

Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.

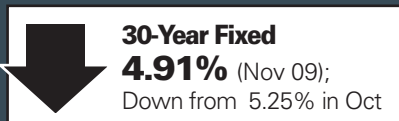
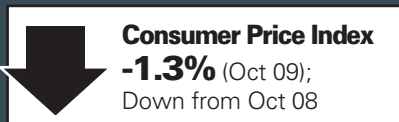
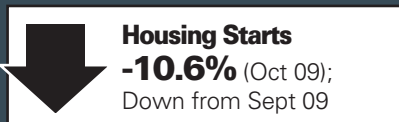
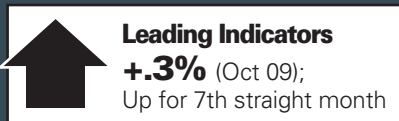
– Stephen King

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Remodeling Pulse

Trends, Forecasts, and Industry Perspectives from The Case Institute of Remodeling

by the numbers



Sources: hgtvpro.com, money.cnn.com, Nov. 2009

Remodeling Pulse

For editorial information, content suggestions or other feedback, email info@caseinstituteofremodeling.com or call 240-235-9737.



New Home Buyer Tax Credit Extended & Expanded

As expected, President Obama signed into law an extension of the \$8,000 first time home buyer tax credit, giving new life to a program that has been credited with the recent revival in the housing market. In addition to extending the tax credit to home closings that take place up until June 30, 2010, the new legislation also gives qualifying “move up” home buyers a \$6,500 tax credit when they purchase a new home. For more details on the program, visit www.federalhousingtaxcredit.com.

Source: various

Green Building Will Generate 7.9 Million Jobs Thru 2013

A study conducted by the Green Building Council and Booz Allen Hamilton determined that green building will support nearly 8 million jobs in the time-frame of 2009 through 2013, pumping \$554 billion into the U.S. economy. The study also noted that green building is currently responsible for more than 2 million jobs and \$100 billion in GDP and wages.

Source: Booz Allen Hamilton

NAHB Opposes Health Care Legislation Now In Congress

While the National Association of Home Builders supports legislators in their efforts to expand affordable health care, the industry group opposes H.R. 3962, the bill currently being deliberated by Congress. The NAHB specifically opposes the inflexible employer mandates for coverage and the aspects of the bill which will likely create tax increases for many of its members.

Source: hgtvpro.com

Remodeling Market Index Shows Positive Signs

Perceptions of market demand, as measured by the NAHB’s Remodeling

Market Index, showed a third straight quarter of increasing confidence in remodeling market conditions. The survey of remodelers showed the most optimism in the West and revealed lingering pessimism in the Northeast and South. NAHB Chief Economist David Crowe notes that credit and financing hurdles are still holding back the overall industry. Source: NAHB Remodelers News

2009-10 Cost Vs. Value Report Released

Projects that create added living space such as attic bedrooms and energy-efficient items like entry door replacements show the best ROI in the 22nd annual Cost vs. Value report from Hanley Wood/Remodeling. Here are the Best and Worst 5 for 2009-10:

BEST	% Recouped
Steel Entry Door Replacement	129.9%
Siding Replacement	83.6%
Deck Addition (Wood)	80.6%
Minor Kitchen Remodel	78.3%
Window Replacement (Wood)	77.3%

WORST	% Recouped
Home Office Remodel	48.1%
Sunroom Addition	50.7%
Upscale Master Suite Addition	55.7%
Upscale Bath Addition	57.9%
Backup Power Generator	58.9%

See the entire list at www.remodeling.hw.net

Kiplinger Expects Mortgage Rates to hit 6% in 2010

In the Nov. 13, 2009 Kiplinger letter, editors speculate that 30 year fixed rate mortgage loans will reach 6% by the middle of 2010. Source: Kiplinger

trends

Paint colors for 2010... what they are, and why.

A fresh coat of paint has always been a quick, easy and affordable way to give any room a makeover, and the colors that today's homeowners are choosing reflect their current moods and needs – as well as the mood of the economy. What are today's popular colors telling us?

Seeing warmth and comfort: Fresh, clean and comfortable colors make rooms more pleasant. Recommended: corals, pale yellows/golds and mineral grays.

Good Night: Another popular trend is to paint ceilings in a tint of the wall color. Pale blues, shell pinks, eggplant and wine are suggested shades.

Say Goodbye... or Hello: Paint color makes a significant impact on buyers, and crisp white and khaki, mid-tone blues and white/bisque with black combinations are effective ways to help make the sale.

Source: Paint Quality Institute

White House Report Outlines Opportunities for Remodeling Jobs

The Government's Middle Class Task Force Council on Environmental Quality's Recovery Through Retrofit report (Nov. 2009) notes that the broad demand for energy-saving home upgrades will be a boon to the remodeling industry. If the reports recommendations were to be enacted in full, the energy costs for the nation's 130 million homes would be reduced by up to 40 percent by 2020.

Source: whitehouse.gov

The Case Institute of Remodeling is coming to a city near you through "The Pro Expo" presented by Pella.

Join keynote speakers Mark Richardson and Bruce Case from the Case Institute of Remodeling as they share "The Future of Remodeling".



The Pro Expo is a chance to meet and network with many of the industry's top manufacturers and suppliers and attend educational seminars on a variety of topics including marketing, sales, remodeling forecasts, and more. Don't miss out!

DATE	CITY	LOCATION
Feb. 2	Denver	Coors Field
Feb. 4	Salt Lake City	Energy Solutions Arena
Feb. 9	San Diego	Qualcomm Stadium
Feb. 11	Phoenix	Chase Field
Feb. 16	Los Angeles	Dodger Stadium
Feb. 18	San Francisco	AT&T Park
Feb. 23	Nashville, TN	LP Field
Feb. 25	Green Bay, WI	Lambeau Field
Mar. 2	Des Moines, IA	Iowa Events Center
Mar. 4	Atlanta	Turner Field
Mar. 9	Charlotte, NC	Bank of America Stadium
Mar. 11	West Cadwell, NJ	Atlantic Health Jets Training Center
Mar. 16	Richmond, VA	Richmond International Speedway
Mar. 18	Chicago	Soldier Field
Mar. 23	New York City	Citi Field
Mar. 25	Boston	Gillette Stadium
Mar. 30	Philadelphia	Citizens Bank Park
Apr. 1	Kansas City, MO	Kauffman Stadium
Apr. 6	Pittsburgh	PNC Park
Apr. 8	Grand Rapids, MI	Van Andel Arena
Apr. 13	Milwaukee	Miller Park
Apr. 15	Minneapolis	Hubert H. Humphrey Metrodome
Apr. 20	Columbus, OH	Schottenstein Center
Apr. 22	St. Louis	Busch Stadium
Apr. 27	Cincinnati	Great American Ballpark
Apr. 29	Cleveland	Cleveland Browns Stadium
May 4	Toronto	Rogers Centre
May 6	Detroit	Ford Field
May 11	Seattle	Safeco Field
May 13	Portland, OR	Memorial Coliseum

Visit thePROEXPO.com for more information or to register.

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