



# HOUSING JOURNAL

*Voice of New Mexico Home Builders Association Since 1970*

Volume 46 Issue 7

September 2016

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- Panasonic Whole House Ventilation System Promises Lowest Cost Per HERS Point
- IBS Contest Winners Selected
- Cracking the Code - How to Defuse Objection Bombs
- 2017 Elected Officer Candidates

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# HOUSING JOURNAL

Voice of New Mexico Home Builders Association Since 1970

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## On The Cover



Tuscan-inspired arches and turrets are just two of the architectural features of this home by New Castle Custom Homes & Remodel in Tierra de Corrales. Stone work runs along floors, up many walls, and across ceilings in this 4-bdrm, 5-ba 4,500 sq. ft. home with views of the Sandias. Priced at \$980,000, the

house received Best Kitchen, Best Bath and a Premier Award in HBA of CNM's Spring Parade.

# Membership Statistics

	June	July
Central New Mexico	687	688
Eastern NM	91	89
South Eastern NMHBA	93	91
Lincoln County	116	118
Las Cruces	323	323
Southwestern NMHBA	53	54
San Juan County	151	151
Santa Fe Area	443	436
Otero County	<u>116</u>	<u>119</u>
<b>Total</b>	<b>2073</b>	<b>2069</b>

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## 2016 NMHBA Meeting Calendar

### September

- 22 Compensation Committee @ AOC  
Finance Committee @ AOC  
Government Affairs @ AOC
- 23 Sr. Officers/Executive Committee @AOC  
Nominating Committee @ AOC

### November

- 4 Sr. Officers/Executive Committee @AOC  
Government Affairs Committee@ AOC  
Building Issues Committee @ AOC  
Installation Dinner @ Albuquerque Marriott
- 5 Board Meeting @ Albuquerque Marriott (on Louisiana)  
NMHBA Annual Meeting of the Members
- 11 Veterans Day – NMHBA & BT Offices Closed
- 24-25 Thanksgiving Holiday – NMHBA & BT Offices Closed

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# A Message From The **PRESIDENT**

*President*



**Pat Bellestri-Martinez**

## **What has 25+ years as a member done for me?**

Let's get down to basics. The most common question a potential member has is what will I get out of being a member? The only way I know how to answer that question is to tell you what I have gotten out of our membership in the Las Cruces Home Builders Association, the New Mexico Home Builders Association and the National Association of Home Builders in the last 25 years. These are the top 10 benefits I have received as a member of my HBA:

1. I have met at least 200 people I can call on to help me with an industry-related problem. If I have a question about title insurance I can call Sylvia Lauer at Dona Ana Title, if I have a question about a blower door test I can call on Miles or Anna Dyson at Inspection Connection. I have forged personal relationship with many other LCHBA members. I can call on them for advise or questions. As well, I am called upon to answer questions from my peers.
2. If someone calls our office and would like to know if we do remodels, and I generally do not, I will refer them to a member of LCHBA, someone I know, someone that I know is a professional and will do a good job for them. Knowing LCHBA members allows me to refer business to them. Younger business people need to know what an important part of growing their business it is to be involved in their local homebuilders association! Don't just be a member, be an involved member. Come to Membership Luncheons or dinners, lunch and learns and networking mixers. Join a committee.
3. Industry knowledge – there is never a gathering or meeting that I attend that I don't walk away learning something new about doing my job better as a builder and sometimes as a person.
4. The International Builders Show – 1000's of square feet of exhibitors under one roof. Once a year, either held in Las Vegas, Nevada or Orlando, Florida it is 3 days of exposure to new products, educational sessions, and home tours. It is worth every penny you spend to get there, and it is FUN. This January it will be in Orlando with Payton Manning as the main keynote speaker and Little Big Town performing at the Spike Party on Thursday night. (Jan. 10-12, 2017)
5. The opportunity to serve on Committees and the Board of Directors. At the local level it keeps me in touch with local government issues that affect my business. On the state level, serving on the Board and as a Senior Officer has opened up new opportunities to grow my knowledge and contacts on a broader level. Contacts and friendships have multiplied ten fold. Not only in the home building arena, but also with government officials. On a national level being on the NAHB Board of Directors has allowed me to travel to Washington, DC and visit our senators and legislators and build relationships around the country.
6. As a member I am able to participate in our worker's compensation insurance company, Builders Trust. BT is one of the few self-insured insurance companies for construction in the country. Fortunately, as your State President this year I am on Builders Trust's Board. This group is the most dedicated, smart, and committed group of business people I have even been around, and I get the benefit of learning from them every single time I am in one of our meetings.
7. I am constantly updated about my industry. Emails from my local, LCHBA, and NAHB keep me up to date with news that impacts my company. When I know better, I do better.
8. Friendships and fun are an important part of membership. Some of my longest and strongest friendships were developed because of my membership in LCHBA. Kevin & Connie McGinley hosted a membership Summer Picnic at their farm in 1987 or 1988. From that event a life long friendship has developed. When my husband, Mario, passed away in 2008, the first people at my home were my homebuilder friends – the Holguin's, the Singer's, the McGinley's.....Kevin was instrumental in helping me wade thru getting my General Contractor's license. The members and staff from NMHBA came through to help and support me during that time.

