

Ohio Valley NARI members will meet vendors in October

Contractors can bring all employees for just \$25 and the beverages are free!

The third annual Ohio Valley NARI Vendor Showcase is set for Thursday, October 20, at the Holiday Inn I-275 North, and like previous vendor events for contractors it's one of the best bargains they're likely to see all month.

For just \$25 per company NARI contractor members can bring all their employees, family members, and non-member subs. That's \$25 for everyone, not \$25 per person! It includes an all-you-can-eat deli dinner buffet and beverages. You couldn't take the crew to McDonalds for \$25! And McDonalds doesn't serve beer!

There will also be door prizes provided by participating vendors awarded throughout the evening.

Based on expressed interest and past experience 15 to 20 suppliers of products and services used by remodeling contractors



Past Vendor Showcase nights have been well-attended and everyone who comes has fun and learns a little too.

are expected to have displays. And the displays won't all be building products and tools. Sure, suppliers of building materials, hardware, fixtures, and tools will be there, but suppliers of other goods and services, such as office products, copy service, design, and accounting are also expected to be on hand.

The showcase will be an informal reception style event to encourage maximum contact and interaction among all participants. It's a great opportunity to get better acquainted with other NARI members and meet new people who provide products and services you may need.

If you are a vendor the showcase is a great opportunity for you to meet and talk with some of your best business prospects in an informal social environment. The cost of a table is just \$150, and that includes dinner and beverages for up to three people from

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Meet the vendors

What: Ohio Valley NARI Vendor Showcase

Program: Brief presentations by vendors

When: Thursday, October 20

Where: Holiday Inn I-275 North
Hauck Road (at I-275 exit 46)

Time: 6:30 p.m. (Deli buffet & FREE beer & sodas)

Register: Return form to NARI office

Cost: \$25 per contractor (Bring your whole crew for just \$25 for everyone)

New energy-efficiency requirement will increase HVAC equipment cost

Starting early next year a significant change is coming to air conditioners and heat pumps manufactured in or imported into the U.S. The required efficiency standard for such equipment will increase by 30%.

For nearly a decade the Department of Energy has required air conditioners and heat pumps to meet a minimum energy efficiency standard of 10 SEER (Seasonal Energy Efficiency Rating). On January 26, 2006, that minimum will increase to 13 SEER.

This change will result in lower energy consumption, and thus lower power bills, but it will likely come at a higher average costs for equipment. In 2001 DoE projected that the higher rating would increase the average cost to consumers by \$335. High end air conditions and heat pumps already exceed the new minimum by a wide margin, typically carrying ratings of 15 to 18 SEER. One unit now on the market actually exceeds 20 SEER. Current economy equipment and even some mid-range units are usually in the 10 to 12.5 SEER range.

You will need to take this impending change into consideration when estimating jobs that will involve installation of A/C units and heat pumps after January 26.

Consumers may suffer from initial "sticker shock," but the payback may be fairly rapid, especially in light of today's rapidly-inflating energy costs. Carrier Corporation, one of the largest manufacturers of heating and air

conditioning equipment, estimates that 13 SEER equipment delivers about 23% energy savings compared to 10 SEER units. DoE originally projected an 11 year return on investment for "average" buyers, but that was at 2001 energy prices.

The utility bills home owners have seen over the past 18 months might lead them to choose higher efficiency equipment, even if it weren't required by federal regulations.

To maximize the effectiveness of your Internet site don't underestimate the tech savvy of "senior buyers"

Many contractors assume that technology-savvy consumers don't populate the generations born in the 1940s and earlier. That assumption is wrong, and business people who believe it may not be communicating effectively with some of their best prospective customers.

The fact is that people in their 50s, 60s, and beyond are very well attuned to modern technology. They were early adopters of electronic banking and electronic funds transfer. They are the primary buyers of HD televisions, digital cable, and satellite services. They are power users of the Internet. (Wi-Fi is one of the most in-demand services at senior centers and community centers in "retirement" communities.) They also want high-tech home offices in their homes.

