

# RESIDENTIAL

# Recap

For Members of Residential Warranty Company, LLC



Spring has sprung and that means it's time for that great American pastime, baseball. From toddlers playing t-ball to sand lot teams to the major leagues everyone is getting in on the action. I'm sure you all remember that great 1989 classic movie, Field of Dreams, starring Kevin Costner. Kevin's character Ray Kensella's farm is facing financial ruin when he hears a voice telling him "If you build it, they will come". Ray obeys the voice, builds a baseball field, and mysteriously, long-gone players (including his own father) appear to take to the field and play the game before his very eyes. The end shot of the movie shows hundreds of cars heading toward the field supposedly bringing financial security back to the struggling farm.

**"..the millennials (people born between 1980 and 2000) are starting to make their move from renters to homeowners."**

For homebuilders, spring is the season when home sales start to materialize and back logs begin to accumulate. The press is buzzing with stories that home prices are increasing and homebuilding has recovered. But, are those stories accurate or are they a product of over-zealous writers fabricating a happy ending? Perhaps being cautiously optimistic is the way to go. While indeed the market is improving there are still a lot of concerns that remain and there's still a long, road ahead for most homebuilders. So, proceed with caution. Don't let your companies get so leveraged that you need to sell the next house to pay the bills for the last one and don't engage in a lot of speculative building in hopes that "if you build it, they will come".

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## It's Here! Online Renewals Are a Reality

The first batch of online renewals was processed for April memberships. Response to the option has been enthusiastic and users appear to love the convenience and efficiency of the new system. When it's time for your renewal, we will send you an email as well as a postcard notification that your package is available through Warranty Express. You will be able to login and complete the needed forms. Paper renewal packages will no longer be routinely sent.

Up until now, Warranty Express was used primarily for enrolling homes, ordering supplies and running reports. Warranty

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## If You Build It... Will They Come?

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And, while the market may not yet be ideal some of that buzz seems to be true. The Case-Shiller Index shows new home sales up 29% over last year and home prices up more than 7%. The Federal Reserve has plans to keep interest rates low for the foreseeable future and the job market is beginning to stabilize. Best of all, the millennials (people born between 1980 and 2000) are starting to make their move from renters to homeowners. Currently approximately 90 million people fall into this category and most will be first-time homebuyers.

Our advice is to build a strong team with a solid base and come out swinging. Use all of the players in your lineup to help you score. Update your designs, review your pricing and target your market. And, don't forget to use one of the most valuable tools you have to reassure your buyers that you're in it for the long haul, the RWC warranty. Now it's up to you to get out there and hit a home run. Have a great Spring!

## Builder Spotlight

## Oxford Land Development Ltd

Oxford Land Development Ltd knows a thing or two about 'staying power'. Harry Hassan, Oxford's President, started building homes in 1975, completing just two that first year. But after 38 years in the industry, Hassan's resume includes the construction of over 1200 homes along with commercial and retail properties and even a 150,000 gallon per day waste water treatment facility. The company's first large development was The Orchard, which included 396 homes, a retail & office center called The Village and the waste water treatment facility.

Montgomery and Bucks Counties in Pennsylvania are the locations for virtually all of the company's business. Current communities are located there as well as the Tranquil Farm renovation, an 18th Century Historic Farmstead in Horsham Township, PA.

The company continues to look for opportunities to grow and has evolved into a family business with wife Anne and sons Jonathan and Kevin. Providing exceptional quality and unique features, Oxford Land Development Ltd is poised to take on the future with bold optimism.

Harry Hassan has been with RWC for almost twenty years and he says he's always been impressed with our professional staff! Thanks Harry for your trust for almost two decades. We value our relationship and we congratulate you on being in our Spring 2013 Builder Spotlight!

## Momentum Building for Home Improvement Activity

Source: Harvard Joint Center for Housing Studies

Spending by homeowners on improvement projects is expected to accelerate as the year progresses, according to the Leading Indicator of Remodeling Activity (LIRA) released by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University. On top of the almost 10% growth reflected in U.S. Census Bureau figures for 2012, the LIRA projects strong gains in homeowner remodeling spending continuing throughout 2013, with some moderation in the pace of growth toward the end of the year.

"Existing home sales were up almost 9% last year, and house prices are increasing in most markets across the country," says Eric S. Belsky, managing director of the Joint Center. "This has increased the home equity levels for most homeowners, encouraging them to reinvest in their homes."

The Leading Indicator of Remodeling Activity (LIRA) is designed to estimate national homeowner spending on improvements for the current quarter and subsequent three quarters. The indicator, measured as an annual rate-of-change of its components, provides a short-term outlook of homeowner remodeling activity and is intended to help identify future turning points in the business cycle of the home improvement industry.

The Remodeling Futures Program, initiated by the Joint Center for Housing Studies in 1995, is a comprehensive study of the factors influencing the growth and changing characteristics of housing renovation and repair activity in the United States. The Program seeks to produce a better understanding of the home improvement industry and its relationship to the broader residential construction industry.

## Be Proud - Tell 'Em!

By Lynn Nelson-Probst, Vice President of Sales

Finally, after 5 lean years, the new home building industry is seeing improvement. The nation's vacant home inventory is virtually depleted and new homes are being built again to meet the demand. Interest rates are still low and buyers have more confidence so not only are homes being built, but they're being bought.

