

I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen.

– Frank Lloyd Wright

by the numbers



Retail Sales
+0.5% (Jan 10);
up from Dec 09



Manufacturing Index
58.4 (Jan 10);
up for 6th straight month



GDP
+5.7 (Q4 09);
Fastest growth in 6 years



Consumer Confidence
46.0 (Feb 10);
down from 56.5 in Jan 10



30-Year Fixed
5.09% (Feb 10);
up from 4.99% in Jan 10

Sources: money.cnn.com,
HousingEconomics.com,
February 2010.

Remodeling Pulse

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



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Pulse

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

New Home Sales Drop to Record Low in January...

Continuing to feel the double-sting of a slow economy and a glut of foreclosures dragging down the market, new home sales fell to a record low of 309,000 in January 2010, the lowest number since the government began keeping records in 1963. The decline represents a year-to-year drop of 6.1% from January 2009 and a 11.2% drop from December 2009. *Source: CNNMoney.com*

...While Jan 2010 Housing Starts Increase

According to the U.S. Commerce Department, new housing starts jumped a seasonally-adjusted 2.8% in January, setting a pace for just under 600,000 new units in 2010. The updated pace reflects the strongest activity in 6 months. Multi-family units accounted for most of the gain (an increase of 9.2%, or 107,000 units) with single-family homes increasing 1.5% (or 484,000 units). *Source: HGTVpro.com*

Senate Passes \$15B Jobs Bill

On Feb. 24, 2010 the U.S. Senate passed a \$15 billion piece of legislation aimed at creating more jobs by providing tax relief and extending the Build America Bonds program and a provision that will allow businesses to write off certain equipment purchases. The bill's tax savings would stem from an allowance for employers to not pay Social Security taxes on new employees through the end of 2010. The bill must next pass the house before becoming law. *Source: The Washington Post*

Market Conditions Still Weigh Heavily on Remodelers

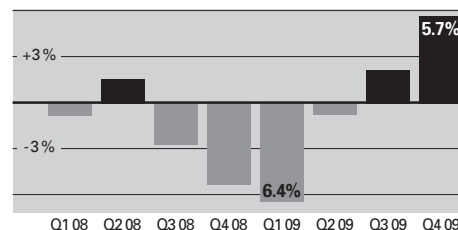
A February report by the National Association of Home Builders showed that residential remodelers remained pessimistic on market conditions in the 4th quarter of 2009. The NAHB's Remodeling Market Index (RMI) dropped

from 39.8 to 36.4. The RMI measures remodeler's interpretation of market demand. A score below 50 indicates that a majority of remodelers are seeing things getting worse, not better. When broken down regionally, the index score actually rose slightly in the south – to 40 – while the northeast showed the most pessimism with a score of 27.7. *Source: HGTVpro.com*

Another Good Sign For Housing: Increasing Prices

December home sales showed a seventh straight month of price increases, another positive sign that the housing recovery is gaining steam. The Standard & Poor's/Case-Shiller home-price index indicated that prices of single-family homes increased in most parts of the country (when seasonally adjusted). Despite the gains, however, prices remain 3.1 percent below where they were in December 2008 and there are fears that continued high unemployment remains a threat to the housing recovery. *Source: The Washington Post*

Gross Domestic Product: Last 48 Mos.



Canada Faces a Different Type of Housing Problem

The housing market in Canada is experiencing trouble, too: not enough homes available for sale. Low interest rates, reduced prices and an upcoming new expense, the Harmonized Sales Tax (which takes effect in British Columbia and Ontario in July) encouraged a January 2010 home buying surge. Realtors expect that the early rush of housing will create a shortage in the coming months. *Source: huliq.com*

An Opportunity From Case

Announcing the Case Institute Associate Program

The Case Institute Associate Program was developed in response to the deeper needs of the members of the Case Institute of Remodeling. It's designed to help remodeling companies improve their businesses. The Associate Program really takes our tagline, "You Don't Have to Go it Alone", to the next level.

Program benefits include: annual associate member meeting, monthly webinars, business planning tools, quarterly roundtables, and more.

To learn more or to apply for an associate membership, contact Sam Imhof at 800-513-2250 or email simhof@cirmembers.com. New members will receive a free shirt and a membership certificate.

trends

Pet Projects: Yes, Remodeling for Cats and Dogs

Believe it or not, it can be argued that pets are leaving a paw print on the remodeling industry. A recent home buying article on about.com notes how pets are becoming a bigger influence:

- More and more affluent empty nesters seeking animal companionship
- Childless couples treating pets as "stand-ins" for kids
- Divorced individuals seeking animal companionship

Some areas where pet-influenced remodeling may be seen are in stain-resistant carpets, indoor pet retreats, heated floors, built-in or hidden litter boxes, pet ramps, and more.

Source: about.com

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
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.

Remodelers Adapt to Changing Markets

Qualified Remodeler took an extensive look at what contractors and remodelers are doing to adapt their business practices to the new remodeling reality. Of particular note: some saw change as opportunity while others looked at it as a survival tactic. Read the entire article at qualifiedremodeler.com. (click url to link)

The following Remodeling Pulse strategic alliances are committed to the health and growth of your business:

