

Building Contractors Association of Otero County

BCAOC

www.bcaoc.com • 575-437-2066



**OUR NEXT
MEMBERSHIP LUNCHEON MEETING
WILL BE ON
TUESDAY, NOVEMBER 16TH
AT 11:30 AT
19TH HOLE RESTAURANT...
COME JOIN US!**

**See Page 7 For Information on
This Month's Cover Home!**

Quote of the Month
"Once you choose hope,
anything's possible."
- Christopher Reeve

A Message from the Chief Executive Officer



Tami Sauerman

Hello BCAOC members,

WHO ARE YOU GIVING YOUR BUSINESS TO?

Most of our member's businesses, and that probably includes yours, are struggling during this down economic cycle. They are working harder than ever and some have been forced to think outside the box, to develop new markets, as old market opportunities disappear. We are all looking for new customers. If it's any comfort, we know we're not alone but it should also remind us to think of the other people that are in the same situation. A new contract or the next sale could influence the future of their business too.

Our associate members – vendors, subcontractors, and supporting businesses – comprise half of our association membership. The Association would not be nearly as strong without the membership and support of these companies. Many of them join because they hope that by being members and getting involved, they can earn the respect, relationship, and ideally business partnership with our builders and other members. I am writing now to remind all of us of the importance of honoring their commitment to our industry and association by doing business with a member when possible.

I know that competition is fierce right now, and we make our business decisions based on what's best for our bottom line- we're in survival mode. Many of us are loyal to trade partners that we've been with for years, and that is commendable. But what if we all made that transition to using each other instead? And where do you look when you're ready to consider selecting a new subcontractor or

vendor? I hope that you – like many of our members – choose to peruse our member list first. After all, that is the list of companies who have made a significant investment in your industry, in their professional development, and in your business.

Imagine if all 133 of our members agreed to that they would buy only from other members. It seems to me that it would generate instant revenue for us all. Whether you need a new deck, block wall, a roof, new home, home remodel, appliances, plumbing, windows, countertops, carpet, advertising, signs, electrical work, security systems, painting, gates, cabinets, insurance, a new driveway, etc., we have members in many different lines of work. And it would in turn mean more business for you too. Contact me for a list of our members. I would be happy to give you their contact information so we can all keep the work, and the money 'in-house'.

We've tossed around the "Do business with members" catch phrase long enough. Today there is every reason to give your business to a member. Take a look at your vendor list and move your business from non-members to members. Look to another member before you give your business away. Your business could depend on it.

Because those connections make for a stronger membership base, a stronger membership base makes for a stronger association, and a stronger association makes for a stronger industry!

Most Sincerely,
Tami Sauerman
Executive Officer, BCAOC

BCAOC 2010 Board Members and Officers

Executive Board of Directors:

President – Josh Rardin • President Elect – Jessica Beach
Associate VP – Rick McCracken • Secretary/Treasurer – Jeri Melton
Past President – Mark Bolin • Life Member – Mike Drunzer
Executive Officer – Tami Sauerman

Builder Members

Jim French, Gerald Matherly, Tommy Messer, Allen Gorby,
Harris Blankenship, Randy Rabon, Jessica Beach

Associate Members:

Beth Crabbe-Smith, Rudy Chanez, Miles Ledgerwood,
Phil Stevens, Lee Ann Bain

The Building Contractors Association of Otero County is a nonprofit voluntary trade association affiliated with the New Mexico Home Builders Association and the National Association of Home Builders. The association seeks to represent and serve the diversified needs of its members who consist of large, small volume and custom home builders, developers, and remodelers, as well as industry-related suppliers, subcontractors, & professionals.

As the voice of the housing industry in Otero County, the association's primary mission is to represent those involved in and served by the building industry in our region, and all those in pursuit of the American Dream.

This will be accomplished by spearheading a combined effort of all industry-related groups in addressing the quality of life in the community.

The Building Contractors Association of Otero County will work to achieve the following goals:

- ◆ Educate our membership, our industry and the public;
- ◆ Actively participate in legislative & regulatory affairs;
- ◆ Provide the forums that encourage quality construction and innovative products.