What are you doing to entice buyers and set yourself apart from your competitors? What kind of bells and whistles are you including in your homes that other builders are not? How are you promoting your quality and strength? What's your response to a potential buyer when they ask, "What if I have a problem in my home and you're out of business?"

That's a real concern for buyers. None of us can forget how difficult the economy has been. We're all cautious when making large purchases. Home buyers, especially want to be assured they're getting the most for their money and that they're purchasing a home from a reputable, quality builder.

By providing RWC's warranty, you're proving to your customers that if there's a problem in their home, it will be corrected. We investigate all of our members. We want to be sure RWC members have a solid reputation, build a quality home, have financial strength and provide excellent customer service. You don't just subscribe to RWC. You **earn** your membership so be sure to proudly include and display the fact that you're a RWC member. Add our new logo to your printed materials and media advertising and add a link on your website to our Homeowners page.

This will also help you compete against resale homes on the market. Most resale homes include a third party warranty. Quality, reputation, reliability, warranties and assurance are all very important factors in a home buying decision.

Have you ever had a difficult homeowner after the sale? RWC can help you there, too. Our dispute resolution process is extremely effective. We have trained individuals that assist you and your homeowner through a free 30 day mediation process. Mediation is efficient and effective. From time to time, a homeowner isn't satisfied

with the outcome. For those occasions, binding arbitration is available. Again, RWC's staff assists the parties through this process. It's not necessary for you to hire an attorney.

Now that homebuilding is gearing up again, be sure to emphasize your advantages. Don't miss out on sales because you didn't promote yourself adequately. In addition to your company's profile information, be sure to advertise that you provide an insured, third party warranty from the nation's largest warranty company. The benefits are numerous for your homebuyers and for you.



### PROMOTE YOURSELF!

To order marketing materials like these, go to [www.rwcwarranty.com](http://www.rwcwarranty.com)

# RECAP

## 2012 Sales Awards

RWC, HOME and MHWC wish to congratulate our 2012 Sales Awards winners! Even though the economy remained a persistent challenge last year, our sales team has kept at it. The Account Executives recognized this year for their individual achievements have each logged a multitude of appointments, PR visits, phone calls, mailings, etc., all the day-to-day basics that eventually result in a productive year.

Our premier award is for **Outstanding Account Executive of the Year** and this year's recipient is **Jana Watts** (pictured). Because of her knowledge



of the industry and her excellent customer service, Jana is responsible for Members in several states and is a 25+ year veteran of the company.

As any sales-driving organization knows, success of a company is unobtainable without dedicated and hard-working sales people. Our organization is pleased and proud to count these winners as our own. Congratulations to Jana and to all of our 2012 Award Winners!

### Outstanding Account Executive of the Year

- 1st Jana Watts
- 2nd John Felbaum
- 3rd Tifanee McCall

### Most Warranted Homes by Rep

- 1st Tifanee McCall
- 2nd Linda Hepler
- 3rd Jana Watts

### Most Apps Received

- 1st Jana Watts
- 2nd Tifanee McCall
- 3rd John Felbaum

### Most Projected Homes

- 1st Jana Watts
- 2nd Tifanee McCall
- 3rd John Felbaum

## It's Here! Online Renewals Are a Reality!

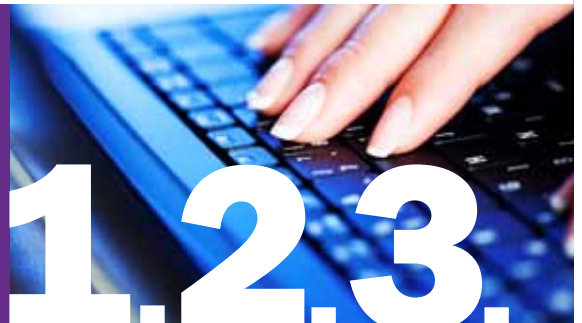
Continued from front cover

Express now facilitates membership renewals and, eventually, will accept new member applications. In addition to all the current features of Warranty Express, you're able to complete the new shorter renewal application and return it to us without the necessity of addressing an envelope and paying for postage. Your membership renewal fee may also be paid online. Any other required documents may simply be e-mailed directly to the person handling your renewal. (For your security, financial statements should still be mailed or faxed.) A huge cost and time savings!

You asked... we listened!

# RENEW YOUR WARRANTY MEMBERSHIP ONLINE!

IT'S FAST...  
IT'S GREEN...  
IT'S  
EASY AS...



Questions? Call the Membership Department at 800-247-1812



RESIDENTIAL WARRANTY COMPANY, LLC

## New Homes Provide the Living Space Buyers Want

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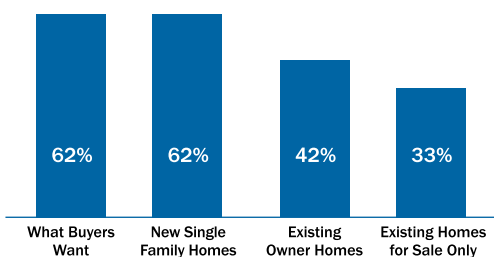


Results from NAHB’s What Home Buyers Really Want survey and a combination of Census Bureau/HUD data show that new homes generally do a good job of satisfying the typical buyer’s desire for living space, especially when compared to existing homes on the market.

