



# Jefferson County Home Builders Association's Building Community Newsletter

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## Networking tips build business contacts

The workday is over. You're tired. You don't want to go out to the mixer. It's dark and raining. The soft couch and TV are calling your name.

We've all been there. Sometimes it's hard to remember that effective networking is key to business success.

I'm often asked if joining the JCHBA will bring more business to a firm. It most definitely can and usually does—if you regularly *participate* in group activities.

Even if I don't need a landscaper myself, you can bet I'll remember that nice couple sitting next to me at the last dinner meeting. People do business with people they like; and people refer people they like. To be remembered, one must be consistently visible.



Networking is not about selling, it's about being known and liked. It's all about strengthening ties with your business associates.

It's also a numbers game. If the average person (who likes you) knows 250 people, who each knows 250 people, who each knows . . . well, you get the drift. The possibility of your name coming up at a later date increases with the number of positive contacts you make.

Socializing is an important

business tool: 70% of all jobs are found by networking.

The October 21 mixer at First Federal Savings & Loan offers a perfect venue to work on your networking skills. A few tips:

- ◆ Have a 30-second commercial prepared in advance. Throw an initial zinger in there to incite more questions. "I build people's dreams" will no doubt spark conversation. "I'm a builder" makes you sound exactly the same as 33% of the guys in the room.
- ◆ Do dress appropriately. I know this is Port Townsend, but still. . .if you're a professional, look like one.
- ◆ Work that room. Don't just stand in a corner with your buddies! Mingle with new faces. If you hang out with your friends, you won't make new acquaintances.
- ◆ Smile. And then smile some more.
- ◆ Do you have a firm handshake? To this day I remember the wimpy handshake of my childhood minister's wife. Even at 8, I realized she really didn't want to be there.
- ◆ Don't be a loner. If you are shy, hang out around a social butterfly. Ms. Butterfly's outgoing nature attracts people. By standing with her, your visibility increases, too.
- ◆ Don't try to close a deal at a mixer.
- ◆ Pass out your business card only if it's appropriate. When you ask someone for a card, ask for two; one to



keep and one to pass on. Use the back of the card to write down something about the person you may need to remember at a later date.

- ◆ Don't eat and/or drink too much (especially the latter).
- ◆ Don't judge a person too quickly. Treat everyone with respect. But, if you do get stuck with a creep, be polite, but move on.
- ◆ You don't have to be the Queen of Schmooze to be an effective conversationalist. Listen, ask intelligent open-ended questions, and don't dominate the conversation.
- ◆ Scan the day's newspapers to see what's been happening. And, for goodness sakes, be careful entering into political and religious conversations at a business mixer. Raised voices do not make the type of "memorable moments" you're there to create. (And no one enjoys breaking up squabbles.)
- ◆ Don't forget to follow up on every contact that you make!

# Please vote for our dreams

Homeownership has been the centerpiece of the American dream for longer than most of us can remember.

Registered voters are aware of the issues facing the housing industry and should be voting to keep that dream alive for millions of Americans who hope to someday buy their first home.

America's commitment to homeownership was never more apparent than in the days following World War II. Faced with a tremendous housing shortage, the government set in motion policies for private business and industry to produce a record number of new homes for the 10 million veterans returning home.

Prior to President Franklin D. Roosevelt's New Deal, short-term balloon mortgages were the most common form of home finance. Lengthy amortization schedules were unheard of. Mortgages rarely covered more than half the price of a home and buyers made up the difference with second mortgages.

## JCHBA elections on Nov. 18

Elections for the JCHBA's 2005 officers will be held at our Nov. 18 dinner meeting.

The familiar faces are back again. Each of the names to the right have been nominated for the post indicated.

The JCHBA welcomes new volunteers with open arms. If you have any other nominations, please submit them in writing to JCHBA, P.O. Box 1399, Port Hadlock, WA 98339. (Note: please make sure the person wants to be nominated.)

Nominations will also be accepted from the floor on Nov. 18.

The Jan. 22 installation party at the Beach Club in Port Ludlow will feature a live band and lots of food, thanks to the generous sponsors we will soon begin calling.

By creating the Federal Housing Administration (FHA) to insure mortgages, the U.S. government transformed the nation's system of mortgage finance, giving rise to the 30-year, fixed rate home loan and low downpayment requirements.

A number of issues are shaping the housing policies of small communities everywhere. Many municipalities, across the country, require a builder to obtain as many as 10 different permits before breaking ground on a project. Local regulations may require new homebuyers to bear the cost of the town's sewage system, streetlights, water service and other components of the infrastructure of public utilities and services.

Whether or not America has already seen its best years for housing will depend to a great extent upon your votes in the upcoming election. You can only be heard if you exercise your right to vote. Help us keep the American Dream alive—vote for your dreams, it's your right.

### BALLOT

President: Marianne Moe

Vice President: Rick Tollefson

Secretary: Dan Dankert

Treasurer: Rick Gore

Board members: Jim Groves,  
Bill Irwin, Kevin Miller  
and Fred Kimball

### Topic for speakers: Hood Canal Bridge

Lloyd Brown and Ron Lewis, managers from the Washington State Department of Transportation, will be the speakers at the JCHBA's Thursday, Nov. 18 meeting. They will update us on the Hood Canal Bridge project.

