirror our mission statement.

#### ***Advocacy for our industry in Hartford***

Legislators will hear our voice when we say ***no*** to overregulation and when we work to eliminate the unfriendly overall business environment in this state! We will not be silenced by anti-business groups. With the great lobbying efforts of our Executive Officer, Bill Ethier, along with the support of our great staff, Lisa Kidder and Joanne Hoerrner, we will make a difference in this great state of Connecticut, because we are an industry that can help revitalize this economy.

#### ***Promotion of our industry to members***

We will promote and market ourselves to our members through our five locals. More importantly, I want to expand the relationship between the five local associations and encourage more idea sharing, communication and collaboration. This will foster better networking between members and life-long personal and business relationships.

#### ***Education of our members, CT citizens and elected officials***

I want our members to become the vehicle to spread the word about the homebuilding industry in Connecticut. And even more crucial - we must educate the citizens of this great state, as well as Hartford politicians, that ***we are the job creators and we also create the homes where jobs go at night.***

We have a generational opportunity in these next few years to make this industry critical to the recovery of the economy in Connecticut. Our hands will no longer be tied, and our voices will no longer be silenced. We will be proactive in delivering the message that ***we create jobs and homes***, two very fundamental needs for all Connecticut citizens and for the future of this state and its youth.

With Greg Ugalde as NAHB Area One Caucus Leader, Bill Ferrigno leading the Developers Council, Pete Fusaro taking initiative with the CT Green Building Council, Bob Wiedemann and Ken Boynton co-chairing Government Affairs, and

Joanne Carroll promoting our organization through Sales and Marketing and PR, we are positioned to make a difference and a big change for the better.

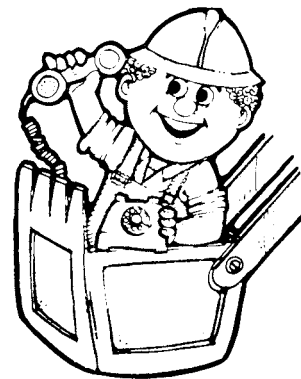
I want to thank all of you in advance for your commitment to this association. I can assure you that the time and effort you put in, will bring you so much more in return. I encourage you to get involved . . . attend Building Industry Day at the Capitol with us on April 6<sup>th</sup> . . . volunteer to participate on committees and speak up at General Membership and Board meetings. Let us all hear your thoughts and ideas, and don't stop talking about our issues with your legislators.

And finally, when you feel like you don't have enough time to commit to Home Builders Association activities, remember what President Theodore Roosevelt once said,

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve the conditions of his sphere."

Respectfully,

Elizabeth (Liz) Verna  
President, HBA of Connecticut



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Their 40 ft "Showroom on Wheels" features two flat panel TV's run on an Apple TV media server, a Savant I-Pad for whole house control, and in the rear, a Sunfire home theater with Playstation 3. But the best part about this showroom is it can come to you!



# November 9, 2010



HBA PR Director, Lisa Kidder, HBA Past President Bill Ferrigno, incoming President Liz Verna, outgoing HBA president George LaCava, HBA Events Coordinator, Joanne Hoerrner and CEO Bill Ethier.



By Carrier group.



Kerry Carroll & HOBBI producer Joanne Carroll.



Jim Hoffman, HOBBI Judge Santo Veneziano & Doran Sabog of Sound Beach Partners.



HOBBI Judge Mike Palumbo, Carolyn Wheeler & Walter Cromwell, Country Club Homes.



Jack Kemper, HOBBI judge Marc Michaud & Bruce Daigle.



Peter Fairchild, architect Sam Callaway, Jim Blansfield and Joe Matturro.

## 2010 HOBI AWARDS

On Tuesday, November 9<sup>th</sup>, over 500 homebuilding industry professionals gathered at the Aqua Turf for the 16<sup>th</sup> annual HOBI Awards. It was a feel good night and master of ceremonies and HOBI Awards producer, Joanne Carroll, kicked off her presentation with some **GOOD NEWS!**

Permits are up 16% and sales are up over last year. In 2010, JFC Endeavors sold 27 homes at *Langdon Quarters* in Farmington, and Gayle Dennehy, Carrier Home Builders sold 9 of 12 homes at *Timberbrook*. In Wallingford, William Raveis RE sold 19 homes at *The Willows*, and in May, T&M Building Company sold 5 homes on opening day at *Cromwell Chase*. HOBI judge,

Santo Veneziano, is working on three custom homes of 10,000 sf, 12,000 sf and 16,000sf in West Hartford and Avon and they are all *cash deals*. These custom buyers feel that they will get 15-20% return on their money by putting it into a new home, while at current interest rates, they would get next to nothing by putting their money in the bank, and stocks are too uncertain.

The *New Economy* was the theme of the 2010 HOBI Awards, builders are using their homebuyers utility bills as a sales tool to show the lower cost of homeownership in energy-efficient construction. This is a great way to compete with older resales.

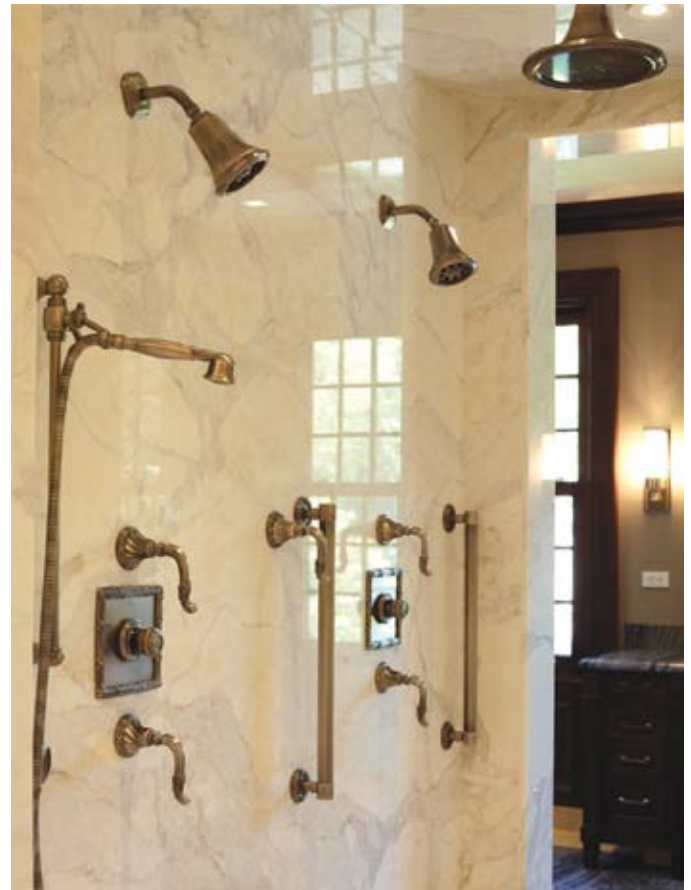
### *What are this year's trends?*

High end homes featured geothermal heating & cooling and tankless hot water heaters were popular in *every* price range. With the focus on energy, it seems that the room getting all the attention is the mechanical room. It's the *new* special purpose room.

Wire mesh grills in kitchen and library cabinets and Chesney fireplaces were popular . . . in baths, marble slab showers and wide plank marble floors . . . in production housing, open finished stairs to the basement and according to Steve Temkin, T&M Building Company, who won **BEST SINGLE FAMILY HOME UNDER \$300,000** and **BEST HARTFORD COUNTY NEW ECONOMY HOME**, even at \$250,000 granite is important!



*Country Club mesh grill & basketweave tile*



*Hobbs slab shower*



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## HOBİ JUDGES

### NEW CONSTRUCTION JUDGES:

**LIZ VERNA** - chairman of Government Affairs and President Elect of the state HBA, Liz & her brother, Gerald of Verna Builders build single family communities and commercial buildings in New Haven County.

**MIKE PALUMBO** is President of Fairfield County HBRA, a builder, designer & and co-owner with Kent Eppley of ERI Building & Design. Mike has won past HOBİ Awards for his custom & remodeled homes.

**SANTO VENEZIANO** – serves on the board of directors of the Hartford HBA and NAHB as well as Building Codes & Government Affairs Committees, He is an MIT grad, high end builder & owner of a highly respected residential masonry company.



L-R New Construction judges Liz Verna, Mike Palumbo, Santo Veneziano & Joe Swift.



L-R Sandy Effren, Jim Fuhrmann, Terence Beaty, Eric Miner and Marc Michaud.

### REMODELING JUDGES:

**MARC MICHAUD** and his brother, Rob are successful custom & spec home builders in Fairfield & New Haven Counties & they have been recognized with past HOBİ awards for their work.

**ERIC MINER** of Miner's Inc. is a fourth generation lumber man, who has studied architecture & has a passion for quality and attention to detail.

### SALES & MARKETING

**SANDY EFFREN** is a talented interior designer and partner in Interior Design Technology, which has won several HOBİ Awards over the years.

**TERENCE BEATY** is Director of the New Homes and Land Division for Prudential Connecticut Realty. Terence has 20 years of experience in new construction sales and marketing.

### OUR TECHNOLOGY JUDGES:

**JIM FUHRMANN** of New England Web Services is a man of many talents from virtual tours and top notch real estate photography to web design & technology coaching, Jim designed our HOBİ Awards website.

**JOE SWIFT** of Northeast Utilities reviewed all energy-efficient entries. Joe has over 10 years of conservation experience, & has authored technical papers on residential new construction.

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## PROJECT OF THE YEAR

### SOUND BEACH PARTNERS



Doran Sabog and Jim Hoffman built this phenomenal 15,000 sf shingle style home with massive chimneys, intricate gables, challenging dormers and innovative shingle details. The classic Shope Reno Wharton design was completed in 14 months including a new sea wall and underground drainage system.

The interior by nationally recognized designer, Victoria Hagan, is sleek and sophisticated in tones of white and grey with ebony quarter sawn oak floors and rich radius molding detail, executed to perfection by Sound Beach. The striking living room with custom Tischler windows, features a coffered ceiling, custom cabinetry and mantel, all crafted by Sound Beach Millworks. Talented Santos Duarte served as construction super. *Interior photos by Durston Saylor.*



A whitewashed exterior fir ceiling highlights the back staircase. The master bedroom balcony overlooks Long Island Sound, and the master bath freestanding tub is wrapped in mosaic glass tile from Greenwich Tile & Marble. A magnificent series of rear terraces descend to a spectacular vanishing edge pool. This magnificent home on Meadow Road in Riverside was one of the winning homes featured on the first **BUILDER ONLY HOBI BUS TOUR** held on November 17<sup>th</sup> to benefit Homes for our Troops.



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# BEST GREEN ENERGY-EFFICIENT HOME OVERALL

## GREENWORKS BUILDERS

HOBBI judge, Joe Swift of Northeast Utilities with builder Dave Nugent.



*"I would use SIP's every day of the week if I could. It's a fabulous product and it goes up very quickly. We went from foundation to weather tight in a 2 ½ week window. It rained 29 days in June, and the weather was never a factor, because of the Superior Wall system and the Timberline panels."*

- Dave Nugent

Dave Nugent, the GC for Karin & Jeremy Schaller's Eco-Home, built this 2,700 sf barn style home with galvanized steel roof and James Hardie siding. The Eco-Home was built with prefab materials, a (SIP) shell from Timberline Panel Company and Superior Wall a pre-cast foundation. Only *one* dumpster was used during all of construction.



It is built slab on grade with an insulated 3 ft "earth box" heat sink... a finished concrete 1<sup>st</sup> floor and a bamboo 2nd floor. A solar (PV) system is leased thru CT Clean Energy Fund and the HERS rating is an incredible 4. The home won 2<sup>nd</sup> place in the **2010 CT Zero Energy Challenge**.

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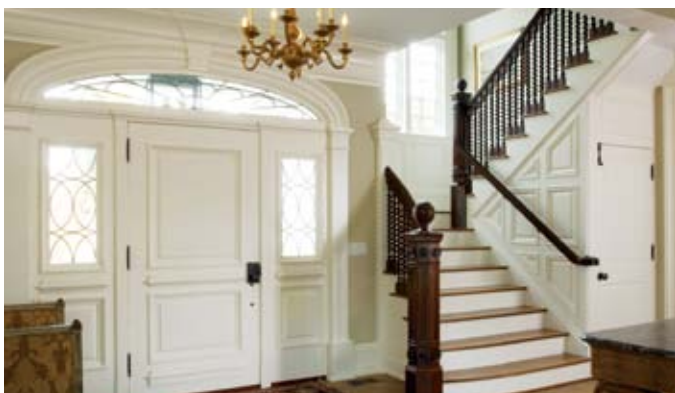
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## CUSTOM HOME OF THE YEAR

### SOUND BEACH PARTNERS



This classic shingle style colonial on Indian Point Lane in Riverside was a collaboration of the homeowner, architect William Kleinman and Sound Beach partner and designer, Doran Sabog. Judges took note of the ashlar stone, lead-coated copper details, leaded glass transoms and unique construction elements, such as an eyebrow window with wave pattern shingle detail. Outstanding interior features include reproduction turn-of-the-century balusters in the entry hall, and a Sound Beach Millwork circular pattern ceiling design in the living room that matches the leaded glass window transoms. Custom-turned kitchen island legs mirror the legs of the homeowner's antique table. The distinctive library is modeled after the owner's antique bookcase, and family room molding, mantel and bookcase are designed and fabricated by **Sound Beach Millworks**. Sound Beach completed this home in ten months.



## HOBBS INC.

**HOBBS INC.** built this **OUTSTANDING** 14,000 sf Greenwich manor on what was originally George C. Scott's estate. It was designed by Paul Stephan Marchese with a 12 car garage built into the hill, terraced gardens and a spectacular two story breakfast room bay with Honduran mahogany and leaded glass windows. Three walls of leaded glass line the one-of-a-kind breakfast room and the exquisite family room soars to 22 ft. The room's 17' X 20' wide windows have motorized transoms and the floor is antique wide plank pine.



An elegant cantilevered floating staircase with ebonized mahogany railing and treads is an engineering marvel. The stunning antique English pine bar features an oak 'chevron' floor and stunning fireplace surround with egg and dart bolelection molding. The room has a cigar exhaust system. A rare stone was used for the vanity top and floor in *his* bath with an exquisite walk thru shower of book matched Calacatta marble slabs. See photo on page 7 of this issue.

## BEST CUSTOM HOME 10,000-12,000 SF

### COUNTRY CLUB HOMES

**COUNTRY CLUB HOMES** won **BEST CUSTOM HOME 10,000 – 12,000 SF** for this 11,600 sf New Canaan shingle style designed by Michael Smith Architects. Outstanding features include the barrel ceiling dining room, arched kitchen entry with nickel diamond-patterned mesh grille insets in kitchen cabinet doors and unique 3-D curved subway tile backsplash reminiscent of basketweave. A strikingly handsome billiards room bar is designed with wainscot backsplash; and a Kohler soaking tub in the master bath features built-ins bookcases on either side.



## BEST CUSTOM HOME 9,000-10,000 SF

### FORE GROUP

Jack Kemper, Kemper Associates designed the **BEST CUSTOM HOME 9,000-10,000 SF** which was built by the **FORE GROUP** with an Old Moss stone, brick and stucco exterior, a port-cochere and four car garage, custom carved, solid limestone entry arch, and dramatic three story windowed bay tower with breakfast room on the first level and two story master bath above.



## BEST CUSTOM HOME 8,000-9,000 SF

### BLANSFIELDS BUILDERS

**BLANSFIELD BUILDERS** won **BEST CUSTOM HOME 8,000-9,000 SF** for the Robert Kennedy Jr. Green Home in Mount Kisco, which was featured in the fall issue of Connecticut Builder. Highlights of this outstanding home include solar thermal hot water, Sun Tile solar shingles, a kitchen with striking 6' X 17" island of recycled glass, caramelized bamboo floor and recycling center, a cobblewood mudroom floor and a the stunning interlocked cylindrical pattern living room floor, laser cut from antique hardwood. This home qualified for **NAHB EMERALD GREEN & LEED GOLD**.



