



**Terry Konechne,**  
CGB, CGR, CAPS  
*Konechne Building  
Remodeling  
Council Chairman*

There's something I wish to correct in last month's message. I'm trying to form the habit of referring to my trade contractors as such, rather than "subs". As I work on that habit, I may revert back to the old term in which case I am subject to your correction. Thanks ahead of time.

Onto this month's message. I was visiting with a Home Show™ exhibitor last week. We were talking about all the leads gathered and pitfalls encountered when we fail to get back to them in a timely manner. He related an experience he had.

An elderly gentleman had approached him and announced, "You didn't call me back!"

He looked at him for a moment and then said as he remembered, "Wait a minute. You had the sunroom which needed new windows and the roof was leaking."

"If I remember right you live in the

country about 36 miles south and west of Crofton, Nebraska."

As we continued to visit he admitted that perhaps he should have spent more time qualifying the lead and explaining the size of his trade area.

So how are you doing when it comes to getting back to those contacts? That's part of our business.

Those of us who perhaps need to change our approach would do well to visit with several exhibitors who regularly exhibit in home shows and see how it's done.

When our business phone rings with a request for the service you have it's important to return the call promptly.

It's a very good possibility that you are not the only service person they have called. You only get one chance to create a good first impression!

My grandfather used to raise registered Herford bulls on his farm in Brule County. People came from great distances to buy his product. I remember him saying often, "Always give more than a bargain calls for."

I am convinced this is a worthwhile exercise in our businesses of realty improvements.



## Remodeling Council Highlight

*Larry Hoflock,  
Carpet One  
Floor Covering Supplier*

Larry Hoflock, sales professional at Carpet One Floor Covering Supplier, has been with the company for eight years but in the industry for 20 years.

Specializing in floor coverings and rugs, Carpet One has been serving the Sioux Empire community since 1985.

Larry has been a Remodeling Council member since 2008. He enjoys meeting new people while sharing ideas and learning more about the remodeling industry. He is also a part of the Knights of Columbus.

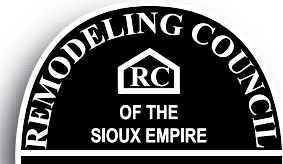
In his spare time, Larry enjoys going to local sporting games and spending time with his family (Derek, 22-years-old & Desiree, 17-years-old).

Larry's secret to success is to have a good attitude, be nice and follow up with customers. He can be reached at 605-336-1600.

## Next Remodeling Council Meetings

*April 1 @ Noon  
HBASE Office*

*May 6 @ Noon  
HBASE Office*



**Please RSVP to 361-8322!**

**RK Contractor Services**

**Drywall**
**Insulation**  
**Paint**

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**EPA's New  
Lead Paint Rule**

If you do almost any kind of construction or installation work inside homes or child occupied facilities built before 1978, you need to know about the **EPA's new Lead: Renovation, Repair and Painting Rule.**

This new rule will become mandatory in April 2010. Contractors will be required to attend training, incorporate new practices and keep special records.

To learn more about these new rules check out the HBASE's website.



# Spec Home Taxation Bill to Become Law

Despite the objections of Governor Mike Rounds, members of the South Dakota Legislature were successful in overriding the Governor's veto of HB 1197, a spec home taxation bill supported by the Home Builders Association.

Needing a two-thirds vote in both legislative chambers, the Senate voted 26-8 in support of a veto override and followed the House of Representatives 60-10 vote. The legislation will take effect July 1, 2009.

In making the argument that housing was a cornerstone of economic development in the state, local HBA's made the case that new homes equate to new property tax revenue which benefits state and local governments.

The newly passed legislation will allow single-family dwellings that are under construction or listed for sale by contractors to be classified as owner-occupied single family dwellings thereby qualifying for a reduction in annual property taxes.

Previously, unoccupied spec houses passing its anniversary date were not eligible for the owner/occupied tax reduction program and were taxed at a higher "commercial" property tax rate.

Based on 2007 effective tax rates, the potential savings for home buyer on a \$150,000 house in Sioux Falls would be about \$735 a year.

