

ACADIANA BUILDER

A photograph of two men standing in front of a house. The man on the left has a beard and is wearing a grey blazer over a plaid shirt and blue jeans. The man on the right is clean-shaven and wearing a brown blazer over a blue and white striped shirt and dark trousers. They are both smiling slightly and have their hands in their pockets. The house behind them has a yellow stucco exterior, a dark brown arched door with ornate ironwork, and a balcony with a black wrought-iron railing. A window with dark shutters is visible to the right.

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Publisher's Note

This month's featured builder team is Heritage Home Builders. Bill and David LeBlanc have been providing homes in Acadiana for nearly 30 years. They do an incredible job of balancing fine quality construction, luxury amenities and elegance in their homes.

Also this month AHBA's Home for the Holidays project raised money to benefit several local organizations. Read who the beneficiaries of the fundraiser were.

Below are the Top Ten Reasons why anyone in the construction business needs to be a member of AHBA. Members are the big winners!

Business Contacts & Networking

AHBA members have many opportunities throughout the year to meet others in the construction industry with the same business interests.

Industry Knowledge

The association offers educational seminars throughout the year to keep builders up-to-date on new technology, in compliance with licensing laws, and ahead of the competition on new tools and techniques.

Insurance Programs

All AHBA members can participate in LHBA's Homebuilder's Self-Insured Fund which is the premier workers compensation program in the state and offers a considerable discount on insurance. Builder members are

also eligible to participate in LHBA's General Liability Trust.

Political Influence

AHBA monitors the interests of your business and the homebuilding industry by supporting all pro-housing legislation on the local, state, and national level. The association is your political watch dog and advocate.

Three-in-One Advantage

As a member of AHBA, you are automatically a member of the Louisiana Home Builders Association (LHBA) and the National Association of Home Builders (NAHB) and receive full benefits of all three organizations. Membership to these associations provides you with access to a wide range of products and services that meet your business needs.

Visibility & Credibility

Membership gets you both visibility and credibility among your peers and within the community to enhance your personal and professional development.

Business Support

Networking and sharing ideas with your peers will help you find solutions to the everyday challenges you and your business face.

Marketing Opportunities & Sponsorships

Throughout the year, you will be offered many opportunities to increase your business's visibility by participating in The Home, Garden, & Leisure Show, the Parade of

Homes, and other events.

Membership Awareness Program (MAP)

The MAP is designed to encourage AHBA members to do business with others who belong to the association.

Free Publications

As a member, you will receive an Annual Membership Directory & Buyer's Guide, which includes free listings for your business. You'll also receive weekly issues of NAIL IT! the AHBA e-newsletter.

Acadian Home Builder's Association is an organization 650+ members strong! Join today by calling (337)981-3053 or visiting the website at www.ahbaonline.com

Please notice the Legislative day promotion. Look for information coming soon on Legislative Day in Baton Rouge from AHBA. Tuesday, May 6 We would like Acadiana to be well represented as we visit with Legislators followed by a Crawfish boil hosted by LHBA and LHBA Self Insurers Fund (SIF). Members are invited to attend this important and fun day and transportation will be provided by AHBA if enough members sign up for the trip. Bus ride will include snacks and drinks. This is a great time to visit with your State Legislators, enjoy the Crawfish boil and beverages and travel home safely.

Enjoy,
April Becquet




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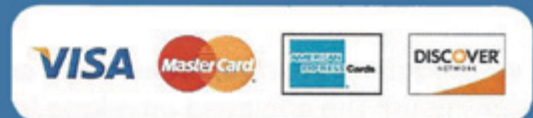




Photo courtesy of Danielle Breakfield

Heritage Home Builders Creates In-demand Spec Homes

By Kathy Bowen Stolz

Heritage Home Builders, one of Lafayette's premier builders, found its niche in the local housing market and has made an impact by building a substantial number of quality custom and speculative homes. Founded in 1992 by twin brothers Bill and David LeBlanc, the company has a unique approach, buying multiple lots in the beginning stages of a subdivision's development for its homes. Heritage's typical product ranges in size from 1,500 to 5,000 square feet of living area and ranges in price from \$180,000 to nearly \$1 million.

In 2013 Heritage built 41 homes in Brookshire Gardens, Grand Pointe, Sawgrass Park and Wells Landing subdivisions. In 2014 it will expand construction into Sawgrass Park Phase II and Brookshire Gardens South.

