

★ TEXAS TIMES

Fall / Winter 2021 • The Newsletter for Members of HOME of Texas



PEOPLE WILL TALK

on a subject or listen to someone else do so. The “triple filter test” is often credited to Socrates and is usually told as a dialogue between him and one of his students. As the tale goes, an acquaintance of Socrates’ said something unflattering about Socrates to the student. The next time he saw Socrates, the student was anxious to let Socrates know what was being said about him. But Socrates stopped his student and told him he should not share what was said unless it could pass through any of three different filters.

Socrates asked if the student knew the statement to be true. The student said that he did not know, and Socrates replied, “If you do not know it to be true, why would you say it, and why should I hear it?”

He then asked if the statement was good or kind. The student answered that

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Sweigert and Radle Promoted to Management Team

*By Richard B. Swartz,
Executive Vice President & Chief Counsel*

Ronald L. Sweigert was recently named co-manager of HOME of Texas' Member Services Department in charge of enrollments and customer service. In his nearly twenty-nine years of service with our company, Ron has worked as a warranty advisor, as a special agent for insurance sales, and as general manager of a small builder call back service operation. Most recently he was a warranty administrator in our Member Services Department. We are confident that Ron’s long and varied experience together with his penchant for innovation will serve him and the company well in his new position. Ron replaces Sandra Sweigert, who agreed to take on more responsibility for the company as co-manager in our Warranty Resolution Department.

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We recently had the good fortune to hear an inspirational sermon on minding our tongues. The principal idea was that we should watch what we say and guard against hurting ourselves and others by engaging in harmful gossip, mindless vulgarity, and unwarranted vitriol. The message was that not only does this kind of speech hurt others, but it also damages the speaker in various ways. The lesson was a good one that would no doubt benefit many people. Personally, I took a few notes and even posted part of the lesson next to the computer where I receive and send emails.

The subject of that sticky note concerns a test one can employ to determine whether he should speak

People Will Talk

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it was not, to which Socrates replied, "If this statement is not true and is neither good, nor kind, why would you say it, and why should I hear it?"

Finally, Socrates asked whether the statement was necessary for him to hear or whether hearing it would be useful to him. The disappointed student said it was not. Socrates asked the student, "If this statement is not true, good, kind, necessary or useful, why would you say it, and why should I hear it?"

The student held his tongue and learned a valuable lesson, a lesson that remains instructive today.

The story of Socrates' three filters resonates now because, while wisdom suggests and sermons implore us to live one way, many people still find it difficult or impossible to do so. Consequently, as they have through the ages, people will talk, and they do not always care whether what they say is true, good, kind, necessary or useful. A strong individual, like Socrates, can stay above the fray and choose to ignore and not engage in banter that cannot pass through any of the three filters. That is not as easy, or as desirable, for a business to do. Unfair public comments about any company can have a negative effect on its bottom line, on the morale of its people, and even on its ability to stay in business.

The good news is that you and your company are not merely at the mercy of those wagging tongues. There are measures builders can take to protect their company's reputation from everything from second hand unflattering comments to scurrilous attacks on the quality



of their work and the character of their people, and everything in between.

Here are just a few such techniques that can help protect a builder's reputation in the marketplace.

▷ Monitor your online presence and reviews. Even if you have not set up a business profile online, people can leave comments and reviews about your company at various websites. Search your company's name on the internet and see where people are talking about you and what they are saying. If possible, address any unfair criticism and consider giving your side of the story regarding any fair complaint. If you discover a major problem, consider retaining an online reputation consulting firm or reputation management software.

▷ Be a positive force in the communities where you build and keep an ear to the ground. Encourage your management team and your staff to engage in public service in the communities where you build. Not only will this enhance your company's image, but your employees will get satisfaction from

helping others, and they will be able to hear any negative scuttlebutt about your company that might be circulating in the community.