A simple way to get an idea of how new and existing homes match up with buyer preferences is to look at the share of homes above a particular size threshold. For example, 62 percent of the recent and prospective home buyers in NAHB’s survey want a home that’s at least 2,000 square feet—exactly the same as the share of new single-family homes started in 2011. In comparison, only 42 percent of existing owner homes (either owner-occupied or vacant for sales) are of this size.

But not all existing homes are available for purchase at a given time. Of the homes on the market, only one-third have 2,000 square feet or more of living space.

**Homes with at least 2,000 sq ft of Living Space**



A result like this shouldn’t be too surprising. Half of all homes in the U.S. are over 37 years old, and preferences for things like size, amenities, location of particular amenities, and floor plans change over time. Builders who don’t do a good job of responding to current preferences are not likely to stay in business for long, so new homes really should match what current buyers want in most cases. Looking at the size of homes is an easy way to demonstrate this, because it’s one characteristic that’s readily available and quantifiable.

Looking at the distribution in more detail, the size of home most commonly wanted by buyers is in the 2,000 to 2,500 square foot range, which is also the most common size for new single-family homes started. Existing homes, on the other hand, are more likely to be under 1,600—or even under 1,200—square feet, a size relatively few buyers say they want. The full distribution is shown below.

**Comparative Home Sizes (percent distribution)**

Size in Square Feet	What Home Buyers Want	New Single Family Homes in 2011	Existing Homes in 2011	Existing Homes for Sale in 2011
Under 1200	5	5	17	25
1,200-1,599	15	14	22	25
1,600-1,999	19	19	18	17
2,000-2,499	25	21	18	14
3,000-3,999	11	18	9	7
4,000-4,999	5	6	2	2
5,000+	5	3	4	4

In the table above, size of new homes is based on single-family homes started in the 2011 public use data file from the Survey of Construction. The size of existing homes is based on homes that are classified either as owner-occupied or vacant for sale in the public use data file from the 2011 American Housing Survey. Both of these surveys are funded by the Department of Housing and Urban Development’s Office of Policy Development & Research, and conducted by the U.S. Census Bureau.

## Builders in the News

### Congratulations

Congratulations to Epoch Homes of Pembroke, NH and Signature Building Systems of PA in Moosic, PA, for receiving the 2013 Jerry Rouleau Award for Excellence in Marketing & Home Design. The awards were presented at the Building Systems Council (BSC) "Showcase 24" event in October, 2012 in Washington DC.

### Fischer & Frichtel Selected to Build 2013 St. Jude Dream Home®

For the fourth consecutive year, Fischer & Frichtel has been selected to build the St. Just *Dream Home*® in the St. Louis region. The home will be built in Wyndgate Forest, an established multi-builder development on Highway N in O'Fallon, Missouri. The annual campaign is one of the largest single-event fundraisers benefiting St. Jude Children's research Hospital in Memphis, Tennessee. Last year, more than 8,000 raffle tickets were sold.

### Mark-Built Properties, LLC of New Jersey Wins 10 SAM Awards

The New Jersey Builders Association (NJBA) honored the industry's most creative and successful sales and marketing initiatives at the 26th Annual Sales and Marketing (SAM) Awards Banquet recently. This gala event kicked-off the 64th Annual Atlantic Builders Convention at the Tropicana Casino & Resort in Atlantic City. The SAM Awards honor excellence in residential design and marketing programs within New Jersey.

The Banquet was attended by more than 400 advertising, sales, marketing, media, and homebuilding industry professionals. Awards were presented in 80 categories recognizing "Best in Class" sales and marketing initiatives in residential marketing, architectural design, remodeling, and individual creative achievements. Builders, as well as companies that supply products and services to the building industry, are eligible for a SAM Award.

One of RWC's valued New Jersey members, Mark-Built Properties, LLC was a recipient of 10 SAM awards for their 50 Parmley at Summit Place community. Their awards included Best Mid-Rise Condominium, Best Marketing Strategy, Best Logo, Best Color Ad, Best Lobby, Best Billboard, Best Internet Promotion, Best Landscaping, Best Signage and, the most prestigious award, Community of the Year. Kudos to Michael Markovitz for his company's success!

**Congratulations to all of our "Builders in the News"  
for all of their achievements and efforts!!**

## Housing Passes One Million Mark

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

Housing construction passed the psychological mark of one million starts this spring coming in at **1.036 million homes**, up 7 percent from an upwardly revised February level of 968,000. The surge was due to a 31 percent increase in apartment construction to a level of 417,000 units, the highest since January 2006. Single-family construction fell 4.8 percent to 619,000 from an upwardly revised February level, which was the highest since May 2008. The first quarter single-family average was 628,000 up 6 percent from the fourth quarter 2012.

Housing permits were down 3.9 percent but from a February high not seen since July 2008. The first quarter average was 915,000 up 2.6 percent from the fourth quarter. Builders were stockpiling permits in February and the inventory of unused permits dropped 9 percent in March as a replacement for drawing more permits. Single-family permits were virtually unchanged so the change was due to a 10 percent drop in apartment permits likely because we are approaching the sustainable level of apartment construction.

Regionally, starts were up in all regions except the Northeast, which was down 5.8 percent monthly but up 12.6 percent annually. Midwest starts were up 9.6 percent month-to-month and 28.4 percent from March 2012. The South was up 10.9 percent monthly and 58.2 percent annually and the West was up 2.7 percent monthly and 53.7 percent annually.