Also in 2014 Heritage will

begin building in The Reserve at Woodlake, the first subdivision it has developed, a move caused by the lack of residential lots available in Lafayette. Developing this subdivision of 94 residential lots was unexpected but necessary, Bill said. "We didn't expect to evolve so significantly into land development, but we'll continue with it in the future to meet customer demand." Construction of the first homes is slated to begin in spring.

Heritage typically buys 10 to 30 lots per subdivision, often on the same street to allow its subcontractors to work more efficiently as they move from site to site. This approach also allows it to customize, design and execute a coordinating block of houses, with each house's appearance enhancing the next.

Bill noted, "It can be a challenge to create a unique, but

complementing, look for each home when we may build 30 houses side-by-side in a single neighborhood." David added, "A lot of thought goes into every plan and every house and every design package. We want each to be unique."

Bill and David work to maintain a team approach for their staff and have even implemented logistics software in the field to keep everything running smoothly. They employ three field superintendents – Mike Stokes, Al Gautreaux, and Sharon Sergi – who are always on job sites. They funnel all information through Becky LeMaire, the Heritage office manager.

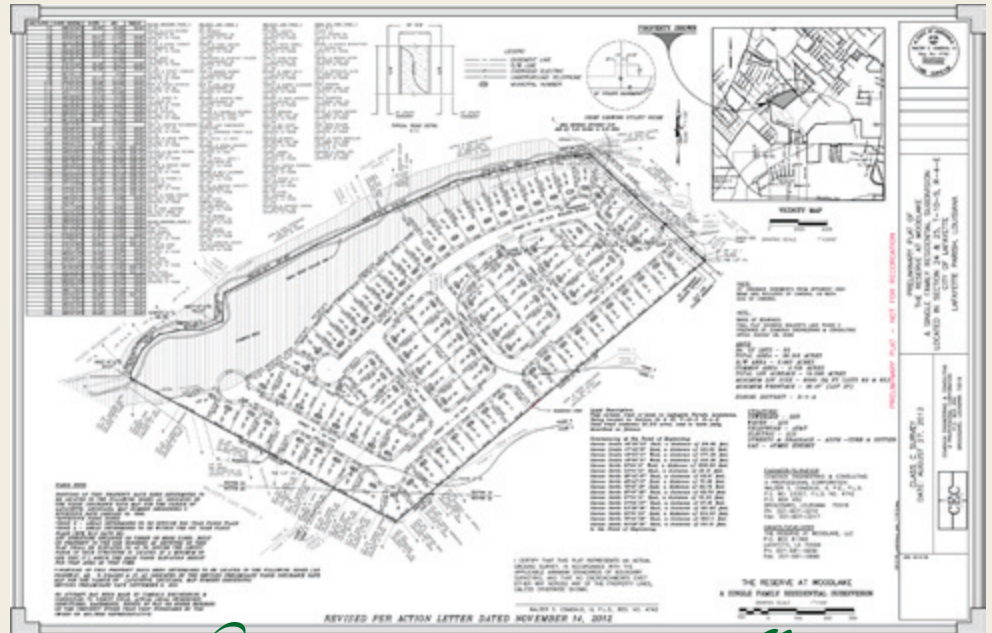
"We learned you can't have consistent quality if you keep a superintendent overwhelmed, so we limit the focus of each. Our superintendents are assigned to take the lead on a single subdivision so

they can direct the subcontractors and spend as little time commuting from site to site as possible,” David explained.

“There are several advantages to having groups of lots in a development,” stated David. “We are able to make sure our plans work well with each other to provide the best curb appeal. Subs are also able to work more efficiently, and each project is more closely supervised.”

Heritage purchases home plans from several area architects to ensure variety and consistent quality in its neighborhoods. Many of the plans come from ML Murphy Design Group, Michael Campbell Design, Girouard + Hebert Architects and Edson Davis Design.

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The Reserve at Woodlake *A Single Family Residential Subdivision*



Photo courtesy of Danielle Breakfield



OVER \$1.2 MILLION GIVEN TO ACADIANA CHARITIES

2013 HOME FOR THE HOLIDAYS
PROCEEDS DISTRIBUTED

Home for the Holidays is an annual project of the Acadian Home Builders Association (AHBA) and KATC-TV 3 in which AHBA builder members construct a new, high-end home, raffle it off, and donate the proceeds to local charities. In 2013, thanks to the overwhelming generosity of the people of Acadiana, the project sold 5,841 tickets. Due to this huge success, AHBA and KATC were able to give \$160,000 to their adopted charities last night, bringing the total amount of donations to an outstanding \$1,285,000 since the project's inception nine years ago.