▷ Treat your employees fairly. One source for negative comments about businesses is the disgruntled employee. He knows a lot about how his employer operates, he knows what to say that will hurt his employer in the marketplace, and he has an axe to grind. Do your best to keep your employees

happy and supported. If an employee is heading down a negative road, try to reel him back in so that he can continue working as part of your team. If saving him is unlikely, consider parting ways earlier rather than later and on terms that do not further antagonize him.

▷ Do good work and keep your customers happy. There is no better advertisement than the earnest praise of a satisfied customer. Deliver what you promised, service your product and be prompt and courteous whenever dealing with a purchaser of one of your homes, and it is unlikely your customers will be making comments that damage your reputation. Consider using satisfied customers' comments to get a positive buzz going or to counter any negative impression that already exists about your company.

▷ Associate with the best third-party services providers in the business who know how to treat your customers right. Anyone you recommend to your purchasers or with whom you partner in assisting your purchasers is viewed as an extension of you by your customer.

Make sure the real estate agents, subcontractors, landscapers, insurance agents and warranty company with whom you associate understand your mission and respect your customers as much as you do. By doing so, you will enhance your reputation with your customers and in the community.

HOME of Texas can help you enhance that reputation by providing your customers and you with the best new home warranty on the market. Our company has been directed by the same owner since 1992, and along with our national affiliate Residential Warranty Company, LLC, our people have administered home warranties on more than 3.7 million homes! We offer a wide variety of warranty options, from the standard ten year warranty to our specialty warranties for remodeling projects, detached garages, and commercial construction. HOME's warranty mirrors Texas' ten year statute of repose and transfers the major structural defect obligations from our builders to HOME's insurer in the final eight years of the warranty. HOME's warranty provides clear performance standards that help create realistic expectations in your homeowners and a road map to resolving even the stickiest customer complaints.

HOME's warranties are backed by a Texas property and casualty insurance company, and HOME and its affiliates are 100% American owned. Our pleasant customer service staff is dedicated to making your interactions with HOME as smooth as possible, and our veteran warranty resolution team will handle your customers' concerns with care.

People will talk, but why not get them talking about what a great builder you are? Put your best foot forward by giving your customers the best warranty around, a HOME of Texas warranty!

Have a great Fall and Winter!

Sweigert and Radle Promoted to Management Team

continued from front cover

Logan M. Radle also has been named co-manager of HOME's Member Services Department in charge of underwriting. Logan is a 2011 graduate of Millersville University and is licensed in property and casualty insurance by the Pennsylvania Insurance Department. Prior to joining us, Logan worked as a claim specialist for a national insurance company. Since coming on board, she has distinguished herself in our insurance operations, where she oversaw the underwriting of bonds for members of the warranty programs. Logan's training, demeanor and attention to detail make her an ideal fit for her new position. Logan replaces long-time manager Bryon Earhart, who has reduced his work week to two days so that he can tend to familial obligations. Bryon will continue with the company on a part-time basis as our Chief Warranty Underwriter.

We are excited about bringing Ron and Logan forward into management positions, especially since the excellent employees they have replaced are still working with us. Please do not hesitate to call on Ron or Logan (or any of us for that matter) if we can help you, our valued members, in any way.



STARTING OR EXPANDING YOUR REMODELING BUSINESS?

Get An Edge Over Your Competition

Many remodelers choose to provide only a "promise and a handshake" warranty. Set yourself apart from your competition with a written, insured warranty from HOME of Texas. We have two options to choose from:

- **Option A:** 3 years of coverage for defects in workmanship & materials
- **Option B:** 1 year of coverage for defects in workmanship & materials PLUS 5 years of coverage for defects to Designated Structural Elements

Email sales@homeoftexas.com for more details.

Three Things You Can't Miss at the 2022 International Builders' Show

The 2022 NAHB International Builders' Show® (IBS) is just around the corner (February 8-10, 2022), and this year's live event in Orlando will showcase exciting new features and popular events that you won't want to miss.