## BEST CUSTOM HOME 5,000-6,000 SF

### HOBBS, INC.

This incredibly detailed Greek Revival sea captain's house on Southport Harbor, built by *HOBBS INC.*, won **BEST CUSTOM HOME 5,000-6,000 SF**. Peter Zimmerman Architects took on the challenging period design and Ellen Levinson created the exquisite interior details and one of a kind features.



Antique oak plank floors, exquisite period millwork and oversized pocket doors, layered ribbon crown molding and tapered door casings – were all meticulously executed by Hobbs Inc. craftsmen. The wet bar is designed with a Dutch door and hinged solid walnut shelf to serve drinks. Traditional weight and chain window assemblies and an antique mantle, reworked to be seamless, highlight the living room. Beadboard ceilings warm the kitchen as well as the enclosed porch.



A magnificent master bath features a peninsula his and hers back to back vanity with doubled sided antique mercury mirror and end panel pull-out hampers, along with an Empire soaking tub and exquisite circle pattern mosaic marble floor.



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## BEST CUSTOM HOME 4,000-5,000 SF

### VAS CONSTRUCTION

*VAS CONSTRUCTION* won **BEST CUSTOM HOME 4,000-5,000 SF** for a 4,200 sf gambrel in Darien. The interior design is by Becky Wein and Holly Amsterdam. Vinnie Sciaretta built the home with a gracious entry foyer, sun drenched white kitchen, coffered ceiling dining room and family room with custom oak mantle. The master bath is stunning in Carrera stone with blue Celeste counter tops.



## BEST CUSTOM HOME UNDER 3,000 SF

### CORBO ASSOCIATES



Colin & Ralph Corbo, *CORBO ASSOCIATES*, won **BEST CUSTOM HOME UNDER 3,000 SF** for this energy-efficient 2,600 sf Prairie style home on a 50 ft sheer rock cliff in Woodbury. Sixty-eight windows frame the landscape, and the home lives “big” because of its open floor plan. Outstanding features include state of the art technology, “sculpture-like” *Dornbracht* plumbing fixtures, wide plank tile floor and a unique Halo shower. Architect: Merrell Assoc - Designer Dawn Corbo, Torrington Supply.

## BEST IN TOWN CUSTOM HOME

### MOSOLINO DEVELOPMENT



The **BEST IN TOWN CUSTOM HOME** is a 6,000 sf Craftsman style in New Canaan, which was built by Mark Mosolino, *MOSOLINO DEVELOPMENT* with a distinctive eyebrow beam over the front porch. Outstanding features include the Craftsman entry foyer with its unique stair rail and heart pine floor and an inviting backyard terrace, pool and spa.

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## BEST FAIRFIELD COUNTY NOT SO BIG HOUSE

MICHAUD GROUP



Marc & Rob Michaud, *THE MICHAUD GROUP* built this 1,900 sf **BEST FAIRFIELD COUNTY NOT SO BIG HOUSE** on a tiny lot in Greenwich. Designed by Steven Keedle, it boasts a large eat-in kitchen with Leopard granite center island from Tile America. A formal arch leads to the open family room and the master bath offers a whirlpool tub with marble deck and oversized tiled shower at a sales price of \$525,000.

## BEST NEW LONDON COUNTY NOT SO BIG HOUSE

BROM BUILDERS



In Groton, this 1,832 sf charmer by **BROM BUILDERS** won **BEST NEW LONDON COUNTY NOT SO BIG HOUSE**. It sits on a 50' X 100" lot in a beach community and features a coffered ceiling family room, and a country kitchen with oversized square granite island and walk-in pantry. There's a rear porch, master bedroom porch and a widow's watch with spectacular views of Fisher's Island and Long Island Sound.

## BEST NEW OLD HOME EARLY NEW ENGLAND HOMES

**BEST NEW OLD CUSTOM HOME** went to *EARLY NEW ENGLAND HOMES* for this beautiful reproduction in Stafford Springs, featuring a Country Carpenters barn garage, farmer's porch, authentic style Lincoln windows and interior with a keeping room and clear pine ceilings and beams throughout.



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## BEST IN STATE VACATION HOME

SWS BUILDERS



After sixteen months of minimal progress with their initial contractor and architect, frustrated owners hired **SWS BUILDERS** who won **BEST IN STATE VACATION HOME** for this modern in Weston with soaring 14 ft high ceilings and walls of glass. Porcelain tiles continue from the home's interior to the back patio which is accessed through 12' X 8' Nana folding doors.

## BEST OUT OF STATE VACATION HOME

FORE GROUP



**BEST OUT OF STATE VACATION HOME** went to **FORE GROUP** for this glass, stucco and stainless steel Guest House at Mallard Lake in Pound Ridge, which boasts a walnut front door, curved steel roof and 16 ft high walls of glass. The interior is designed with clear walnut floors and a stainless steel floating hearth with chimney coated in marble dust.

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## SPEC HOME OF THE YEAR

### COUNTRY CLUB HOMES

This extraordinary 10,000 square foot stone and shingle New Canaan spec home designed by Michael Smith Architects, was built by Country Club Homes. Set on five private acres, the home features multiple terraces, free form pool, spa and waterfall. The four-level home boasts a magnificent two-story entry hall with French knot herringbone floor. The lower level features a billiard room, full bath, exercise room, sauna and future home theater with kitchenette.



The main floor showcases a stained pine beam family room with beadboard ceiling and custom-troweled sanded clay walls and granite millstone over the fireplace (see below); kitchen island with wide-plank cherry floors, custom-built banquette, exquisite knotty alder butlers pantry with quilted copper backsplash and concrete counter; beautifully detailed mudroom and master bath with custom-designed mosaic tile rugs. The sales price was \$10.9 million.



## OUTSTANDING SPEC HOME OVER \$6 MILLION

### DIBICO CONSTRUCTION

Now this takes real daring! Julio DiBiase of Dibico Construction built this outstanding 16,000 square foot English manor **on spec** in Greenwich. with. The exterior features four different types of hand cut stone, Marvin windows with classic leaded glass transoms, slate roof and custom mahogany front door. The home is set on a beautiful landscape of 40-foot maples and 16-foot American hollies. Inside, a floor to ceiling entry foyer has 7/8" thick imported marble floor.



The living and dining rooms both have herringbone rift and quarter-sawn white oak floors with Chesney mantels adorning each fireplace. There is an antique pine library with fireplace, wet bar, hidden bookcase door, and private bath, which won **BEST INTERIOR FEATURE**, is pictured below.

There are seven ensuite bedrooms, and a lower level consisting of playroom, theater, clubroom with wet-bar, gym, second laundry, full bath with steam shower, 1,200 bottle wine room.



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## BEST SPEC HOME \$3-4 MILLION TWELVE DEVELOPMENT



In Old Greenwich, Tim Muldoon of Twelve Development built this nostalgic shingle style home designed by Douglas Cutler Architects with Pella architectural series windows and a beautiful wrap-around mahogany porch. A covered breezeway leads to a two-car detached garage. Tim had to appeal to the town to have doors on the garage because of tight FAR. The interior features honed white Carrera marble counters in the kitchen, a raised panel second story foyer with built-in cabinetry, living room with walk-out bay window, 10 ft. coffered ceiling family room and a two-story turret in the master bedroom that leads to the master bath, which won **BEST BATH FEATURE** for the leaded glass window and moonlight cupola.

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2009, Best Real Estate Company  
2008, Best Real Estate Company



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## BEST SPEC HOME \$1-2 MILLION

DAVID S. STONER & SON

David and Ben Stoner sold this 7,000 square foot, high efficiency Avon home before completion for \$1.7 Million. Designed by Rob Fish, this elegant colonial is a combination of Litchfield stone and smooth clapboard. The interior flooring consists of 4" white oak hardwood throughout along with tile or marble floors for the bathrooms and mudroom. Additional interior features include a custom kitchen breakfast room, coffered ceiling family room, paneled library and luxurious master suite with radiant heated marble bath and steam shower.



---

## BEST IN-TOWN SPEC HOME

GREENWICH RESIDENTIAL PROPERTIES



Jay Ross built this 5,300 square foot spec on a tiny lot on a street of vintage homes near Greenwich Avenue in Greenwich. The design by Ridberg Architects fits in perfectly with the neighborhood and features outdoor elevator access next to the garage, 1,400+ square feet of outdoor terrace with outdoor fireplace, 2.5 story grand floating staircase, rifted and quarter sawn white oak floors, five fireplaces and a two-story family room. The master bath has a wideplank marble floor and there is a lower level home theatre. This \$4 million home was on the first ever HOBI bus tour.

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## OUTSTANDING ENERGY EFFICIENT HOME

SUNLIGHT CONSTRUCTION



Sunlight Construction won outstanding recognition for this 5,000 square foot Zero Energy Challenge Home in Bill Ferrigno's *West Hills* subdivision in Avon. It features geothermal, closed cell and BIBS insulation, Lincoln windows and scored a HERS rating of 28 *before* Sanford & Hawley installed Blue Linx solar panels.

## BEST SPEC HOME \$750,000-\$1 MILLION

FORE GROUP

A multiple winner this year, Fore Group won a Spec HOBBI for this 4,700 square foot colonial at *Charlotte Court* in Avon. At \$989,000 this traditional colonial with cedar clapboard siding features formal front entrance portico detailed with bluestone and brick, Andersen clad windows and 30-year architectural asphalt shingles. The beautiful, open kitchen has a custom 2¼" walnut butcher block-island countertop, custom wood-painted cabinetry, Carrara marble countertops and ¾" stained white oak floors. There is extensive millwork both in the vaulted ceiling family room, dining room and office/study all with stained-white oak floors.



## BEST SPEC HOME UNDER \$500,000

FORE GROUP

Fore Group built this 3,000 square foot colonial on a 2 ½ acre lot in Burlington with a sales price of \$499,000! The exterior features clapboard siding, Kohltech windows, 30-year architectural asphalt shingles and antique brick chimney. Inside is a large open floor plan, masonry fireplace, crown moulding, custom cabinetry, white oak hardwood floors, first floor library with French doors, vaulted ceiling master bedroom with a master bath that includes Jacuzzi tub with limestone surround and raised wood panels, custom wood vanities and a custom shower clad in limestone.



## OUTSTANDING SPEC ENERGY EFFICIENT HOME CELEBRATION DEVELOPMENT GROUP

Bill Freeman won outstanding recognition for this 2,800 square foot, CT Zero Energy Challenge spec home in Essex. The home features Hardiplank siding, open-cell foam insulation and 2-stage geothermal system for a HERS rating of 46 and utility savings of \$4,000 for the new homeowner.



## BEST NEW HAVEN COUNTY ECONOMY HOME BEST SMALLER MORE AFFORDABLE HOME OUTSTANDING ENERGY-EFFICIENT HOME

### BROOKSIDE DEVELOPMENT



This 1,800 square foot, Derby home won three HOBI awards and was rated outstandingly energy-efficient by Joe Swift of Northeast Utilities. Mark Nuzzolo built this three-bedroom home so tightly that he is offering a *written guaranty* to his homebuyer that heating and cooling cost will not exceed \$600 per year. Shown above is the open and warm kitchen with beautiful wood floors and fireplace. The sales price of this home is \$369,900.

## FAIRFIELD COUNTY COMMUNITY OF THE YEAR

### SUMMERVIEW SQUARE



HBACT President George LaCava, Donna Tookmanian, Seavest Inc., Steven Berko, Summerview Development and Diane LaSala.



This is the first infill rental development built in the city of Norwalk in sixty years. Working with extensive input from neighborhood community leaders, the **Summerview Development Group** team of Andrew LaSala, Steve and Neal Berko and architect, Raymond Sullivan designed the first phase of 63 units with the look and feel of townhomes. The four buildings of 13 units are detailed with wide board trim, gabled roofs, dormers and long rocking chair front porches.

The 1,200 square foot Energy Star Rental Unit is outfitted with two full tile baths, kitchen with breakfast bar, open dining room/living room, a laundry room, carpeting made from recycled bottles and a two car heated private garage.

# The Builder's Program

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## NEW LONDON COUNTY COMMUNITY OF THE YEAR

### NEW LONDON HARBOR TOWERS



*Lou & Stephen  
Tagliatela,  
Tammy Sell &  
Tony Sylvestri*



Louis and Stephen Tagliatela of **FRANKLIN CONSTRUCTION** won this top award, as well as ***Best Attached Community*** for this nine story tower flanked by a four-story historic brick structure. The tower has three floors of parking with the top six floors devoted to 44 residential condominiums from the mid \$200,000's to mid \$600,000's for a penthouse. The fourth floor features a theater, pub and exercise room, outdoor kitchen and terrace, and indoor/outdoor solar heated pool spa.

## HARTFORD COUNTY COMMUNITY OF THE YEAR

### JFC ENDEAVORS, A DIVISION OF BY CARRIER

### FOR LANGDON QUARTERS

George Santos has sold 27 of the 45 homes at *Langdon Quarters* in Farmington with prices from the mid \$400,000's to mid \$500,000's. Designer builder, Johnny Carrier, added special touches like granite mailbox posts. Homes have grown from 2,400 square feet to an average 2,800 square feet. Johnny and his father, Jake, offer a 5 year warranty.



## BEST CLUSTER COMMUNITY

FORE GROUP

Fore Group won this HOBI for *Charlotte Court* in Avon with homes 4,000-4,700 square feet and sales prices at \$750,000-\$1.2 million. One home with historic restored barn won a HOBI award last year, and another of the homes won an award this year. This traditional enclave was designed by Robert Fish with a sense of history. Each lot is approximately one acre and the homes feature cedar clapboard exteriors, hardwood floors, and incredible millwork throughout.



## BEST SINGLE FAMILY HOME OVER \$500,000

BY CARRIER, INC.,  
CARRIER HOME BUILDERS

Rajeon Carrier customized this 3,300 square foot, five-bedroom home at *TIMBERBROOK* for a family needing a first floor in-law suite. It features a two-story foyer and family room, kitchen with granite countertops, stainless steel appliances and tiered island. The home also has a high efficiency Goodman warm air furnace with humidifier and air cleaner and Navien tankless hot water heater.



## BEST POCKET COMMUNITY

BY CARRIER, INC.,  
CARRIER HOME BUILDERS

Gayle Dennehy has sold nine of the twelve homes in Rajeon Carrier's new community *Timberbrook of Farmington*. These four bedroom, highly energy-efficient homes are selling in the \$600,000's. Located within walking distance of Wood Pond and Woodbridge Lake, Timberbrook features traditional two story homes like the one pictured here. There are several models to choose from with nine foot ceilings on the first level, full basements, granite finishes in the kitchen and master bathroom and hardwood flooring.