Last night, a reception was held to distribute the proceeds from the 2013 Home for the Holidays to local Acadiana charities and educational programs. AHBA President Phil Melancon conducted

the ceremony while Home for the Holidays Steering Committee members presented the checks.

One recipient was Lafayette Habitat for Humanity, which has been a long-time adopted charity of AHBA. Their mission is to make the American dream of home ownership a reality for low income families in the Acadiana area. The organization builds simple, decent, affordable houses and then lends a no profit, no interest mortgage to a selected family to help them purchase one of the newly built homes at a very low monthly payment. In the 20+ years Habitat has been operating in Acadiana, they have built 94 houses for their partner families.

A contribution was also given to Faith House of Acadiana,

which serves an important role in Lafayette by providing protection and aid to abused women and their children. The shelter provides safe housing, food, clothing, health screenings, medications, counseling and legal assistance to help mistreated and neglected individuals and their kids escape a living nightmare.

Home for the Holidays also made a donation to St. Michael Center for Veterans. The center is a division of Catholic Service Centers and is an emergency and transitional housing program for homeless veterans. They offer supportive services including substance abuse recovery, education, and employment and housing placement. St. Michael's operates in conjunction with the VA Medical Center in Alexandria, LA.



Group Photo – Home for the Holidays Steering Committee members, volunteers, sponsors and recipient charities

Located in Élan subdivision, the 2013 Home for the Holidays was valued at over \$420,000 and was built by Brett Breaux of BECC Enterprises. The raffle was held and a winner drawn during a live KATC-TV 3 broadcast on December 11th. The lucky winner, Mr. Gaston Istre of Egan, took possession of the house a few weeks later.

To make a project like Home for the Holidays successful, it takes numerous donors, laborers and behind the scenes volunteers. At the reception, these important individuals and companies were recognized for their generosity. Platinum sponsors BECC Enterprises, Doug Ashy Building Materials, Élan Development/MPW Properties, MidSouth Bank, News Talk KPFL 96.5 and Service Chevrolet Cadillac were all recognized for their commitment to the project and Acadiana.

About Acadian Home Builders Association

The Acadian Home Builders Association is an organization of licensed builders and associates formed to promote professionalism and ethical business practices in providing quality housing that creates value for the homeowner and community. As a trade association for Acadiana’s residential builders, AHBA provides its members with legislative lobbying, continuing education, networking opportunities, special events, and workman’s compensation insurance. The Acadian Home Builders Association seeks to develop a partnership with the public sector to achieve common goals and donates hundreds of thousands of dollars annually to non-profit shelter organizations in the Acadiana region.

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St. Michael’s Center for Veterans – St. Michael’s Center for Veterans Director Jonathan Linzer, KATC-TV 3 General Manager Andrew Shenkan, Sarah Clement of St. Michael’s Center for Veterans, Alex Clement of St. Michael’s Center for Veterans, and AHBA President Phil Melancon



Lafayette Habitat for Humanity – Home for the Holidays builder Brett Breaux, Lafayette Habitat for Humanity Executive Director Melinda Taylor, KATC-TV 3 General Manager Andrew Shenkan, and AHBA President Phil Melancon



Faith House – Home for the Holidays Marketing & PR Coordinator Carol Ross, AHBA President Phil Melancon, Faith House Executive Director Billie Lacombe, and KATC-TV 3 General Manager Andrew Shenkan

NAHB Announces Best of IBS Product Winners at 2014 International Builders Show


The National Association of Home Builders (NAHB) named the winning products in its second annual Best of IBS Awards held last week during the 2014 International Builders' Show (IBS) in Las Vegas.