We responsibly serve our community by being the positive influence on the building industry.

A Message from the President



Josh Rardin

Hello BCAOC members,

Your 23rd Annual Shrimp Boil is just around the corner. If you haven't already purchased your tickets, there's still time: it is being held on Friday, October 8, 2010. With understanding that we are all dealing with an other than ideal economy, the Shrimp Boil Committee voted unanimously not to raise the cost of tickets this year, and so they remain at \$25.00 each. The Rabons have generously offered the facilities at Mesa Verde Ranch again this year. A new addition to the Shrimp Boil is music and entertainment by Selmo. Committee Chair, Jim French has graciously donated the pig, one from the sale at Otero County Fair. There will also be delicious, jumbo shrimp and side dishes.

This is the last fundraiser of the year for the Association.

Being not for profit, the Association depends on dues and fundraisers to operate, with many individuals working long hours to make events special and fun for you.

Nominations are underway to find a builder member for the position of President-Elect, to serve as President of the Association in 2011. Nominations are also being accepted for Associate Vice-President, and Secretary/Treasurer. If you know someone who you think would be an asset to the Association serving in these capacities, or if you would like to serve please take as moment to nominate.

Respectfully,
Josh Rardin, BCAOC President, 2010

Builders Trust Announces Rate Decrease



Jack Milarch
EVP/CEO –
Builders Trust of New Mexico

Maintaining our financial stability while staying competitive during these tough economic times is a challenge for all of us. Keeping that in mind, I want to pass along some very exciting news which I believe will help. The Builders Trust Board of Trustees voted recently to accept management's proposal for a major base rate decrease for 2011. While our state's Group Self Insurance Act does not allow

deficit budgeting it does allow actuarially supported break-even budgeting, and that is essentially what we are planning for next year. This has resulted in our plan for an **average rate decrease of 15% from 2010 rates**. This week we received final permission from the Workers' Compensation Administration to use the new rates. Each Participant's actual rates are based on their particular discounts and class codes, and no two will be exactly the same. There are several class code rates that are decreasing more than 20% with a few over 30%. No class codes rates are increasing.

In more good news our Trustees also approved a return of premium in the amount of \$598,351, which was just ap-

proved by the WCA. This brings the amount of returned premium to **\$23,482,744**. The refund covers Participants who were in the fund during years 1994, 1995, 1996, 1997, 1998, 2003 & 2005.

Know that Builders Trust is doing our part to help keep our participants competitive in their workers' compensation expenses, but equally important; I hope you will continue to take every opportunity to help us promote safe work practices. Builders Trust losses have been at an all time low for the last few years, and this helps support our new low rates. Even so we believe we can do much better. The frequent instance of injury, and sometimes death, on construction job sites is a tragedy for everyone involved. As you may well be aware, Builders Trust handles our own workers' compensation claims in-house, and it is not uncommon for us to see an accident which could have easily been prevented.

Please help by making work place safety a topic of discussion on a regular basis in your shop and on the jobsite.

The Board of Trustees and I appreciate your support and encouragement over the years. If you desire any further information on these two developments, or any other information about Builders Trust, please call our Service Center at 800-640-3369.

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A. Javier Lerma
Vice President



Real Estate Update ~ August, 2010
Karen Krupovage, Owner/Qualifying Broker Affinity Real Estate LLC

Statistics for August, 2010

SOLD – Residential	57
SOLD – Commercial	0
SOLD – Land	10
Active – Residential	775
Active – Commercial	68
Active – Land	716
Under Contract – Residential	81
Under Contract – Commercial	3
Under Contract – Land	14



Karen Krupovage
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MONTHLY COMPARISON	Properties SOLD	Total Value
August, 2010	67 Units	\$9,931,914
August, 2009	59 Units	\$8,773,230

(based on information from the Otero County Assoc of REALTORS®, Inc. Multiple Listing Service)

If You Missed Our General Membership Meeting...