1 SPECIALTY ZONES ON THE SHOW FLOOR

The show floor is packed with great products and opportunities to connect with the industry's top companies. This year, it will also feature three new zones to highlight innovative new products for residential construction:

- **IBS Start-Up Zone:** Featuring the most innovative start-ups in the residential construction and development industry to give attendees a glimpse into the future and forever change the way they do business.
- **New Product Zone:** Featuring the latest products and cutting-edge market solutions.
- **Home Tech Zone:** Featuring a variety of interactive demos and experiences that explore the most in-demand home tech products, and the infrastructure and back-end requirements for preparing and installing these technologies.

The **High Performance Building Zone** and **IBS Jobsite Safety Zone** will also return to the show floor to feature construction demos led by building science experts and the latest innovative techniques for improving home efficiency, and showcase cutting-edge workplace safety solutions, respectively.

2 EDUCATION SESSIONS FROM TODAY'S TOP PROFESSIONALS



Attendees who purchase an All-Access Pass or 1-Day Education + Expo Pass can select from one of nine education tracks to stay up to date on the latest trends and topics for residential construction:

- Architecture & Design
- Building Techniques & Strategies
- Business Management
- Land Development/Community Design
- Project Management
- Research & Trends
- Sales & Marketing
- Custom Building & Remodeling
- Multifamily Housing

Three different session types — **Building Knowledge Sessions, Game Changer Sessions and Tech Bytes Sessions** — offer different approaches to important content that can help attendees grow professionally. Top returning sessions include 2022 Housing & Economic Outlook, Sales Rally and 60 Design Ideas in 60 Minutes.

3 STELLAR SHOW HOMES FEATURING HOT NEW PRODUCTS

Innovative building technologies, emerging design trends and the latest building products will be showcased through NAHB's official IBS show homes, The New American Home® (TNAH) and The New American Remodel® (TNAR). The showcase products in the homes are provided by members of the NAHB Leading Suppliers Council, and *Pro-Builder* and *ProRemodeler* magazines will once again serve as the media sponsors of the 2022 show homes.

Source: NAHB.org

...AND THE 4TH UNOFFICIAL THING YOU CAN'T MISS AT IBS IS HOME!

HOME & Affiliates will be in IBS Booth #W6643

Stop by and check out our Wheel O' Warranties for a chance to win great prizes!



Inhale, Exhale, Repeat After Me... It Will Be Okay

By Staci Cool, Account Executive

Housing shortages. Political upheaval. Employment problems. Covid mutations. Natural disasters. Supply chain issues.

It sure feels like we are being inundated daily with news that hits like a gut punch. It is confusing and, sometimes, downright depressing. Even if you do not watch evening news, or read news online, you likely feel these global effects.

Perhaps you went to the store and found that over half of the items you needed were missing from the shelves. Maybe you went to your favorite restaurant and encountered a long wait because there were not enough employees for the shift. Or, worse yet, you discovered that the restaurant closed due to catastrophic understaffing. Not including shipping problems or the quadruple pricing issues for everyday supplies... These are only a snippet of some small inconveniences and not the big picture.

Despite all the “bad” news, there is one surefire thing you can do to help turn



down the intensity. Start by acknowledging that the one and only thing you have control over is YOU. Take an inventory of the personal attitude you project and carry into each day. Consciously self-regulating your responses and thoughts can ease the burden of external pressure.

A tool to shift away from stress inducing thoughts is to make reflecting on what went right a daily goal. Begin by replacing overwhelming challenges with achievable targets. Was the coffee you ordered made correctly? Did you find an item you thought lost for good? As the saying goes; it’s the little things. If you celebrate the winning moments of your day you will begin to feel your perspective shift. Reflecting on the good things, both large and small, places ripples of positivity throughout the pond.

Consider this message to be a reminder that empathy goes a long way. Not only empathy for others, but empathy toward yourself. Self-love helps you remember that you are human. As such, you only have so much influence over what comes your direction. Through sharing a desire to look for the good in things you may find that others start to feel motivated to do the same.

We can only fix the big things by starting with the small things. A beautiful stained-glass window cannot come to be without each individual grain of sand. Working together to get through what can feel like unsurmountable change will take an effort. By centering focus on all that is good, the benefits impact everyone. You will not regret choosing happiness and joy.

