

MARCH, 2024



# NEWSLETTER



*Make the most of your membership*

## EVENTS & OPPORTUNITIES

Wish you were here!

We had a great membership social on February 22nd. Over 60 guests came out to Ed's Tavern.

If you missed it, mark your calendar for one of our many events this month. We hope to see you soon.

This Newsletter outlines everything in store for HBAGC meetings and events in March.

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# Notes from IBS



JEN SCHUSTER, HBAGC  
EXECUTIVE OFFICER

Last week, 76,000 people descended on Las Vegas for a whirlwind week of product exhibits, educational series and non-stop networking. With over 1,800 exhibitors spanning 4.2 million square feet of convention space, there was something for everyone and every reason to hit over 20,000 steps a day.

It was the largest IBS since 2009 and for a newbie to the Las Vegas convention floor, it was overwhelming at times. There were elaborate displays from innovative kitchen and bathroom set-ups, to a house made entirely of windows, to a \$380k stove (they sold 12 of them!). I left with a lot of swag, lost both my voice and some skin off my feet, made new connections and strengthened relationships.

What stood out to me the most was our state's presence as an industry powerhouse. As the largest state HBA in the federation, with over 15,000 members strong, when the meeting room looked for discussion or the answer to a question, they looked to North Carolina. As one of the largest local HBA's in the state, and better yet, one of the largest in the country, Charlotte was well-represented at the convention by not only exhibitors and industry professionals, but by Board Members.

Our very own, Andi Dirkschneider-Bliss (1st VP, 2024) shone bright as a panelist for "The Top Tool to Determine Feasibility & Profitability of Your Development Projects" while Board Members Ken Bernardo and Michael Foess snagged meetings with top NAHB/HBI officials.

Throughout my five days in Las Vegas, I met so many wonderful and inspiring HBA professionals. They shared what's working for their members, what didn't land quite right, and so many ideas for improvements. The web of support is vast, stretching from coast to coast, and we all have the same end goal - to keep the American dream of homeownership alive and thriving.

Specials thanks and gratitude to Alma Jacobs, Grady Thomas, Lisa Cortez, Damon Cortez, Ken Bernardo, and Andi Dirkschneider-Bliss for their navigation skills and tickets to all the events!

SEE YOU NEXT YEAR!  
- LAS VEGAS -  
FEB 25-27, 2025





# TOPGOLF SOCIAL

PWB COUNCIL INVITES YOU TO

**JOIN US FOR A ROUND OF TOPGOLF!**

Enjoy lunch, networking, and 3 hours of fun games. This event helps raise funds for our annual Construction Camp for Girls.

Help us show construction industry career pathways to middle and high school girls!

## **FEES : \$100 PER PLAYER**

*Sign up a full team of 6 or individual player*

Sponsorship Opportunities  
Available:

[Bullet@hbacharlotte.com](mailto:Bullet@hbacharlotte.com)