The mixed results were in line with NAHB expectations for 975,000 starts in 2013 or a 25 percent improvement over 2012.

## International Builders Show 2013

By Lynn Nelson-Probst, Vice President of Sales

RWC & HOME were among 900 exhibitors at this year's International Builders' Show (IBS). IBS was back in Las Vegas after its 2 year stint in Orlando. This was the company's 25th consecutive year as an exhibitor at this show. In addition to the exhibits, there were 100 educational seminars given.



Our newly designed display stood out in the convention center. The fresh spring look was well received as was the buzz that was heard everywhere: Housing is on the Rebound! Just about everyone we spoke to indicated their business has increased and they are building or remodeling more homes.

While the amount of foot traffic was down, the builders that made the trip were very interested in learning about warranties. Several builders specifically sought us out to speak to us about our programs. Many more welcomed a follow up call to discuss our advantages.

For RWC and HOME, the timing is perfect for a show like this as our sales contest kicked off February 1st. We are very hopeful these prospects will convert to long term members.

According to NAHB's Economics housing and economic forecast, all segments of the home building industry should continue to grow in 2013. Single family home starts totaled 535,500 in 2012, an increase of 24% over 2011. This makes the current rate of single family construction up 74% from the market low in March 2009.

Remodeling should also improve. Total remodeling activity was up 4.5% from 2011 to 2012. NAHB forecasts an additional 2.4% growth for 2013 and a 1.7% growth in 2014.

We welcome this positive news. Meeting and speaking to builders who are again excited about the future is contagious which is one of the reasons why shows like IBS are important. Having the opportunity to speak to builders all over the country is invaluable.

To attract as much visitation to our booth as possible, we had a drawing for a Kindle Fire. The lucky winner this year was Elizabeth Krause of Soundbelt Northwest in Puyallup, WA, who is pictured here with John Felbaum, RWC Account Executive. Congratulations, Elizabeth!



I would like to take the opportunity to give a big shout out to the Account Executives who helped me set up our display, work the show and then dismantle and transfer everything to our office in Las Vegas: Agnes Brennan, John Felbaum and Jana Watts. You all went above and beyond as usual. I appreciate your hard work. We'll do it all over again next year. Viva Las Vegas 2014!

## Tips for Job Site Safety and Housekeeping

<http://www.ccicomply.net/ourblog/safety-tips-guidelines/job-site-housekeeping>

- ▶ Sharp-edged and pointed tools should be stored in such a way as to prevent injuries.
- ▶ Keep air compressor hoses and extension cords out of walkways to prevent tripping.
- ▶ Clean up should be done throughout the day, not just at the end of a shift.
- ▶ Place trash cans strategically throughout the jobsite so that employees will throw away refuse appropriately.
- ▶ Never stack or pile materials in front of exits, fire extinguishers or sprinklers.

## A NEW BEGINNING... And A

Finally! It's a great time to be in the home building industry again! There's a rebirth of sorts going on and RWC is part of it. Hope is on the rise and opportunities abound. So just like you, sprucing up your floor plans or offering new and exciting options, we are injecting new life into our warranty programs to make them work better for you as marketing tools.



First... check out our brand new logo! You will see this sleek modern symbol of warranty protection on all our warranty books, brochures and paperwork over the coming weeks. If you incorporate the RWC logo on any of your own materials or on your website, please contact the Marketing Department at 800-247-1812, or email us at [rwc@rwcwarranty.com](mailto:rwc@rwcwarranty.com) to request the new version.



**RESIDENTIAL WARRANTY COMPANY, LLC**

Secondly... we are completely revamping the look of our warranty books! We are starting with the Customized State Warranty (CSW) series. If you haven't investigated this option before, there is no better time to do so than now! Instead of the boring old black and white variety, we are turning these books into full-color, eye-catching pieces that we hope you will be proud to offer to your homeowners. Each book has the flavor of the state on the cover along with graphics and full color elements throughout to break up the text a bit.

Besides the great new look, there are several reasons for you to consider incorporating the Customized State Warranty into your risk management and marketing plan:

- The CSW series complies with the statutes of repose in each state.
- Warranty fees are priced at affordable, flat rates per home.
- No deposits are required.
- Warranty terms match state requirements.
- First year workmanship & materials standards are included.
- Your liability is limited to Year One items only, unless state statute dictates otherwise.
- The Warranty's insurer provides structural liability coverage from day ONE.
- No mechanical obligations for the builder in year two.
- Covers any home with a sales price less than \$2 million. (Condominiums excluded.)
- Easy home enrollment through Warranty Express.
- Easy to read warranty standards in a dynamic booklet for an excellent marketing tool.
- FREE mediation included to resolve customer service issues if needed.
- FREE marketing materials.
- RWC has been in business for over 30 years and has issued warranties on over 3 million homes.
- Warranties insured by a carrier rated "A- (Excellent)" by A.M. Best for over 10 consecutive years.



