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# NVBIA Update

ALEXANDRIA  
ARLINGTON  
FAIRFAX  
FAUQUIER  
LOUDOUN  
PRINCE WILLIAM

Fall 2015

## Inside This Issue

- 2 | President's Message
- 3 | Housing Study
- 4 | Chapter Updates
- 5 | Help Wanted
- 6 | Upcoming Events
- 7 | Future Leaders Field Day
- 8 | 2015 Business Partners

## HELP NVBIA DOUBLE ITS NETWORK:

### Take Part in the Fall Membership Drive

Recruitment has been NVBIA President Jerry Berman's clarion call for the year, with the goal of having every member recruit just one new member. It's an ongoing effort, but we'll make an extra special effort in October, when we also participate in NAHB's October Membership Drive.

Please, take 10 minutes to look through your contacts and find ONE person who isn't a member who you think could benefit. If you're not sure if someone is already a member of

NVBIA, or if you'd prefer that someone else make the call or 'close the deal,' call Ed Messick, our membership and sales senior manager, at 571.283.6312, and he'll take it from there!

Our association is only as strong as its members, and doubling the size of our association will double your networking circles and opportunities for personal and professional growth. Make this the month you bring in just one new member!

## 2015 Business Partners

### PRESIDENT'S CLUB



### CHAMPIONS

- Cox Communications of NoVa
- Total Development Solutions LLC
- Willowsford LLC



Are you receiving NVBIA's new **Weekly e-News**, a compilation of the region's commercial and residential real estate news? Packed with information and article links, the e-News will keep you up to date on regional news that you'll look forward to receiving each week. Contact Dora Muhammad at 703.953.3504 if you'd like to subscribe!

## Sales & Marketing Council

The members of the Washington Metropolitan Sales & Marketing Council (WMSMC) are recharged after a May 21 spring mixer at Cox Communications in Herndon. Nearly 50 attendees enjoyed the networking social and a special "Must-See of the Season" slideshow of product lines, presented by Debbie Rosenstein. Rosenstein shared key insights for sales and marketing professionals, along with tips on trends and best practices that have endured throughout shifts in the market.

(GALA). The Board leadership of the council will also be set this fall.

Training classes, networking mixers, and informational discussions are the top priority for the group, who are determined to rebuild a vibrant, engaging council next year. Members of NVBIA and MBIA who are interested in becoming active on the council should contact Debbie Rosenstein at [drosenstein@kbhome.com](mailto:drosenstein@kbhome.com).

With two organizational planning meetings scheduled this fall, a core planning group has set their focus on developing programming for 2016 that will extend beyond the premiere event of the WMSMC—the annual Great American Living Awards



### HEROES

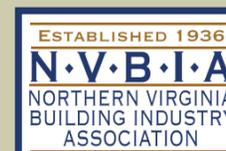
- Andersen Windows & Doors
- Annandale Millwork/ Allied Systems Corporation
- Dewberry
- Land Design Consultants, Inc.
- Moment Engineering + Design
- SunTrust Mortgage
- The Roof Center Inc.
- The Washington Post
- USAA
- W.C. Ralston Architects LLC

### PATRIOTS

- ATG Title, Inc.
- Bohler Engineering
- Bonded Builders Warranty Group
- Bowman Consulting Group
- Capretti Land, Inc.
- Cardinal Bank
- Charles P. Johnson and Assoc.
- Charter One Mortgage
- christopher consultants ltd
- Elm Street Development
- Fulton Mortgage Company/ Fulton Bank, NA

### BENEFACTORS

- Guardian Home Technologies
- Masonite International
- Pennoni Associates
- S W Rodgers Company Inc.
- Stewart Title and Escrow Inc.
- Susquehanna Bank
- The Engineering Groupe, Inc.
- The SES Companies
- Thompson Greenspon
- Walsh, Colucci, Lubeley & Walsh, P.C.
- Wetland Studies and Solutions, Inc.
- Angler Environmental
- Champion Title & Settlements
- ECS Mid-Atlantic, LLC
- LCS Site Services LLC
- Masonry Design, Inc.
- Soils, Inc.
- The IDI Group Companies
- Walker Title LLC



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## Get Even More Out of Your Membership through HBAV's Member Rebate Program

Whether your company builds or remodels a few houses a year or 100, it's easy to get money back from many of the nation's leading housing industry product suppliers—all you need to do is participate in the Home Builders Association of Virginia's (HBAV) Member Rebate Program!