President Josh Rardin called the meeting to order at 12:02 pm and led us in the pledge of Allegiance, and Harris Blankenship offered the prayer. Present at the meeting were 17 members, and 15 political candidates.

Congratulations go to four Association members who have received Spike Awards from NAHB. Present to accept the awards were Mark Bolin who received the Green Spike 50 with a 50d Spike pin; Mike Drunzer who received the Royal Spike 200 with a 200d Spike pin; Joe Bouma who received the Life Spike plaque. Tommy Blankenship was unable to attend, but received a 150d Spike pin.

Josh reminded everyone about the upcoming Shrimp Boil which will be Friday, October 8, 2010 from 6-10 pm at Mesa Verde Ranch. There are tickets available for purchase at the BCAOC office and from Committee members. Additionally, posters can also be picked up from the office for any member who would like to post one in their business.

Nomination forms for the three BCAOC offices were distributed and the following members received nominations:

President Elect: Gerald Matherly, Doug Moore, Tommy Messer, Mike Drunzer

Associate Vice President: Rick McCracken

Secretary /Treasurer: Lee Ann Bain

If you would like to nominate another member, or would like to serve in any one of these offices, please submit names to Tami. We will vote at the next General Membership meeting on November 16, 2010.

Twelve candidates for political office addressed the membership regarding their reason for running and their stand on the issues facing voters, and they were: Yvette Herrell, Stephanie DuBois, Benny House, Janet White, Donald Yee, Sue Medina, Ellen Wedum, Tommie Herrell, L C Marshall, Sheldon Compton, Rick Little, Wally Anderson.

Tommy Messer was kind enough to be the timekeeper for the candidate's speeches and also was the lucky winner of the 50/50 drawing!

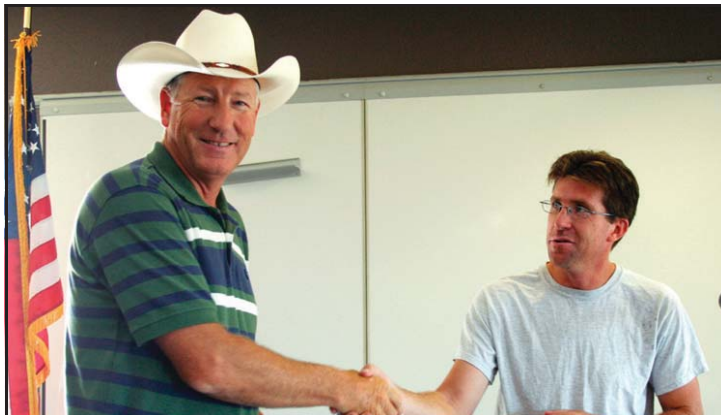
President Rardin adjourned the meeting at 12:40 pm.



Mike Drunzer receives his Royal 200 Spike pin from President Josh Rardin



Mark Bolin receives his Green Spike pin from President Josh Rardin



Joe Bouma receives his Life Spike plaque from President Josh Rardin



In The Spotlight

MEMBER SPOTLIGHT - BUILDER PURCELLA CONSTRUCTION, INC. • BCAOC MEMBER - 5 YEARS

Despite having just gotten out of dialysis when I called to interview him, Dean Purcella of Purcella Construction, Incorporated graciously granted an interview.

Dean was born in Roswell, New Mexico and has been in this area for about 40 years. Construction has been a large part of his life spanning over more than five decades. Another interest he has pursued is being a bluegrass musician, having played a five string banjo in a band called "Capitan Gap" for 21 years.

While making money is an important reason why his and any company is in business, Dean says he has enjoyed being in the business. The majority of the work his company does is commercial, though they do occasionally build homes.

Purcella was emphatic about what he was most proud of, "I'm really proud of my son, Korey," he said, "he took over the business and just ran with it. He's doing real good."

This construction company has done work from Sunland Park to Silver City, including a multi-million dollar project for a school in Las Cruces, and a branch of NMSU in Anthony. Closer to home, they also do work at Holloman, and have taken part in the remodeling in local schools.

Purcella Construction is a general contractor whose scope of work also includes stucco, insulation, metal studs, and drywall has the capacity to give bids encompassing multiple facets of the job.