*continued on page 5*



*Jack C. Milarch, Jr.*

## Who Gets Elected Matters

Because our state level “Home Builders” organizations are very involved in the current election for our state legislators I feel I need to write another article about why it is so important for each of us to select the right candidate when we vote this time around.

First of all let me say I am keenly aware that we have members of all political stripes, and when the Housing Journal list comes out showing which candidates our Association PAC and Builders Trust supported I will get emails and maybe calls from people who congratulate us for agreeing with their opinion and also from those who don’t agree. And, to re-state the obvious, in this election cycle opinions are running stronger than in any other election that I can remember.

I hope you read my article a couple of issues back about the difficulty we are all having running our small businesses. The problems I wrote about in that article are all related to the laws and rules that are mandated to us by our government, many from the federal level, but also from the state and local levels too. These are not small irritation type problems – they are truly threats hanging over your business and your financial well-being every day. I received several comments after that article was published along the lines of readers wondering if I was over-stating the situation. I was not. In fact I could have easily written much more on the topic.

Small business is in big trouble. I am hoping the way you vote this election will reflect the dire situation we are in.

We all need to vote this election. How will you know you are making the right choices? It’s not as easy as you might think. This year especially, nearly all candidates are saying they support business and say they understand that our state’s businesses and our economy need to be doing better. Those are the right thing to say! Will their actions support the words? Many of the incumbents have not walked that talk when they had the chance and the sorry state of New Mexico’s economy reflects this reality. Next month you will see that in a number of instances we are supporting challengers to currently seated legislators.

I frequently get asked: “How do our organizations decide who gets our money?” That’s a great question. Let me give you some background information on how we do that.

One of the duties I fulfill as your Association CEO is to participate at the Roundhouse during the annual Legislative Session, which I do on a daily basis. Along with our lobbyist Randy Traynor I promote, and sometimes oppose, many bills and amendments. This allows me to have a great window into the process. I sit in the gallery and in the committee rooms and I listen to the presentations and arguments. I see how people vote. I see who is influential with various legislators. I hear the legislators, and the administration’s, comments about business, the economy and our industry. I discuss construction, small business, and economic well-being issues with legislators, their staff folks, and other lobbyists.

Because of this experience year after year, I get a good idea of who our friends are, who is not helpful, and who is downright destructive to the initiatives and values we represent. It is with this background and experience that I and Randy Traynor recommend who we should support during the election cycle. Yes, such recommendations are an opinion, but I believe it is an informed and useful opinion. In the end our volunteer leaders vote on the actual decision.

Sometimes we support incumbents and sometimes we support challengers. Sometimes our choices make us look really smart! Occasionally, following the election, we look back on a decision and wish we had a do-over. The most important part of all this is that we set aside significant funds and time for our political activity, we use our best judgement to guide

## What has 25+ years as a member done for me? - continued from page 3

9. Access to resources – both the Builder’s Bookstore and the online NAHB website provides endless access to information and help in running my business. One of my go-to books from NAHB is “Residential Construction Performance Guidelines.” A great reference book for homebuilders who want to provide warranty guidelines for new home construction. NAHB is now offering resources for creating contracts-- new home and remodeling contracts.
10. Being a member provides opportunities for being of service to your community. At my local association, LCHBA, I participate in the annual Thanksgiving Food Basket drive when we give over 400 dinners to families in our community and I participate in the “Anniversary House” where last year we gave over \$80,000 to over a dozen local charities. Every local in the state has opportunities to give to your community.

There are new reasons to be a part of my Homebuilders Association everyday. I am grateful for the support, the knowledge and the dedicated staff at each of the organizations. Where else can you get three memberships in one and have them all working for you for about \$50 a month! Your membership provides you two lobbyists in Santa Fe every year. Jack Milarch and Randy Traynor are at the Legislature representing you. It is a great deal. Talk to someone you know about membership. Copy this article and let them know what an advantage they will have in business by being a member of their local, NMHBA and NAHB.

