



Area Candidates Supported by SEFAH

The Sioux Empire Friends of Affordable Housing (SEFAH) Board of Trustees, chaired by **Mark A. Peterson, MAP Properties, Ltd.**, has announced the candidates it supports in the upcoming April 14 Area Municipal Elections.

Brandon

Mindy Hansen for City Council

Lennox

Dan Ketcham for City Council

Dell Rapids

*Dale Gillogly for Mayor
Carrie Testerman for City Council*

Hartford

Paul Zimmer for Mayor

If you have recommendations for a candidate support for an upcoming election, please call the HBASE office at 361-8322. To contribute to PAC, call the HBASE office for a brochure or visit www.hbasiouxempire.com for details.

Building the Right Ads For Your Business

Thousands of marketing messages are in competition each day, all hoping to create a sense of excitement — and urgency — to lure buyers to a particular builder's homes. To make an impact, it's essential to stand out.

Break Out of the Box — Literally

One guaranteed way of attracting attention is to design ads and collateral material that break out of the box — literally — and distinguish themselves from the ho-hum advertising already out there.

A specialized border treatment, distinctively shaped ad or die-cut direct mail piece guarantees the "look at me" effect every builder is after.

Use a Border as a Branding Tools

Use the same border treatment with different copy for several different ads, and you have a series of ads that highlight individual features while creating a consistent look that buyers will recognize.

Before anyone reads your ad, they have to notice it.

Even though advertising can get a bit costly, resist the urge to fill up every nook and cranny of that ad with words and

graphics.

Leaving white space around the headline and/or the primary graphic helps draw the eye to it. It forms a background that allows the artwork to "pop" off the page.

Something Has to Stand Out

Try this unscientific, but very telling, test to see if your ad will catch someone's eye. Take your current ad and turn it upside down. Your eyes will automatically go to the most prominent element in your ad.

What do you notice? Does the headline jump out at you...or is it your sales office hours? Or does everything somehow seem to blend together and no one item stands out?

Determine what elements are most important in your ad. They cannot all be prominent, nor should they all try to be. A prospective buyer who is scanning your ad should be able to get the gist of your advertising message in either the headline or the primary graphic.

For more tips on advertising, visit the NAHB website at www.nahb.org. If you need your login information, call 361-8322.

IS YOUR HEALTH INSURANCE PLAN
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Avera MyPlan is an affordable individual health insurance plan backed by a team of exceptional physicians and other health care providers, advanced technology and industry-leading quality. Individuals and families living in eastern South Dakota can choose from five health plans, including a health savings account. Options are available to add vision, preventive health, preventive dental and maternity coverage.



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Got Member News?

Submit member news to the HBASE office by calling 361-8322, faxing 361-8329, send an email to lisa@hbasiouxempire.com or mailing: "Member News", 6904 S. Lyncrest Place, Sioux Falls, SD 57108.

Congratulations to...

Joel Hathaway is the new Development Director for **Habitat for Humanity of Greater Sioux Falls**.

Carrie Probst is the newest Mortgage Loan Officer at **CU Mortgage Direct**. She can be reached by called 275-1785.

Correction...

The 2009 First Edition of the HBASE membership directory has the incorrect phone numbers for Rich Pietz, Rich, Pietz Construction Co. The correct number should be 274-9684 and his cell phone number is 728-5888. We apologize for this error.

Mentor Program Seeks Volunteers

Various rural school districts surrounding Sioux Falls will soon begin participating in a school-based mentor program with Lutheran Social Services.

LSS will recruit, screen and train adults interested in serving as a mentor for one hour each week during the school year to work with students.

More information is available at www.lsssd.org or by calling 221-2403.

Utility Breakfast



Check out next month's HBA News for all the details on the Utility Breakfast on May 22 (subject to change). This breakfast will be sponsored by the HBASE utility companies.



For over 85 years Schlage has provided homes with innovative quality security products. Today, Schlage offers home security solutions from a wide selection of mechanical and electronic locks and accessories in touch with modern lifestyles.

Quality craftsmanship with state-of-the-art finish technology equals artistic enhancement, lasting visual impressions and ultimate home security.

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ProBuild - The Nation's largest building material supplier to professional builders.

More than just a magazine.

Get the word out.



HomeFront Magazines are distributed for each issue throughout the region, in convenient rack locations, targeting

80%

of Sioux Falls home buyers and home owners.

UPCOMING TOPICS

Spring Parade of Homes - May
Space Reservation: March 27th
Ad Clear Date: April 16th

Fall Parade of Homes - Sept.
Space Reservation: Fri., Aug. 7
Ads clear: Thur., Aug. 20

Showcase of Remodeled Homes - Oct.
Space Reservation: Fri., Sept. 4
Ads clear: Thur., Sept. 17

