



# THE NARI RENOVATOR

The Ohio Valley Chapter of the National Association of the Remodeling Industry

July 2007

[www.naricincinnati.org](http://www.naricincinnati.org)

## It's time to register for the 2007 golf outing!

### Ohio Valley NARI summer classic returning to Sharon Woods course on August 9

Now is the time to get in on the biggest Ohio Valley NARI social and recreation event of the summer--the 2007 OVNARI Golf Outing.

About 100 NARI members and guests are expected hit their first drives at 10:00 a.m. Thursday, August 9, at the Sharon Woods Golf Course. If you played in last year's golf outing you know that this county-owned course is one of the best public courses in southwest Ohio.

A modest entry fee of just \$125 per player covers cart, greens fees, prizes, refreshments from the beverage cart, lunch at the turn, and a late afternoon steak dinner at the conclusion of play.

Want to bring a big group of 12 or more

employees, suppliers, customers, or just friends? There's a special discount for member companies that enter three or more foursomes. Sign up 12 golfers, and the price per player drops to just \$105. That's a saving of \$80 on each foursome.

The cost of the dinner is just \$35 so non-golfers can join the fun at the end of the day.

Remember that at least 25% of the net proceeds from the event will go to the Make-A-Wish Foundation, so in addition to enjoying a

great day of golf you will be supporting a truly worthy charity.

To register for the golf outing or the dinner return the form in this issue of the newsletter to the NARI office.

To reach the course take Cornell Road east from Reading Road (a little more than a mile) or west from Reed Hartman (about 3/4 mile), then turn north on Swing Road. It's not necessary to drive into Sharon Woods park.



*The Sharon Woods course is one of the area's best.*

## Sign up to play NOW!

**What:** OVNARI Golf Tournament

**Program:** 18 holes of championship golf, lunch, & a steak dinner

**When:** Thursday, August 9

**Where:** Sharon Woods Golf Course  
Swing Road (off Cornell Road)

**Time:** 10:00 a.m. (dinner at approximately 4:00 p.m.)

**Cost:** \$125 for NARI members & guests

**RSVP:** Fill out & return the form to NARI



*Enjoy a steak dinner at the end of the outing!*

## NARI members spend another great evening at the ball park in June

The ending wasn't quite as exciting--or as favorable--as the 2006 Ohio Valley NARI baseball outing in Redlegs Landing at Great American Ball Park, but all of the approximately 70 members and guests of OVNARI member companies who attended this year's baseball party on June 9 enjoyed the evening.

The NARI group included 10 people from Miami Valley NARI member companies, who joined their Cincinnati industry colleagues for an evening at the ball park.

It was, in fact, a nearly perfect baseball evening, with one notable exception. The Cleveland Indians demonstrated why they are one of the hottest teams in baseball. The Reds kept it close. In fact the game was tied through seven innings, but the Tribe plated two runs in the 8<sup>th</sup> to notch an 8 to 6 win.

This was the third Ohio Valley NARI base-



*It's nice to be recognized!*



*A big crowd of nearly 70 employees and guests of NARI member companies in Cincinnati and Dayton spent at least part of their time in the stands watching the game.*

ball outing in Redlegs Landing, and attendance has increased every year. Ohio Valley NARI will undoubtedly be back in Redlegs Landing again next year. Seating for Redlegs Landing guests has increased and the goal for 2008 will be to sell out every available seat--which we almost did this year.

## A few golf sponsorships still open

There are still a few--just a few--hole sponsorships available for the Ohio Valley NARI Golf Outing on August 9.

Sponsorships let NARI keep player fees low and still provide for support of our charity partner, the Make-A-Wish Foundation. They also let you treat your customers or fellow remodelers to a great day of golf on one of the premiere public courses in the area.

Pella Windows and Doors of Cincinnati has already stepped up as the Platinum Sponsor of this year's outing. If you would like to join Pella on the list of sponsors as a hole sponsor just fill out the sponsor form contained in this newsletter and return it to the NARI office or to Tournament Chairman Jeff McCoy.

It's a great way to support NARI and a truly deserving charity.

### THE NARI RENOVATOR A Publication of Ohio Valley NARI

The NARI Renovator is produced by Ohio Valley NARI as a service and benefit to its members. The organization's office is located at 136 South Keowee Street, Dayton, Ohio 45402; (800) 498-NARI or fax (937) 222-5794.

#### Ohio Valley NARI Board of Directors

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# Remodeling industry not in jeopardy as home building lags

New home building is down, but the remodeling segment of the residential construction industry continues to do relatively well, according to NAHB economists and industry observers.

A remodeling slowdown concentrated almost entirely in home owner improvements is expected to continue into next year, but the extent of the decline in the industry won't be as steep as in the new home market.

Even with a slight decrease from the record levels of recent years Americans will still spend nearly \$233 billion on home remodeling this year, according to NAHB Chief Economist David Seiders. That is a 1.9% increase from the record \$228 billion spent in 2006, but adjusted for inflation it represents a decline of 1.5%. Remodeling activity is expected to grow by 2.8% next year, Seiders said, but that is still a decline of 0.5% after inflation.