Dean doesn't see proof that the recession ended in June of 2009. He lists the economy as the most pressing issue currently facing construction. He also says he is seeing people from farther and farther away coming to bid on jobs, often bidding them too low, driving down the economy even more and taking work from locals. "They're taking it so cheap. By the time the economy comes back around, it'll take forever to get prices back up where they should be."

FAST FIVE

1. What was your first job?
Pulling cotton in the cotton fields in Texas for fifty cents

a week when I was four years old.

2. What was your worst job?
Hauling hog manure in a dilapidated spreader truck.
3. What is your favorite vacation spot?
Wherever a good bluegrass festival is going on.
4. What is your favorite quote?
"If you don't know where you are going, you'll end up some place else."
5. What is one thing you know for sure?
"Taxes and death. They're both for sure."



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Lee Ann Bain



Heather Jones

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On The Cover ~

996 Datura Drive at Mesa Village is another custom crafted home by Gerald Matherly, Highlander Construction, Inc.

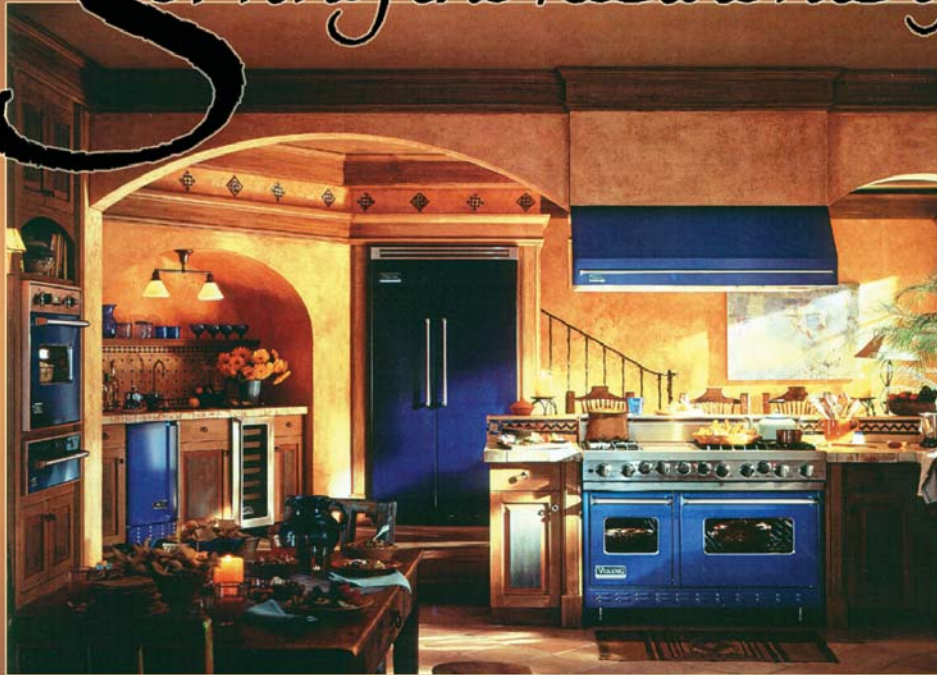
This 2131 sq. ft. home is complete with appliances, fireplace, wet bar with wine rack and solid surface countertops, hickory cabinets, reverse osmosis, water softener, picturesque windows, vacuum system, sprinkler/drip system, custom tile work and paint and much more. Four bedrooms, 2.5 baths and a 3 car garage make this home built in 2009 perfect for any family in this premier planned community.

This home is being offered by Affinity Real Estate, LLC.



COVER PHOTO: TAMI SAUERMAN

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MEMBER SPOTLIGHT - ASSOCIATE BURT BROADCASTING • BCAOC MEMBER - 2 YEARS

Born in Deming, Bill Burt, owner of Burt Broadcasting, Incorporated has called Alamogordo home for 22 years this month. Bill earned a degree in journalism from New Mexico State and has been in radio now for 42 years. He comes from a musically talented family and played in bands before turning his energies to radio. His two sons have been blessed with talent as well and are both living in Los Angeles and pursuing careers in different areas of television. His oldest is an editor in television and his younger son graduated from the Academy of Dramatic Arts, is an actor and has a production company.