More than 250 exhibitors applied to be considered for this year's awards. Decided by a panel of independent judges made up of attending reporters and building professionals, the awards were given in seven categories, plus an overall Best in Show award. The winners were:


- **Best Home Technology Product:**
Trutankless by Bollente Companies
- **Best Kitchen Product:**
Halo HU20 Magnetic LED Undercabinet Luminair by Eaton's Cooper Lighting Business
- **Best Bath Product:**
Decorative Channel Drains by Quick Drain USA
- **Best Indoor Living Product (Two Winners):**
Push Pull Rotate Door Locks by Brinks Home Security and Salt-Free Water Softening System by nuvoH20
- **Best Outdoor Living Product:**
Classic Series by Coronado Stone Products
- **Best Window and Door Product:**
Goldberg Barn Track by Goldberg Brothers, Inc.
- **Most Innovative Building Product:**
JetBoard by JetProducts
- **Overall Best in Show:**
Push Pull Rotate Door Locks by Brinks Home Security

"More than 75,000 attendees flocked the aisles during Design & Construction Week to see an impressive lineup of products featured by more than 1,200 exhibitors on display at the International Builders' Show", said Randy Strauss, NAHB's 2013 Conventions and Meetings Committee Chair and a custom home builder from Amherst, Ohio. "This year's award winners not only represent the most innovative and best designed products across several facets of the building industry, but were also recognized as being an integral part in helping a builder build or sell a home."

Awards were given to exhibitors with a product or line that shows the best combination of design, functionality and innovation. Best Technology Product went to Bollente Companies for its Trutankless, the world's smartest water heater that integrates with home automation systems and has its own app. Eaton's Cooper Lighting Business' line of unique under cabinet LED lighting than can be easily relocated with magnetic contact, was honored for Best Kitchen Product. Best Bath Product winner Quick Drains USA, won for its Decorative Channel Drains, which feature grills by architect and designer Michael Graves to create an attractive, curbless universal designed, ADA designed or wet room shower. The Best in Indoor Living Product category had two winners—the Push Pull Rotate Door Locks from Brinks Home Security, the first residential door locks that open in three ways—by turning or rotating, or by gently pushing inward, or pulling outward to release the door latch; and Salt-Free Water Softening System which uses citrus instead of salt, wastes no water, uses no electricity and takes up less



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than a quarter of the space of other softeners. Coronado Stone Products won Best Outdoor Living Product for its Classic Series oversized tiles that were created to mimic the elegant stone used in some of the architectural wonders of the world. In the category for Best Window and Door Product, Goldberg Brothers, Inc.'s Goldberg Barn Track line of interior residential sliding door hardware kits was honored. JetBoard by JetProducts won for Most Innovative Building Product, as it offers a replacement to drywall, OSB/Plywood and is resistant to mold and mildew, termites and water.

Finally, the Best in Show Award was given to the top product among the winners in all seven categories. Push Pull Rotate Doors by Brinks Home Security took this honor. Judges noted how the product serves an age-old problem of opening the door when your hands are full, and could also benefit an

aging population whose hands may need additional support. Jim Hartung, Chief Marketing Officer for Hampton Products International said, "We were delighted by our reception at the show and thrilled to win the Best in Show award. It was a perfect venue to introduce the Brinks Home Security Push Pull Rotate™ door lock, the game-changing innovation that will touch people's lives countless times a day. We'd liken it to when the telephone went from rotary dial to touch pad; this is just a better way to open a door. We thank the judges and the International Builders' Show for this honor."

The awards were presented during the Best of IBS Awards ceremony on the final day of the show.



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The LeBlancs, who grew up in Lafayette, got their start in home building as the local economy was rebounding from the national economic downturn of the 1980s. Bill was working in the oil field at the time and went to Dwight Andrus Real Estate to buy a lot for his own home. Matt Andrus and Allen Gankerdorf, who both worked at Andrus, were involved in the new development, Fernwood. Bill and David saw the opportunity for building in the Lafayette area and decided to build their first home in this development. Bill's vision and David's construction knowledge got the company started.

David holds an architecture degree from the University of Southwestern Louisiana (now UL at Lafayette). He uses his background to add innovative elements to each home, stating, "A lot of thought goes into every plan, every house

and every design package. We want each home to be built to its best in every aspect."

David further uses his architectural background to oversee the building side of their projects. Bill handles lot acquisition, subdivision development, material purchasing and accounting. Bill has a background in personnel and project management.

"Bill and David are very different personalities, but their business methods complement each other very well. They manage to make their different interests and talents work to the company's benefit," said Danielle Breakfield, Bill's wife and a local realtor with Dwight Andrus Real Estate. Dwight Andrus Real Estate, which specializes in representing new construction contractors, is the broker for Heritage Home Builders. Danielle Breakfield and Matt Andrus co-list for Heritage Home Builders.