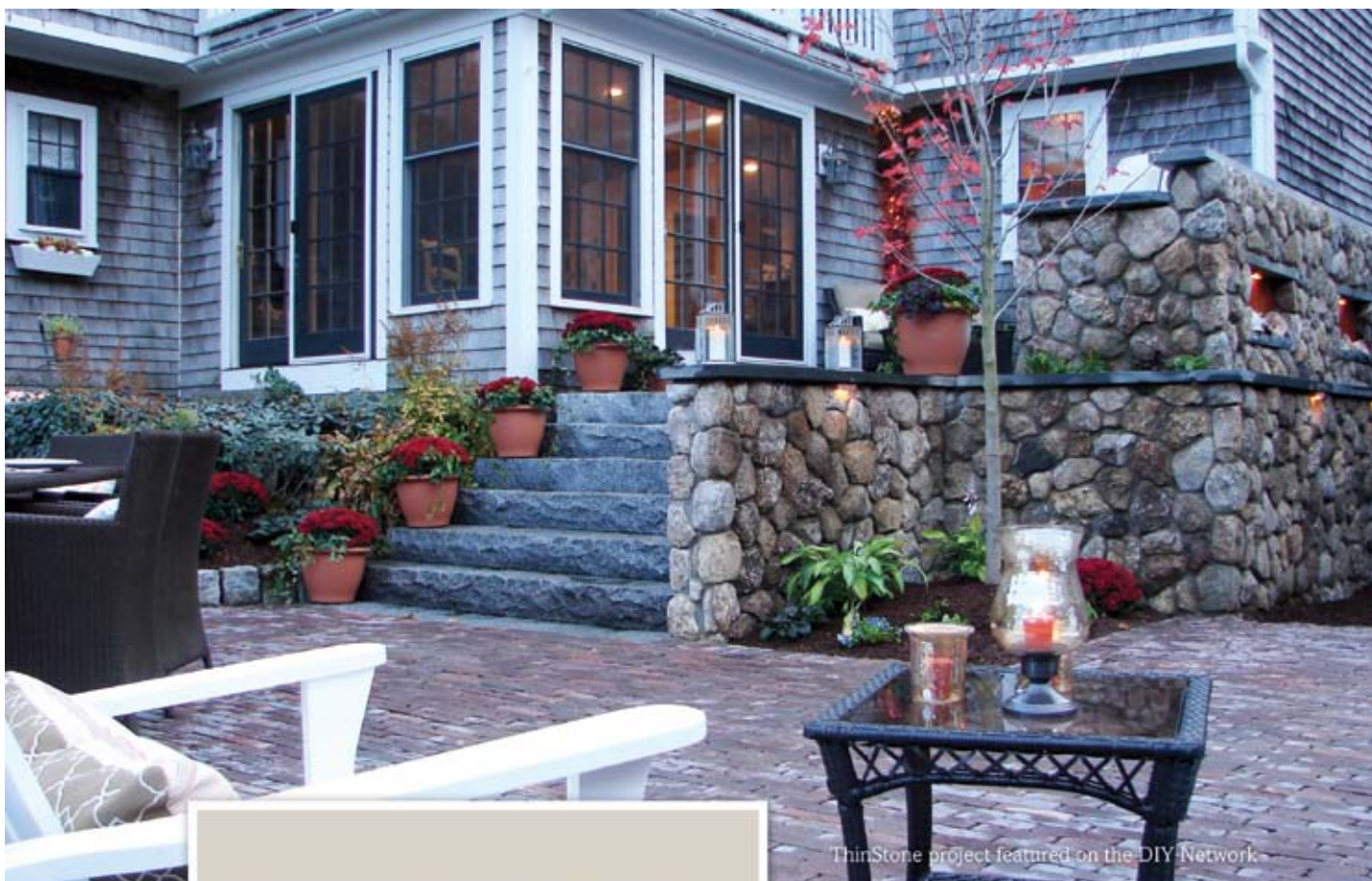


## BEST SINGLE FAMILY HOME \$300,000-\$400,000

BY CARRIER, INC.

By Carrier won for this new 2,000 square foot home at *Powder Mill Village* in Canton. The open floor plan features 9 ft. ceilings, granite counters and stainless steel appliances in the kitchen, this appealing bay breakfast nook with hardwood floors, formal dining room and beautiful open and bright master bath for \$391,500.





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## BEST SINGLE FAMILY HOME UNDER \$300,000

T & M BUILDING COMPANY

T & M won for the 1,520 square foot Rollett model at *Tor-rington Chase*, which has an impressive 56 foot width, but is just 22 ft deep. By putting the garage doors on the side of the house, it looks even larger. T & M included special features that are found in more expensive homes, such as granite countertops and stainless steel appliances in the kitchen, a 12 ½ foot wide master bath with separate vanities and garden tub and unfinished bonus room over the garage – all for \$259,000.



## BEST HARTFORD COUNTY NEW ECONOMY HOME

T & M BUILDING COMPANY



This three bedroom T&M ranch model at Bloomfield Ridge offers value for the **NEW ECONOMY** with 40 year roof from Hartford Lumber, covered porch, granite island in the kitchen with sky-lit breakfast bay, volume ceilings, no wasted hallways and over 2,000 square feet of living space.

## BEST ATTACHED TOWNHOME OVER 2,000 SQ. FT.

TOLL BROTHERS, INC.

Toll Brothers' *The Summit at Bethel* is a resort style community combining open market with age-restricted housing. The 55+ *Avon* model offers a two-story living room/dining room, luxury kitchen, homey family room with stone fireplace and oversized shower in the master bath all in 2,150 square feet at a base price of \$415,995.



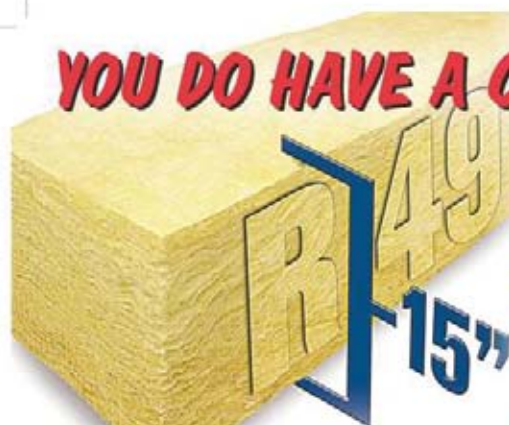
## BEST ATTACHED TOWNHOME UNDER 2,000 SQ. FT.

TOLL BROTHERS, INC.



Tolls Brothers glamorous *Pentwater* model offers an elegant two-story foyer, living room and dining room, a cathedral ceiling, 1<sup>st</sup> floor master suite, a balcony with spectacular views and a merchandised full basement in the sales model. The base price is \$417,995.

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## BEST COMMUNITY CLUBHOUSE

TOLL BROTHERS, INC.

This 7,000-square-foot clubhouse is located in Toll Brothers' 366 unit *Regency at Prospect* townhome community. The main hall dining room with cozy sitting area overlooks the swimming pool. In addition to indoor fitness center, there's an outdoor putting green, tennis and bocce courts.



## BEST 55+ COMMUNITY

BY CARRIER, INC.

*Autumn Estates* in Farmington is a 33 home neighborhood that is anything but cookie cutter. Each home has its own personality and charm. The homes are highly energy-efficient and come with a five year warranty. Prices start in the high \$400,000's.



## BEST 55+ DETACHED HOME UNDER 2,000 SQUARE FEET

BY CARRIER, INC.

The winning 1,770 square foot, two-bedroom, two-bath home at *Autumn Estates* with 10 foot first floor ceilings, a formal dining room and luxurious country kitchen open to the coffered ceiling family room, and a first floor master bedroom.



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Dibico Construction for 2 Deer Park Meadow Road, Greenwich
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Twelve Development for 127 Shore Road, Old Greenwich
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# HARTFORD COUNTY REMODELED HOME OF THE YEAR

## DAIGLE & SON AND KEMPER ASSOCIATES ARCHITECTS



In West Hartford, Bruce Daigle and architect, Jack Kemper turned a 1957 ranch into this Arts & Crafts stunner, and brought it into the 21 century with radiant heat, all new Pella windows and flooring. Ceilings were raised in the entry hall and the great room is outfitted with square edged quarter sawn oak trim and rustic beams as is the striking vaulted ceiling kitchen. The master bedroom suite is designed with a unique bed chamber and sitting room, appealing dressing room and gorgeous marble slab shower.



The homeowner can simply walk across a wooden foot bridge to this stunning Lake House which won **BEST ACCESSORY BUILDING**, and features a wood beamed ceiling and reclaimed white oak floor.



## FAIRFIELD COUNTY REMODELED HOME OF THE YEAR

### BLANSFIELD BUILDERS & CALLAWAY ARCHITECTS

Jim Blansfield and Sam Callaway teamed up to design build this stunning “rough luxe” remodel in Redding. A 1938 garage was converted to an elegant family room with barnwood cathedral ceiling and dry stacked stone wall. These old world materials are juxtaposed with a stainless steel niche over the family room fireplace and oversized Danbury sheet metal doors on a German sliding track system. This stunning room is pictured on the cover of the fall issue of *CONNECTICUT BUILDER*. Authentic, reclaimed wood ceilings meet ultra modern track lighting and Neff lacquered kitchen cabinets, stainless and concrete counters and wide plank . Every floor was leveled and every window replaced. Fairfield iInsulation installed a hybrid system of closed cell spray foam and fiberglass for added protection and R-value.



*AT HOME DESIGN* won *BEST INTERIOR DESIGN* for an exceptional job of adding unique custom touches throughout the home, like these repurposed wine jugs for lighting in the wine room, pictured above, and a river rock powder room with Kohler wall mounted toilet and reclaimed barnwood shelf. The master bedroom suite is another study in contradiction. The warmth of reclaimed wood beams is contrasted with a lacquered fireplace wall and see thru fireplace to the Zen like master bath.

## BEST NEW/OLD REMODELED HOME

### DOMUS CONTRACTORS

*BEST NEW/OLD REMODELED HOME* went to *DOMUS CONTRACTORS* for builder Chris Shea's own 1824 farmhouse in Fairfield, where he seamlessly added a new lower level playroom, an au-pair bedroom, a first floor kitchen, living room, great room, mud room two powder rooms and a second floor master bedroom suite and balcony.



## OUTSTANDING NEW/OLD REMODELED HOME

### LANDSEN CONSTRUCTION



Mark Stidsen, *LANDSEN CONSTRUCTION* won *OUTSTANDING HARTFORD COUNTY NEW OLD REMODELED HOME* for the gut renovation of this circa 1880 home in South Glastonbury. The 2,088 sf addition was designed by Jacqueline V. Daugherty Architecture, LLC. The old house had to be jacked up and stabilized for a new foundation. The front door was relocated, and Mark used the original foundation brown stone for the fireplace. The 4,525 sf remodeled home blends well with the original home.

## BEST FAIRFIELD COUNTY REMODELED

### \$750,000-1 MILLION

### INWOOD MANAGEMENT

*INWOOD MANAGEMENT* won *Best Fairfield County Remodel \$750,000- \$1 Million* for this Greenwich home owned by a French businesswoman who specializes in European imports. Ridberg Associates designed a trap dormer to expand living space, and the interiors are contemporary Belgian with Venetian painting. Antique barn doors on rollers open to the Family room with ventless fireplace fueled by ethanol, and wide plank marble floor highlight the bath.



## BEST HARTFORD COUNTY REMODEL

### \$750,000-1 MILLION

### SUNLIGHT CONSTRUCTION

*SUNLIGHT CONSTRUCTION* won in the same category in Hartford County for a 1970's contemporary with vertical shiplap siding and 8' ceilings that Sunlight Construction remade it into this 4,700 sf country colonial with Hardiplank siding and a three car attached garage. The home is located in Sunlight's West Hills subdivision in Avon.



## BEST HOME REMODELED \$250,000-\$500,000

### TOTALCARE OF WILTON & NEW CANAAN

A beach cottage on Belle Island, Rowayton was turned into this shingle style charmer by *TOTALCARE OF WILTON & NEW CANAAN*, an affiliate of *COUNTRY CLUB HOMES* and won *BEST RESIDENTIAL REMODEL \$250,000-500,000*. Designed by Michael Smith Architects, outstanding features include a striking copper cupola, interior horizontal pine plank walls, French doors and built-ins throughout.



## BEST HOME REMODELED UNDER \$250,000

### LASCHEVER BUILDING COMPANY

Jonathan Laschever, *LASCHEVER BUILDING COMPANY* won *BEST RESIDENTIAL REMODEL UNDER \$250,000* for the renovation of a 19th Century Greek Revival in Canton. A two story service stair was removed to create a warm country kitchen and wide board oak flooring was lifted from the attic for the floor. Knob and tube wiring was replaced; all antique floors repaired and two new baths installed.

## BEST ANTIQUE HOME RESTORATION

### LASCHEVER BUILDING COMPANY

Nineteenth century architect, Ehrick Rossiter built a summer cottage in Washington CT, which was stripped and wrapped in heavy shot stucco. *JONATHAN LASCHEVER* took on the task of restoring it to its original glory. In the kitchen breakfast room addition, single pane true divided light windows were custom built and glazed with restoration glass. The butternut paneled entry vestibule was painstakingly restored. This undertaking required incredible skill and craftsmanship by *LASCHEVER BUILDING COMPANY*.



## OUTSTANDING ENERGY-EFFICIENT REMODEL

### POIRIER HOMES



This 1942 home had oil heat, electric water, single paned windows, and a home energy rating of 225. David Gordon, *POIRIER HOMES* won *OUTSTANDING ENERGY-EFFICIENT REMODEL* for renovating the existing 2,500 sf using a gas hydro air boiler and gas water heater; adding 700 sf using Dow sheathing, 2 X 6 walls & batt and foam insulation for a new HERS of 69.

## BEST KITCHEN ADDITION

JEFF HALLQUIST

**JEFF HALLQUIST** won **BEST KITCHEN ADDITION** for this exquisite kitchen, designed by Carrie O'Connell of Village Cabinets. It features Omega cabinetry with dovetail construction and 6-way hinges and La Pietra double layer granite counters with double ogee edge. The custom wood range hood has pull-out spice racks at counter level. Jeff not only delivered an amazing kitchen, but after installing Anderson 400 Series Low E windows from Oxford paint & Hardware; replacing the heating system and using Comfort foam insulation and DOW sheathing, he reduced the owner's energy bill by 40%.



## BEST KITCHEN REMODEL UNDER \$250,000

CRISCUOLO DESIGN BUILD

**CRISCUOLO DESIGN BUILD** won **BEST KITCHEN REMODEL UNDER \$250,000** for this Darien kitchen as part of a whole house remodel. Stainless steel support bars carry a cantilevered stone top with tapered base wrapped in mosaic glass tile.



## BEST BATH REMODEL

ADVANTAGE CONTRACTING

Jarret Kravitz, **ADVANTAGE CONTRACTING** won **BEST BATH REMODEL** for this bath in Canton with a 5,500 lb boulder bath tub purchased on Ebay, exposed timber beams, radiant heated concrete floor and 8" high radius glass block shower wall with marble slab shower walls and a steel vaulted ceiling oxidized to look like rusty old metal.



## BEST KITCHEN REMODEL OVER \$250,000

D.A.S. ASSOCIATES

**D.A.S. ASSOCIATES** won **BEST KITCHEN REMODEL OVER \$250,000** for this spectacular Greenwich kitchen designed by Lucien Vita with Andersen three story windows and loft. Conventional lumber trusses were wrapped in antique oak supplied by Ring's End. Jason Drake and Anthony DeRosa wrapped the room and ceiling in the same antique oak. Unique features include an 8' X 6.5' ceasarstone island; foot pedal in Kohler island sink and craftsroom loft over the kitchen. The remodel cost was \$280,000.





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## BEST COMMERCIAL REHAB - ADAPTIVE RE-USE

### SANFORD & HAWLEY

Faced with state condemnation of a key portion of land at their original 1884 lumber yard in Unionville, Frank and Bob Sanford of *SANFORD & HAWLEY INC.* turned constraints into opportunities with a dense, efficient adaptive re-use on a very tight site in a flood zone.



## OUTSTANDING COMMERCIAL REHAB

### SOUND BEACH PARTNERS

*SOUND BEACH PARTNERS* transformed one garage bay of their Millworks warehouse in Stamford into their company office space and won recognition for an *OUTSTANDING COMMERCIAL REHAB*. Using decorative custom steel windows and with walnut topped work stations, innovative storage and an open conference room they turned a narrow 10 ft X 53 ft. industrial space into a sleek, chic office that is as efficient as it is stunning.



## BEST EXTERIOR RESTORATION

### MURPHY BROTHERS CONTRACTING

*MURPHY BROTHERS CONTRACTING* won *BEST EXTERIOR RESTORATION* for Innis Arden Cottage, a 4,000 sf Craftsman style bungalow circa 1902 on Old Greenwich beach. Murphy Brothers rebuilt the foundation; added a cedar roof; and restored 2nd floor dormers and historic windows and porches. The renovated historic building will open next summer as an Environmental Education Center.



## SALES & MARKETING AWARDS

### NEW HOME SALESPERSON OF THE YEAR

MAUREEN GOFF

WILLIAM RAVEIS REAL ESTATE

**MAUREEN GOFF** became the Sales Director at *The Willows* in Wallingford in January of 2010, and in nine months she sold 19 homes for a total \$9.5 million.



L-R Bill Ferrigno, Steve Montesano & Maureen Goff of William Raveis, Liz Verna & George LaCava.

### BEST SALES BROCHURE

WILLIAM RAVEIS REAL ESTATE

William Raveis used images and words in their *Breakwater Bay* brochure to capture lifestyle focal points throughout the city of New Haven where *Breakwater Bay* is located.