Burt is a very positive person and is passionate about radio. He and the team at Burt Broadcasting work hard every day to keep it fresh for their listeners. Bill is confident about his team and though he gives guidance and direction, imparting the knowledge he has amassed throughout his years in business, he gives them room to work and grow, learning the skills they can apply even in a larger market. "The people I work around are very creative people, and engaging with people keeps me young!" Bill says.

Bill's pride in his company and his community are evident. He lists the people who work for him as first and foremost a great source of pride. Bill feels Alamogordo and the surrounding areas are unique in their proximity to Holloman and the mutually supportive relationship. Though he acknowledges that while the citizens may have differing ideas and opinions, as he says it, "We're all Americans, we're all patriots."

Competition in this industry is not what it used to be. Burt has to deal with competition from different markets such as web streaming and satellite, all vying for the same listeners. Other challenges he faces are the fees, taxes, and cost of operating a radio business, with annual fees to the FCC, licensing fees for music, and a performance tax being just some of them.

With four stations, it's easy to understand Bill's comment when he says, "It's not a job, it's a career." KZZX FM 105.3, KYEE FM 94.3, COOL FM 107.9, and KINN AM 1270 are all part of Burt Broadcasting Incorporated. Two of the ongoing programs broadcast are Weekend Alamogordo, heard at 12:05 Fridays from Café 675 inside Lowe's Pay & Save where Bill, Larry Clark and occasionally guests will dish on coming events and sales at the store. Commander's Corner is on the first Friday of the month and features Holloman's commander taking calls from listeners and talking about events and happenings at the base.

Burt Broadcasting often has promotions and remotes. The annual Zoo Boo at Alameda Park is a joint operation between BBI and the City of Alamogordo. This year it will be held Saturday, October 30th.

Bill's outlook and attitude is outstanding. "We're only as successful as our client's are successful" he says. "I have more to give, and give back to my community."

FAST FIVE

1. What was your first job?
Doing yardwork in the neighborhood at 11-12 years old.
2. What was the worst job you ever had?
As Operations Manager in a Bakersfield, CA radio station.
3. What is your favorite vacation destination?
...anywhere on the beach.
4. What is your favorite quote?
"Ask not what your country can do for you - ask what you can do for your country. ." –John F. Kennedy
5. What is the one thing you know for sure?
"Donnie and I love Alamogordo and wouldn't want to live anywhere else!"

Membership Renewals

Builders:

- ◆ **ALAMO FRAMING PLUS**
Robert Smith
- ◆ **CDR CONSTRUCTION, INC.**
Rick Wilson
- ◆ **JOE BOUMA CONSTRUCTION**
Joe Bouma
- ◆ **KEN WELLS CONSTRUCTION**
Ken Wells
- ◆ **MESA VERDE ENTERPRISES**
Randy Rabon
- ◆ **MCM, INC.**
Richard Joist

Associates:

- ◆ **CLINT HICKS ROOFING**
Clint Hicks
- ◆ **BASIN LUMBER COMPANY**
Christopher & Shelly Smith
- ◆ **ALAMO TRANSIT MIX CORPORATION**
James Rogers
- ◆ **SOUTHWEST AIR SYSTEMS, INC.**
Keith Blazer

Thanks for
Renewing Your BCAOC
Membership!

New BCAOC Member

Associates:

- ◆ **A & F ELECTRIC, INC.**
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GML
General Membership Luncheon

November Meeting

Our Next Membership
Luncheon Meeting will be on
Tuesday, November 16th
at 11:30 AM at

**THE 19TH HOLE at the
DESERT LAKES GOLF
COURSE...**

Come join us!