The mid-term and long-term outlook for remodeling continues to be very favorable.

"We're adding more homes each year than we're tearing down," Seiders said, "and these will eventually require remodeling. Compared to other components of the housing industry, remodeling remains one of the few areas to show growth, at least in nominal terms."

Owner-occupied remodels account for 78% of remodeling activity, and of those, 64% are for improvements, as opposed to maintenance and repairs. Remodelers saw activity erode slightly in the first quarter of 2007, according to the latest NAHB Remodeling Market Index (RMI).

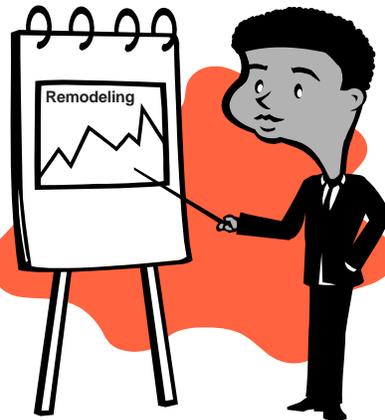
The component of the index gauging remodelers' views of current market conditions slipped from 48.2 to 46.1 on a seasonally adjusted basis while their future expectations edged up from 46.0 to 46.4. Index readings below 50 indicate more negative than positive responses.

"Remodeling is really not in jeopardy at all,

but a lot of the concern we see in the remodeling sector has to do with the fact that new home building is so weak," said Kermit Baker, director of the Remodeling Futures Program at the Harvard University Joint Center for Housing Studies.

The inventory adjustment process now slowing home building is not a problem for remodeling, Baker said. "You don't do remodeling projects on spec, so it's hard for the industry to get too far ahead of itself" and the industry will be able "to work through its weakness a good deal faster."

Foremost among the positives for remodeling is the strength of the U.S. economy, he said. Most remodeling recessions coincide with a recession in the national economy, but this time the economy is still in a growth mode. "Some of the numbers are weak, below par, but it doesn't look like we're going to be entering a recession in the macro-economy this year," he said.



#### The mission of Ohio Valley NARI is:

- ✓ To establish and maintain the association's firm commitment to developing and sustaining programs that expand and unite the remodeling industry as well as to ensure the industry's growth and security.
- ✓ To encourage ethical conduct, sound business practices, and professionalism in the remodeling industry.
- ✓ To present NARI as the recognized authority in the remodeling industry.

#### These missions are carried out by:

- ✓ Promoting the common business interests of those engaged in the industry.
- ✓ Sponsoring educational programs and activities for members.
- ✓ Enlightening consumers to the needs and advantages of home remodeling and maintenance, thereby improving the nation's housing inventory.
- ✓ Recommending legislative and regulatory action that safeguards and preserves the remodeling industry, and stimulates the marketplace.

#### Goals of chapter to accomplish mission:

- ✓ To provide education to enhance professional and personal competencies.
- ✓ To create and encourage networking.
- ✓ To develop and promote the profession.
- ✓ To serve as a resource center.
- ✓ To provide quality publications to members.
- ✓ To improve membership and membership participation.
- ✓ To improve consumer awareness.
- ✓ To remain proactive on current and pending legislation.



## Ohio Valley NARI

*Serving the Cincinnati Metropolitan Area*

136 South Keowee Street • Dayton, Ohio 45402

800.498.NARI

## NARI launches new and improved remodeled national web site in June

The NARI national web site has been re-modeled, and if there is an equivalent to the CotY awards in the web site business, the new NAIR site is a candidate. The new site, [www.nari.org](http://www.nari.org) and [www.remodeltoday.com](http://www.remodeltoday.com), has a fresher, more contemporary appearance with speedier member search functions and improved access to resources and ideas for both members and consumers.

Visitors to the site will see improvements that include a revamped design, simplified navigation, and “Quick Links” section that marks the most often visited information for both the industry professional and the homeowner. In addition, visual interest was added with morphing “before” and “after” photos of CotY Award Winning remodeling projects.

NARI Members can log on to the members only page to access consumer leads, and download e-newsletter templates for their marketing needs, and upload enhanced site listing information and graphics.

Carroll Bogard of Pella Windows and Doors, and the chair of NARI’s Web Redesign Task Force, said, “I am very pleased with the progress made in implementing the recommendations of the task force. The launch of this

new site is one of the ways we can help homeowners gain more knowledge about the remodeling process and what they can expect from the experience.”

The new NARI website was designed and built by AmericanEagle.com in Park Ridge, Illinois. The selected vendor was chosen for its vast expertise and experience with association websites, as well as commercial sites demonstrating heavy consumer traffic.



### Coming Events

#### **OVNARI Golf Tournament**

10:00 a.m., Thursday, August 9  
Sharon Woods Golf Course  
11355 Swing Road

#### **September Meeting**

6:00 p.m., Thursday, September 13  
Tile Installation Techniques

#### **Feature Vendor Night**

6:00 p.m., Thursday, October 11  
Holiday Inn I-275 North