### OUTSTANDING MARKETING NEW HAVEN COUNTY

WILLIAM RAVEIS REAL ESTATE

At *The Willows* in Wallingford, *William Raveis Real Estate* and *VW Homes* created post card and e-blast mailings, special events, a quarterly Willows newsletter and engaged homeowners and prospects on their Willows Facebook page.



L-R HBA Past Pres. Bill Ferrigno, Steve Montesano, John Tarducci & Christina Andrews of William Raveis, HBA Pres. Liz Verna & HBA Immediate Past Pres. George LaCava.

### BEST AD

CARRIER REALTY/

CARRIER HOME BUILDERS

Gayle Dennehy, won for the *Chimney Hill of Farmington* pull-out card which was incorporated into their ad. This card was to be brought to a scheduled event to qualify for give a ways!



### BEST SALES OFFICE

JFD ENDEAVORS



The 2,900 square foot sales center at *JFC Endeavors - By Carrier* 55+ community, *Castle Heights of Cheshire* also functions as a model home. It features a waiting area, conference room, lower level selection center, and great room with two-story windows and mountain views.

## BEST HOME STAGING

### LILLIAN AUGUST

In today's market, home staging is essential. Kim Cavalier and Thom Belucci of *Lillian August* brought comfortable luxury to a \$4.8 million Mediterranean on Surf Road in Westport. Lillian August has actually been living in the home while it's on the market.



*Lillian August*

## OUTSTANDING HOME STAGING

### STAGE TO SHOW



*Stage to Show*

Gabrielle Shannon of Stage to Show did an outstanding job staging a \$3.8 million Darien home at \$20,000 for six months. The home was on the market for one year before staging and went into contract **3 weeks** after staging!

## BEST MARKETED COMMUNITY AND BEST SPECIAL PROMOTION

### NEW LONDON HARBOR TOWERS

How do you create positive buzz for a mid-rise condominium building in a run down area of a city *before* it's built? At *New London Harbor Towers*, Tony Sylvestri conducted *Hard Hat Tours* throughout construction, and sales director, Tammy Sell used video, social media, print and online advertising to drive 1,500 weekly visitors to the website. Instead of going with a traditional guided tour, Harbor Towers held a *Grand Opening Scavenger Hunt* with clues to special features throughout the building. The grand prize was a transferrable \$10,000 ticket off the price of a unit.



L-R Tammy Sell, Tony Sylvestri, HBA Pres. Liz Verna & Past Pres. George LaCava.

## BEST FAIRFIELD & HARTFORD COUNTY COMMUNITY WEBSITES

### PRUDENTIAL CONNECTICUT REALTY

Ridgefield Center Townhomes website, *ridgefieldcentertownhomes.com* won for unique features like Google aerial mapping, a photo slide show, and large floor plan links. Prudential also won for their West Hills of Avon website, *westhillsofjavon.com*. West Hills is being developed by Sunlight Construction, and a large site map is updated as lots are sold.



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## SPECIAL FOCUS AWARDS

### SPECIAL PURPOSE ROOMS

#### LANDSEN CONSTRUCTION

The new economy trend to multi-generational living is exemplified by the *in-law suite* created by Landsen Construction. Mark Stidsen built a family room, eat-in kitchen and separate bedroom and bath with Trex deck and privacy screening.



*Landsen in law apt.*

#### GREENWICH PROPERTY MANAGEMENT



*Greenwich Property special purpose room.*

Hidden in a hallway wall is a secret door that leads up a staircase to an attic that John Hone & Victoria Lyon transformed into a private family home theater oasis with walls and beams of tongue and groove knotty pine.

### BEST GREEN FEATURE

#### VELUX SKYLIGHTS

VELUX SKYLIGHTS won this award for their *solar thermal system* which is a big savings on water heating for homeowners, and now offers builders a 40% cost incentive from the state.

### BEST KITCHEN FEATURE RIVERSIDE DESIGN & DEVELOPMENT

*BEST KITCHEN FEATURE* went to *RIVERSIDE DESIGN & DEVELOPMENT* for the double marble islands and work station in a \$4 million New Canaan spec home.

### BEST EXTERIOR HOME FEATURE

#### VENEZIANO CONSTRUCTION

*VENEZIANO CONSTRUCTION* received *BEST EXTERIOR HOME FEATURE* for the intricate masonry work in their spectacular West Hartford home on Avon Mountain. The 58,900 square foot mansion is done in brick with exquisite limestone accents, and terraces and balconies in stone.



*Veneziano Construction.*

## BEST OUTDOOR ROOM

### DAYTON BUILDERS



*Dayton Builders*

**DAYTON BUILDERS** won **BEST OUTDOOR ROOM** for their pool cabana in cedar with beadboard ceiling, walk-in shower and gas fire pit. To protect the owner's gardens, all excavation was done by hand and materials brought in by wheelbarrow.

## BEST HOME TECHNOLOGY

### ADVANCED HOME AUDIO & VIDEO

**BEST HOME TECHNOLOGY** went to **ADVANCED HOME AUDIO & VIDEO** for a Bristol family room's family room featuring 55" LCD TV, a motorized retractable art screen and a Sunbrite weatherproof LCD TV on the patio.



*Advanced Audio Video*

## BEST SHOWROOM UNDER 1,000 SQ. FT.

### CORBO ASSOCIATES



*Corbo showroom*

**CORBO ASSOCIATES'** 400 square foot home theater showroom in their office demonstrates what Corbo can offer as part of their Tech Package. A 138" **CINECURVE** screen, twelve reclining seats, thirteen speakers and a coffered ceiling.

## BEST SHOWROOM OVERALL

### BENDER PLUMBING SUPPLIES



**BENDER PLUMBING SUPPLIES'** Steve Fecteau restored a 1905 brick storefront in downtown Torrington into a winning showroom. It features exposed brick walls, original fourteen foot tin ceilings, and ten foot tall windows as a backdrop for a mix of traditional and contemporary kitchen & bath vignettes.

## HOME FINANCING

### BEST CUSTOM LOAN

#### LIBERTY BANK

*LIBERTY BANK* was back in the winner's circle for the 13th year in a row with an award for **BEST CONSTRUCTION /PERMANENT CUSTOM LOAN**.



L-R HBA Immediate Past President George LaCava with Bob Steele and Mark Wallace of Liberty Bank.

### BEST REVERSE PURCHASE LOAN

### BEST END LOAN PACKAGE

#### METLIFE

*METLIFE* won both **BEST REVERSE PURCHASE LOAN** and **BEST END LOAN PACKAGE FOR A CONDOMINIUM COMMUNITY** for their unique warranty program which offers an attractive option to the FHA pre-sale requirement.



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## 1st Annual HOBI Builder Bus Tour

On November 17<sup>th</sup>, a Ring's End sponsored luxury bus full of HBA builders spent the day touring five spectacular HOBI winning homes, including **Sound Beach Partners Project of the Year** on Meadow Road and **Custom Home of the Year** on Indian Point Lane, both in Riverside; two award winning custom homes on Meadow Lane in Greenwich and on Harbor Road in Southport by **Hobbs Inc.** and the **Best In Town Spec Home** built by **Greenwich Residential** on Perryridge Road in Greenwich.

The day ended with a wonderful reception at the fabulous Lillian August showroom in Norwalk. Tickets sales were donated to **Homes For Our Troops**.

In addition to our premiere sponsor **Ring's End** and **Lillian August**, **HOBI Builder Bus Tour** sponsors included **DiMatteo Insurance**, **Gault Energy** and **Hometronics Lifestyles**.



Darren Andreoli & Bob Sprouls, Bluewater Home Builders, Doran Sabog, Sound Beach Partners, Nort Wheeler, Mystic River Building Company & Jarret Kravitz, Advantage Contracting.



Joanthan Laschever, Andy Dehler (Gault), Mike Murphy, Murphy Bros., and Chris Shea, Domus Contractors.



Mark Nuzzolo, Brookside Development, Joanne Carroll, Kim DiMatto & Tom Belucci, Lillian August.



Mr. Tookmanian of Seavest Inc., Lisa Kidder, and Mike Murphy.

## SALES & MARKETING

### 5 Design Trends for 2011

What can we expect to see more of in the year ahead, as America continues its search for a new normal? Here are some design themes excerpted from **Builder** magazine, with comments and ideas from a leading Connecticut builder and popular Connecticut architect.

#### Out with the Glitz

Glitz is gone, at least for now. Honest architecture is the order of the day as homeowners look to **simplify their lives** – and, by association, their houses. The plain box is enjoying a renaissance at a time when budgets are meager and value engineering is an exercise in survival. This basic geometry is easier and cheaper to frame, plumb, wire, clad, heat, cool, and maintain. And its pure form makes it less prone to crimes of bad proportion.



The “Sensible Series,” designed by D.W. Taylor Associates, addresses the downturn with a set of efficient house plans ranging from 1,560 to 2,400 square feet. Each home has a minimum of three bedrooms and 2 ½ baths.

[www.dwtaylor.com](http://www.dwtaylor.com). Credit: DW Taylor Associates

*“In our new Avon development, we’re using uncomplicated elevations, tight insulation and a simple, unadorned interior package for good value.”*

- Bill Ferrigno

**Portion Control** Medium-sized house? No, wait. Make that a small, please. The average house lost a few pounds in the recession and is still managing to keep the weight off as buyers (and banks) avoid biting off more debt than they can chew. “Demand for very large houses over 4,000 square feet remains, but there is a diminishing demand for middle-sized homes,” observes architect Don Taylor of D.W. Taylor Associates in Ellicott City, Md.

“Instead of the previously common request for a home in the 2,800- to 3,200-square-foot range, we are now seeing more requests for homes of 2,400 to 2,800 square feet. Cost obviously has helped precipitate this change, but I also think many buyers are coming to their senses and looking for homes that meet their practical needs rather than satisfying their egos.”

#### Spec This

*“We have a plan service, and we designed a custom plan book for Nick Ucello’s 50 unit Fox Hopyard development in East Haddam.*

*The model home is 2,600 sf.*

*That is where I see the spec market going.*

- Jack Kemper, Kemper Architects

[www.kemperarch.com](http://www.kemperarch.com)



#### Fresh Ideas



Smith & Fong Co., the makers of Plyboo, recently introduced new lines of FSC-certified bamboo plywood and flooring. Both formaldehyde-free products are made of bamboo strips that are compressed into a super-dense block, which is then made into planks and panels. [www.plyboo.com](http://www.plyboo.com)

Credit: Dave Adams Photography

What are the current materials of choice? Residential architects in the latest AIA home design trends survey report a growing interest in sustainable and cool roofing, tubular skylights that

(Continued on page 58)

# CT ZERO ENERGY CHALLENGE

## How low can these new homes go?

Eleven builders are going head-to-head in the *new* 2010-11 Zero Energy Challenge to show Connecticut that building a super high efficiency home is achievable today.

Homes that consume almost no energy. Homes that produce energy on-site. Homes with cleaner air. Advanced designs and integrated systems that are changing the way we think about residential construction. That's what this Challenge is all about.

This December, three homes with the lowest Home Energy Rating System (HERS) index will be declared the winners of the previous year's Zero Energy Challenge and will walk away with cash prizes and the bragging rights that go along with being one of Connecticut most forward thinking homes.

The Connecticut Zero Energy challenge is a showcase for the Connecticut Energy Efficiency Fund's Residential New Construction program. All new homes in the Challenge are participating in the program and will receive incentives for various building components including high-performance insulation and geothermal equipment. Thinking about building a new home in Connecticut? Get with the program and build for tomorrow.

The *new* 2010/2011 Connecticut Zero Energy Challenge is now underway and you can follow their progress online at: [ctzeroenergychallenge.com](http://ctzeroenergychallenge.com)



### Participants Include:

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Appropriate Designs</li> <li>• Ark Contractors</li> <li>• Construction Services Unlimited</li> <li>• Gable Construction, Inc.</li> </ul> | <ul style="list-style-type: none"> <li>• Green Planet Options for the Guilford Housing Authority</li> <li>• Jeffrey and Caroline Murray</li> <li>• Sam and Teri Norman</li> </ul> | <ul style="list-style-type: none"> <li>• Ron Nettleton</li> <li>• Poirier Homes LLC</li> <li>• Joseph A. Poland III</li> <li>• John Simonds</li> </ul> |
|---|---|--|

For more information about residential energy-efficiency programs call 877-WISE USE.



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Connecticut's Energy Efficiency Programs are funded by a Charge on Customer energy bills. The Programs are designed to help customers manage their energy use and cost. Paid for by CL&P and UI customers

## 5 DESIGNS TRENDS

*(Continued from page 56)*

provide natural daylighting, and low-maintenance cladding materials such as fiber cement, stone, tile, and natural-earth plasters. Interiors are poised to see some new finishing options, too. Sub-Zero's trend-watchers predict that "glass will become the next material to face appliances, cabinets, and even countertops [because it] is not only durable and environmentally friendly, but also versatile. It can be made in many colors and thicknesses, and its surface can have an infinite [array] of textures and technology, including light-emitting capabilities." Also worth checking out: inexpensive laminate cabinet veneers made from digital photographs of exotic wood species.

**Village Vibe**

The suburbs are starting to feel more like little cities as planners and developers find ways to weave density and walkability into existing hot spots. "Fewer large-scale development opportunities have shifted the emphasis to smaller infill projects," AIA chief economist Kermit Baker wrote in a recent design trends report. But these new nodes of "light urbanism" aren't replacing existing subdivisions; they are popping up between them and connecting the dots. Prime targets for infill redevelopment include big box parking lots, dead shopping centers, strip malls, and transit stations. "People who want an urban lifestyle but either do not want to live in a 'big city' or cannot afford to will look to live in the many suburban town centers that have been emerging," Urban Land Institute senior resident fellow John McIlwain wrote in a recent white paper.

**Bridging the Generation Gap**

Little cottages may be the darlings of the homebuilding industry, but there's still a need for homes with high bedroom and bathroom counts, and here's why. Multigenerational households are proliferating for all kinds of reasons: boomerang kids moving home to save money; elderly parents who need family support; young parents relying on grandparent care for their kids; and rapid growth among immigrant families for whom shared living is a cultural tradition. Sure, smaller homes generally cost less than large ones, but they're not nearly as economical as a shared mortgage and a household where everyone pitches in. Nearly 50 million Americans now live in homes containing at least two adult generations, up from 28 million in 1980. And with nationwide unemployment rates continuing to hover around 9.8 percent, that phenomenon is likely to continue in the near term.



Expect to see more accessory units like these popping up in backyards now that some planning boards are changing their zoning to allow detached rental units. The prefab "Carriage House" series by Bensonwood offers four energy-efficient plans constructed with panelized R-35 wall systems. [www.bensonwood.com](http://www.bensonwood.com)

*Credit: Courtesy Bensonwood*



The Residences at Fox Hopyard—East Haddam, CT

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## Buyer Survey Says: Smaller Homes with More Open Spaces

**Consumer preferences are examined in the latest studies conducted by the NAHB and Better Homes & Gardens**

The trend among buyers favoring smaller homes with open and multifunctional rooms continued in 2010. But subtle changes in tastes, combined with ongoing shifts in household occupancy, could give alert builders and their product suppliers new opportunities over the next few years, as the housing market recovers and home buyers get back in the game in larger numbers.

Fresh surveys of consumer preferences, presented during a seminar on that topic at the International Builders' Show provided an in-depth look at what consumers are shopping for now and what they might be looking for in the future.

At the very least, **consumers are approaching the home buying experience with a different attitude.** "The sense of entitlement that people used to feel about having everything they wanted in their homes is being replaced by a sense of gratitude for things they already have," says Jill Waage, editorial director of *Better Homes & Gardens'* Home Content Core.

Rose Quint, NAHB's assistant vice president for survey research, laid the groundwork for this seminar by sharing projections about household formation and new-home construction. **Projections of population growth** - which is expected to rise to 322.4 million people in 2015, 336.8 million in 2020, and 422.6 million in 2050 - suggest that **demand for housing should remain vital.** Over that time span, America's Hispanic population will increase to 30% of the total, from 16% today; and people over 55 years old will account for 31% of the total, from 25%.