MENU:

Choice of 5 Menu Items,
Iced Tea, Water, and Gratuity
Cost: \$11.00 Per Person

BCAOC

Building Contractors Association of Otero County



Presents The 23rd

FRIDAY
October 8, 2010
6 PM to 10 PM

FOOD • FUN

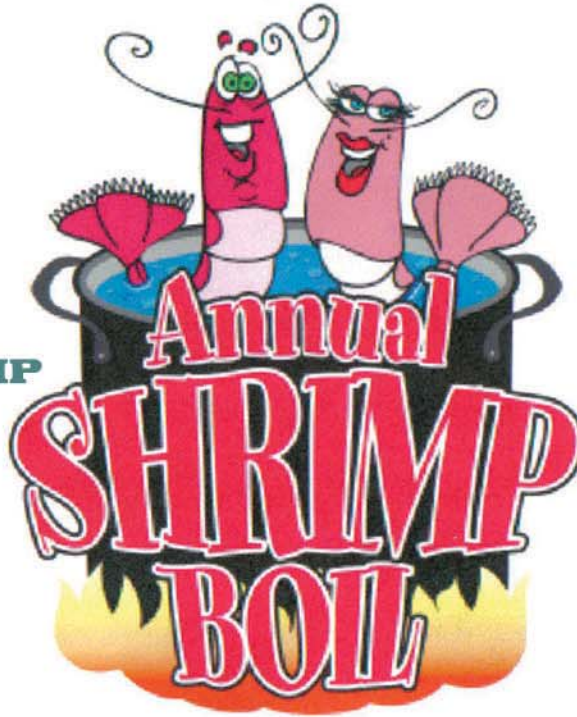
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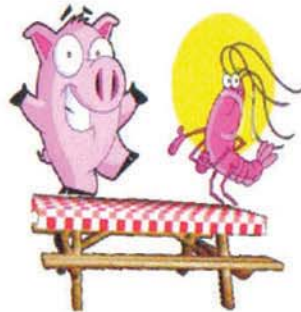
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MESA VERDE RANCH

October 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	 Mesa Verde Ranch 6PM-10PM	9
10	11	City Commission City Hall 7:30	County Work Session Courthouse 9:00	Board Meeting Morrison Supply 10:30	15	16
17	18	18	20	County Commission Courthouse 6:00	22	23
24	25	City Commission City Hall 7:30	27	28	29	30
31						

Small Builders and Remodelers

Listen to Your Clients to Make Sure Changes Address Their Current and Future Needs



*By Doug Sutton, Sr.,
CGR, CAPS*

Sutton Siding and Remodeling

During a recent Certified Aging in Place Specialist (CAPS) class, I got into a rather heated discussion with a kitchen and bath designer over where the best location of a microwave oven was in the homes of our aging clients.

I opened the discussion by saying that, while most kitchen designs were aesthetically pleasing for a majority of clients, many designs did not work well for our older clients. This brought a frown from the

kitchen and bath designer, who preferred the traditional location for the microwave — above the stove. His comments triggered a fairly lively debate of the pros and cons of where to place the microwave.

When it was over, I hope everyone came away with understanding that putting the microwave above the stove was not necessarily the best location for it for this particular clientele.

Like the kitchen and bath designer, we sometimes forget who we are designing for and overlook the various problems that come with the aging process. Many of us have a tendency to think about design in terms of present-day needs. But when working with older clients, we also need to think about how a design can meet their future needs — a valuable lesson to remember during any CAPS class or when working with or designing for older clients.

As an example, I recently was working with a client who lived in a patio home in a state-of-the-art retirement community that also featured apartments, assisted living and a nursing area. The community offered attractive exteriors, a great street view and well-designed interior units.

What it lacked, though, was forethought. My client was a 5-foot-tall woman with back problems who lived by her-

self, and when I first sat down with her to discuss changes she wanted to make to her home, I noticed that she had difficulty holding things. When I asked her how she liked her beautiful wooden kitchen cabinets, she told me they were great, but that she had problems “getting things in and out of the upper shelves.”

I noticed that almost half of her upper cabinet shelves were bare and when I asked how she was able to get items from her upper cabinet shelves, she said she would “get out my stool and put it next to the counter.” And when I asked her about her microwave, which was located directly above the stove, she said she didn’t use it because she couldn’t reach that high.