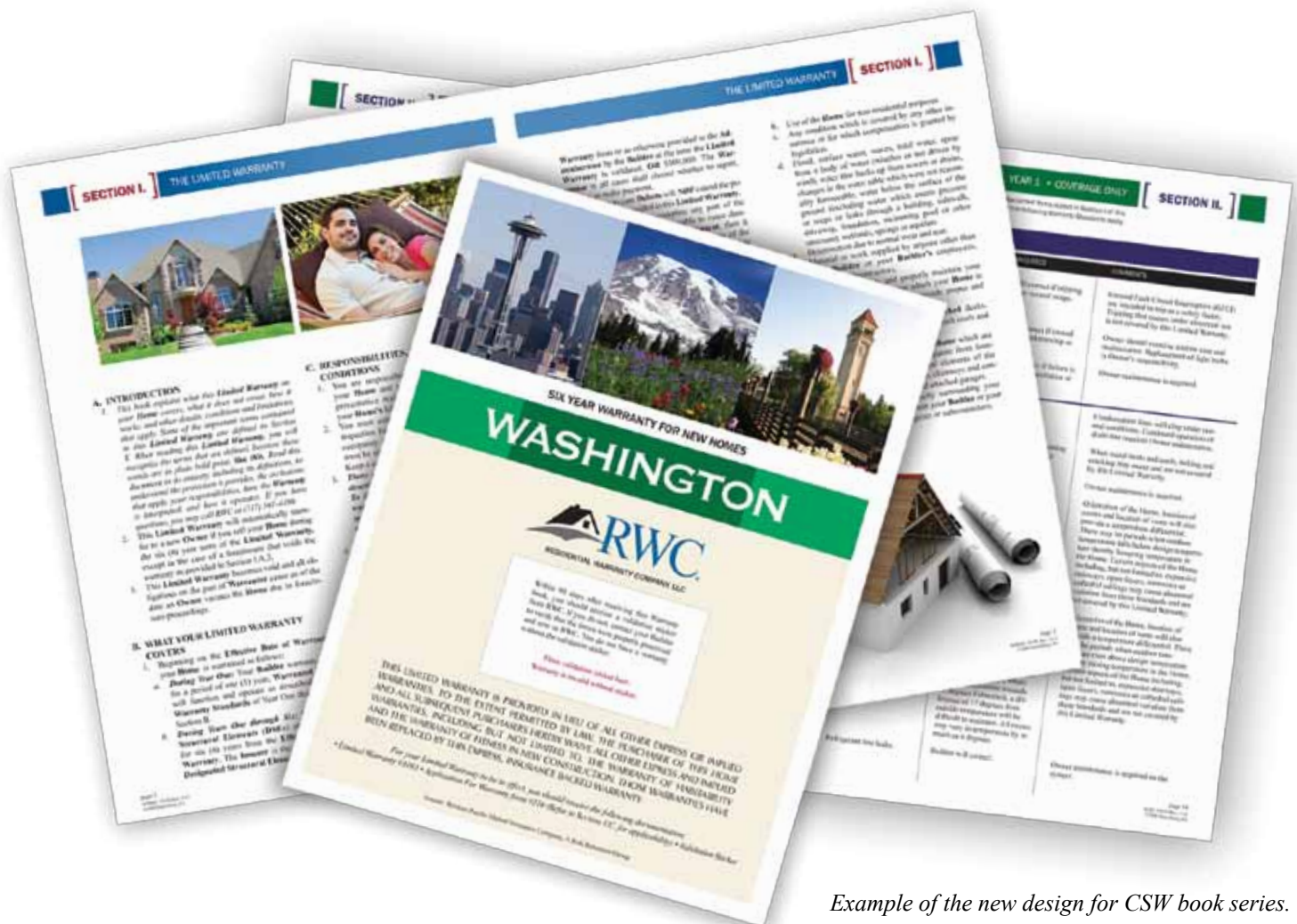
## Great, New Look To Go With It!

Potential home buyers know that many builders went out of business during this economic crisis and they need reassurance from you. Having an independently written, insured third-party warranty goes a long way towards calming those fears. With a Customized State Warranty in place, they know their warranty com-

plies with state law AND will be there, no matter what the future holds.

If you are already using the Customized State Warranty program, you may contact us to request samples with the new look. We will get them to you just as soon as possible!

If you haven't considered the Customized State Warranty plan before, now just might be the right time. Call us at 800-247-1812, ext. 2149 or send an email to [rcw@rcwarranty.com](mailto:rcw@rcwarranty.com) and ask for a copy of the version that applies to your state.



Example of the new design for CSW book series.

# RECAP

## Arbitration? It Works!

As hopefully you are aware, all of RWC's warranty programs include our effective warranty resolution process which includes mediation and, if needed, formal arbitration. We are asked from time to time if the system works... or in other words, if the warranty is "worth it". So from time to time, we like to highlight a specific case study which shows exactly how this process benefits you, our Member.

In this case study, the home was in Year 1 of warranty coverage and was financed through VA/HUD. The homeowner's request for warranty performance stated, "The duct work is making continuous knocking/ticking noises during every heating and air conditioning cycle."

During RWC's mediation the Builder informed RWC that they spent more than 40 hours "without exaggerating" trying to find the ticking while opening up the ceiling, and there definitely was not oil canning. The Builder concluded that he had exhausted all efforts. RWC declared the issue unresolved and referred the



homeowner to the warranty's arbitration provisions.

The homeowner completed and returned the arbitration forms and paid the arbitration fees of \$950.00. The parties to the arbitration were the builder and the homeowner.