If you feel up for a challenge, try using a happiness calendar with daily goals. I recommend the organization Action for Happiness. A sample may be found via this link: www.actionforhappiness.org/october

Paint Choices Can Make or Break a Home

How many paint swatches do you look at before landing on the perfect color? Do you find yourself contemplating whether Cashmere Blue or Bermuda Turquoise would look better in the powder room? Or perhaps Light French Grey is the answer? Paint choices can make or break a home. There is a lot to ponder and plan, as the color needs to match the floors, tile, cabinetry, and look great in different light. Sometimes it’s a decision that requires imagination, especially in an unfinished, unfurnished new construction home.

Whites or neutrals are always a safe bet, as they will work in any scenario and flow cohesively from room to room. But at the same time, the home craves vibrance and personality, all of which can be achieved by that perfect wall color.

Every year, several players in the paint industry announces its “Color of the Year”. This nudges designers, builders, and homeowners to explore new trending color options, and think about a palette that perhaps they would not traditionally consider.

Not all hues chosen for 2022 are exactly the same, but all evoke a similar calming feeling. After a rough 2020, and a bumpy 2021, coming home to a tranquil and soothing color scheme is just what the doctor ordered to help us all unwind and relax.



We Won't Spam Your Homebuyers

As a Member in our warranty program, you are probably familiar with our **Warranty Express** online enrollment system. You enroll the home online and, after closing occurs and payment/forms are sent to us for processing, your buyers are able to download their warranty documents from our website.

We use 60 days as the time frame after closing before documents are posted but often, those documents are available much sooner. Did you know if you provide your buyers' email address on the Application for Warranty form, we will send them an email to notify them whenever their warranty documents are ready to download. The Email line on the Application for Warranty is the line directly above the Signatures section.



10. Homeowner's E-Mail Address: _____	
11. SIGNATURES: I/We have received and have read the HOME Warranty book and I/we understand the HOME Warranty book.	
_____	_____
Homeowner's Name (print or type)	Phone #

We know that everyone gets bombarded with emails and sometimes “system-generated” notices can look like spam. Let your buyers know that they will get the following notice from us.



From: **Warranty Express** <Warranty.Confirm@homeoftexas.com>
Date: Monday, November 22, 2021 at 2:45 pm
Subject: HOME of Texas: Warranty Confirmation
To: **YourHomeBuyersEmailAddress@provider.com**

Welcome to Your New Home Warranty!

Congratulations on the purchase of your new home! We wish you many years of enjoyment.

You can retrieve your warranty documents at the following URL:

https://secure.homeoftexas.com/apps/we/home/confirmation/show_home?application_number=1234567&zip=17111

If you are asked for an application number or zip code, that information is as follows:

Application Number: 1234567
Zip Code: 17111

If a warranty Defect occurs during your Year 1 Coverage, please review your warranty book and follow the procedures for requesting warranty performance. This will be a written request to your Builder*, as your first step.

*Some warranties may vary in the procedures for requesting warranty performance to the Warrantor. Please see your warranty book for requesting warranty performance details.

Sincerely,
HOME of Texas

Then that's it. We don't spam them or communicate with them further unless they reach out to us for assistance.

Once they have the email, they simply click the link provided to go directly to the login page so they can easily download their warranty book and warranty confirmation form. It's simple and convenient.

But if they are suspicious or even just accidentally delete the email, no worries. They can call or email our Member Services Department for assistance. And even if they NEVER download these documents, as long as we have received the warranty form and payment after closing, their home is covered for the entire warranty term. Those documents will stay online for the duration of their warranty.

Warranty Express is chock full of features for you. In addition to enrolling homes, you can:

- Print / reprint warranty documents for closing,
- Pay warranty fees online – and save on shipping and handling charges,
- Generate enrollment reports,
- See your entire order history,
- Order FREE marketing materials,
- Upload documents securely and directly to us,
- And even add affiliated memberships.