The program is simple: Register with HBAV, submit a claim whenever you use one of HBAV's participating manufacturers, and then enjoy quarterly rebate checks. You don't even have to submit receipts (except for progress lighting)—HBAV utilizes manufacturer salespersons to verify the information through their distribution—meaning minimal paperwork and minimal effort on your part. Claims for all homes, remodeling projects or multi-family units are included in the program. To register for the program and learn more, visit [www.hbarebates.com](http://www.hbarebates.com) today!



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

[WWW.NVBIA.COM](http://WWW.NVBIA.COM)

## Message from the President

For many, September is the new "New Year." Even if you haven't gone back to school in decades, I think we all remember the feeling of a fresh start as we headed back to school with a backpack full of brand new supplies.

So this fall, please think about making some resolutions for NVBIA and the building industry at large, because we're heading into a very important season of opportunity.

For NVBIA, make it your resolution to recruit just one new member before the end of the year. I know I've talked about this a lot—but it's my goal to see us double our membership rolls this year, and the easiest way to do it is by asking every member to bring in just one new contact. Many of you have already done so, and we are all grateful for your efforts to giving our organization a stronger and deeper network. I'd also like to recognize Madison Homes, M/I Homes, and the Associates Council, which together brought in 53 new members this year! For those of you who haven't yet gone through your contacts, please do so today—it's a resolution that will pay huge dividends, as we all benefit from a bigger network of dedicated members.

Along the same lines, when was the last time you took part in a networking event or attended a chapter breakfast or committee meeting? As with any organization to which you may belong, you will derive far more benefit from your membership if you commit yourself to really getting involved and being an active member. And, you'll have a lot more fun. Be sure to check out page 7, where you'll see a glimpse of an incredibly spirited "field day" competition that our new Future Leaders Committee hosted this summer—I can guarantee that you'll find it far more comfortable to network with someone after you've completed a three-legged race with them!

Similarly, our new Women in the Building Industry group has been hard at work over the summer planning an active schedule for the fall, with activities including a leadership roundtable with women leaders in the industry, a watershed clean-up community service project, a charity wine-tasting to benefit HomeAid, and the launch of a quarterly online newsletter. If you want to get involved, now is the time!

On a broader level, we should all resolve to thank our most involved chapter, council, and committee volunteers for their hard work. In the chapter updates on pages 4 and 5, you'll read about the many county and state regulation changes that our members are tracking and weighing in on, and the input they give ensures that all of our businesses benefit. Whether they're discussing transit, affordable dwelling units, plat review timetables, or stormwater management changes, they're representing YOU every time they show up at a meeting. Please, take a moment to reach out and say, "Thank you." And while you're doing that, ask how you can help their effort.

Lastly, elections will be upon us very soon. Many of our chapter councils are in the process of interviewing local candidates to find out where they stand on issues important to our industry, and in the coming months, we'll be dispersing information about where various candidates stand on a wide range of issues. Make it a priority to follow these issues closely so that you can make an informed choice on Election Day.

Resolutions are always easier to make if they're specific and relatively short-term. With just one more quarter of the year to go, join me in making these four very manageable resolutions. Remember that the industry you'll be supporting is your own!

Jerry Berman



## Future Leaders Host Field Day

NVBIA's Future Leaders held a very successful social networking event in August, with a few dozen members spending a gorgeous day on the driving range of the Virginia Oaks Golf Course, where they made new connections and caught up with old friends while participating in a series of field day-style competitions. The group battled for bragging rights over activities including tug of war, sack races, a water balloon toss, hula hooping, three-legged races, and a watermelon-eating contest. Congratulations to the winning team of Avi Sareen, TNT Environmental; Jarrod Hart, Angler Environmental; Gene Frogale, Annandale Millwork Corp.;



and Amarie Kvammen, Van Metre Companies!