The arbitrator determined, "Residential Warranty Company standards provide that with regard to "excessively loud noises" in ductwork, such ductwork will be adjusted if necessary to eliminate noises caused by oil canning. Therefore, if there is a determination that if oil can-

ning exists, repairs may be ordered. Both parties during the arbitration agreed in that the reported noise problem is currently not audible. The homeowners stated that they have, in fact, not heard it for some time, and not at all during this air conditioning season. The request of the homeowner is "Not Covered" according to the warranty book. No repairs or other further remedies are necessary for a problem which both parties agree does not currently exist, and one party claims to have never existed. Based upon the above findings of fact, and the award in favor of Builder, all costs are to be paid by the homeowners."

Not only did the Builder have a successful award, but he did so in a very timely, economical manner. Additionally, it was not necessary for either party to be represented by counsel.

This is a real case and a perfect example of how the warranty coverage standards prevent unmerited complaints and supports the value of RWC's resolution process.

## Just Checking In...



- Need Warranty Books... Consumer brochures... Lot signs or brochure holders?
- Is your membership coming up for renewal?
- Questions on enrollments or how to better make use of your warranty program?
- Wondering what new products or services we have that might help your business?

**We're here to help. Call 800-247-1812 x2149**



New Home Warranties • General Liability Insurance • Remodeler, Commercial, & Building Systems Warranties

## Number of Improving Housing Markets Holding Steady in April

Source: NAHB.org

Following seven consecutive months of gains, the list of improving U.S. housing markets remained virtually unchanged in April, with 273 metros on the National Association of Home Builders/First American Improving Markets Index (IMI). This total reflects a net reduction of one market since March and again includes entrants from all 50 states and the District of Columbia.

The IMI identifies metropolitan areas that have shown improvement from their respective troughs in housing permits, employment and house prices for at least six consecutive months. Five new markets were added to the list and six markets were dropped from it this month. Newcomers included the geographically diverse locations of Macon, Georgia.; Portland, Maine; Rocky Mount, North Carolina.; Eugene, Oregon; and Jackson, Tennessee.

“The stability in the improving markets list this month is encouraging, with three quarters of all metros tracked by our index considered on the upswing as the housing recovery spreads to parts of every state,” said NAHB Chairman Rick Judson, a home builder from Charlotte, N.C. “In

some markets, the main thing that’s holding back a recovery is a relatively thin inventory of homes for sale, which could be resolved if builders had easier access to credit for building homes and putting people back to work.”

“With 75 percent of the country seeing measurable improvement in housing market conditions, the outlook is defi-

nately brightening for local economies this spring,” noted Kurt Pfothner, vice chairman of First American Title Insurance Company.

The IMI is designed to track housing markets throughout the country that are showing signs of improving economic health. The index measures three sets of independent monthly data to get a mark on the top improving Metropolitan Statistical Areas. The three indicators that are analyzed are employment growth from the Bureau of Labor Statistics, house price appreciation from Freddie Mac and single-family housing permit growth from the U.S. Census Bureau. NAHB uses the latest available data from these sources to generate a list of improving markets. A metro area must see improvement in all three measures for at least six consecutive months following those measures’ respective troughs before being included on the improving markets list.



**75%** of the country is seeing measurable improvement

A complete list of all 273 metropolitan areas currently on the IMI, and separate breakouts of metros newly added to or dropped from the list in April, is available at [www.nahb.org/imi](http://www.nahb.org/imi).

## 40 Years of Cell Phones

Source: Pew Research Center

The first cell phone call was made in April of 1973 – 40 years ago – on a prototype of what would become the Motorola DynaTAC 8000x by Motorola engineer Martin Cooper. Fast forward to April, 2013 and recent surveys show that 87% of American adults have a cell phone, along with 78% of American teenagers

ages 12 to 17. 44% of adult cell owners have slept with their phone next to their bed; 67% find themselves checking their phone for messages, alerts, or calls even when they don’t notice it ringing or vibrating; and 29% describe their cell phone as “something they can’t imagine living without.”

In short: The U.S. has gone mobile And not just by way of mobile phones; As of January 2013, 26% of American adults own an e-reader, and 31% own some kind of tablet computer. And in another 40 years, will we be writing the same nostalgic blog post about the first use of Google Glass?

## Are You Signed Up?

By Sandra Sweigert, Enrollments Manager

RWC offers an efficient and easy way to enroll homes through Warranty Express. No deposits or pre-enrollment is required. Enroll the home online, obtain signatures at closing and submit the signed Application for Warranty form with payment to RWC in order for coverage to be validated. You can even pay online if you so choose.



AND.... If you pay for your premiums online with either a credit card or an icheck, RWC will waive the \$6.95 processing fee. It's EASY and it saves you MONEY! You can't beat that!

Call our Enrollments Department today at 800-247-1812 to sign up and see just how simple the process really is!



## Customer Service Excellence



The following praises were sent to RWC from satisfied customers:

Dear Ann,

Let me tell you that I was quite surprised to have your answer so quickly. Thanks for your information. I have confidence that you will steer me in the right direction (and in this day and age that statement is not always so). Your efficiency and knowledge caused me to write to you again. Thanks ever so much for all your help and please forward this e-mail to your supervisor because I want your supervisor to know that they are lucky to have you on their team!

Dear George S.,

You were very professional and courteous at the home inspection and although you were not able to answer all the questions regarding the warranty, you did answer what you were able to on a very professional level. I have not had very good experiences with this sort of thing in the past and am very appreciative of your expertise and kindness.