**Households are getting smaller, too.** One- and two-person households represented more than 63% of all households in 2010. And for the first time, married couples accounted for less than 50% of households, while unrelated adults living together increased to 6.2%. In light of these statistics, the average size of a home completed declined last year to 2,377 square feet, from 2,438 square feet the previous year and 2,570 square feet in 2007.



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## Builders On the 2011 Market

### BILL FERRIGNO, SUNLIGHT CONSTRUCTION

Bill Ferrigno, is chairman of the CT Developers Council is active in the Farmington Valley market.

"We've sold six homes in our new 8 lot development on Knoll Lane in Avon, and we just broke ground. Value is what it's all about, and in Avon these homes are a very good value at \$500,000 to \$700,000 for 2,800 – 3,600 sf. I'm using house designs from a subdivision we built back in 2002, and Rockville Bank is financing AD&C. Banks are much stricter about credit worthiness, LTV and equity, as they should be, and buyers are insisting on *real value* . . . By and large builders are giving good deals, because to be successful, we have to adjust to the current buyers' market."

### LIZ VERNA, VERNA BUILDERS

HBA of CT President, Liz Verna, is optimistic. The 65 home small lot community she's building in Wallingford with Bob Wiedenmann of Sunwood Development has had a marked increase in sales. They sold 24 homes in 2010, compared to just eight in all of 2009. Prices at The Willows start around \$450,000, but one was recently sold for over \$700,000.

### GREG UGALDE, T&M BUILDING COMPANY

Greg Ugalde, NAHB Area 1 (New England) Chairman and T&M President, spoke about T&M's recent purchase of *Center Village* in Ellington. After seven homes were sold at *Center Village*, the economy went south. Rockville Bank put the property up for auction, but there wasn't a single bidder. As a result, the homeowners association joined Rockville Bank in petitioning the town to lift the age-restriction, which would make Center Village more saleable to builders in the current market.

"T&M purchased the 42 units, including 4 model homes. At a Planning and Zoning meeting in January, T & M was advised to stay away from colonials and build capes and ranches to keep the look compatible with the seven homes already sold and the four models. We are now going for permit for a 2,100 sf cape with a first floor master and plan to offer plans from 1,400 to 2,800sf, priced from \$239,900 to \$379,900. Pre-sales will start soon."

### JACK KEMPER, KEMPER ASSOCIATES ARCHITECTS

For us, if it's a repeat of 2010, it will be good. I don't think business will go up, but we'll know by mid summer because as architects, we're ahead of the game. We're working on a mixed use development in Simsbury for Landworks, and three 9,000-10,000 sf custom homes and two apartment complexes, which is the strongest part of the market right now.

### NICK UCELLO, UCELLO DEVELOPMENT

We opened our East Haddam *Fox Hopyard* model in October and we have 5 on deposit,

all custom but similar to the model. We are using Jack Kemper's stock plans with modifications. (See "*5 Design Trends for 2011*" in this issue.) Kemper's designs translate well along the shoreline. Our target sweet spot is 2,400 sf-3,000sf with

sales prices in the \$500,000's and \$600,000's, and we're getting cash buyers. We participated in the *CT Zero Energy Challenge* and we are using geothermal and a hybrid high performance insulation system, so the energy savings are huge. Our buyers love that, and they also see 'green' as a status symbol. Our rural location is the only challenge.

### TONY SILVESTRI, NEW LONDON HARBOR TOWERS

Tony Silvestri has had plenty of interest in the HOBI Award winning 52-unit complex *New London Harbor Towers*, where prices range from \$245,000 to \$700,000 per unit, but many of the potential buyers couldn't afford to buy because they couldn't sell their current home. So Silvestri got permission from the ownership group to buy the homes and credit the sales price to the purchase of a unit at the *Harbor Towers*.

"If we can complete a transaction and sell a unit within a two-year period, we're ahead of the game," Silvestri said.

He arranges comparative market analyses of the homes, figuring out what needs to be fixed in order for them to be sold, and then he makes an offer. Everything - including the home renovations - is done in-house, through the Tagliatelas' Franklin Construction and Franklin Properties groups. The program has already has paid dividends, with two homeowners agreeing to a trade and more than a dozen others currently considering the offer. One of the homes was in Norfolk, Va, while the other was on a golf course in Florida.

Silvestri is hopeful the new incentive will start moving units more quickly in the next few months, during a time when real estate transactions are notoriously slow even in the best of times. There are about 40 units at *New London Harbor Towers* still available.

### JOHN TARDECCI, SR. V.P. WILLIAM RAVIES NEW HOMES DIVISION

This is going to be a rebuilding year! Housing starts are going in the right direction, but with 140 million Gen-X and Gen-Y buyers coming into the market, we may have a shortage of new construction. These buyers are practical, so if they aren't going to use a room, they don't want it. Your website has become critically important, and it should be changed constantly to keep it high in search engine rankings. And when it comes to marketing, you had better be mobile, because smart phones are a critical part of reaching today's homebuyer.

### *It's time to get back to the fundamentals... Price, Product, Place and Promotion.*

**Price** - Today's market prices need to reflect the market ahead of us, not the market behind us. In most U.S. markets, the appropriate pricing structure is approximately equal to pricing levels that predominated in 2003 and 2004.

**Product** - Moving forward, family structures and lifestyles will be much different than what we've experienced in the past. There are more single households than ever before, and builders need to create product that appeals to that segment. We also

(Continued on page 62)

## ON THE 2011 MARKET

(Continued from page 61)

need to be cognizant of the very specific needs and desires of newer generations of homebuyers such as Gen Xers and Gen Ys.

**What do such buyers want?** They want more functional utilization of space, such as “flex space,” which can be used for more than one purpose. If a formal living room or dining room isn’t used every day, eliminate it. Overall square footage is shrinking, while energy efficiency is increasing. Technology centers are appearing in the kitchen, so that media-savvy homeowners can easily recharge a laptop or an iPad.

**Place** - Successful builders know who their buyers are and build homes in places where people want to live. A significant number of active adult buyers no longer want to live in segregated senior communities, preferring instead to enjoy age diversity - and children - in their neighborhoods. Many Gen Y buyers are content to live in smaller-sized homes, provided they’re located in pedestrian-friendly communities and an urban environment where restaurants, shops and public transportation are within walking distance.

**Promotion** - With over 90% of homebuyers relying on the Internet to browse for homes and select those properties they wish to visit, those in the home-building industry need to realize that your website has become the center of your marketing universe. We must make sure your message embraces social media platforms, mobile and online applications favored by web-savvy users and the consumer group you wish to capture.

**BOB FUSARI, REAL ESTATE SERVICE OF CT**

Construction is planned for Spring 2011 for *Ferry Crossing*, HOPE Partnership’s first affordable workforce housing development and the first project funded under the *HOMEConnecticut Incentive Housing Zone*. Located at 45 Ferry Road in Old Saybrook, Ferry Crossing will consist of 16 rental units in five buildings surrounding a common green and adjacent to a town park. The project is funded by a \$2.9 million HOME CT grant from DECD and \$1 million from FHLB thru Liberty Bank. The mix of one-bedroom flats and two- and three-bedroom townhouses will provide low-, very low-, and moderate income workforce housing for individuals and families.

**BOB WIEDENMANN**

At a recent New Haven HBA membership meeting, Sue Salters from Independence Unlimited speak about the need for homes to be built with “**Visitability**” features. This is a voluntary program, costs little to include in new homes, and provides great benefits to people with permanent or temporary disabilities (this is much less restrictive than handicap accessible). I am planning to include these features in our next project and likely all future projects. I feel it’s just the right thing to do and will allow us to differentiate our homes from the competition

**Murphy Brothers Contracting** recently hosted an EPA RRP training and certification course for all their project managers and subcontractors in their Mamaroneck facility.



On April 22nd of this year, the new EPA RRP Rule became a federally mandated law across the nation. Contractors, such as remodelers, painters and plumbers who work in pre-1978 built homes, are now required by the EPA to be trained in lead safe practices. The uncertainty that followed caused the EPA to extend contractor compliance until October 1st. The RRP law has everyone concerned in the shelter industry because of the major legal and environmental consequences involved.

## New EPA Renovation, Repair & Painting Safe Lead Practices Rule

The Ring’s End Distribution & Educational Center in Stratford, CT is the organizational hub for stocking and delivery. It is also the facility where Ring’s End holds classes and seminars for employees and customers. Dedicated to employee development and building industry education, Ring’s End Lumber is a leader in helping staff members and clients stay ahead of the curve, whether in the realm of customer relations, new construction technologies, or federal regulation compliance.

*We have conducted over 60 certification classes at our Ring’s End Stratford education facility. Just over 1,100 builders, remodelers and others trades people have been certified here.*

*We also offer workshops and seminars about business marketing, OSHA safety training, product presentations and how to events.*

- Tony Calistro, Ring’s End Director of Education

Here’s what one leading remodeler has to say about the Ring’s End Education facility.

(Continued on page 63)

## RING'S END

(Continued from page 62)



"Tony, the program which was run at your facility in Stratford to prepare us for the EPA's licensing requirement in Lead Paint Practices was done so in an extremely competent and professional manner. The personnel who gave the demonstrations, lectures and testing were top notch. They really knew the material and were able to explain it in a way that was easy to learn. The hands on approach gave all those in the class the starting knowledge we needed to work in pre 1978 homes.

Your teaching facility is a terrific asset to Ring's End and the educational programs which I have attended there are equal to or better than any that I have experienced in the 33 years I have been in business.

As you know, I am a Certified Graduate Remodeler with the NAHB and a NARI Certified Remodeler. I am continually renewing these certifications, so I have to attend many classes each year. Ring's End provides many of the points I need to fulfill these requirements. I look forward to many more years of interaction with you."

*George Christiansen CR CGR is a Big 50 Remodeler and his company, Pequot Remodeling Corp. is based in Fairfield, CT Check out his work at [www.pequotremodeling.com](http://www.pequotremodeling.com).*

The Ring's End Education facility is located at 160 Avon Street in Stratford, and is open Monday-Friday 7am-5pm **Phone: (203)814-3024 Toll Free: (866)871-2224**

## New EPA Lead Dust Standard Would Hike Remodeling Costs

According to NAHB, a change in the lead dust hazard standard from the U.S. Environmental Protection Agency would add markedly to the cost and time required to remodel homes built before 1978.

In May, the EPA proposed an amendment to its Lead: Renovation, Repair and Painting rule that would require remodelers to send dust samples to a laboratory for lead testing and would expand the sampling to areas of the home outside of the remodeled area. Now, the EPA is looking to change the standard for sampling. A lowered lead dust standard by the agency would impose an even stricter requirement on remodeleers for completing a project.

The agency's lead rule for renovation, repair and painting includes requirements for training, certification, recordkeeping, work practices and cleaning verification.

In Dec. 6 testimony before a scientific advisory panel that is assisting the EPA with assessing the standard, Matthew Watkins, an NAHB environmental policy analyst, said that the agency's lowering the standard would further increase the compliance costs and record-keeping burdens of the lead rule.

The EPA is basing its research on lowering the standard on blood lead levels that are significantly lower than the current Centers for Disease Control and Prevention's action level of 10 micrograms of lead per deciliter of blood.

"Adding an unrealistic hazard standard could increase the cost of cleaning up after a remodel to a level that is so prohibitively expensive that only the wealthiest families could even consider remodeling their home," Watkins said. "The EPA's proposed dust hazard standard would put the cost of lead mitigation beyond the means of many families, especially lower-income households, where it is desperately needed, and it would have the effect of stifling investment - including energy efficiency upgrades - that families want to make in their homes."

EPA's Lead; Renovation Repair and Painting rule took effect earlier this year on April 22. Since then, the EPA has amended the rule by removing a provision that allowed families to opt out of the rule's requirements if there were no children under age six or pregnant women living in the home.

For information on the lead rule, visit [www.nahb.org/leadpaint](http://www.nahb.org/leadpaint) or e-mail [mwatkins@nahb.com](mailto:mwatkins@nahb.com) or call Matt Watkins at 800-368-5242 x8327.

## Builders Learn New Ways to Pitch Projects to Financiers

Who is going to pay for construction of the next generation of new American homes? Banks, still crippled by billions of dollars in soured construction loans, aren't eager to ramp up lending anytime soon. That isn't such a problem for the nation's big publicly traded builders, which are sitting on large cash reserves and making money raising equity on public capital markets. But small private home builders are confronted with a bleak reality. If banks aren't lending and they are too small to tap the capital markets, what do they do?

Rick Mandell, a consultant with Aspen Portfolio Strategies Inc., thinks he has the answer. His message: Private builders need to learn how to pitch their projects to financiers as if they were traditional investments with promised internal rates of return and healthy profit margins. In other words, builders should go to hedge funds, private-equity firms, university endowments and state pension funds for their construction loans. Most private builders learned their trade in an industry where small and regional banks made construction loans based on existing market demand and on the quality of the location of the project. In the future, says Mr. Mandell, private institutional investors will replace those small banks, and they will care more about projected returns.

(Continued on page 65)

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**BUILDERS LEARN NEW WAYS***(Continued from page 63)*

The role of small private builders is crucial going forward: a NAHB study released this year showed that the share of new-home sales by the largest 10 builders nationwide fell in 2009 to 23.9% from 27% a year earlier. The new-home industry, which became highly concentrated in the hands of public companies during the housing boom, is becoming less so.

Smaller builders, the NAHB says, are well-positioned to step in and take advantage of their expertise and presence in scattered local markets that never experienced much of the housing bubble.

Thomas C. Farrell, who heads Bank of America's Home Builder Division, which invests in private building companies, also struck an optimistic tone.

"I'm a big believer that capital will return to the market," said Thomas Farrell, who heads Bank America's Home Builder Division. "It's just a matter of patience. People are impatient because we've been in this for four or five years now, but it's just a risk-and-reward situation," he said. "What will need to happen is, private home builders will need to be prepared to put more equity in from day one."

### **Appraisal Advice – Sandy Dunn - 2008 NAHB President**

For the past several years one of the major problems our builders have been facing are low appraisals. NAHB has been working diligently to help solve these problems. Two Appraisal Summits were held in the last quarter of 2009 and the third Summit was just recently held. All the players were gathered in one room at the Housing Center to try to come up with solutions. Progress is being made.

In the meantime while NAHB is working to solve the problems with the process I thought I would tell you some things you can do to help bring your appraisals in at Market Value:

1) Help yourself by helping the appraiser....most appraisers today are under such a short time line that they only look at sales that are recorded in the MLS. A lot of new construction never makes it to the MLS, therefore you should talk to other builders to see what they have sold....this will be beneficial to both of you. Then access courthouse records and see what other sales have been recorded.

2) Go to [nahb.org](http://nahb.org) and in the search engine type in "appraisals". Then click on "capturing new home sales information for use as appraisal comparables" and go to the last sentence in the second paragraph and click on the highlighted area. An appraisal form will now appear with one column. This is the same information the appraiser gathers. Fill this form out for each sale you can find. Then take a picture of each house that has sold and attached it to the form. When the Appraiser comes

to appraise your house give him/her this information and tell them that this is some information you have gathered that you thought they might find helpful. This is legal and trust me when I tell you it will be greatly appreciated! I am a Certified General Appraiser and if a seller did this for me I would kiss the ground they walk on.

3) Last but not least make a list of all of the up-grades you have put in your house that might not be in a comparable sale. Meet with the Appraiser and explain all of the pluses your house has that may or may not be seen by the naked eye.

If you follow these three simple steps I promise that your appraisals will improve....they may not be perfect, but you will get better results than you're getting now.