Thank you to Van Metre as the Lead sponsor, Evergreene Homes as the venue sponsor, and TNT Environmental for the cup sponsorship.

Additional photos and videos from the event are on NVBIA's Facebook page at [www.facebook.com/NVBIA](http://www.facebook.com/NVBIA).

For information about the Future Leaders Committee, please contact Doug Smith at [doug.smith@soilconsultants.net](mailto:doug.smith@soilconsultants.net).

## WELCOME!

Welcome to the following new members, who joined NVBIA between June 15 and August 31, 2015.

**Capitol Building Supply**  
**Fox Point Designs**  
**Home-Kim Contractors**  
**Ironstar Building Company**  
**Koncept Design + Build, LLC**  
**Next Day Blinds**  
**RS Snead Construction, LLC (T/A Snead Custom Homes)**  
**SCS Safety Health & Security Associates LLC**  
**Simpson Unlimited**  
**UrbanVibe Residential**

## Put Your Membership to Work with NAHB's Discount & E-learning Programs

As a member of NVBIA and the National Association of Home Builders (NAHB), you have access to significant money-saving discounts at your fingertips: Many major companies, such as FedEx, Dell, Lowe's, Hertz, Office Depot, and General Motors provide discounts every day—all you have to do is identify yourself as a member of the NAHB, and then watch your benefits roll in! For a list of participating companies, visit [www.nahb.org/ma](http://www.nahb.org/ma).

NAHB also offers a wide range of webinars and online courses that will help you stay on top of the latest technologies, newly passed regulations, and cost-effective ways of doing business without ever leaving your office. For a full schedule of classes, visit [www.nahb.org/education](http://www.nahb.org/education).



[www.nahb.org/education](http://www.nahb.org/education)

[WWW.NVBIA.COM](http://WWW.NVBIA.COM)

## ASSOCIATION EVENTS/SAVE THE DATES:



2014 GALA Home of The Year winners, Line K Oosterwind at Willowsford

### GREAT AMERICAN LIVING AWARDS (GALA)

Thursday, October 8, 2015  
McLean Hilton

Join us in honoring our industry's best and brightest at the 2015 GALA—the most prestigious residential design, sales, and marketing competition in the metropolitan Washington market. Builders, developers, architects, sales, marketing, merchandising, and advertising professionals have judged these awards for more than 50 years, and to win a GALA will put your home, community, and team squarely in the spotlight.

This year's GALA will be held at the McLean Hilton, with cocktails from 5:30 to 7:00 p.m.; dinner at 7:00; and the awards presentation beginning promptly at 7:15. Tickets are on sale now; visit [www.greatamericanlivingawards.com](http://www.greatamericanlivingawards.com) for more information and to register!



### NVIA CASINO NIGHT

Thursday, October 29, 2015  
International Country Club

NVIA's legendary Casino Night has moved ... from June to late October. Plan to attend and take part in this fun and informal networking event on Thursday, October 29 from 5:00 to 8:00 p.m. at the International

[WWW.NVIA.COM](http://WWW.NVIA.COM)

Country Club in Fairfax. Sponsorship opportunities are available, and prize donations are now being accepted—please consider donating tickets to sporting events, gift cards to local stores or restaurants, or any other item that you think a fellow card shark would love to bring home! Contact Ed Messick at 571.283.6312 for sponsorship information; contact Lee Ann Beletti at 703.953.3524 for prize donations.