I’m looking forward to creating more opportunities at the State level to bring members together to network and learn in 2017. We continue to work on our new initiative to hold Membership Meetings in Albuquerque for members.

As always, feel free to reach out to me. [pat@adobe-home.com](mailto:pat@adobe-home.com) 575-644-8099

--- Pat Bellestri-Martinez, 2016 NMHBA President



## Who Gets Elected Matters - continued

our leadership in making candidate support decisions, and we are active players in the system. Who gets elected to our Legislature directly impacts the well-being of each of our businesses.

I believe our election cycle activity should make you feel proud to be a member of our New Mexico Home Builders Association. I also believe it should encourage you to obtain your workers’ compensation coverage through our affiliate Builders Trust because no other carrier supports our initiatives like Builders Trust does. Without question, our efforts to keep New Mexico’s workers’ compensation system balanced and affordable are a benefit to all businesses in our state.

As you consider who to vote for this season, please look over the list of candidates we have financially supported which will be published in the next issue of the Housing Journal. We encourage you also support, and vote for, these candidates. I will be happy to discuss any of these choices with you, either on the phone or online. I would also be happy to give you my opinion on any other legislative candidates if you are interested.



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## IBS Featured Product

# Panasonic Whole House Ventilation System Promises Lowest Cost Per HERS Point



According to Green Builders who attended the 2016 International Builder Show, Panasonic's SelectCycler System holds some promise for those that don't want to invest in an Energy Recovery Ventilator or Heat Recovery Ventilator to deliver fresh air to a home's interior. Basically the SelectCycler System combines one or more exhaust fans with a positive control damper to let in fresh air.

The SelectCycler System is a cost effective, whole house mechanical ventilation solution for ASHRAE 62.2 compliance. Ideal for single and multi-family construction, it provides whole house ventilation control that's integrated into the home's Central HVAC system. The SelectCycler System features two modes of operation

- Hybrid and Balanced. Hybrid mode achieves the lowest cost per HERS point for supply ventilation, while Balanced mode achieves the lowest cost per HERS point for balanced ventilation. The SelectCycler™ System encompasses the WhisperGreen Select™ ventilation fan or fan/light (sold separately), the System Controller, Motorized Supply Damper and FanConnect™ Fan/Light Wall Switch.

SelectCycler sells for around \$270.00 for 6" ducts, up to \$315.00 for 10" ducts. It is sold through distributors like Goodman Distribution, Hercules Industries, Morrison Supply, Dahl Lighting, and Sigler in Albuquerque, Santa Fe and Las Cruces.



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# IBS Contest Winners Selected

Seven NMHBA members are going to the International Builders' Show in 2017, courtesy of Builders Trust and New Mexico Home Builders Association. For the 11th consecutive year, BT and NMHBA teamed up to offer a contest for BT participants who have never before attended NAHB's Show, which is now held simultaneously with the Kitchen & Bath Industry Show. Winners were drawn randomly from qualified entries, one from each Local HBA. Each winner will report back to their Local association, BT, and NMHBA about their IBS experience.

# WINNERS

Central New Mexico – Mark Knutson, Kason Group, Inc.,  
Albuquerque

Las Cruces – Jesus Romero, J. Romero Drywall  
Sunland Park

Lincoln County – Glenn Remington, Remington Homes,  
Ruidoso

San Juan County – Holly Whitehorn, Equity Builders &  
Remodeling, Farmington

Santa Fe Area – Harold Garcia, Beatles Electric, LLC,  
Santa Fe

Southeast NMHBA – Gaby Nasrallah, G N Construction,  
LLC, Roswell

Southwestern NMHBA – Brian Myers, Sun Bear Design &  
Build, LLC, Silver City

**Congratulations to all the winners!**



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## Cracking the Code

### How to Defuse Objection Bombs

If you paid for a Full Registration to the 2016 International Builders Show in Las Vegas, you are entitled to replay the entire 120+ educational seminars presented for FREE. You should have received an email around February 17th from Mobiltape Company with subscription information for you to access these recordings. There are no handouts from this presentation.

NMHBA staff replayed Cracking the Code: How to Defuse Objection Bombs presented by Leah Turner, sales coach/trainer of Melinda Brody & Company in Dade City, FL. Ms. Turner comes from the sales force of a production builder, but the common-sense concepts she presents can apply to custom builders and remodelers alike. Her presentation is to point out how buyers' objections can often derail sales. Too often the buyer's objections are completely ignored or the conversation is shifted, which frequently leads to the loss of a sale. But objections, if defused properly, are actually powerful clues that can guide a salesperson closer to the sale.