### **Pilot Program Rates Homes Based on Energy Use**

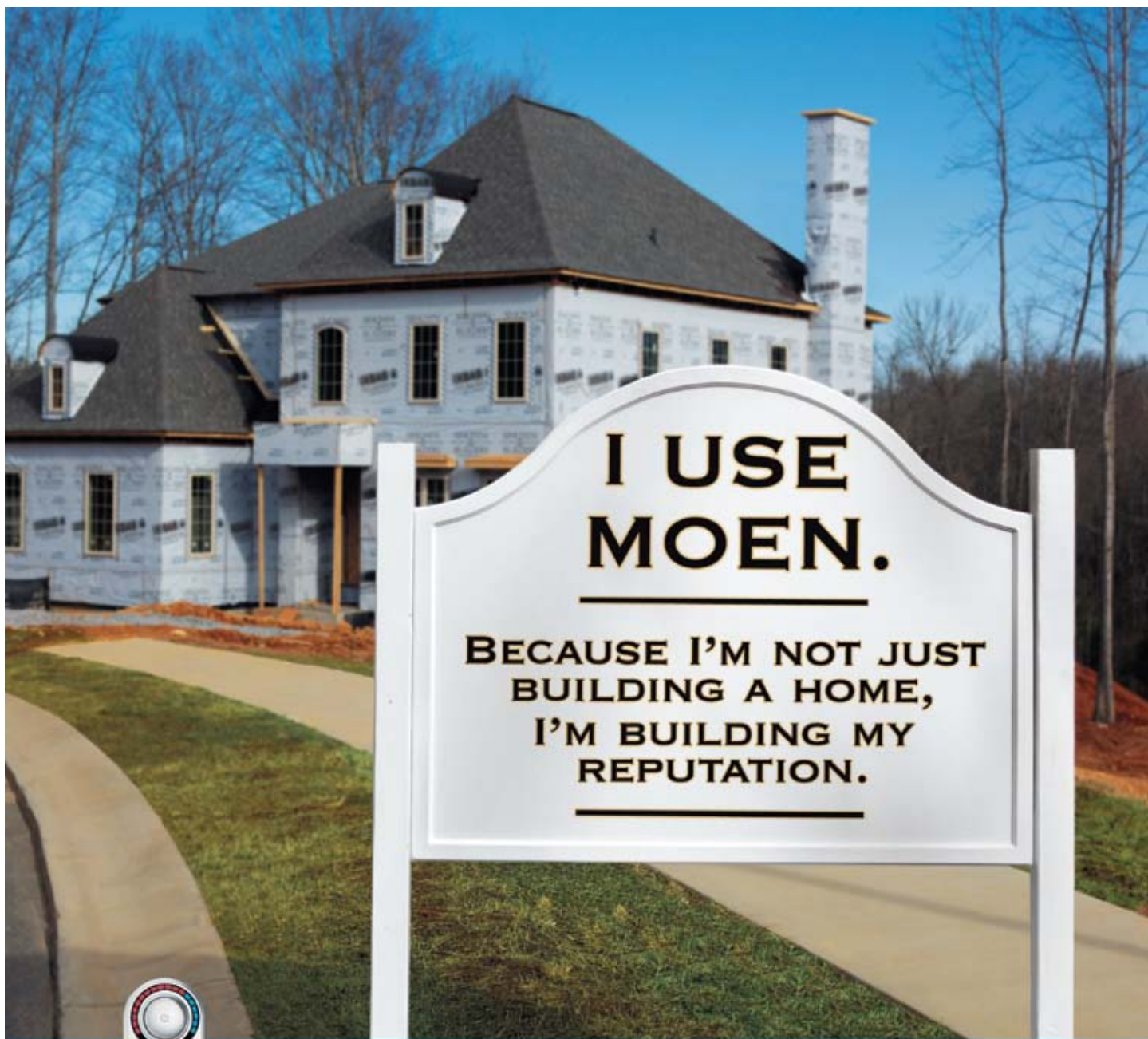
"When you buy a car," said U.S. Housing Secretary Shaun Donovan, "you know very clearly what the energy efficiency of the vehicle is because there's a number on the window. It says, 'Here's the gas mileage.' But we don't know that" when we buy a house, even though it's a much larger expenditure.

Similar to the DOE Builders Challenge Energy Smart rating, Donovan said he and Secretary of Energy Steven Chu were already working on plans to create what he called "a simple scoring system for housing" that could be reduced to grade levels or numerical scales -- say one to 100 or A to F -- that would be absolutely clear, authoritative and available to anybody considering buying a house.

As part of a plan outlined by Vice President Joe Biden in November, the government will shortly begin pilot tests of energy-rating disclosures for homes in 10 real estate markets around the country, the closest to Connecticut being Cape Cod MA..

A home energy assessor will collect energy information during a brief home walk-through and then score that home on a scale of 1 to 10. A 10 would represent a home with excellent energy performance whereas a 1 would represent a home that needs extensive energy improvements or energy upgrades. The home energy assessor will provide the homeowner with a list of recommended energy improvements and the associated cost savings estimates as well as the Home Energy Score label. The National Association of Realtors is worried that many houses might be stigmatized and made tougher to sell, he said, or be devalued -- if energy scoring is required or even becomes part of the standard selling process.

The administration has assured NAR that any scoring will be voluntary but NAR is going to monitor it very carefully" in 2011 -- especially keeping an eye on how the pilot programs are conducted.



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## IBS PRODUCT NEWS

### A Shower that Remembers Your Preferences

You can program your TV and start your car remotely so why not fill the bathtub as well. That's the idea behind Moen's ioDigital electronic controls for baths and showers, and Mike D'Aquila has sold 45 units in just ten months since they came on the market!



The wall-mounted control panel—with a hand-held remote—lets you set and maintain water temperatures in the shower, and for baths, you can control the water level too. The system includes up to four preset options, so each family member can customize his or her own bathing options. And if you have kids, the Roman tub also includes a child lock that keeps them from raising the water level and temperature. The “vertical spa” is reasonably priced at \$2,600 list including remote control and

multiple sprays. You can switch between body sprays and rain and handheld showers—or turn it all on at once.

Both the remote and ioDigital's control panel can be operated up to 30 feet away from the tub or shower. Basically it works like a garage-door opener, using radio-frequency signals.

Moen's digital bath controls also cost less than some you may see: The digital shower head and Roman tub models sell for a little over \$1,000 list, while the vertical spa body-spray version costs roughly \$2,500 list. You can even use the ioDigital with an existing Moen shower head.

Finishes include chrome, brushed nickel, and oil-rubbed bronze, and comes with a limited lifetime warranty.



**Affordable LED Light Bulbs** - Matrix Lighting, **VIRIBRIGHT LED Light Bulbs** offer the mercury free, energy-efficient light use 80%-90% less energy than an incandescent

bulb and 50% less than CFLs. **VIRIBRIGHT LED** light bulbs provide 270 degrees of light and last over 6 years for over 20,000 hours. The bulbs are designed with standard light bulb bases, and fit into any lighting fixture.

**Verve Lighting Control System** - Remote control lighting system is affordable and flexible to the homeowner. Estimated installation \$1-2 dollars a square foot!

**Kohler Flip side Shower head** - For \$108 dollars you get 4 different kinds of shower sprays, including **Koverage™**-a full-face spray, **Kotton™**- releases a uniquely dense, downpour of luxury spa spray; **Komotion™**- a full-face spray that delivers a drenching spray in an exhilarating, circular pattern; and **Kurrent™**- delivers a targeted massage spray to ease away aches and pains and revitalize your body.

**MISSING LINK:** The ComfortLink II Thermostat is designed



for easy setup and simple operation. A trouble-shooting menu and embedded diagnostics, along with self-calibration for zoning, contribute to easier installation by contractors. The 7-inch color screen provides

multi-room monitoring and customizable levels of programming for indoor air quality, temperature, and humidity. Trane. 903-581-3660. [www.trane.com](http://www.trane.com).



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## Andersen® Tilt-Wash Insert Window: Hitting the Sweet Spot on Price With Custom Sizing and Energy Efficiency

The Andersen® tilt-wash double-hung window has set standards for performance and durability. Now, the tilt-wash double-hung window is available as an insert or “pocket window” for remodeling and replacement with quick, easy installation and custom sizing to 1/8 inch.

Andersen introduces the tilt-wash insert window; a “pocket window” with a spectrum of design and feature options that delivers style and performance just the way remodelers and homeowners have requested. Each window comes with pre-drilled installation holes and an install kit containing nearly everything needed to complete the job: instructions, screws, shims and backer rod. In addition, each unit comes with its own exterior stop covers for a clean, finished look when the job is done.

“Value is big part of the tilt-wash insert product,” said Kevin Anez, marketing manager at Andersen Windows. “This is a full-featured product specifically for remodeling and replacement at a price that sets it apart from anything else available today.”



Design and performance features include a range of sill angles — 0°, 8° and 14° — flexible jam liners providing a weathertight seal around the sash, and glass options ranging from Low-E4® to Low-E4® SmartSun™ and Low-E4® Sun glazing. Low-E4

glass technology stays cleaner longer than ordinary glass, eliminating up to 99 percent of water spots\* and cuts energy bills up to 25 percent\*\* compared to dual-pane glass. Sill height options allow for the tilt-wash insert window to seamlessly blend with the current features of a home.

“Fast, reliable installation is important to building professionals,” said Anez. “Custom sizing gives the tilt-wash insert a near perfect fit in any opening without disturbing the exterior flashing or interior casing. With the install kit and stop covers the only thing that’s needed is some sealant and the tools to finish the job.”

The Andersen® tilt-wash insert window comes in four standard exterior colors, pine and pre-finished white interior, a range of grille styles and widths, and the full range of double-hung hardware options. The tilt-wash insert will be available for order through Intelligent Quote (iQ) software in April 2011

*Andersen Corporation is the largest window and door manufacturer in North America, and the Andersen® brand is the most recognized and most used brand among builders and remodelers in the window and patio door industry. For more information, visit [www.andersenwindows.com](http://www.andersenwindows.com)*

- Quick and easy install saves time with minimal home disruption.
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## Get To Know Your Legislators

By Lisa Kidder, HBACT Director of PR & Communications



The Legislative Session is underway and if you have not made contact with your state representative and state senator, call them today! This session is unusual in the number of new faces representing us at the state Capitol. Many experienced legislators opted not to run for re-election in 2010, several were defeated and more

who were elected last November have been recruited to work in Governor Malloy's administration. All these seats have been or will be filled by legislators who may have different philosophies and priorities than their predecessors. This is an opportunity for HBA members to get important messages across early in the session and begin to establish a long-term relationship with legislators.

All legislators are swamped with information and will be looking for some help to understand issues confronting them. Offer your knowledge and experience to help them understand the challenges of small business ownership and home building and remodeling in this economy. Be sure to tell them how many people you employ, and include the number of subcontractors and their employees who work on your projects. Jobs will be a focus at the Capitol this session and HBACT is making it a priority to talk about the number of jobs homebuilders and remodelers are creating and how many jobs are related to the industry in Connecticut. (See box below for job stats).

### The PR benefits of being politically active

You might be surprised that getting to know your legislator can be a public relations opportunity with benefits for your company. Legislators are well known in their home districts and can introduce you and your company to many local decision-makers and potential customers. Positive buzz for your company can result from being known as the local business person who is a resource for legislators. You might be asked to share your expertise with other legislators, raising the profile of your company to an even broader audience, including local and state reporters.

### Go to [www.hbact.org](http://www.hbact.org) for information

If you're not sure where to start, go the [www.hbact.org](http://www.hbact.org) and click on "Government Affairs," then scroll down to "Find Your Legislators." This will take you to the Connecticut General Assembly website where you can select, "Locate your Representative by Address," which takes you to a screen where you can enter your home address. The site will provide the name of your state representative, state senator and their contact information. Look up the same information for your business address as well!

If you want to gather information before you contact your representatives, you'll find the HBA of CT's Agenda for the Legislative Session at [www.hbact.org](http://www.hbact.org). The HBA of CT is focusing on two priorities for the session:

- Improve the Regulatory Climate for Land Development and Home Building in the state, and
- Reduce State Spending and the Size of State Government in order to reduce the burden of taxes and fees on small businesses and our customers.

These priorities are set by the HBA of CT's Government Affairs (GA) committee, with direction from the Board of Directors. This committee meets regularly during the year and welcomes new members.

As the session continues, Bill Ethier, HBA of CT CEO and in-house lobbyist will post detailed information on the specific bills that HBA is supporting or opposing on the website. Bill also sends out Government Affairs Alerts to GA committee members and others who've signed up for the Alerts. If you'd like to add your name to the distribution list, contact Joanne Hoerrner: [jhoerrner@hbact.org](mailto:jhoerrner@hbact.org), or 860-216-5858.

If you have an interest in a specific regulatory issue, the GA committee has established task groups to tackle specific issues (see the list below). If you have experience dealing with any of these issues or want to get involved in working to improve regulations on these topics, contact the HBA of CT office or sign up online: [www.hbact.org](http://www.hbact.org), and click on the Government Affairs menu at the top of the page, then on State Government Affairs News & Updates. You'll see a GA committee and task group sign up link at the top.

### Join a Government Affairs Committee Task Group:

*Green building*  
*Stormwater and LID*  
*Remodelers*  
*Building codes and standards*  
*Inland wetlands & watercourses*  
*Public health*  
*Planning & zoning*  
*DOT and State Traffic Commission*  
*Affordable housing and HOME Connecticut legislation.*

*If you want to work with other members on any of these issues, please contact the HBA of CT office: 860-216-5858 or at [www.hbact.org](http://www.hbact.org).*

## Home Prices Rise as Sales Hold Firm in 2010

By Terence Beaty, Director, New Homes & Land Division, Prudential Connecticut Realty



The Connecticut real estate market ended the year positioned for growth, leaving little doubt we are headed in the right direction. While many states still feel the grip of the downturn, there are signs Connecticut may have reached an inflection point.

Connecticut saw an increase in median price in single family homes of 4% in 2010, according to area multiple listing services. Fairfield, Hartford, Litchfield and New Haven Counties each gained, showing evidence of our market stabilizing. In addition, Condominium prices rose in Hartford, Tolland, Fairfield and New London Counties. Gains in homes sold were found in Fairfield County with a 15% increase. Litchfield and New London also saw sales growth.

Back in 2009, the biggest change in the market was the drop in the number of months it took to sell single family inventory. The numbers were 50% better than the highs of 2008. This year we find the number of months to sell single family inventory is up 10% from 8 to 8.8 months. This is a slight increase but is one way to acknowledge that 2010 was still doing a good job of reducing inventories. By comparison, condominium inventory supply times dropped 1% from 10 months to 9.9 months, welcome news.

A good indication of future improvement is housing permit activity. We are ending the year up 19% to a projected 3,900 +/- permits issued across the State. And, the New England Economic Partnership, a non profit economic forecasting group, projects permits to be around 4,500 in 2011. That's good news for builders and the overall economy. Most people understand the positive ripple effect that new home construction has on local retail and service sectors like home furnishings, landscaping, etc.

According to the State's department of labor, Connecticut's unemployment rate came down slightly in November from October to 9.0%. But, it is still .3% over November of a year ago. Like the Nation as a whole, Connecticut faces some interesting times ahead when it comes to employment, new business starts and budget deficits. So, it remains to be seen how our new Governor and legislature handles their first year of managing it all. Fortunately, the New England Economic Partnership also predicts personal income to rise 2.5% in 2011, which should help bring consumer confidence to levels known to spur spending in all sectors of the economy.

The year 2010 brought us stability and a measure of confidence. Moving forward, there will be conditions that are less than ideal, as the factual data here shows, there is significant opportunity. Here's to you having a successful year in 2011.