### HOMEAID NORTHERN VIRGINIA'S 14TH ANNUAL GALA & AUCTION

Saturday, November 7, 2015  
Westfields Marriott Washington Dulles

"There's no place like home," and HomeAid's 14th Annual Gala & Auction—presented by Intercoastal Mortgage Company—will help provide homes for those without them. So plan to take a trip down the yellow brick road and save the date for a magical night in Oz! It's HomeAid's biggest fundraiser, with upwards of \$300,000 raised to help support HomeAid's mission to provide secure and safe housing for the homeless. Bid on a huge array of silent and live auction items, catch up with colleagues over a signature drink, and help us celebrate this year's Presidents' Circle Award winners. All proceeds



help HomeAid offer a second chance to thousands of homeless individuals and families in our region every year. Cocktails begin at 6:00 p.m.

Visit [www.homeaidnova.org/news-events/gala-auction/](http://www.homeaidnova.org/news-events/gala-auction/) to register, become a sponsor, and/or donate an auction item! Dress is "Kansas Casual" (casual business attire), and 450 building industry professionals are expected to attend.

### REAL ESTATE TRENDS CONFERENCE

Friday, December 11, 2015  
George Mason University

NVIA's Real Estate Trends Conference is always a must-attend event, with members and guests learning first-hand how the real estate industry fared and how local experts predict it will perform in the coming year. This year's Trends Conference, scheduled for Friday, December 11, will feature Ben Sage, with Metrostudy, A Hanley Wood Company, and Joe Duffus, Builders Design.

The conference will be held at George Mason University, in the Johnson Center Cinema. Registration and a networking breakfast begins at 8:00 a.m.; presentations begin at 8:30 a.m. This program always provides one of the association's best opportunities to learn more about the trends and statistics shaping the regional real estate industry—mark your calendar today!



NVIA and HomeAid Northern Virginia's newest summer tradition was an enormous hit, with nearly 300 attending the 2015 CRAB FEAST, held on August 20 at The Farm at Broad Run. Many thanks to sponsors Community Landscape Services, Washington Gas, William A. Hazel, Inc., The President's Club, and all other event sponsors.



## Housing is Good Business

### Study finds lower housing burden

A recent study conducted by RCLCO (Robert Charles Lesser & Co.) found that the average public service demand (schools, public safety, social services, etc.) by the average house of all types and ages in Loudoun is \$1.20 for every \$1 in revenue generated, and that new homes are not only covering themselves from a fiscal impact perspective, but they are helping dilute the negative impact of the balance of older, non-proffered, or under-proffered housing stock.

The study was commissioned by "All-In Loudoun," an umbrella land use and economic development group founded by a number of Loudoun County citizens, companies, and development entities.

The idea for the study came in response to repeated assertions by some in Loudoun County that every new residential unit in Loudoun costs \$1.62 for every \$1.00 in taxes paid by the unit—inferred that new homeowners are a net drain on the county's treasury. That assertion came from a 2011 analysis by the Loudoun County Economic Development Commission's Policy and Implementation Committee ("PIC").

All-In Loudoun commissioned RCLCO to conduct a detailed review of PIC's 2011 study and, more particularly, to independently analyze the fiscal impact of the development of new housing in the county.

For the All-In Loudoun study, RCLCO first determined that PIC's \$1.62 study had several miscalculations, including: (1) incorrectly allocating certain county expenditures between residential and non-residential uses; (2) ignoring state and federal revenues, including school aid, that increases with higher population; and (3) assuming all retail sales taxes and BPOL taxes on retailers are attributable solely to nonresidential development, when, in fact, those taxes are primarily due to spending by residents.

RCLCO then applied a methodology consistent with the prior county-funded study, and found that the average residential unit in Loudoun—irrespective of the unit's age or price—costs \$1.20 for every \$1.00 in taxes paid, or 42

cents per \$1.00 lower than PIC's 2011 study.

Finally, RCLCO used assumptions approved by county financial services staff to determine the "break-even" values for new homes, which is the point at which a new housing unit pays its own way by costing \$1.00 or less in county operating costs for every \$1.00 in revenues that the home generates. The study found that new homes generate substantially higher taxes and assessments than the average home in the county, without generating higher service costs. For example, the average new single family home and townhome costs the county only 94 cents and 90 cents, respectively, for every \$1.00 they cost in county revenue. The results were even more positive for the average new condominium.