According to research performed by Ms. Turner, 54% of salespeople fail to ask for the closing because they're afraid of rejection or they don't feel they've "earned" the right to ask for the sale. Before you can ask for the sale, you have to work your way through each of the buyer's objections and have "defused" each of them.

A common error is mistaking an observation for an objection. Comments such as "The pantry is really small" don't mean the buyer isn't interested, it just means you need to ask follow-up questions to determine if the comments are objection bombs. However, a "condition" such as the potential buyer has bad credit may prevent a closing.

An objection is a problem the buyer is giving you and they expect you to provide a solution. These situations should be seen as an opportunity to lead you closer to the sale. Objections are like a "hanging chad" that will come back and blow up in your face later.

#### 4-Step Process to Make a Sale

Ms. Turner presents her 4-step process that can lead to a sale of anything – a new custom home, a remodel job, a new door, or a production home:

**1. Empathize** – You need to let the potential buyer know you understand where they are coming from. This will help neutralize the objection. Try telling the potential buyer:

- "That's a great observation."
- "I understand what you're saying."
- "Thank you for pointing that out to me, we like feedback from our customers."

By doing this you let the buyer know you are listening to them and validating their feelings.

**2. Clarify** – You want the real story to determine if the problem can be overcome. Try asking the potential buyer:

- "So tell me more about that."
- "What is it about the (kitchen/laundry room/pantry) you don't like?"
- "Is that a top-level concern for you?"

The comment about a small pantry may not be a real objection, and it may not really prevent the buyer from liking the kitchen as a whole.

**3. Offer Solutions** – Unless you've gone through Steps 1 & 2, you really can't get to Step 3 where you really defuse the objection. Try telling the potential buyer:

- "Here are a couple of suggestions that might work for you."
- "Would this be a possible option for you?"
- "I have an idea that may work for you."

This is where you can finally offer realistic solutions after you understand the potential buyer's real objections and they believe you understand their feelings.

**4. Confirm** – Make sure your solution will work for the potential buyer, that the objection is off the table, and that you have truly defused the bomb. Try asking the potential buyer:

- “So you think that idea we discussed will work for you?”

If the answer is negative, go back to Step 2 to clarify what the issue is, then offer another solution in Step 3.

Ms. Turner suggests objections on price can be overcome by emphasizing the value in your services. If you’re a custom builder or remodeler proposing a “Cost-Plus” project, the 20% profit may be an objection. Try reading our review in the July *Housing Journal*, “Finding Hidden Profits” where it is suggested you can head this objection off by listing your services as 10% administration, and only 10% profit. That may get you over the hurdle of having to explain why you’re entitled to 20% on each project.

## Bonus Tips

Ms. Turner offers some other questions that should be asked right at the start of the conversation:

- “What are you looking for in a builder?”
- “Have you ever had a home built for you before?”
- (If yes) “How did it go, and what did you like or not like about that builder?”
- (If no) “Have you heard of us before? Let me tell you what sets us apart from the competition”
- “What are your three ‘must-haves’ in a home?”
- “What are your three ‘must-haves’ in a community?”
- “What are your three ‘must-haves’ in a home site?”

Asking the right questions and listening to the response to all these questions will give you a head start on focusing on the items of most importance to your potential buyer. Then you can focus your presentation on these issues.

In addition to being available for free online viewing, Ms. Turner’s presentation is also available from [www.mobiltape.com](http://www.mobiltape.com) for \$22 per CD plus \$3 shipping & handling.



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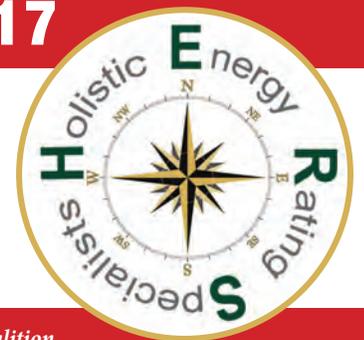
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## 2017 Elected Officer Candidates



### **PRESIDENT**

**Steve Hale – Hale & Sun Construction Inc.**

In 1987 Steve Hale founded Hale & Sun Construction Inc and currently serves as its President. He was on HBA of Central New Mexico's Board of Directors for six years and was President in 2005. He has received HBA CNM's Builder of the Year Award and the Su Casa Magazine Grand Green Award. A member of NMHBA's Board of Directors in 2005, 2013, and 2014, Steve also is a member of the Building Issues and Government Affairs committees. He has been very involved in green building efforts. A founding member of Build Green NM, he has been its Program Director since May 2009. Steve currently is a board member with Build Green NM and with the Green Builder Coalition, and he was a member of ANSI Consensus Committee to develop the 2008 ICC-700 National Green Building Standard. For two years, Steve served as a judge for the National Housing Energy Value Awards. In addition, he is a Master Composter under the NM County Extension office in Bernalillo.

