



# HOME BUILDERS ASSOCIATION NEWS

**FEBRUARY 2021**

## President's Letter

With the start of any new year brings the hope that we might improve on the past and create a better future for ourselves, our families and our perspective businesses. History has taught each of us is that our industry is faced with many challenges. However with unity, education, hard work and resolve we will be prepared to face uncertain times and a more efficient means of operating our businesses. The Home Building Industry creates jobs. Homes are still "MADE IN THE USA", don't take that for granted. Not only will our industry continue to survive, but it will flourish as history has proven.

I would like to thank all of the board members, and anyone who served on a committee, it has been a lot of fun and I look forward to the upcoming year. When I started on this board almost 4 years ago I never thought I would be President, and serve for 2 years as your President in the middle of a pandemic. You all have been very supportive and through the association with fellow members I have made lasting friendships. My business has grown and I have learned a lot through service to this Association of fine people. Thank you!

I truly believe there is no price too great for the value that a membership in this fellowship of those who serve the American Dream of Home Ownership. I also invite and encourage everyone to get more involved some way. We have many talented members whose contribution could significantly strengthen the HBA.

This year starts with many opportunities to get involved already. I invite each of you to participate when you can.

Sincerely, Eric Blackburn President of HBA of the Greater Pee Dee

## 2021 Calendar of Events First Quarter

### February

**9 HBA Board of Directors Meeting  
The Palmetto Room 12 Noon**

### March

**9 HBA Board of Directors Meeting  
The Palmetto Room 12 Noon**  
**18 General Membership Meeting  
The Palmetto Room 12 Noon**

### April

**13 HBA Board of Directors Meeting  
The Palmetto Room 12 Noon**  
**22 General Membership Meeting  
The Palmetto Room 12 Noon**

**Golf Tournament**

# 2021 Home Builders Association of the Greater Pee Dee

## EXECUTIVE COMMITTEE

- President Eric Blackburn Blackburn Construction
- Vice President Jason Singletary Central Construction
- Associate Vice President Johnny Grant Grants Flooring
- Treasurer Toney Moore Moore Builders
- Secretary Ken Dowling GBD Construction
- Immediate Past President Brian Casey Brian Casey Const.
- HBASC State Director Louie Hopkins Hopkins Builders

## BUILDER DIRECTORS

- Commercial Construction/  
Builder Director Albert Wingfield AMIS Structures
- Residential Builder Marvin Tisdale Marvin Tisdale Builders
- Residential Builder Ken Gibson Riverbend Builders
- Remodelers Wesley Johnson W J Construction

## ASSOCIATE DIRECTORS

- Associate Director Shane Evenich Air Solutions
- Associate Director Herbie Purvis Builders FirstSource

## MEMBERSHIP DIRECTOR

- Builder Membership Director Bryant Hollowell Hollowell Homes
- Membership Director Sam Lloyd ABC Supply

## SUPPORT DIRECTORS

- State Legislative Chairman Darryl Hall Darryl Hall Homes, Inc.
- PAC Chairman Gary Finklea Finklea Law Firm
- National Senior Life Director Lincoln Privette, Sr. Privette Enterprises, Inc.



If you don't fail, you're not even trying.

— Denzel Washington —

AZ QUOTES

## A CONVERSATION ABOUT PERCEIVED VALUE:

A customer asked me how much it would cost to do this project.

**I gave him a proposal: \$4500**

The customer responded: That's seems really high.

**I asked: What do you think is a reasonable price for this job?**

The customer answered: \$2500 maximum

**I responded: Ok, then I encourage you to do it yourself.**

The customer answered: I don't know how to.

**I responded: Alright, then how about for \$2500 I'll teach you how to. So besides saving you \$2000, you'll learn valuable skills that will benefit you in the future.**

The customer answered: Sounds good! Let's do it!

**I responded: Great! To get started, you are going to need some tools. You will need a chop saw, tablesaw, cordless drill, bit set, router, skill saw, jig saw, tool belt, hammer, etc..**

The customer answered: But I don't have any of those tools and I can't justify buying all of these for one job.

**I responded: Ok. Well then for an additional \$300 I can rent my tools to you to use for this project.**

The customer answered: Okay. That's fair.

**I responded: Great! We will start the project on Monday.**

The customer answered: I work Monday through Friday. I'm only available on the weekends.

**I responded: If you want to learn from me then you will need to work when I work. This project will take 3 days so you will need to take 3 days off work.**

The customer answered: That means I'm going to have to sacrifice my pay for 3 days or use my vacation time!

**I responded: That's true. Remember, when you do a job yourself you need to account for unproductive factors.**

The customer answered: What do you mean by that?

**I responded: Doing a job completely from start to finish includes time spent to plan the project, pick up materials, travel time, gas, set up time, clean up, and waste disposal amongst other things. That's all in addition to the actual project itself. And speaking of materials, that's where we will start on Monday so I need you to meet me at the lumberyard at 6:00am.**

The customer answered: At 6am?!! My work day doesn't usually start until 8am!

**I responded: Well then you're in luck! My plan is to start on the deck build by 8am. But to do so we have to start at 6am to get materials picked up, loaded and delivered to your job site.**

The customer answered: You know, I'm realizing that a lot more goes in to a job than what a customer sees in the finished project. **Your proposal of \$4500 is very reasonable. I would like you to handle the project.**

### CONCLUSION:

When you pay for a job, especially a custom job, (whether it's a physical project or digital project) you pay not only for the material and the work to be completed. You also pay for:

- ✓ Knowledge
- ✓ Experience
- ✓ Custom Skills
- ✓ Tools
- ✓ Time to plan
- ✓ Time to prepare
- ✓ Professionalism
- ✓ Work Ethic
- ✓ Excellence
- ✓ Discipline
- ✓ Commitment
- ✓ Integrity
- ✓ Taxes
- ✓ Licenses
- ✓ Sacrifices
- ✓ Liabilities
- ✓ Insurance

If you request a proposal for custom work to be done, please don't disrespect a service provider by trying to get them to lower their prices. If their proposal exceeds your budget, there's nothing wrong with getting other proposals. Just remember.. you get what you pay for.

👉 **SERVICE PROVIDERS:** Know your worth and be confident in it.

👉 **CONSUMERS:** Recognize their worth and be respectful of it.

**Sharing this to support all my friends, family and clients who are  
Entrepreneurs, Business Owners and Tradesman.**