To Whom It May Concern,

With the type of business that we both are in, I know that one of our main concerns is the prompt and knowledgeable Customer Service that we provide our customers. In this Customer Service field it is so quick for customers to fire back a "complaint" on things and it's so slow for the "Thanks" to reach us.

With saying that, I would like to take this opportunity to let you know about the prompt and knowledgeable customer service that Dawn Knull provides to RAH each and every time she is contacted with any questions. Everyone at RWC has shown excellent customer service, however Dawn is my primary contact that I deal with and I would just like to take a minute to say thanks to Dawn for making my interaction with RWC a pleasurable experience each and every time over these past years.

Dear Lynn,

I wanted to thank you for the wonderful award that you sent us the other day. not only were we grateful for the award, but we were impressed with how classy the award looks on our mantel! It's always nice to be recognized, especially from a company as prominent as RWC. Again, we thank you!

## State Governments Viewed Favorably as Federal Rating Hits New Low

Source: Pew Research Center

Even as public views of the federal government in Washington have fallen to another new low, the public continues to see their state and local governments in a favorable light. Overall, 63% say they have a favorable opinion of their local government, virtually unchanged over recent years. And 57% express a favorable view of their state government – a five-point uptick from last year. By contrast, just 28% rate the federal government in Washington favorably. That is down five points from a year ago and the lowest percentage ever in a Pew Research Center survey.

## Construction Sector Offers Silver Lining in Disappointing Jobs Report

www.usnews.com

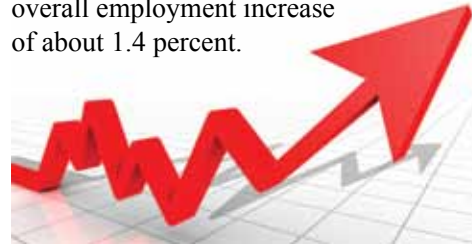
The economy added just 88,000 jobs in March, a disappointing reversal given solid gains in January and February, and well below the 193,000 new jobs economists predicted for the month.

But there is one sector that's heating up, even as other industries suffer the side effects of sequestration and squabbles in Washington: **residential construction**.

The homebuilding industry, beaten down during the housing bust, is benefiting from the overall tight inventory of homes for sale and the rush of would-be homebuyers to take advantage of record-low mortgage rates. Housing starts - around 917,000 in February - are still much lower than the 1.5 million economists say is closer to normal, but still almost 30 percent above construction levels seen this time last year, fueling job creation in the industry.

According to the Bureau of Labor Statistics, residential construction jobs in-

creased almost 4 percent year over year, significantly faster job growth than the overall employment increase of about 1.4 percent.



The trend reflects "that housing is now a critical part of the economic recovery," Trulia chief Economist Jed Kolko, wrote in a post Friday.

But according to Kolko, construction jobs aren't keeping up with the level of activity when compared to gains in the dollar value of new residential construction and the number of new units being built. While construction employment has risen just 7 percent since it bottomed in January 2011, new housing units have grown by almost 40 percent. The dollar value of residential construction has skyrocketed 50 percent, according to Trulia.

Why has the construction industry seemingly been so slow to ramp up even as demand for new residential units has increased dramatically? According to Kolko, it has to do with "labor hoarding." During a downturn, homebuilding firms might nix projects but hold onto employees so as not to have to re-hire and re-train them when market conditions recover. Because the number of jobs declined less than construction activity during the bust, job gains are more muted as construction activity has picked up again, Kolko said.

But there are regions that are bucking the trend of overall gains in construction employment. In especially tight markets including Washington, D.C., San Francisco and Denver, construction activity is outpacing the supply of labor. And the outlook isn't too rosy.

"For builders who are reporting labor shortages today, that headache is likely to get worse, not better, as the recovery continues," Kolko said.

## RWC's Gotcha Covered All Under the Same Hat!

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\*Call for availability in your area



800-247-1812 ext. 2149

rwc@rwcwarranty.com



## RWC Employees-of-the-Month

### August 2012: Lydia "Diane" Esser

Diane is a Senior Claims Representative and lead adjuster for all new Eastern Atlantic and Western Pacific commercial auto claims, including all presented Bond claims. Diane pursues recoveries in Subrogation and Salvage, as well as Bond and Unpaid Premiums. She has been with RWC for 16 years.

### October 2012: Denise McGurl

Denise has been working at RWC for almost 7 years as a Graphic Designer. She produces the newsletters, designs mailing pieces, forms, warranty books, PowerPoint presentations and one of our affiliate's plan book. Denise also handles purchase orders for all marketing materials and serves on the company's Wellness Committee.

### November 2012: Scott Lackey

Scott is a Senior Technical Advisor for the Warranty Resolution Department. His primary duty is to analyze, develop a plan of repair, and create estimates for the claims our company receives on defective homes. He is sometimes asked to



perform inspections on said claims and represents the company at arbitrations, depositions and trials. Scott reached his 14th anniversary in February.

### December 2012: Joelle Mixell

Joelle is an Enrollments Administrator and is responsible for processing Enrollment paperwork, data entry, customer service, answering and directing incoming telephone calls and serving as a backup for both the Receptionist and the Mailroom Coordinator. She's been with RWC for 19 years.

### January 2013: John Felbaum

A 12 year veteran, John serves as an Account Executive for RWC. His target

region includes the states of California, Arizona, New Mexico, Nevada, Oregon, Utah and Washington. He was instrumental in helping the company prepare for January's NAHB International Builders' Show in Las Vegas.