Have questions on this feature or on any feature in Warranty Express?

Call us at 800-445-8173
and ask for the Member Services
Department.

We are happy to help!

Frequently Asked Questions for RWC Insurance Advantage

As a leader in the residential home building industry, RWC Insurance Advantage is committed to providing general liability insurance and select other coverages to members of HOME.

Below are some commonly asked questions:



What is an additional insured?

An Additional Insured is a person or organization that, like you, enjoys the benefits of being an insured under your policy. An additional insured cannot make changes to your policy.



Why should I be an additional insured on my subcontractors' policies?

When you require your subcontractors to list you as an Additional Insured on their General Liability policies, you become entitled to insurance coverage benefits under their policies. Additional Insured status is most often used in connection with an indemnification agreement, also known as a hold-harmless clause. Hold harmless clauses are common elements of a properly executed contract between you and your subcontractors. Under a hold-harmless, your subcontractors agree not to hold you responsible for their negligent acts which may have happened while they are working for you. For example, if your painter over-sprays several cars parked near the three-story townhouse you are building, the painter's policy will respond to the claims made by the owners of the cars. If you are brought into a lawsuit filed by the car owners, the painter's insurance company will defend you.



What if my subcontractor doesn't have insurance?

If your subcontractor doesn't have his or her own General Liability, you can be held liable for claims made against the subcontractor. This is because the General Contractor is considered to be in charge of the work-site, and therefore, is responsible for the safety of the public at that site. Beware of policies sold by some insurance companies that exclude claims arising out of the work performed for you by subcontractors.

For additional questions and information go to www.RWCInsuranceAdvantage.com

Over 380,000 Housing-Related Jobs Up For Grabs

According to an analysis by PeopleReady.com's skilled trades division, there were 388,345 jobs posted for trades-related workers between May and June of this year.

Positions most in demand are:

- Concrete Masons
- Electricians
- Window Glaziers
- Plumbers
- House Painters
- Carpenters

Check out (below) how the NAHB and HBA's are helping fill the gap.

NAHB Members Actively Recruit the Next Generation

Finding qualified subs and trades continues to be a challenge for the residential construction industry. But NAHB members and HBAs are stepping up to the plate and taking action. By providing supplies, scholarships, and one-on-one connections with students, HBAs around the country are getting out into their communities to spread the word about the rewarding jobs throughout the industry through:

- ▷ Lectures at Community Colleges
- ▷ Supplies and Scholarship Support through High Schools and Local Technical Schools
- ▷ Direct Connections to Career Professionals through Events and Home Shows

NAHB.org's *Careers in Construction toolkit* has ideas and resources for members and HBAs to connect with their local community. Check it out!

Source: NAHB.org

Building Material Prices: Large Increases Year to Date

Although the recent drop in softwood lumber prices since mid-May is helping bring costs down (after having driven them up drastically earlier in the year), the decline has been offset by large increases in the prices of several other building material products.



The prices of these 10 materials have increased the most thus far in 2021, and all are up at least 30%:

- ▷ Steel mill products
- ▷ Building paper and building board mill products
- ▷ Asphalt
- ▷ Plastic water pipe
- ▷ Fertilizer materials
- ▷ Laminated veneer lumber
- ▷ Thermoplastic resins and plastics
- ▷ Structural metal joists and concrete reinforcing bars
- ▷ Wood window and door frames
- ▷ Copper pipe and tube

Over the first seven months of 2021, the majority of these products' prices have increased many times more than they did in 2020. The price change of steel mill products is the most glaring example, up 81.3% year to date following a 2020 increase of 11.1%.

Source: NAHB.org

Know what hasn't gone up? HOME's rates. HOME continues to hold the line on across the board rate increases for another year!

HOME of Texas Warranty Book Revisions

At least once each year, we review all the warranty books for the various programs we offer. Sometimes those changes are significant; other times they are more of a “house-keeping” update. Sometimes no changes are made or we hold them until the supply of the current edition is depleted.