**TO SPONSOR OR PLAY,  
REGISTER ONLINE**



**Thursday  
March 7, 2024**

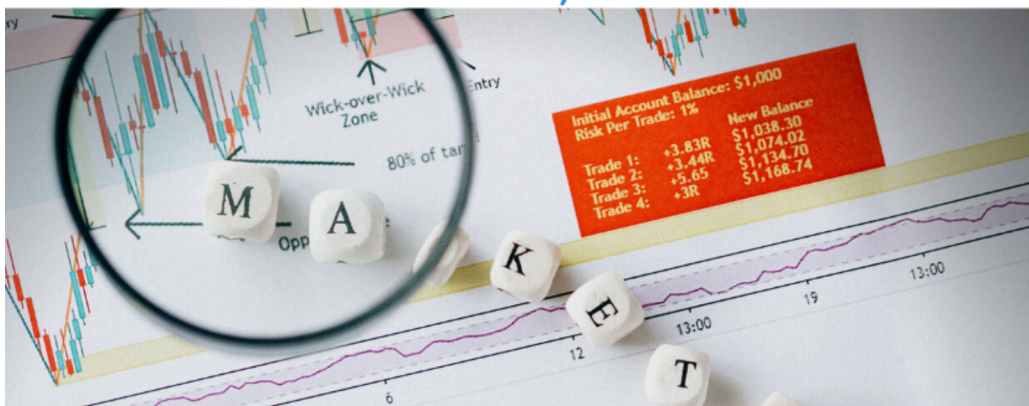
**Noon - 3:00 PM**

TopGolf - University  
9110 Drivers Way  
Charlotte, NC



# GASTON ASSOCIATION OF REALTORS® AND GREATER CHARLOTTE HOME BUILDERS ASSOCIATION PRESENT:

## GASTON COUNTY ECONOMIC HOUSING FORECAST MARCH 5, 2024



**Scan QR**



**FREE to  
\*register!**

The Home Builders Association of Greater Charlotte in cooperation with the Gaston Association of Realtors is hosting three top national Housing Economists and Forecasters. Presenters will discuss the housing outlook and forecast for the US with an emphasis on Gaston County.

This is an incredible opportunity to hear a detailed forecast for one of the hottest home building spots in our region!

### **Moderator:**

Patrick Mumford – President, Gaston Business Association

### **Guest Speakers:**

- Dr. Lawrence Yun: Chief Economist, National Association of Realtors
- Dr. Yongqiang Chu: Director of Childress Klein Center for Real Estate, Professor of Finance at UNC-Charlotte Belk College of Business
- Danushka Nanayakkara-Skillington: Asst. VP of Forecasting & Analysis, National Association of Home Builders



# LAND DEVELOPMENT COUNCIL

## LUNCHEON MEETING

THURSDAY, MARCH 7 | 12:00 TO 1:30PM

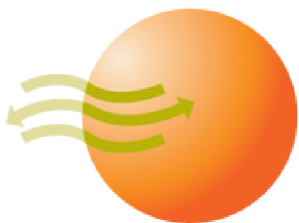
CANOPY BUILDING: 1120 PEARL PARK WAY, CHARLOTTE



## UPDATE FROM CHARLOTTE MECKLENBURG PLANNING COMMISSION:

*Discussion will focus on land use, urban design, transportation and other policies relevant to the planning process.*

### SPONSORED BY



**SOUTHERN ENERGY**  
**MANAGEMENT**  
ENERGY EFFICIENCY & SOLAR POWER



**SPEAKER:**  
**DOUGLAS WELTON**

PLANNING COMMISSION CHAIR

**REGISTER ONLINE**  
[hbacharlotte.com/events](https://hbacharlotte.com/events)

**LDC MEMBERS - FREE**

**HBA MEMBERS - \$20**

Home Builders Association of Greater Charlotte 704.343.5330 [jen@hbacharlotte.com](mailto:jen@hbacharlotte.com)

# MILLIONAIRE BREAKFAST CLUB

MAR  
12  
2024

## MARKET REVIEW WITH CHUCK GRAHAM

### *What Was, What Is, and What Could Be?*

Don't miss Chuck Graham's annual review! This year he will review our local market's history through the great recession and Covid, as well as compare 2022 with 2023 in detail.

He will also discuss various futures for the market and a more detailed analysis of his own bet for 2024.

#### **About Our Speaker:**

*Graham moved to Charlotte in 1981 to join John Crosland as chief marketing officer. Three years later its market share was up 50% to 25%. And six years later, Crosland was in five other southern markets.*

*He and Frank Newton formed Newton Graham Consultants thereafter, served as Chair of National Association of Homes Builders Sales & Marketing Council, and becoming a MIRM and IRM Fellow.*

*Chuck's many contributions to the industry culminated in him being honored as NAHB's 2018 Legend in Real Estate Marketing.*

*More importantly he has been in Charlotte for more than forty years and experienced each of the four most recent national recessions and their impact on the Charlotte market.*



**Chuck Graham**

#### **Canopy Building**

1120 Pearl Park Way  
Room 101  
Charlotte, NC

**8:00am  
Networking**

**8:30am - 9:30am  
Presentation**

SMC Members - \$30  
HBA Members - \$50

*breakfast & coffee  
provided*



**RSVP NOW**  
Online Registration



704-343-5330



[bullet@hbacharlotte.com](mailto:bullet@hbacharlotte.com)



[hbacharlotte.com](http://hbacharlotte.com)



## Don't miss our Member Social this month!

Join us at Sugar Creek Brewing Co!