Contractors that are constructing or have on the market single-family spec homes should familiarize themselves with the provisions of the bill to qualify for reduced property taxes.

First, a single-family dwelling is defined as a house, condominium apartment, residential housing consisting of four or less family units, town house or town home, which may be assessed and taxed as a separate unit, including an attached or unattached garage and the parcel of land upon which the structure is situated.

Second, a contractor is eligible to claim up to a maximum of four dwellings classified as owner-occupied single-family dwellings for the reduced property tax rate.

Third, the dwellings may be classified as an owner-occupied single-family dwelling for no more than two consecutive years.

A complete copy of HB 1197 is available at [www.hbasiouxempire.com](http://www.hbasiouxempire.com).

**Vote record based on House (H.J. 772) and Senate (S.J. 748) veto override of HB 1197**

*"+" indicates supported HBA position  
"-" indicates opposed HBA position*

## District 9

Sen. Thomas Dempster +  
Rep. Richard Engels +  
Rep. Deb Peters +

## District 10

Sen. Gene Abdallah +  
Rep. Roger Hunt -  
Rep. Shantel Krebs +

## District 11

Sen. Jason Gant +  
Rep. Todd Schlekeway +  
Rep. Darrell Solberg +

## District 12

Sen. Sandy Jerstad +  
Rep. R. Blake Curd +  
Rep. Manny Steele +

## District 13

Sen. Scott Heidepriem +  
Rep. Susy Blake +  
Rep. Bill Thompson +

## District 14

Sen. David Knudson +  
Rep. Joni Cutler +  
Rep. Marc Feinstein +

## District 15

Sen. Kathy Miles +  
Rep. Patrick Kirschman +  
Rep. Martha Vanderlinde +

## District 16

Sen. Margaret Gillespie +  
Rep. Jim Bolin +  
Rep. Dan Lederman +

## District 17

Sen. Ben Nesselhuf +  
Rep. Jamie Boomgarden +  
Rep. Eldon Nygaard +

## District 25

Sen. Dan Ahlers +  
Rep. Timothy Rave +  
Rep. Oran Sorenson +

*Please thank those who supported this legislation!*



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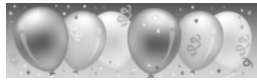
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**2009 HBASE  
Membership Palooza**



**Phone Jam Session**  
*Thursday, May 14, 1-3pm,  
HBASE Office*

Join us to help make recruitment and retention calls. Stick around for a reception afterwards!

Submit any membership leads by contacting the HBA office (361-8322).

**\*\* First Time Sponsor \*\***



*Congratulations to Brad Bergman,  
Contracting Consultants, on  
becoming a First Time Sponsor!*

**Winners of the 2009  
Builder Drive...**

**Teresa Truog, Twetten's Interiors**, recruited a new Builder Member and won the drawing for \$50 and a free dinner at the May Membership Meeting.

**Mike Verley, MV Enterprises**, joined the HBASE as a new Builder Member and won the drawing for \$50 and a free dinner at the May Membership Meeting.

**Special Anniversaries**

50 Years

**Daniels-Olsen/Metro Hardwoods  
of Sioux Falls**

45 Years

**QWEST**

15 Years

**L B Construction LLC**

10 Years

**A-Plus Construction  
Menard's**

5 Years

**Dakota Fixture & Cabinet Co, LLC  
Wilde Real Estate Appraisal**

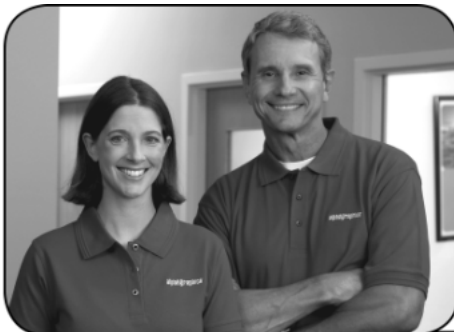
**Keep Your Sales  
Skills Sharp - Part II**

Continued from last month, below are more tips to help you keep your sales skills sharp. These can be helpful for your business and for membership recruiting.