We were able to make minor changes to accommodate her needs and keep everything within reach. We adjusted the upper cabinet shelving and pantry shelving and we added a countertop microwave. We were fortunate that the home had lots of storage space. Also, when walking through her unit, we found a few other problems that could be easily overcome. In her closets, for instance, the rods and shelves were too high for her, so we lowered them to accommodate her height and reach.

Simple adjustments to the laundry room can usually be made to accommodate aging-in-place needs. For instance, front loading washers and dryers should be used instead of top loading machines because they eliminate the need to reach over and pull items out of the machines. Some clients may also prefer stacked washer-dryer units for added convenience. These simple adjustments in the kitchen, bedroom and laundry room illustrate how the architect and designers of the community forgot about some of the day-to-day needs of the residents who were going to be living there. Let’s make sure that we do not make the same mistakes. It is most important to take the time and listen to your clients so you can make changes that will meet their current and future needs.

Doug Sutton, CGR, CAPS, is president of Sutton Siding and Remodeling based in Springfield, Ill. For more information, e-mail Sutton, or call him at 217-528-3911.

Interesting Facts for September

September 1, 1983 - Korean Air Lines Flight 007 was shot down by a Russian fighter jet while on route from New York to Seoul, killing all 269 persons on board.

September 4, 1781 - Los Angeles was founded by the Spanish Governor of California, Felipe de Neve, near the site of the Native American village of Yang-na. The original name was El Pueblo de la Reina de Los Angeles (The Town of the Queen of the Angels).

September 8, 1900 - A hurricane with winds of 120 mph struck Galveston, Texas, killing over 8,000 persons, making it the worst natural disaster in U.S. history. The hurricane and tidal wave that followed destroyed over 2,500 buildings.

September 9, 1776 - The United States came into existence as the Continental Congress changed the name of the new American nation from the United Colonies.

September 11, 2001 - The worst terrorist attack in U.S. history occurred as four large passenger jets were hijacked then crashed, killing nearly 3,000 persons.

September 13, 1788 - The U.S. Congress chose New York as the Federal capital of the new American government.

September 13, 1814 - The Battle of Fort Henry in Baltimore Harbor occurred, observed by Francis Scott Key aboard a ship. He watched the British attack overnight and at dawn saw the American flag still flying over the fort, inspiring him to write the verses which were later coupled with the tune of a popular drinking song and became the U.S. National Anthem in 1931.

September 14, 1982 - Princess Grace of Monaco died following an accident in which her car plunged off a mountain road in Monte Carlo.

September 16, 1620 - The Mayflower ship departed from England, bound for America with 102 passengers and a small crew.

September 16, 1908 - General Motors was founded by entrepreneur William Crapo "Billy" Durant in Flint, Michigan.

September 17, 1862 - The bloodiest day in U.S. military history occurred as General Robert E. Lee and the Confederate armies were stopped at Antietam in Maryland by General George B. McClellan and numerically superior

Union forces. By nightfall 26,000 men were dead, wounded, or missing.

September 18, 1947 - The U.S. Air Force was established as a separate military service.

September 26, 1960 - The first-ever televised presidential debate occurred between presidential candidates John F. Kennedy and Richard M. Nixon.

September 27, 1964 - After a 10-month investigation, the Warren Commission Report was issued stating a lone gunman had been responsible for the assassination of President John F. Kennedy in Dallas on November 22, 1963.

September 29, 1789 - Congress created the United States Army, consisting of 1,000 enlisted men and officers.

September 30, 1955 - Actor James Dean was killed in a car crash in California at age 24. Although he made just three major films, *Rebel Without a Cause*, *East of Eden* and *Giant*, he remains one of the most influential actors.



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CertainTeed Gypsum

Later this year, CertainTeed Gypsum will offer a wallboard that features its patent-pending AirRenew technology, a product that will help create a healthy indoor environment by permanently reducing volatile organic compounds circulating indoors. It will capture formaldehyde and other aldehydes by converting them into inert compounds that safely remain within the board. www.airrenew.com.