When the changes are truly substantive, we reach out by mail with a description of what changed and the effective date of the new revision. Every so often, we like to offer a summary of sorts, primarily so you can verify that the supply of sample books you have on hand is current.

So what noteworthy items changed in 2021?

1. We updated our “comments” relating to “excessive drafts and leaks” around windows, removing a rather outdated reference to storm windows. (In most of our warranties*, that reference # is 3.34 in the warranty standards section.)
2. We added a clarification to the observed defect of “cuts and gouges in any resilient floor covering”. (In most of our warranties*, that reference # is 4.20 in the warranty standards section.)
3. Lastly, as a sad “sign of the times”, we felt compelled to add to “epidemic” and “pandemic” as reasons why performance might be delayed by the warrantor. (In our standard 10 year warranties*, that reference # is II.D.8.)

Whenever we make a change, the “live” books go into use through Warranty Express relatively quickly (depending on any stock we have on hand). That way, any home you enroll on or after the book’s posting date receives the most current book.

Supplies of sample books however can be used up with some level of flexibility. If you have samples in your office that are one revision old, they are perfectly fine to use. (See *Samples vs Live Books: What’s the Difference?* on page 9 for more information.)

Included below for your reference is a list of warranty books we offer.

We are providing:

- The form # for the “live” edition of each warranty,
- The form # for the “sample” edition of each warranty,
- The date of the revision **currently in use**, and
- The date of the revision that was **previously in use**.
- Form #'s are located in the bottom right corner of each warranty book’s cover.

Live Book Form #	Sample Book Form #	HOME of Texas 10 Year Warranties	"In Use" Revision	Prior Revision
8319	8320	Warranty Book - MSD - Full Coverage	Rev 8/19	Rev 10/17
8389	8390	Warranty Book - DSE - Full Coverage	Rev 10/21	Rev 12/20
8397	8397S	Warranty Book - TX Enhanced Coverage	Rev 10/21	Rev 8/20

Bottom line is that we try to keep our books as up to date as possible. But if you have any questions, never hesitate to reach out for help! Reach us at 800-445-8173 Ext 2188 or sales@homeoftexas.com.

*The reference numbers in the book you are using may be different from the examples shown here.

Sample vs. Live Books: What's the Difference?

SAMPLE WARRANTY BOOKS

HOME provides free full color samples of our warranty books to builders to use with prospective clients prior to the home being officially enrolled and coverage paid for and in force. These sample books are similar to the “live” book that is issued on a home once the home has been accepted for coverage and the warranty fee has been paid. The primary distinguishing feature is that the book has a red “sample” graphic on the front cover.

For legal reasons, to protect you and HOME, we cannot issue “live” books as “marketing” pieces – that’s what the sample is for.

Sometimes we use up stock but never more than one revision old. For that reason, we always recommend only ordering in quantities of 3-4 month supplies. That way, your stock is always fresh. If the book that is actually in use is Rev 8/19, the sample will also be 8/19, but you could have a few stragglers of the previous version that are still fine to use. If there is a major substantive change, we will tell you and ask you to reorder a whole new fresh supply, but that happens pretty rarely these days.

Samples can be used at contract signing, during walk-throughs, or with any prospective buyer who wants more info on the warranty, etc.

How to order your free samples:

Online: Order online through Warranty Express

E-Mail: info@homeoftexas.com

Phone: 800-445-8173, Ext 2459

LIVE WARRANTY BOOKS

“Live” books are issued once the builder has actually enrolled the home. These are official legal documents – not marketing brochures – so we take care to make sure they are ONLY provided to bonafide homeowners of approved members. Sixty days after closing, the PDF is available at confirm.homeoftexas.com through our portal. Sometimes homeowners download the book right away, others wait until they have a claim and some... never download it at all. That’s ok. Their home is covered for the entire 10 years no matter whether they download their copy or not. If there is a claim and they don’t have the book, our customer service people will help them at that time.

Want to speed up the process for the buyer to gain access to their book? Provide us with their email address on the application for warranty. We’ll email them when their warranty paperwork is processed and they will know exactly when to look online.