Drop in and enjoy appetizers and networking with your fellow members.

~ \$20 per person, Cash Bar

Register Online

[www.hbacharlotte.com/events](http://www.hbacharlotte.com/events)

# MEMBER

4:30PM  
TO  
6:30PM

THUR  
MAR 21  
2024



# SOCIAL



HOME BUILDERS  
ASSOCIATION  
OF GREATER CHARLOTTE

## cabarrus chapter

Please join the HBAGC Cabarrus County Chapter for an Accela and Code update by Matt Love, Deputy Chief Building Inspector.

**When:** Thursday, March 28th at 8:30 AM

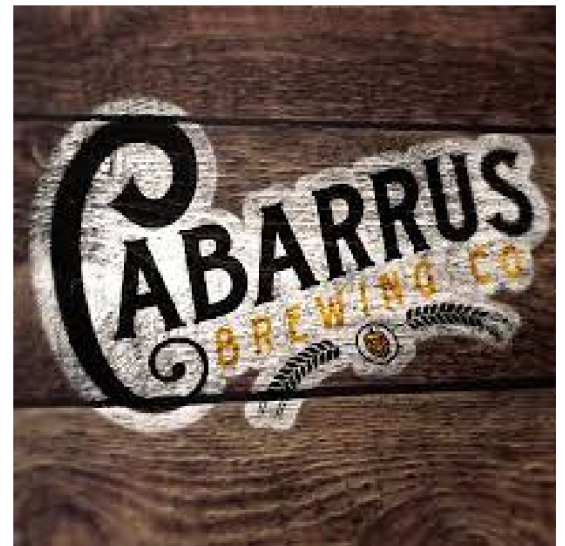
**Where:** Cabarrus Brewing Co

**Breakfast Available to Registered Attendees**

Register at [hbacharlotte.com/events](http://hbacharlotte.com/events)



**CABARRUS COUNTY**  
*America Thrives Here*





# MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 9:00 - 11:00am Housing Forecast Gaston County	6 <b>MAME</b> Final Deadline! Entry Materials due by Midnight	7 12 - 1:30pm LDC Program Noon - 3pm TopGolf Event	8	9
10	11	12 8:00 - 9:30am SMC Program w/ Chuck Graham SMC Leadership 10:15 - 11am	13 <b>HBAGC</b> Board of Directors Strategic Planning Retreat	14	15	16
17	18	19	20 12:00 - 1:00pm PWB Leadership Committee	21 4:30 - 6:30pm Membership Social	22	23
24 31	25	26	27	28 8:30 - 10:30am Cabarrus Codes Update	29	30

Visit our online Calendar for details and Event Registration!

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





**ALL ENTRY  
MATERIALS DUE:**

- ✓ ENTRY FORMS
- ✓ PHOTOS
- ✓ FLOORPLANS
- ✓ MARKETING STATEMENTS
- ✓ SALES DATA

M A R  
0 6  
W E D

**FINAL DEADLINE**

**Gala Tickets on Sale Now!**

**Questions about Entries? Tickets? Sponsorship?**

FOR MORE INFO EMAIL [JEAN@HBACHARLOTTE.COM](mailto:JEAN@HBACHARLOTTE.COM)

# Habitat Update

Gary Loflin, HBAGC long-time member and former legal counsel, passed away unexpectedly in 2016. An initiative, known as "Gary's House," was started in 2019 and through a silent auction, the HBAGC raised over \$17,000 for a Habitat for Humanity build in Gary's name. Then, as we all know, COVID hit.

In 2023, the HBAGC resumed talks with Habitat for Humanity to make the initiative a reality. We broke ground in September on a duplex located in Matthews.

Framing is complete with windows and roofing installed. All plumbing, mechanical and electric roughs have been completed and both units have been insulated. The next step is sheetrock and siding.

Gary's wife, Ellen Loflin, has been working with students at the Cannon School to plan murals and organize a build day.

We hope you will join us as a volunteer or to remember Gary at the dedication ceremony, soon to be announced.





# Thank you to our 2024 Annual Partners

## PREMIER PARTNER



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## GOLD



SHERWIN-WILLIAMS.

## SILVER



# MOEN®



Home Mortgage

### ***HBAGC Office - Get in touch with us!***

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