"We've all lived through the growth wars, and much of the battles were fought against housing. But as Loudoun evolves, we wanted to make sure this issue received a fresh and accurate look," said Andrew Painter, a land use attorney with Walsh Colucci and president of NVIA's Loudoun Chapter. "The study shows that new homes are raising the average assessment in the county and that most of the product we're building is helping to dilute the historic burden of housing. And that's a good thing for taxpayers."



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# What's New?

## NVBIA Chapter Updates



### FAIRFAX-ARLINGTON-ALEXANDRIA

On September 4, the chapter welcomed two guest speakers, Fairfax Board of Supervisors Chairman Sharon Bulova and Deputy County Executive Robert Stalzer, who discussed efforts by Fairfax County to partner with members of the building industry to improve the development process. On September 10, the NVBIA-NAIOP Fairfax County industry meeting was held, with highlights including updates on geotechnical review—infill lot grading plans; land development

improvement processes; and the bond release subcommittee.

The Chapter continues to have a strong presence in Fairfax County's land development steering committee, with John Sekas, Mark Stahl, Rick Genuario, Chris Spahr, and Helman Castro attending on behalf of NVBIA. The committee's focus continues to be on improving speed, consistency, and predictability of the development review process, while the County and industry continue to evaluate the information that has been received during the extensive data acquisition phase of this effort, led by a Fairfax County consultant (Gartner) that specializes in working with jurisdictions



Chapter President Helman Castro welcomes members and guests to the chapter's recent breakfast meeting, featuring Fairfax County's Sharon Bulova and Robert Stalzer.

on improving their processes. This information is key in the development of priorities, which will be followed by the development of strategies for change.



### PRINCE WILLIAM COUNTY

Prince William Chapter members have had a busy summer, with recent events including a breakfast meeting in August featuring Corey Stewart, Chairman of the County's Board of Supervisors, and the County's new Fire Marshal, Matt Smolsky. Members also helped support HomeAid Northern Virginia as they hosted the 5th Annual "Night at the Ballpark" in August, with nearly 300 parents and kids from local shelters treated to a rare night out with family at Pfitzner Stadium in Woodbridge. Prior to the game, NVBIA held a very successful pre-game tailgate just inside the stadium gates.

Members have been watching County plan submission totals, noting that thus far in 2015, the County is running behind calendar year 2014 for the same time period, with just under 800 submissions this year, compared to just under 900 last year at this time. The YTD totals put the County closer to 2011 numbers. Members have been checking in with the County Attorney's office, and deed & plat review timeframes should be back to normal; if you have experienced otherwise, please contact Heather Haynes-Long, chapter president, at 703.393.4844 x237.

Chapter volunteers are currently interviewing all Board of County Supervisor candidates who are running opposed.

Several members attended a DORAC committee meeting, where the following items were discussed and reviewed:

- A zoning text amendment for off-site replacement of septic systems. The proposed language allows replacement systems to be located adjacent or nearby, and does not require the purchase of an easement or other acquisition.
- A change in Section 32 of the DCSM to allow temporarily mounted banners on light poles. This does not allow advertising for a business or event.

- State-mandated zoning changes that would include a change to the variance section where "unreasonable hardship" changes to "unreasonable restriction." The intent is to make it easier to obtain a variance, but it's unclear as to whether this is accomplished.
- DORAC also discussed the recordation of proffers. The County originally proposed to record proffers on deeds for each property owner. We conveyed that this is not feasible, and the County is looking for other solutions, but they'd like some sort of documentation at settlement to inform new property owners of proffer conditions on the property. We suggested (when not already done), recording proffers in HOA documents.

In County news, Steven Hall has been hired as the new Land Development Division Chief, replacing the recently retired Oscar Guzman. Steven began on August 31 and was formerly the PWC Planning Office's Community Development Manager. Rebecca Horner, in the planning office, is currently the acting Zoning Administrator. Finally, the Service Authority will be sending out their new draft manual changes for comment; stay tuned!