Duo-Gard

The manufacturer's decorative panels now come in a variety of new designs, including the Sunset Collection (shown). Made from 100% recyclable content, the panels come in 4-foot-by-8-foot sheets in two thicknesses—1/8 and 1/4 inch—and can be used for a variety of architectural applications including cabinet doors and walls. www.duo-gard.com.



Simpson Doors

The problem with wood doors is obvious—warping, buckling—but the company's Nantucket Collection aims to fix that. The doors combine hardy weather-resistant black locust or Nootka cypress and a modified mortise-and-tenon construction technique that includes a floating mortise-and-tenon with face-driven pins to eliminate stile and rail separation. It has a Design pressure ratings of 50.

www.simpson.com.



Kolbe Windows and Doors

Having conquered the flooring world and now moving on to cabinets and even doors, bamboo now seems intent on the window category. Kolbe recently announced this prototype window that would incorporate Lamboo's structural engineered bamboo on the interior of the window. The product is still in development but would offer at the benefits of bamboo—warp resistance, durability, and good looks.

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FIRST TIME HOME BUYERS STOKE DEMAND FOR SMALLER, LESS EXPENSIVE HOMES

A growing segment of the housing market, first-time home buyers are contributing to an increase in demand for smaller and less expensive new homes, according to research from economists at the National Association of Home Builders (NAHB).

Delving into data from the most recent biennial American Housing Survey, which was conducted by the Department of Housing and Urban Development and the Census Bureau in 2009, the study, "Characteristics of New and First-Time Home Buyers," finds that 41 percent of the 8.4 million households who bought a home between 2007 and 2009 were first-time buyers.

"Builders are increasingly gearing their homes to the needs of first-time buyers, and we expect the trend to continue in the period ahead as the economy begins generating more jobs and more people in their 20s form households," said Bob Jones, chairman of NAHB and a home builder from Bloomfield Hills, Mich.

"New homes are a better match for the needs of the population in general," Jones said. "Compared to what is typically available in the existing housing stock, they are more energy-efficient, easier to maintain and have designs better suited to today's lifestyles."

The market share of first-timers was up from 35 percent in both 2005 and 2007. Although some of the demand was fueled by the initial version of the home buyer tax credit in mid-2008, which was specifically targeted to those buying a home for the first time, the upward trend is expected to continue as children of baby boomers - members of a generation that is larger than their parents' - move into their household formation years in the period ahead.

Although new housing is significantly more expensive than the existing housing stock, 13 percent of first-time buyers between 2007 and 2009 purchased new homes. By comparison, 17 percent of all the homes sold during that period were new.

Competing with foreclosures and large house price declines in the existing home market, new homes lost ground dis-

proportionately during the housing downturn, falling from a 21 percent share of the homes sold in both 2005 and 2007.

The average market value of a new home purchased was more than \$315,000, compared to more than \$238,000 for existing homes.

First-time buyers for the two years of the study had an average age of 34, compared to 46 for those trading up.

The average income of first-timers was over \$67,000, about 30 percent below the average household income of trade-up buyers of \$97,000. About half of the first-time buyers earned less than \$60,000.

The household size of both first-time and trade-up buyers has been declining, while single-person households have been on the rise.

First-timers bought homes with an average market value of about \$184,000, compared to more than \$297,000 for trade-up buyers.

First-time buyers bought homes averaging 1,874 square feet, significantly below the 2,549-square-foot home purchased on average by those trading up. Forty-six percent of first-timers bought homes smaller than 1,500 square feet.

The large majority of first-time buyers - 82 percent - purchased single-family detached homes.

Looking at survey findings on the reasons that buyers chose a particular home, the NAHB study notes that price was the top consideration for 38 percent of the first-time buyers, followed by the design and layout of the home, at 36 percent.

On average, first-time home buyers looked at 15 homes before making their purchase; 63 percent used their savings as the source of the downpayment; and 22 percent of them had no downpayment. That was down from a peak of 25 percent in 2007, reflecting a tightening of credit standards in the mortgage market.

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