**Siting**—Have you ever heard the phrase, “The more you site, the more you write?” Take your prospects out to the job site and walk it with them, physically & emotionally. Demonstrate the one-of-a-kind features that only the site can offer. The more emotionally involved you get the prospects, the more likely you are to close the sale.

**Close**—There is no such thing as too much closing! Don't forget to ask for the sale. It's amazing how many good salespeople leave out this step. If you've done your job, this should just be a formality.

**Follow up**—Following up is what separates the good from the great. And it gets you referrals. Make no mistake; referrals from happy customers are worth more than any other marketing tactic you employ.



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## Renewing Members!

Congratulations and thank you to the following members who have renewed their membership and continue to support their trade Association. (please allow 60 days for names to appear on this list).

Company	Member Since
A-Plus Construction	1998
B. D. Promotions	2007
Builders Supply Company	1957
Burhenn & Gruenig, Inc.	1996
Buskerud Construction, Inc.	2007
Carlson Systems	1978
Construction Products & Consultants, Inc	1993
Contractor's Siding & Window Supply	2006
Comerstone Poured Foundations, Inc	2007
Cutting Edge Blinds & Shutters	2006
Dakota Dunes Development Company	1998
Dakota Fix ture & Cabinet Co, LLC	2004
Daniels-Olsen/Metro Hardwoods of Sioux Falls	1959
Earth Designs	2007
Gutter Filter of South Dakota	2006
Homes of Distinction	2007
INTEK	1996
Jarrod Smart Construction, Co.	2003
Jones Construction & Consulting	1997
Kappel Construction, Roger	1996
L B Construction LLC	1994
Lidel Construction Co., Inc.	1998
Loosbrock Family Homes	2002
Mell's Landscape Etc, LLC	2007
Menard's	1998
Minnwest Bank	2001
Northern Plains Plumbing, Inc.	2007
QWEST	1964
Schwartz Construction, Tony	2003
SCM Business Services LLC	2007
Sioux Falls Federal Credit Union	1996
Skogen Company	2002
Tri-State Garage Door, Inc.	1982
Walden Carpets, Inc.	1982
Wells Fargo Home Mortgage	1990
Wilde Real Estate Appraisal	2003

## Canceled Members

The following businesses have recently canceled their HBASE membership.

Clean Plumbing & Heating  
Ethan Allen  
Appletree Children's Centers, Inc  
CorInsurance  
Tremco Barrier Sdutions  
Bangs McCullen Law Firm  
Rysavy Appraisal Service  
G & L Construction  
Ex press Handyman Services

**Check out the new Spike  
& Ambassadors pages  
on the HBASE website!**

## Congratulations!



### Sherry Lura, Michels Communication

Congratulations to  
**Sherry Lura, Michels  
Communication** for  
being named April Spike  
of the Month\*

*\*The "Spike of the Month" is awarded to an HBASE member who recruits the most new members during the previous month.*

## Congratulations!



### Karen Bittner, CU Mortgage Direct

Congratulations to  
**Karen Bittner,  
CU Mortgage Direct** for  
being named April  
Ambassador of the Month\*

*\*The "Ambassador of the Month" is awarded to the HBASE Ambassador who earned the most points in February by contacting new members and attending membership events.*

SPIKE OF THE MONTH

AMBASSADOR OF THE MONTH

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# HOME SHOW™ AWARD WINNERS

## Congratulations to the 2009 Sioux Empire Home Show™ Booth Exhibit Award Winners!



### BEST OF SHOW

*Fireplace Professionals, Inc.*



### OUTSTANDING ROOKIE EXHIBIT

*Oakland Irrigation LLC / Impact Landscape Design LLC*



### JUDGE'S CHOICE

*Fireplaces Unlimited*



### OUTSTANDING SMALL EXHIBIT

*Palette of the Prairie*



### OUTSTANDING CABINETRY/ COUNTER TOP

*Dakota Kitchen & Bath, Inc.*



### OUTSTANDING MEDIUM EXHIBIT

*Oakridge Nursery & Landscaping, Inc.*



### OUTSTANDING BUILDER/ REMODELER

*Van Buskirk Companies*



### OUTSTANDING LARGE EXHIBIT

*Handy Man Home Remodeling Center*

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