Year End 2010



### County Summary

#### Single-Family

County	DOM 2009	DOM 2010	% Change	Median SP 2009	Median SP 2010	Price % Change	Sales 2009	Sales 2010	YOY Sales % Change
Fairfield	144	148	2.8%	\$437,500	\$475,000	8.6%	5175	5966	15.3%
Hartford	119	122	2.5%	\$225,000	\$230,000	2.2%	6216	5728	-7.9%
Litchfield	163	172	5.5%	\$232,500	\$240,000	3.2%	1315	1328	1.0%
Middlesex	148	154	4.1%	\$267,500	\$260,000	-2.8%	1315	1283	-2.4%
New Haven	137	138	0.7%	\$225,000	\$227,000	0.9%	5263	4855	-7.8%
New London	142	150	5.6%	\$220,000	\$220,000	0.0%	1993	2022	1.5%
Tolland	127	139	9.4%	\$237,250	\$235,000	-0.9%	1068	924	-13.5%
Windham	150	146	-2.7%	\$175,000	\$169,900	-2.9%	973	898	-7.7%
	136	141	3.7%	\$ 250,000	\$ 260,000	4.0%	23318	23004	-1.3%

#### Condominium

County	DOM 2009	DOM 2010	% Change	Median SP 2009	Median SP 2010	Price % Change	Sales 2009	Sales 2010	YOY Sales % Change
Fairfield	153	161	5.2%	\$265,000	\$270,000	1.9%	1731	1833	5.9%
Hartford	137	147	7.3%	\$169,900	\$172,000	1.2%	1892	1697	-10.3%
Litchfield	148	172	16.2%	\$135,000	\$125,000	-7.4%	248	210	-15.3%
Middlesex	141	163	15.6%	\$153,000	\$150,000	-2.0%	347	287	-17.3%
New Haven	154	159	3.2%	\$160,000	\$150,000	-6.3%	1669	1606	-3.8%
New London	219	200	-8.7%	\$166,500	\$169,750	2.0%	337	290	-13.9%
Tolland	160	134	-16.3%	\$147,000	\$150,500	2.4%	213	160	-24.9%
Windham	186	183	-1.6%	\$130,000	\$123,000	-5.4%	71	55	-22.5%
	152	159	4.6%	\$ 175,000	\$ 178,000	1.7%	6508	6138	-5.7%

## CONNECTICUT ECONOMY

## 2010 Connecticut Building Permits Increase 7.9% Over 2009

In 2010, Connecticut had a total of 3,385 building permits for the 128 towns that report monthly. The 2010 total is **7.9% higher than the 2009** total of 3,136. The total for all 169 towns won't be released until spring.

[illegible]

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## 2010 Worst Year on Record for New Home Sales

### **Second half of 2011 promises to be better**

While home sales ended the year on an encouraging note, total sales in 2010 were 14.2% lower than in 2009. For all of 2010, the government estimated that about 321,000 homes were sold—the lowest tally on records dating back to 1963—as joblessness and foreclosures continue to weigh on the national housing market.

“New-home sales are bouncing around the bottom,” said Ian Shepherdson, a High Frequency Economics Ltd. analyst. “Ultimately, we think a sustained acceleration in payrolls will be the key driver of stronger demand for new property, so we think the second half of this year will be a good deal better than the first.”

However, NAHB economist David Crowe said that the year is likely to bring more challenges to smaller builders who are still having a tough time getting construction financing, and that could give the large publicly held builders, with access to plentiful cash reserves and credit, a decided advantage.

“If we don’t get good credit back to the small builder, I think we will see the largest builders take share,” Crowe said.

### **And Now for the Good News . . .**

In February, the Dow Jones Industrial Average closed above 12000 for the first time since June 19, 2008, buoyed by bellwether earnings and encouraging manufacturing data. The Dow hit an all-time high 14164.53 on Oct. 9, 2007.

The S&P 500 closed above 1300 for the first time since August 2008. The index rose 21 points to 1307.51. The Nasdaq Composite rose 51 points to 2751.

## **A Faster, Smarter, Quicker Economic Development Process Will Benefit Small Businesses**

Creating a one-stop shop for businesses, where information would be available on permitting, financing, regulations, and other government resources seems to be gaining widespread support. Gov. Dannel Malloy’s transition team has issued a report that said 33 state agencies, boards and commissions are involved in economic development, a situation that has led to a fragmented delivery of services. With job creation a top priority, the system must become more consumer friendly.

“It’s not really apparent to small business owners what these agencies do or that they are even out there,” said Andrew Markowski, Connecticut director of the National Federation of Independent Business. “We need a centralized place where businesses can have access to all those services.”

State Senator Gary LeBeau, a Democrat from East Hartford who co-chairs the commerce committee, will most likely be influential in any plan to reshape economic development agen-

cies. LeBeau said the current system lacks direction and agencies haven’t been aggressive enough. He also said there’s been too much focus in recent years on large companies instead of concentrating on growing smaller businesses.

***According to a recent NAHB study, small home builders are the foundation of the industry -- 65% of home builders have annual receipts under \$1million; just 4.1% have receipts over \$10 million.***

## **Governor Malloy Asks Businesses for Ideas to Create Jobs**

Establishing tax-free industry zones, placing a moratorium on new regulations, and encouraging more public-private sector cooperation are among the many suggestions made by Gov. Dannel Malloy’s working group to create jobs and get Connecticut’s economy back on track.

Connecticut has lost close to 100,000 jobs since the start of the recession in 2008, and even though the state gained about 2,500 jobs in November, the unemployment rate remains high at 9 percent. In fact, a recent report from IHS Global Insight, a New York-based firm that provides economic and financial analysis, said **Connecticut is expected to have the lowest annual expected employment growth in the nation over the next five years.**

### ***Growing jobs is a priority for the Malloy administration.***

Connecticut’s annual employment is expected to grow by less than 1 percent through 2016.

“I asked the owners of small companies what it would take for them to expand. We are listening to the very people who are doing the hiring, the teaching, the nursing, and the working,” said Malloy.

Most of the suggestions, especially short-term ones, are either revenue neutral or actually provide potential cost savings to the state. That’s significant because any expensive development policies will be difficult to pass with the state facing a \$3.5 billion deficit.

### ***Slashing bureaucratic red tape***

The working group also suggested slashing bureaucratic red tape, which has always been a major complaint from the business community. Ideas include streamlining the permit-approval process so that all reviews and approvals happen simultaneously rather than one after another, and establishing a 90-day maximum period for state review and action on permit applications. If the state agency fails to act within that time period, the application is automatically approved.

It also suggests directing the state Department of Transportation, including the state traffic commission, plus DECD, and the Department of Environmental Protection to expedite any completed viable permits and funding applications within 60 days. “It sends the message that Connecticut is open for business,” the report said.

Among other suggestions: ***Put renewed emphasis on brownfield redevelopment.***

## Connecticut Is Adding Jobs Each Month

Connecticut likely gained as many as 2,000 jobs in December, according to economist Donald Klepper-Smith, the chief economist at Data-Core Partners in New Haven.. Connecticut added private-sector jobs for three consecutive months, a further sign of positive momentum for the state's economy.

Klepper-Smith said a portion of the job losses experienced in Connecticut-and the reason the recovery has been painfully slow-are structural in nature and not related the business cycle. In particular he said it's a result of the state's poor business climate, especially the high cost of doing business in Connecticut.

"If we are going to create jobs, we have to cut taxes first before tax increases," Klepper-Smith said.

In terms of the upcoming budget, which will seek to close a \$3.5 billion deficit, he suggested at minimum, Connecticut should cut \$5 of spending for every \$1 in tax increases.

## Hartford Is the Best Market in the U.S. to Invest in a Home

If investors want to buy, hold and rent out a home, they should look no further than Hartford, according to a national report by CNBC's Realty Check. Based on the five metrics of price-income ratio, price-rent ratio, price declines, foreclosure rates and foreclosure resales, Hartford is the best market in the nation. The report also includes Poughkeepsie, N.Y. and Pittsburgh in that category.

"Markets like Hartford and Pittsburgh are on that list because they're about on par now so they've returned back down to

their levels of affordability before the housing run-up," said Stan Humphries, chief economist for national real estate consultant Zillow. In Hartford "about 10 percent of monthly transactions are foreclosure resales." According to the report, the worst markets to invest in are Atlantic City, Philadelphia and Baltimore.

## Foreclosures May Still Drag On Economy, But Connecticut Home Prices Are Slowly Increasing

Sagging home prices have left about 9 percent of homeowners in the Metro Hartford region under water, according to the latest available statistics from Zillow.com, an online real estate tracker. New Haven County has about 12.7 percent of homeowners under water, while New London has 15 percent and Stamford has about 9 percent, according to Zillow.

Nationwide, about 22 percent of borrowers are under water. Moody's Economy.com says that national number is as high as 30 percent. Although Connecticut's numbers are lower than the national average, it's still a cause for concern. That's because in good times — like before the financial crisis when home prices were continually rising — the rate of underwater mortgages is close to 0 percent

However, one positive sign is that home prices in the state are starting to tick up slightly. In 2010, average home prices in Connecticut increased 2.8 percent over the previous year, according to data from Re/Max of New England. But single-family home sales were down 6 percent. Meanwhile, among houses that found buyers in December, median sale prices rose 1.5 percent to \$230,500 from \$227,000 a year ago, according to The Greater Hartford Association of Realtors.



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## Torrington Downtown Redevelopment Project

### Steve Temkin, Steven Roth & David Bender Involve the Community

A group of three local businessmen and HBA members, Steve Temkin, T&M Building Company, Steven Roth, Elevator Services and David Bender, Bender Showrooms, formed **Torrington Downtown Partners LLC** and they purchased nine properties in the heart of downtown Torrington. Seven properties were acquired Sept 27, 2010 from a lender who had foreclosed on them. Two Additional buildings were acquired December 29, 2010 from another lender who had foreclosed.

The buildings on Main and Water streets represent 27 retail storefronts and more than 70 office and apartment units including 40 apartments in the downtown. What makes this redevelopment unique is that TDP has invited the Torrington community at large to participate in the revitalization.



the opportunity to invest in their community with \$100 memberships, that entitle them to vote on future choices about the development of the properties, such as aesthetics of building renovations. The \$100 will also entitle members to discounts at some of the properties' retail tenants.

Torrington Downtown Partners LLC was inspired by the momentum of Torrington's recent downtown revitalization efforts, including the popular "**Main Street Marketplace**" that drew thousands of people on Thursday nights over the summer, as well as new sidewalks and street lamps that were installed along Water Street, and plans for traffic flow improvements along Main Street and East Main Street. In fact, one of the partners, David Bender, opened a new Bender Showroom in downtown Torrington, which won a **2010 HOBI Award for Best Connecticut Showroom Overall**. (see page ? in this issue)



On Saturday, December 11 WDRC (1360 AM) broadcast a live interview with radio personality Brad Davis and the Torrington Downtown Partners David Bender, Steve Roth & Steve Temkin at the Twin Colony Diner.

For years, Torrington businesses and residents have been frustrated at seeing empty storefronts in the downtown. Now, Torrington Downtown Partners (TDP) is offering them



Downtown Development Partners 117th partner Sarah Best, her husband Jared Best and Communications Director Sharon Waagner.

(Continued on page 77)

**TORRINGTON DOWNTOWN***(Continued from page 76)****Downtown Partners go green in new apartment renovations on Water Street***

In an effort to “go green”, the Torrington Downtown Partners are implementing several energy-efficient initiatives in their first apartment on Water Street. The group has been in the process of renovating the apartment at 31 Water St.

HBACT Director of PR & Communications, Lisa Kidder, HBACT Treasurer and Progress Lighting account manager, Henry Rozewski, and Jane Capinera, Bender Showrooms Torrington showroom manager, made presentations to announce the initiatives at the apartment. Henry Rozewski of Progress Lighting spoke about the efficient LED lighting, which will have the output of a traditional 65-watt light bulb, but will only use about 12-14 watts of electricity, and all of the appliances will be Energy-Star. Jane Capinera of the Bender Showrooms spoke of plans to use low flow bathroom fixtures. Cabinetry, plumbing and heating equipment is being supplied by Bender, and Moen faucets are being used.

“We wanted to keep a vintage feeling, but offer more energy saving fixtures,” Jane said.

New insulation for the apartment is coming from HBA member New England Building Products. Each unit will also have its own washer and dryer and will utilize new, high pressure natural gas lines that were recently installed during construction on Water Street.

Walls have been stripped down to the original brick; ceilings torn out to expose 100-year-old rafters; and lumber stacked a foot high on the floor. And in the months since they have begun this challenging downtown revitalization project, Downtown Development Partners has attracted 128 local investor members, including Torrington’s mayor, city planner and economic development coordinator. The 4th largest investor in TDP is GFU Investments, a company owned by Greg Ugalde.

“You can get a little piece of downtown Torrington for \$100,” said Steve Temkin. “People still feel that civic pride in Torrington. You’re doing this for the joy of it, the satisfaction of it. It’s hard to put a price tag on that.”

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## Waterfront Mixed Use Development Brings Neighborhood Back to Westport's Saugatuck Center



At the "topping out" of Saugatuck Center L-R Sam Gault and Jim Donaher, representing Hamilton Development, the real estate division of Gault, Inc., First Selectman Gordon Joseloff, and Gus Pappajohn, Saugatuck Center builder.

Ninety years ago, when Westport's Gault family purchased land along the Saugatuck River to store home heating oil, building materials and sand, the area was a thriving waterfront commercial district. Bringing neighborhood back to Saugatuck, last spring, Gault's real estate division, Hamilton Development, broke ground on Saugatuck Center, a traditional New England style mixed-use development offering all of the benefits of a true waterfront community. Poised to become a bustling village filled with retail, commercial, and residential space, and boasting such waterfront amenities as boat slips and visitor docking, Saugatuck Center is within walking distance of Westport's train station. Hailed as a hallmark of smart growth, Saugatuck Center is poised to become a role model for small-scale, well-balanced, pedestrian-friendly neighborhood, where people can shop, dine, work and live.

"Saugatuck Center makes the very best use of this riverfront location, transforming it into a waterfront gem for the town of Westport and the Saugatuck community," says Sam Gault of Gault Energy and Stone and Hamilton Development. "By next summer, Saugatuck Center's riverfront walking oyster shell trail will be completed and open to the public, giving pedestrians access to this beautiful piece of waterfront property for the first time in decades."

Designed by Beinfeld Architecture and Philip H. Cerrone, A.I.A., with landscape architecture by Wesley Stout Associates, Saugatuck Center's builder is Gus Pappajohn.

The project will be completed in phases. Phase I, which will be finished by the late

spring of 2011, is designed in a classic New England style with steeply pitched roofs and Architectural Series Pella windows. The Tide and Marsh waterside buildings house 4,000sf of retail space on the street level with underground parking, as well as 5,000sf of office space on the first floor and 6 apartments on the 2nd floor. Demand has been strong and Phase I is already at 70% occupancy.

Phase II, a 1.6 acre site across the street, will add 4,000sf of retail space, perfect for a market, coffee shop, florist and boutique shop, as well as 21 flat- and townhouse-style apartments.

"Saugatuck Center will bring neighborhood back to this historic riverside community. It's a sign that Westport is truly on the move," says Westport First Selectman, Gordon Joseloff.

A long-standing member of the Fairfield County Home Builders Association, Gault Energy is the oldest family-owned and operated fuel company in Fairfield County, and the oldest business in Westport. The hometown company started in 1863 on the Post Road, where Sam Gault's great-great grandfather, Robert, sold feed and grain. "We've come a long way in a 148 years. My grandfather would be proud," says Gault.

For more information, please visit [www.saugatuckcenter.com](http://www.saugatuckcenter.com), or call 203.222.3232.

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Whatever you did to attract qualified builders and interested contractors to this event, it worked! Please keep doing it. We'll be back in 2011.”

- Jeff Wright, National Sales Manager  
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# Connecticut Lighting Centers Named 2010 Retailer of the Year

## Some of the Leading Builders in the State are CT Lighting Centers Clients

Connecticut Lighting Centers has been named **2010 Retailer of the Year** by the Connecticut Retail Merchants Association (CRMA). The **Retailer of the Year** award is given to a Connecticut business that demonstrates the highest integrity and success in customer service, marketing, employee relations, and community service. Past honorees have included Subway, Stew Leonard's, Bob's Discount Furniture and Ethan Allen Corporation.

"We are extremely honored to be recognized by CRMA, and a bit humbled," said Connecticut Lighting Centers' president, David Director. "As we look at the past honorees and their achievements, we are proud to be included among such a group of admired retail organizations. At Connecticut Lighting Centers, our employees are our biggest asset. Their knowledge, commitment to service, honesty and professionalism make our customer service goals possible."