Above all, live books should NEVER be used as the sample.



HOME of Texas Warranty Payment and Confirmation Reminder



How to pay for the warranty.

To expedite the processing of your warranties, you can elect to pay for the warranty online. There is no need to mail the signed *Application for Warranty* forms, as you may simply email it to **Warranty.Express@homeoftexas.com**. And as a bonus, by paying online, the \$6.95 service fee is waived.

If you choose not to pay online, a copy of the signed form, any applicable inspections that may be required and payment should be mailed to HOME within 10 business days of closing.



The homeowner should confirm the warranty online.

Please remind your homeowner’s to obtain their warranty documents at **confirm.homeoftexas.com** 60 days **after** closing, not before. (*Remember, they should NOT type in "www" in that web address.*)

From there they will be able to view, download or email the PDFs of the warranty documents.

If you provide HOME with the homeowner’s email address on the *Application for Warranty* form, we will automatically notify the homeowners when their warranty is available to obtain.

5 Construction Management Tips to Effectively Deliver Every Project

From start to finish, there needs to be a process for everything if you want your construction business to be a success. This is especially true if you are starting in an area that already offers many new construction options for home buyers. Following these tips will certainly put you ahead of some of the competition.

When Making Your Construction Business Plan, Prioritize Hiring the Right Representatives

The type of customer service professionals you hire will depend greatly on your construction business itself. Whether you are hiring a receptionist and a team of detail-oriented customer service professionals or a team of rockstar realtors to sell your residential new construction, you want to hire the best of the best.

This is the first impression on your business – the voice handling your phones, the first face people see upon entering your office. Curb appeal and staging a home are going to help your home sell faster for more money. Similarly, having strong and successful CSR's will ensure that your customers come back again and again, happy with the experience.

Market Your Community Aggressively Online and In-Person

Marketing is something you just can't cut corners with – though you should be careful about putting your funds into the right places. Some examples include online advertising and posting on social media, word-of-mouth, direct mail via snail mail, or roadside advertising. In today's technological world, perhaps online is the place to be, however, don't leave the roadside signs and mailers out entirely or you're missing a great opportunity to sell to more customers.



Increase Productivity by Boosting Morale Among Workers

Remember, happy workers are productive workers – and productive workers mean an efficient business. The best way to increase productivity among your workforce is to invest in boosting morale in any way you can. This could mean providing better tools, simplifying processes, or providing discounted or free training and education opportunities.

You should also remember that your workers' wages and hours all come into play here as well. Many unions have started focusing on the power of higher wages and things like a 4-day workweek. Many are finding that working longer hours for fewer days increases worker happiness and in turn creates more productive employees.

Use Building Information Modeling

One thing you shouldn't leave out of your construction business plan is a good construction management software – especially Building Information Modeling (BIM) software. This new technology allows you to create digital representations of the buildings that you're planning to build. It helps you visualize the build-

ing before you start spending time and money. This way, if there are any major changes you want to make to the look of your construction you can talk to the architect long before you break ground. It can help you determine things that might otherwise be difficult before you've built the property. BIM can help you determine how many occupants might go in and out of commercial buildings or help you calculate the size of the water heater and air conditioners you're going to need.

Listen to the Concerns of Your Staff and Customers

The last – but possibly the most important bit of advice for anyone who has construction business ideas they want to move forward with – is to listen to others. This could be your staff or your customers – but don't neglect to listen to them. While you're off handling phone calls, keeping the show running from an outside perspective, they are the ones who are down in the dirt (often literally) making it all possible.

It doesn't matter if the person who comes to you has been working with you for one week or years there is a chance, they have good ideas. Your staff will feel more like you care and are likely to work harder for you if you make them feel like their opinion matters – so never neglect to listen to your staff.

Again, the same goes for customers. Your buyers know what they want – so what is the sense in ignoring the things they ask for specifically? You want your construction business to be known not only for a high quality of work and customer service but also for providing the best customer value compared to your competition.