Seniors use the Internet as at least part of the information process for almost every major purchase. To enhance the impact of your Internet presence on older prospective customers, keep the following tips in mind.

Make Your Web Site User-Friendly

Your Web site must be easy to use and simple to navigate. User test your site with a sampling of your target buyers. While 50+ buyers are Web literate, they may not be that savvy with particular Web programs. Make sure they are comfortable visiting your Web site. Come to think of it, this applies to prospects in their 20s, 30s, and 40s, too. Most of

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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.

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 Fred Cernetisch, Pella Windows of Cincinnati; Glen Hollon, Hollon Construction; Larry Kessler, Kessler Construction Services.

Remodelers from Cincinnati, Dayton and Columbus attend seminar

A group of 20-plus NARI members from Cincinnati, Dayton, and Columbus went to Kings Island on September 15 and came away with a basic introduction to building science and a plan for using the information to enhance the service they provide to their remodeling clients.

Michael Gorman, CR, said that in this time of already high and steadily increasing heating costs and widespread concern over mold and moisture problems, any remodeling project can be an occasion for making improvements to the total building envelope of a home. Some fairly simple, inexpensive inspection and remediation techniques can provide great benefits to the home owner and make the remodeler who takes the time to use them a hero to the client.

Even a project that has nothing to do with the building envelop—a kitchen remodel, for instance—can be an opportunity for a remodeler to improve the living environment or the energy efficiency of a home.

Mike suggests building the cost of a blower door test—usually about \$300—into the price of every project. The justification for this is that the contractor wants to make sure nothing that's done in the course of the project causes indoor air quality or other problems later. The test will usually reveal a fairly "leaky" home that can be significantly improved by application of caulk and sealer at appropriate points.

Vendor Showcase *(Continued from page 1)*

your company. Vendors are also encouraged to provide one or more door prizes worth at least \$25.

With this newsletter you'll find a simple Vendor Showcase registration form. One side is for contractors, the other side is for vendors. Please fill out the appropriate side and send the form to the Ohio Valley NARI office by mail or FAX. Whether you're a contractor or a supplier you'll be glad you came to Vendor Showcase 2005. It's a fun evening, and you just might learn something new or create a new customer.



Mike Gorman advised NARI members on ways to become heroes to their clients.

This is one of several suggestions Mike made over the course of the seminar, which was "officially" scheduled from 9:00 a.m. until 4:00 p.m., but which with participant interaction, questions, and informal discussions actually lasted until after 6:00 p.m.

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

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Coming Events

Vendor Showcase

October 20, 6:30 p.m.
Holiday Inn I-275 North

November Dinner Meeting

November 9, 6:30 p.m.
Holiday Inn I-275 North
John Hester, P.E.
Hamilton County Chief Plan Examiner

Contractor of the Year Awards Deadline

End of the business day
Monday, November 14
Entries must reach the
OVNARI before the office closes
on the deadline date. Office hours
are 8:00 a.m. to 5:00 p.m.

Evening of Excellence Awards Dinner

December 8, 6:30 p.m.
Montgomery Inn
9440 Montgomery Road
Join other Ohio Valley NARI
members for an evening featuring
great Montgomery Inn food, presentation
of service and CotY awards, and
entertainment.

Tech savvy seniors *(Continued from page 2)*

them are bench warmers on the “geek squad” too.

Link With Other Sites

Consumers often find you from another web site, so you should try to be linked and represented on as many quality sites as possible. The importance of identifying and establishing link relationships must be part of your plan.

Choose Online Directories Wisely

Online directories or “Internet Yellow Pages” are on the rise. Choose directories that can serve your needs. Some are general in scope, others are real-estate specific, and some are outright scams.

Search Engine Optimization

Most people use the Internet to find answers to questions and, in particular, use search engines such as Google, Yahoo, and MSN to find what they’re looking for. These utilities key on the wording or terms found on sites. Have your site designed with key words that will bring your market to your site.

Follow Up With Site Visitors Who Request Contact or Information

Follow-up is everything. Online customers expect quick responses. You have to fulfill that expectation if you want to capture leads and turn Internet prospects into clients.