Please contact Rhonda Wilkinson @ 331-2359 for more information



FEBRUARY BUILDING PERMITS

Sioux Falls Permits		Single Family Units					Duplex			Townhouse Units				Multi-Family	
Month	Year	'05	'06	'07	'08	2009	'08	2009	'05	'06	'07	'08	2009	'08	2009
JANUARY		31	61	40	13	14	2	0	3(6)	2(4)	2(6)	1	0	0	2(12)*
FEBRUARY		58	52	49	37	9	4	0	3(6)	1(2)	2	2	0	3	1(53)
MARCH		164	94	110	42		1		2(4)	8(13)	6(6)	0		5(36)	
APRIL		103	132	123	88		1		4(7)	5(10)	7(14)	3(13)		11(68)	
MAY		83	94	111	78		6		9(15)	13(18)	2(10)	0		4(32)	
JUNE		90	118	79	59		4		10(14)	2(4)	2(8)	5(46)		1(107)	
JULY		92	83	69	55		4		5(8)	7(12)	3(12)	4(60)		9(80)	
AUGUST		91	87	105	25		2		16(26)	4(6)	9(32)	4		5(64)	
SEPTEMBER		119	93	66	41		6		6(12)	13(17)	1(4)	1(4)		6(115)	
OCTOBER		95	66	75	47		14		6(8)	12(22)	4	0		7(59)	
NOVEMBER		77	61	49	16		2		2(4)	5(8)	7	0		5(110)	
DECEMBER		43	39	13	11		2			3(4)	1(42)	0		0	
TOTAL (Sioux Falls)		1041	980	889	509	23*	48	0*	88(111)	75(120)	45(58)	20(123)	0*	56(671)	3(65)*
Metro Area Permits		'05	'06	'07	'08	2009								'08	2009
Brandon (city only)		89	104	96	47	1*	< Metro Area Duplex & Townhouse Permits are included with Single Family Unit Totals SOURCE: City of Sioux Falls Planning & Building Services; City of Brandon; City of Harrisburg; City of Hartford; City of Tea; Minnehaha and Lincoln County. * Indicates year-to-date totals						0	0	
Harrisburg (city only)		177	192	115	98	5*							4(6)	0	
Hartford (city only)		25	19	21	17	0*							1(4)	0	
Tea (city only)		64	63	53	41	2*							0	0	
Minnehaha County-rural		79	68	41	36	0*							0	0	
Lincoln County-rural		64	37	51	32	0*							0	0	
TOTAL (Sioux Empire)		498	583	377	271	8*	-	-	-	-	-	-	-	5(10)	0*

Sioux Falls Single Family Unit Permits

HABITAT FOR HUMANITY	420 NLEWIS AVE	96688
HABITAT FOR HUMANITY	728 N FRENCH AVE	86112
HABITAT FOR HUMANITY	908 S SHERMAN AVE	97880
KN CONSTRUCTION INC.	4017 W 91ST ST	112472
KRUMVIEDA CONSTRUCTION INC	1108 S MONTPELIER AVE	211294
SIGNATURE COMPANIES	2808 E WORCESTER PL	94940
SIGNATURE COMPANIES	5708 W BREAM DR	87544
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TNT CONSTRUCTION (TRYGSTAD)	900 W WHISPERING CIR	204614

Sioux Falls Apartment Permits

STENCL CONSTRUCTION	3120 W RAMBLER PL	
	(53 unit)	3,110,592

Brandon Permits

Elizabeth Johnson	2600 Sunflower St	170382
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Tea Permits

Donnie Coffee Construction	305 7th St	71868
Donnie Coffee Construction	225 Prairie Ave	71868

Harrisburg Permits

JayMac Inc	304 Prairie Cr	105730
KN Construction	707 Josh	140106
KN Construction	427 Perry Ln N	109998

Use the new tax credit to help spur home sales.

First-time home buyers who buy between Jan. 1 and Nov. 30, 2009, may qualify for up to an \$8,000 tax credit – and even better, unlike last year's credit, they don't have to pay it back.

Find the resources you need to get the word out to consumers and your sales team at:
www.nahb.org/taxcreditmaterials

Learn more about the credit at:
www.FederalHousingTaxCredit.com



SOMETHING TO BUILD ON.
WHEN YOU'RE READY.



Be sure to visit us at our
**Home Show
Gallery**
BOOTH G5 - MARCH 6-8



Proud Member Since 1972

Your Development Partner For Over 37 Years

Van Buskirk Companies is in the business of developing neighborhoods, not building homes. This means we don't keep the best lots for ourselves, and we don't compete with our clients. We're here as partners to help you and your clients find that perfect homesite. Whether you're ready to dig now or five years from now, we'll be here to assist you.

Van Buskirk Companies has seven prime residential developments across the Sioux Empire, with lots in a variety of price ranges – including the newly opened Willow Ridge, phase two of Copper Creek and one acre lots now available at The Bluffs of Brandon.

*If you are thinking about building a home now or in the future,
talk to Ryan or Steve at Van Buskirk Companies today. We'll be here when you're ready.*

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Eagle Creek

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The Bluffs of Brandon

Homesites from \$30k
Homes range from \$220k–\$575k

Willow Ridge

Homesites from \$32k
Homes range from \$190k–\$290k

Copper Creek

Homesites from \$40k
Homes range from \$280k–\$625k

Cinnamon Ridge

Homesites from \$40k
Homes range from \$280k–\$625k

Heather Ridge

Homesites from \$45k
Homes range from \$280k–\$625k

Surrey Hills

Homesites from \$175k
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