CLIP AND SAVE AS A REFERENCE GUIDE

DIRECTORY

NOT SURE WHO TO CONTACT?

Give us a call - We'll do our best to help! First and foremost, know that your Account Executive is ready, willing and able to help you with all of your warranty and insurance needs. Contact them directly and let them do the legwork for you.



Who is My Account Executive?

Diana Gomez
Builders
 512-585-1909
 diana.gomez@homeoftexas.com

Tifanee McCall
*Manufacturers and
 Builder/Dealers*
 800-247-1812 x2132
 tifanee.mccall@mhwcconline.com



Questions on the RWC Ins. Advantage Program? Call 866-454-2155 or Email:

- General Liability
- Builders Risk
- Contractors Equipment
- Surety Bonds

Quotes and Underwriting:
 Roberta, x2272
 roberta.woodhall@theparmergroup.com

Claims:
 Laura, x 2278
 laura.current@iadclaims.com

Certificates:
 Go to www.rwcinsuranceadvantage.com
 Click on the Products tab, then Request Certificate

Loss Runs & Other Questions:
info@rwcinsuranceadvantage.com



Questions about the Warranty Program? Call 800-445-8173 or Email:

Dept of Member Services and Warranty Express
 Ron, x2178
 ron.sweigert@rwcwarranty.com

Membership/Renewal Questions and Membership/New App Status
 Susan, x2136
 susan.boyanowski@rwcwarranty.com

Texas Inspections & Certifications
 Jeff, x2140
 jeffrey.painter@rwcwarranty.com

Warranty Resolution
 Diane, x2144
 diane.naguski@rwcwarranty.com

Sandra, x2107
 sandra.sweigert@rwcwarranty.com

FREE Marketing Materials
 Victoria, x2459
 victoria.sontheimer@rwcwarranty.com

Logos for Websites
 Ron, x2169
 ron.bostdorf@rwcwarranty.com

Accounting/Invoicing
 Shirley, x2173
 shirley.poligone@rwcwarranty.com

Accounting/Incentive
 Scott, x2102
 scott.longer@rwcwarranty.com

Where Can I Find...

The HOME website is chock full of resources for you. We listed some of the more frequently used sections below for easy reference.

Go to www.homeoftexas.com then follow these prompts:

LOOKING FOR A FORM YOU NEED TO COMPLETE YOUR APPLICATION OR MEMBERSHIP RENEWAL?

Check out our "Forms Library" from the "Builders" Supermenu.

NEED TO ENROLL A HOME?

In the top right corner of any page on our site, click **Warranty Express** and sign in with your registration # and password. Select *Warranty Express* to begin the enrollment process.

HOW TO CHECK THE ENROLLMENT STATUS OF HOMES.

Once logged into **Warranty Express**, you will see options for things like "Order History" and "Report". From here you can order an enrollment report or check the status of a specific home.

HOW CAN I EXPLAIN THE BENEFITS OF THE WARRANTY OR ANSWER CLIENTS' QUESTIONS?

Hover over "Homeowners" in the bar at the top of any page and find links to "FAQs" for homeowners, seasonal maintenance checklists and many reasons why a HOME warranty is valuable to your buyers.



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Complete this Checklist for a Successful 2022

HOME of Texas has a lot to offer. Are you taking full advantage of ALL of our services? Make it your (early) New Year's Resolution to complete this checklist! If something piques your interest contact your Account Executive or email info@homeoftexas.com.

- Learn more about the Remodelers Warranty, Detached Garage Warranty, and Building Systems Warranties.
- Get more information on General Liability Insurance through our affiliate, *RWC Insurance Advantage*.
- Order more marketing supplies. HOME offers a wide selection of FREE marketing materials, like signs, brochures, window decals, lot signs, and more.
- Add the HOME logo and link to your website so buyers can learn about the warranty you are providing.
- Add us to your repertoire on social media. Showcase the HOME warranty as added value and peace-of-mind on all your social media pages. Don't forget to follow us on LinkedIn and share our posts.