### February 2013: Donna Foose

Donna works in the Membership Department as a Membership Specialist. She has been with the company for 12+ years and is responsible for evaluating, processing / reporting upon new builder applications, providing customer service and assisting the department with special projects.

### March 2013: Meggie Bedford

Only hired in August 2012, Meggie has proven herself to be an invaluable asset to both the Marketing Department and the Company overall in just a few months' time. She designs flyers, ads, forms, warranty books, and handles all of our affiliate companies' advertising. Meggie also serves on the RWC Social Committee.

## What can the RWC Remodeler's Program do for you?



Call 1-800-247-1812 Ext. 2149  
for more information or visit  
[www.rwcwarranty.com](http://www.rwcwarranty.com)



It takes lots of tools both to complete a remodeling project and to build a business. RWC offers you a selection of great tools to choose from; including the **Remodeler's Program**.

This flexible warranty allows for customization based on each project and specific needs of the customer.

- Provide Security to Your Customers
- Economically Priced
- Effective Risk Management/Mediation Process
- Various Warranty Options Available



## Searching for an Answer?

Give us a call - We'll do our best to help!

First and foremost, know that your Account Executive is ready, willing and able to help you with all of your warranty and insurance needs. Contact them directly and let them do the legwork for you.



### Who is My Account Executive?

**Agnes Brennan**  
AR, CO, GA, IL, KS, KY, LA, MA, MI, MN, MO, ND, NE, OH, OK, RI, SD, TN  
800-247-1812 x2171  
agnes.brennan@rwcwarranty.com

**John Felbaum**  
AZ, CA, NM, NV, OR, UT, WA  
702-340-7233  
john.felbaum@rwcwarranty.com

**Lynn Nelson-Probst**  
DE, MD, NC, VA, Washington DC  
800-247-1812 x2120  
lynn.nelson-probst@rwcwarranty.com

**Linda Hepler**  
TX  
800-683-6833  
linda.hepler@homeoftexas.com

**Tifanee McCall**  
Central & Western PA  
800-247-1812 x2132  
tifanee.mccall@mhwconline.com

**Jana Watts**  
AL, CT, FL, IA, ID, IN, ME, MS, MT, NH, NJ, NY, Eastern PA, SC, VT, WI, WV, WY  
908-638-0473  
jana.watts@rwcwarranty.com

**All Manufacturers and MHWC Builder/Dealers:**  
**Tifanee McCall**  
Nationwide  
800-247-1812 x2132  
tifanee.mccall@mhwconline.com



### Questions on the Warranty Program? Call 800-247-1812 or Email Us:

**Enrollments (RWC & MHWC) Building Systems Enrollments**  
Dana, x2212  
dana.myers@rwcwarranty.com

**Enrollments (HOME)**  
Rickey, x2188  
rickey.shatto@rwcwarranty.com

**PBW, RSW, Remodeling & Garages, Warranty Express**  
Sandra, x2107  
sandra.sweigert@rwcwarranty.com

**Membership/Renewal Questions**  
Stacy, x2186  
stacy.nice@rwcwarranty.com

**Membership/New Application Status**  
Donna, x2148  
donna.foose@rwcwarranty.com

**Warranty Resolution**  
Ann, x2200  
ann.cooper@rwcwarranty.com

**FREE Marketing Materials**  
Meggie, x2105  
meggie-bedford@rwcwarranty.com

**Logos for Websites**  
Ron, x2169  
ron.bostdorf@rwcwarranty.com

**Accounting/Invoicing**  
Shirley, x2173  
shirley.poligone@rwcwarranty.com

**Accounting/Incentive**  
Scott, x2102  
scott.longer@rwcwarranty.com



### Questions on the RWC Insurance Advantage Program? Call 866-454-2155 or Email Us:

**Bonds, GL Ins, Bldrs Risk, Contractors Equip.**  
Bohdan, x2190  
bohdan.hoh@theparmergroup.com

**GL Ins, Bldrs Risk, Contractors Equip.**  
Roberta, x2272  
roberta.woodhall@theparmergroup.com

**Certificates, Loss Runs**  
Elaine, x2108  
elaine.bixler@theparmergroup.com

**Audits**  
Ron, x2358  
ron.sweigert@theparmergroup.com



### Questions on RIA Insurance Claims? Call 866-239-2455 or Email Us:

**Claims**  
James, x2455  
james.haley@integrityadministrators.com

Diane, x2238  
diane.esser@integrityadministrators.com





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# 2013 WPMIC Annual Membership Meeting

**Tuesday, June 11, 2013**

**8:15 a.m. EST**

**Residential Warranty Company, LLC**

**5300 Derry Street, Harrisburg, PA 17111**

## VISIT RWC AT THE FOLLOWING TRADESHOWS

- **PCBC:** June 5-6, 2013  
San Francisco, CA • Booth #524
- **21st Century Building Expo**  
September 17-19, 2013  
Charlotte, NC • Booth #209
- **IBS:** February 4-6, 2014  
Las Vegas, NV • Booth #C2556
- **Builder Mart:** March 19, 2014  
Timonium, MD • Booth #2213
- **Atlantic Builders Conv.**  
March 26-27, 2014  
Atlantic City, NJ • Booth #1309