NVBIA's Ed Messick and HomeAid Northern Virginia's Sal Migliore, Brian Davidson, and Christy Eaton enjoy a tailgate before the game.



### LOUDOUN COUNTY

While the Loudoun chapter is working to reduce the number of notes on plats and will be seeking clarification for FSM requirements, it is also working to secure support for the reduction of the Latent Defect and Indemnification Agreement and Bond term from two years to one year. That goal will bring the term year to be in sync with the one-year requirement of maintenance bonds by the Loudoun County Sanitation Authority (LCSA) and the Virginia Department of Transportation (VDOT).

The Board of Supervisors (BOS) has expressed its support for the Silver Line Comprehensive Plan Amendment, and also approved an office at the Loudoun Station for the Department of Economic Development (which will be open in November).

The County also approved new pricing methodology for affordable dwelling

units (ADUs), which substantially increased the allowable sales prices and will reflect the sales price as a factor of affordability. The chapter anticipates that most builders will prefer the new prices over prior proforma pricing process, which was unchanged for more than a decade. The BOS has also approved the use of a design book as an administrative tool to provide guidance on the construction, dispersion, and location of ADUs.

The chapter is currently working with NAIOP to develop a reduced bonding process for commercial development that can be implemented next year, similar to the process the chapter developed with the residential community last year. The chapter is also focused on Loudoun Water's efforts related to bond reform and dry utility coordination. One critical issue is Loudoun Water's policy of asking for utility extensions that are not related to a given project.

Shifting focus to the anticipated FEMA remapping process, chapter members remain concerned over discrepancies

between the language of the FEMA definitions and that of the current zoning ordinance, which could impact the effectiveness and relevance of the FEMA remapping process.

Additionally, the chapter continues to track the heavily debated proposals for Dominion's proposed Route 50 transmission line; explore partnerships with broadband providers; and monitor updates to the county's zoning ordinance regarding ADU bonus density calculations, residential standards (for noise, steep slopes, and covered decks/porches), and pipestem turnaround/width issues.

The chapter enjoyed its most recent chapter breakfast on September 24 at River Creek Country Club, where Ricky Barker, the newly hired director of planning and zoning was introduced and joined by Algonkian District Supervisor Suzanne Volpe to provide updates on planning and changes to come. The chapter will close out its busy calendar with their Annual Fall event, which will be held this year at the beautiful Lodge at Willow Lake in Willowsford on October 22.



### FAUQUIER COUNTY

Fauquier County chapter members assembled for a very informative Candidates Forum on July 15 at the Stoneridge Events Center in Warrenton, where candidates for the Board of County



Supervisors participated in a panel to help community members understand their positions and make informed voting choices in the upcoming election. Candidates who participated included: Chris Butler, Chris Granger, Rex Hoover, Mary Leigh McDaniel, Maureen Riordan, and Holder Trumbo. Nearly 50 people attended.

Members have also been focusing much of their efforts and attention to discussions regarding changes to the County's zoning ordinance, with respect to the approval process for business uses. Prior to this effort, many of Fauquier's business uses require either a special exception before the Planning

Commission and Board of Supervisors, or a special permit from the Board of Zoning Appeals. Industry has made some significant strides in streamlining the process for business uses.

Congratulations and best wishes to Paul Bernard, who has been selected as the new deputy director of public works and utilities for the Town of Warrenton.

## Need Help With Your Help Wanted?

NVBIA is considering adding a new "employment opportunities" section to its website, where member companies could post open positions and "help wanted" advertisements, along with contact information for prospective candidates. The idea has been spurred by requests from some members, but we'd like to get a better feel for how many of our members would support such an effort. If you would like to see an employment opportunities section on the NVBIA website—either as a potential employer or employee—please send a short email to Jon Lindgren at [jlindgren@nvbia.com](mailto:jlindgren@nvbia.com) with "Help Wanted" in the subject line. Thank you!