Sitting left to right: Mark Okun, General Manager of Restoration Lighting Gallery, David Director, President of Connecticut Lighting Centers & Restoration Lighting Gallery. Standing left to right: Neil Fleisher, Vice President and General Manager of Connecticut Lighting Centers, Tim Dillon, Branch Manager of Connecticut Lighting Centers

Recognized as a leader and an innovator in the lighting industry, Connecticut Lighting Centers and the Director family have a strong commitment to industry organizations such as the American Lighting Association (Arthur Director is a past president and David served on the Board), the Chamber of Commerce and the Homebuilders Association.

### Leading builder clients

A long standing and valued member of the Hartford County HBA, Connecticut Lighting Centers has been a loyal supporter of the state HBA and a consistent sponsor of major state local and state events such as the HOBI Awards. Connecticut Lighting Centers customers represent some of the leading builders in the state, as evidenced by a sampling of their recent builder installations.



CT Lighting Center supplied the lighting for Hamilton Way, a Farmington subdivision by Chris Nelson, C.Nelson Construction. Hamilton Way won a HOBI Award for **Best Energy-Efficient Spec Home**.



CT Lighting supplied the lighting for Liz Verna (Verna Builders) and (Sunwood Developemnt) Bob Wiedenmann's **Best Traditional Community**, The Willows in Wallingford.



CT Lighting supplied the lighting for Bill Ferrigno and Brett LeFevre's CT Zero Energy Challenge home in West Hills of Avon which won a 2010 HOBI Award for **Best Energy-Efficient Spec Home**.

(Continued on page 82)

**CONNECTICUT LIGHTING CENTERS** (Continued from page 81)

CT Lighting supplied the lighting for Tony Sylvestri at **New London County Community of the Year**, New London Harbor Towers.

**One of the largest independent lighting stores in the country** Connecticut Lighting Centers is currently one of the largest independent lighting stores in the United States, serving both the residential and commercial markets in Connecticut and boasting New England's largest display of product, representing most major brands in the industry. Their showrooms are

located at 160 Brainard Road in Hartford and 235 Queen Street in Southington, and a 23,000 square foot warehouse facility in Hartford serves as the main distribution center. They display and stock a wide range of products at prices to fit every budget, striving to provide each customer with professional service and expert advice. Restoration Lighting Gallery ([www.myrlg.com](http://www.myrlg.com)), located at 167 Brainard Road, is New England's premier vintage, antique and period reproduction lighting source, offering over 1000 shades in stock, plus restoration and repair services

"The customer is the boss!" is a maxim handed down from Arthur Director, founder of Connecticut Lighting Centers to David Director, and is being passed on to a third generation of the family, Todd, who recently joined the firm upon his graduation from college.

Connecticut Lighting Centers, in partnership with Restoration Lighting Gallery, is also a leader in their community, having contributed to over 200 local charities within the past year.

CRMA President Tim Phelan says, "Connecticut Lighting Centers is a great Connecticut-based family retailer who has achieved tremendous success by demonstrating commitment to their customers, employees, and the community. They exemplify the qualities we look for and are a worthy addition to the list of prior outstanding Connecticut retailers."

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***With so many shade of “Green,” builders struggle to find which green building products truly make a home healthier, more energy efficient and comfortable to live in.***

*By Paul Paris Jr. - ZeroDraft of CT*

“Green” is one of the hottest buzzwords in the home building and improvement world. One survey by the NAHB (National Association of Home Builders) Research Center found nearly half (46%) of people buying a new home or making major renovations are considering green products. The *GreenSpec* Directory, for example, lists information on more than 1,850 green building products - everything from kitchen countertops and cabinets to insulation and roof shingles. With so many options, it’s important to distinguish which green products are the best fit for your home and family. This greener approach to building will soon become industry standard and will no longer be considered an “upgrade” or “option” to the build design. Homebuyers will also be choosing homebuilders who have a proven track record in the green building marketplace. Builders who are already building green will have a huge advantage once the housing market surges. Studies have also shown that it takes a builder two full building cycles to work out all the kinks with his new approach to building “green”. So what better time to start than now...

### **So why is there so much interest in “green”?**

As the name suggests, green building helps reduce the impact of our homes on the environment. Yet, homeowners and homebuilders are realizing that greener homes can cost less to build and operate, last longer, are healthier to live in, use less water and energy and often have a higher re-sale value (*Source: U.S. Green Building Council*) [www.usgbc.org](http://www.usgbc.org)). Green building is much more than an environmental initiative. The financial benefits of building green are also a major benefit. In fact, another NAHB Research Center survey found homeowners consider cost savings to be far more important than environmental benefits when evaluating building materials. The challenge is deciding what building products are truly green?

### **Define what makes us “green”**

Green building organizations such as the U.S. Green Building Council say green-building products should have a lower environmental impact, from the day they’re produced through the end of their useful life. They should help reduce our reliance on natural resources, reduce waste and contribute to a healthier, more durable home. Based on what homeowners are saying, they should also help save us money. Green products should offer long-term environmental and cost benefits. With all of these factors taken into consideration, only a few building products make the top of the list.

### **“Green” when Green was just a color**

One example of a true “green” product is Icynene Spray Foam ([www.icynene.com](http://www.icynene.com)). Icynene has been used in thousands of residential and commercial projects and is the benchmark for quality and innovation by which all other foam products should be judged. Recently, Icynene celebrated its 25<sup>th</sup> anniversary, and their plans for the future are going to pave the road for the entire foam industry for years to come. ICYNENE LD-R-50®



Spray Foam for example, is a renewable-based insulation and air barrier material responsibly made using castor oil. It offers numerous environmental benefits while reducing the need for petroleum-based polyol.

ICYNENE LD-R-50® also exceeds the minimum renewable requirement for a bio-based material (testing in accordance with ASTM D 6866) and can contribute toward a building’s achievement of credits/points under various national green building standards, including LEED and the NAHB’s NGBS program. The equation of combining a seamless insulation and an effective air barrier is what makes Icynene work so well. Icynene offers a whole variety of water based, synthetic based, open and closed cell, foams for any of your homes building needs. The ability to offer you such a versatile product line makes ZeroDraft of Ct. equipped to handle insulating for any possible building specification ([www.zerodraftct.com](http://www.zerodraftct.com))

### **Guaranteed to last**

Icynene is committed to producing high performance insulation products. To demonstrate this commitment, Icynene products are backed by a lifetime building warranty. This guarantee is in place to let you rest assured that you will get what you’re paying for. Builders say their #1 call-back is often “comfort” related. Imagine an industry where call-backs

### **Get Icynene working for you!**

What good is a green home if the buyer doesn’t see the value in it? This is easily achieved by participating in the **Icynene Builder Advantage Program**. Benefits include; a wall display with DVD for your model home, a free set of material to insulate your model with, sales support and training of your staff, a link to your website from Icynene.com builder locator, and much more. Go to [www.icynene.com/builder-advantage-program](http://www.icynene.com/builder-advantage-program) to learn more about all the valuable tools available to you. Showcasing the benefits of green houses with Icynene will differentiate you from the competition and create that added value that drives sales.



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## Lumber Market Update

by Frank Sanford, Sanford & Hawley, Inc.  
Quality Building Materials Since 1884



The lumber and panel markets were highly volatile in 2010 as they reacted to low production, low demand, the earthquakes in Chile and significantly increased exports to China. Lumber prices hit highs in late April and dropped to lows in July and August. The panel

markets hit highs in late April and early May with lows scattered from September to November. Since then prices have climbed steadily. Currently futures are at a discount to cash, leaving the future trend uncertain.

Douglas Fir started the year at \$485 on average, rose to \$580 (up 28%), fell to \$478 (down 23%) and ended the year at \$554 (up 16% and up 14% for the year). KD SPF started the year at \$408 on average, rose to \$508 (up 24%), fell to \$386 (down 24%) and ended the year at \$474 (up 23% and up 16% for the year). An average of panels started the year at \$344, rose to \$590 (up 71%), fell to \$343 (down 42%) and ended the year at \$392 (up

14% for the cycle and for the year). Prices have gone up slightly in the first two weeks of January.

The factors affecting lumber and panel prices in 2011 are similar to those in 2010. Supply and demand remain closely matched at historically low levels. China continues to purchase large volumes of lumber from North America. Log prices are rising as private land owners look to maximize their returns. A natural disaster such as an earthquake or hurricane affecting could have a dramatic impact again.

The trend toward greater use of kiln dried lumber in place of green continues to grow. Kiln dried lumber is lighter weight for framer, reduces shrinkage, increase stability and reduces the opportunity for mold growth for the builder. Kiln dried Douglas Fir is currently selling for less than green Douglas Fir as was the case for much of last year. The ability to ship as much as 50% more material on a carload at the same freight cost offsets the cost of kiln drying.

Engineered wood products such as I-joists, LVL's, laminated beams and panels such as AdvanTech and Zip System continue to grow market share. Innovative products are constantly being developed and brought to market. These products tend to less volatile in price and can offer the builder better products at relatively stable prices.



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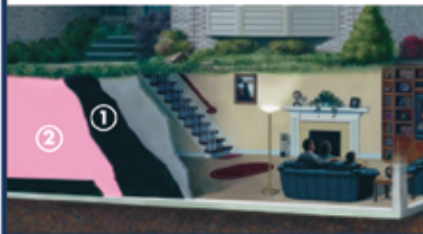
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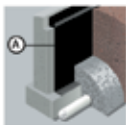


- [1] The black, flexible membrane of TUFF-N-DRI H8 seamlessly seals out water leaks and seepage.
- [2] Pink WARM-N-DRI® foundation board insulates basement walls on the outside to reduce condensation inside.

\*Visit TUFF-N-DRI.com for full details on the 30-year performance warranty. \*\*Builder magazine Brand Use Studies. ©2009 Tremco Barrier Solutions, Inc. TUFF-N-DRI® is a registered trademark of Tremco Barrier Solutions, Inc. WARM-N-DRI® is a registered trademark of Owens Corning.



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## Liz Verna Installed as HBACT President



Bill Ferrigno  
installing  
Liz Verna  
as HBACT  
President.

Vincenzo, Elizabeth,  
Gerald & Marc  
Verna.



On January 25<sup>th</sup>, Liz Verna, Verna Builders was installed as President of the HBA of Connecticut. Liz is past chairman of Government Affairs and a talented, effective advocate for the homebuilding industry, while managing to run a successful residential and commercial development company with her brothers Gerald and Marc. She is determined to make this a bellwether year for positive builder related legislation. See Liz Verna's *President's Message* in this issue.

*"We are the job creators and we create the homes where those jobs go at night.  
I guaranty you that we will be heard in Hartford. This organization will be  
a formidable force in the state."*

- Liz Verna



At the January Board of Director's meeting at Leon's in New Haven, Larry Fiano and his golf committee presented yet another \$20,486 Build-Pac split back check to HBACT President, Liz Verna. L-R Bill Ferrigno, Santo Veneziano, Greg Ugalde, Bob Hanbury, Larry, Bob Wiedenmann, Ken Boynton & Liz Verna.

## Home Building Industry Day at the Capitol April 6, 2011

Each year HBA of CT arranges a day for members to come to the State Capitol in Hartford for a briefing on the issues and meetings with legislators. Last year, 75 members met with 34 legislators and this year we hope to set up even more meetings. When you are talking to your legislators in the coming weeks, let them know that you will be at the Capitol on April 6 and would like to meet in their offices that day (preferably between 10:15 and 12:00). Unlike prior years, this year we'll be skipping breakfast and hosting a light wrap up lunch (we'll be inviting a keynote speaker for the luncheon). More information and registration forms will be coming to you shortly. Please make this day a priority and if you need help setting up appointments with your legislators, the HBA of CT office can help.

### Housing & CT Economy

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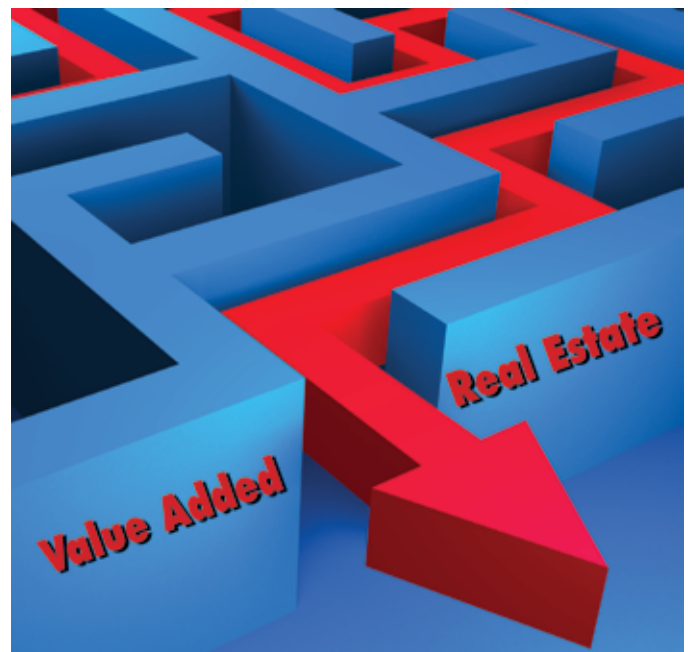
Greg Ugalde was elected as Chairman of NAHB Area I New England.



IBS Area I Caucus Connecticut attendees.



L-R Shirley McVeigh, past NAHB President, Paul Mashburn, senior Life Director, Maitland, Florida & Christopher Fiano, 1<sup>st</sup> time attendee.



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## HBA New Haven Roasts Bob Wiedenmann



*Bob Wiedenmann, His wife, Judy, their daughter and son Amy and Kyle Wiedenmann & MC, Bob Mariano*

On Friday February 11<sup>th</sup>, one hundred and fifty HBA members turned out for a **Bob Wiedenmann Roast** at 11 Monticello in Meriden. The event was organized by New Haven HBA's PR Committee, chaired by Pete Battaglio of Bemers, and proceeds will fund New Haven HBA's website marketing efforts.

The huge turnout was a tribute to how much Bob Wieden-

mann is liked and respected. Bob has been both local and state President and Builder of the Year, and he has won every other HBA award and recognition, including the most prestigious **Charles L. LoDolce Award**, which has only been presented to a handful of HBA leaders. In addition to Bob's friends and family and New Haven HBA members, a large contingent of Hartford County, as well as members from Fairfield and Eastern CT attended the roast.

Bob Mariano of Cyclone Home Systems did a fantastic job as Master of Ceremonies, and 'roasters' including Bob's childhood friend - John Simonsen, his nephew - Pete Ownen, and running friend - Nick Meucci. HBACT President, and close friend, Liz Verna, and HBA leaders, Bill Ferrigno, George LaCava and Ken Boynton had the audience in stitches all night. In addition to roasting Bob, state Democratic Representative for the 90<sup>th</sup> Assembly District, Mary Fritz, presented him with a citation from the Connecticut General Assembly.

The event was sponsored by some of the state's most successful suppliers including: **CAFD, Connecticut Lighting, Cyclone Home Systems, Clean Sweep Restoration Services, Dalene Flooring, DiMatteo Insurance, East Haven Builders Supply, L. Suzio Concrete, Superior Hearth & Spa and Viking Kitchens.**



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## Bill Ethier and Lisa Kidder Attend Northwest HBA Legislative Night

About 100 people attended Legislative Night hosted by the Litchfield Board of Realtors and the Home Builders Association of Northwest Connecticut. The event at the Cornucopia Banquet Hall, which is held each year, gives legislators the chance to hear some of the concerns each group is facing.

The state's budget gap of about \$3.9 billion and how it might affect the climate of local business was the

main topic of conversation. Two freshman state Reps., Bill Simanski, R-62 and Whit Betts, R-78 both said that creating a business friendly state should be a priority.

"The government doesn't create jobs, businesses do," Simanski said. "We need to send a message that we are a business friendly state."



*TJ Zappulla, left, and Steve Temkin, right, present an award to former state Rep. Bill Hamzy.*



*Tim Bobrowske, T.J. Zappulla (Pres. Litchfield County Bd of Realtors), Bill Ethier, Sen. Kevin Witkos, Greg Ugalde & Rich Assenza.*



*TJ Zappulla, Larry & Babe Fiano, Tim Bobrowske & Lisa Kidder.*



*Tim Bobrowske, Northwest HBA pres. Henry Rozewski, Greg Ugalde & Steve Temkin.*

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