### You need work?

A lot of phone calls and e-mails come into the JCHBA asking for referrals. Not wanting to favor, or slight, anyone, I'll usually refer them to the Web site, unless they were asking for some special service. There they can pick and choose as they please.

But, I've been thinking (and we know that can be dangerous). Referring a potential client should be a good thing, not a pain in the rear because the contractor's too busy and really doesn't want to be bothered.

I know that some of you are sending the calls to me in the first place because you're too busy to take the job. Others of you would love to have more work.

What I propose is a list. Two headings: "Too Busy" and "Need Jobs". It'll be your responsibility to let me know which list you want to be on. Feel free to shuffle back and forth, as necessary.

Call 379.8784 or e-mail [jchba@olympus.net](mailto:jchba@olympus.net).

## HOMES

### Keep thinking green

Charlie Moore, from Edensaw Woods, was with us at last month's dinner, where we learned about the JCHBA's new BuiltGreen™ program. He sent the following resources to share:

- ◆ U.S. Green Building Council, [www.usgbc.org](http://www.usgbc.org)
- ◆ LEED (Leadership in Energy and Environmental Design) Green Building Rating System, [www.usgbc.org/leed/leed\\_main.asp](http://www.usgbc.org/leed/leed_main.asp)
- ◆ Greenbuild International Conference and Expo, in Portland, Nov. 10-12, [www.greenbuildexpo.org](http://www.greenbuildexpo.org)

# Map is online

Did you realize that Jefferson County had its public works' road map online? The map may be accessed at [www.co.jefferson.wa.us/idms/pdfs/Roads-pdf.pdf](http://www.co.jefferson.wa.us/idms/pdfs/Roads-pdf.pdf). It's huge: 36x41 inches; but it just may come in handy one day.

There are lots of other interesting documents and tidbits of information available on the Jefferson County Web site, including fairly up-to-date information on a variety of hot issues in the Department of Community Development.

P.S. On election night, poll results will be posted on the auditor's page.

One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors. ---Plato

## Welcome our newest members!

Christopher Cates (General Contractor)  
Melinda Bower  
1033 U Street  
Port Townsend, WA 98368  
360.821.9206 (cell)  
E-mail: [bowercates@cablespeed.com](mailto:bowercates@cablespeed.com)  
Sponsored by Fred Kimball  
Kimball Woodworks



## Maintenance guide's a great marketing tool

You've built or remodeled the house, money and keys have exchanged hands, reams of paper are signed and initialed, and smiles abound. Now, how do you keep that happy homeowner from calling you monthly to come back and "fix" something?

As a homebuilder, you must explain that the warranty applies to problems related to the construction of the home, but not to problems that arise because routine maintenance was not done. For example, if the roof begins to leak after six months because of faulty workmanship, the warranty would cover that. But, if the leak is because water backed up in clogged gutters that should have been cleaned, the builder is not responsible for repairs and the homeowner's insurance policy likely will not cover the damage.

But who has the time to teach the new homeowner what, where and when maintenance needs to happen—and that the homeowner (not the builder) is responsible for the routine maintenance to keep his or her house functioning properly? You're already behind on the start of your next job.

That's where Building Industry Association of Washington's new HomeCare Manager Maintenance

Guide comes in. This highly interactive guide assists homeowners with the care and maintenance of products and systems in the home. The guide consolidates home care information onto a CD for use on a personal computer. The homeowner receives thorough, efficient and constructive

information, while the homebuilder receives a great product that adds value and professionalism to his business.



Screen shot of HomeCare Manager

information, while the homebuilder receives a great product that adds value and professionalism to his business.

**HomeCare Manager is a great marketing and customer service tool for builders and remodelors.** For \$20 you're providing better service to your customers, protecting your business and promoting a professional image.

Protect yourself. Providing maintenance information to your homeowner allows you an affirmative defense to defect claims. Even if the homeowner's claim is true (the

windows are leaking), the builder's affirmative defense (the homeowner failed to annually caulk the windows) prevents the claim. By statute, one of the seven affirmative defenses listed is: "If (the defect) is caused by the homeowner's substantial failure to follow written maintenance recommendations." But, in order to take advantage of the affirmative defense, you need to give the buyer notice of the schedule. Many builders and remodelors are now incorporating references to the HomeCare Manager in their closing documents. Better yet, have the buyer sign a separate document stating they've received, reviewed and accepted the HomeCare Manager.

Insurance carriers prefer contractors with polished contracts that limit exposure to lawsuits, including: a contract that includes Affirmative Defense and Cure Bill language (at [www.BIAW.com](http://www.BIAW.com)); a warranty defining what you will fix and for how long; and a maintenance guide that provides the homeowner with comprehensive information on home upkeep.

Call Jan at 800.228.4229 for more info on the \$20 HomeCare Manager Maintenance Guide.

## JCHBA Officers

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P.O. Box 1399  
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# JCHBA mixer offers great chance to network

Enjoy food, wine and beer courtesy of  
**First Federal Savings & Loan**



**Joy McFadden**  
Your host

**Thursday**  
**Oct. 21**  
**5 to 7 p.m.**



**Bring prospective members!**



*Members John and Gail  
McClane's Castagno's will  
cater the mixer.*

**First Federal Savings & Loan**  
**Association of Port Angeles**

**1321 West Sims Way ♦ Port Townsend**