**DUTIES OF THE PRESIDENT:** The President is the Chief Officer of the Association and presides at its meetings and those of the Board of Directors and Executive Committee. Between meetings the President has the authority to represent the Association and act in its name, subject only to its declared policies. The President appoints all committees, and performs all other duties usual to such office. The President's term of office is for one year, after the President has consecutively served one year each as Secretary-Treasurer and 1st Vice President/President Elect.



### **1st VP/PRESIDENT ELECT**

**Brian McCarthy - Abrazo Homes**

Brian is Co-Owner of Abrazo Homes and the Past President of the Home Builders of Central NM. Brian initially joined the Board of the HBA of CNM as Chair of the Production Builders Council. He has also served as 2nd Vice-President of the Association and has actively participated in Government Affairs, Parade of Homes, Golf Tournaments, Membership, and has served as a committee member to the BMIT committee of the NAHB. Brian and his wife Autumn have 5 kids ranging from 11 years of age to 5 year-old twins. He holds an undergraduate degree from the University of St. Thomas in Houston, TX and his MBA from UNM's Anderson School of Business.

**DUTIES OF THE 1st VP/PRESIDENT ELECT:** The 1st VP/President Elect performs the duties of the President in the President's absence and any other duties as prescribed by the President. The 1st VP/President Elect serves on the Executive Committee as well as the Board of Directors. The First Vice President is "President-Elect" and becomes the President the following year.

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## ASSOCIATE VICE PRESIDENT

*Diana Lucero - New Mexico Bank & Trust*

Diana Lucero is Vice President of Construction Lending at New Mexico Bank & Trust. Currently on NMHBA's Board of Directors, she is also a member of the Government Affairs Committee and the Finance Committee. Diana is active with her Local – HBA of Central New Mexico, currently serving on their Board of Directors, as Education Chair, on the Membership, Parade of Homes, Golf, and the RMC Bowling Fundraising committees, and she also sits on the Remodelers Council Board and participates with Homebuilders Care. She is very involved at the National level on NAHB's Board of Directors and is serving as Chair of the Associate's Committee, and sits on the Executive

Committee, Membership Committee, CGB Board of Governors and NAHB BUILD-PAC Board of Trustees. She continues to be active and participates in many community events and loves spending time with her grandchildren.

**DUTIES OF THE ASSOCIATE VICE PRESIDENT:** The Associate Vice President represents the interests of the Associate members. The Associate Vice President serves on the Executive Committee, as well as the Board of Directors.



## SECRETARY TREASURER

*Lora Vassar – Arch Design & Remodeling*

Lora Vassar began her career in construction in 1986 in her hometown of Los Angeles, California. After relocating to Albuquerque in 1993, she completed her architectural degree at UNM, and is currently finishing her Master's degree.

Lora has been exclusive to the remodeling world since 1993 both in the field and office. She opened Arch Design & Remodeling in 2010, and continues to grow her reputation for creative ideas and

problem solving. This dedication has led to the growth of her company, industry accolades, and an astonishing repeat and referral business from her clients.

Lora is passionate about her industry and has served on numerous committees, councils, and boards for the Home Builders Association at the local, state, and national levels since 2007 in both Builder and Associate status. Focusing on the Builder membership now, she is ready to serve our industry in leadership of the New Mexico Home Builders Association.

### DUTIES OF THE SECRETARY TREASURER:

The Secretary-Treasurer is responsible for overseeing the keeping of written record of all of the official proceedings of the Association. The Secretary Treasurer has general charge of the financial affairs of the Association and renders a periodic financial statement to the Board of Directors as required. The Secretary Treasurer is a member of the Executive Committee. The Secretary Treasurer succeeds the 1st VP/President Elect and eventually the President.



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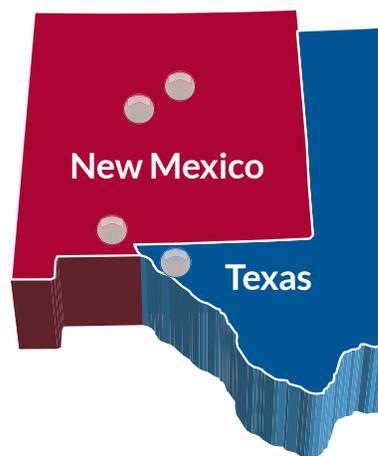
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