Although the company does not use traditional advertising like commercials or websites, Heritage homes sell quickly, thanks to personal referrals, its reputation and the support of the Lafayette community. In fact, most of the homes sell before construction is finished. "Depending on the stage when someone buys a home, we can often add or modify features, such as custom colors and custom tile finishes, at the buyers' request," David said. "We want the home buyers to be satisfied in every way with their new home."

Heritage-built homes also hold their value exceptionally well, according to Danielle. "Their houses are unique. Heritage Homes just feel different. They seem to have a timeless elegance. The thought put into them is obvious just by looking at them."

The Heritage owners are exacting

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Photo courtesy of Danielle Breakfield



Photos courtesy of Danielle Breakfield



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about the subcontractors they hire, making sure they share the same attention to detail and quality as the LeBlancs. “We’ve used some subs since we started 22 years ago. One of them, Nolan Theriot, our cabinetmaker, will be retiring soon, but his son Todd will be filling his shoes,” David said.

Bill noted that the building industry is constantly changing, and Heritage Home Builders must stay abreast of trends to please homebuyers. “Stacy Guidry of *Décor des Amis* is our designer, and we rely on her and our vendors including Kerry Naquin at Design Center of Acadiana, to help us keep in touch with trends. We work in a competitive market and have to be progressive to keep selling houses.”

Now, just as it was at the beginning, the mission of Heritage Home Builders remains the same: To construct top quality custom homes using the highest standards

of construction. That concept worked in 1992 and continues to work in 2014. At 22 years and counting, Heritage Home Builders has been and will continue to be of Lafayette’s premier home builders!

.....
*You may reach Heritage Home Builders
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337-234-2157*
.....



Photos courtesy of Danielle Breakfield

Why are New Homes Getting so Big? Look at Who's Buying Them



Though the average size of new homes keeps getting bigger, there is more to this home buying trend than meets the eye, according to Census Bureau data presented by the National Association of Home Builders (NAHB) during the International Builders' Show in Las Vegas.

"The average home size has continued to rise for the past four years, from 2,362 square feet in 2009 to 2,679 square feet in 2013," said Rose Quint, NAHB assistant vice president for survey research.

The share of new homes with at least four bedrooms has also been on an upward trend, rising from 34

percent in 2009 to 48 percent last year.

Meanwhile the percent of homes with at least three full bathrooms has gone from 23 percent in 2010 to 35 percent in 2013, and the share of homes with three-plus garages has climbed from 16 percent in 2010 to 22 percent last year.

The upward trend also applies to the percentage of two-story single-family homes started, with the share steadily rising from 51 percent in 2009 to 60 percent in 2013.

As homes get bigger, so does the average sales price, rising from \$248,000 in 2009 to \$318,000 in

2013. To find out why homes are getting so big you need to look at who is buying them.

"It requires a high credit score and a nice income to qualify for a mortgage," said Quint, who noted that the spread between the average Experian credit score of all U.S. consumers and the average home borrower's score has risen from 33 points in the early 2000s to 58 points in 2013.

The median income of new-home buyers has steadily climbed from \$91,768 in 2005 to \$107,607 in 2011.

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BUILD-PAC is the political action committee of the NAHB. BUILD-PAC is bipartisan and helps elect qualified pro-housing, pro-business candidates to federal office.

A donation to the BUILD-PAC will go to Washington, D.C. to help the National Association of Home Builders support candidates, and fight harmful legislation. NAHB's Advocacy efforts have saved our members over \$5.7 billion in either reduced costs or increased revenues in several categories such as FHA Loan Limits, Environmental Protection Agency (EPA) actions, building codes, OSHA, building materials, tax code, HUD and, fish & wildlife.

A donation to the LHBA Political Action Committee (PAC) stays here in Louisiana. The money is used to support candidates for state office. With the assistance of the LHBA & LHBA PAC, the builder licensing law was put into effect, the first state-accepted Self Insured Fund was created to reduce Workers' Comp costs, the New Home Warranty Act was passed, a statewide Building Code & Inspection Program was established, and legislation that would require fire sprinkler systems in 1 and 2 family dwellings was defeated, keeping many home buyers from being priced out of the market.

Learn more about BUILD-PAC at <http://www.nahb.org/buildpac>

Everything that happens at the State Capitol directly affects your business, so it is vital that we have a great show of the strength and tenacity of the home building industry.

Join your fellow members at the LHBA Legislative Day and CRAWFISH BOIL. You will meet other members from all over Louisiana!

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What will happen that day:

1. 1:30 PM Meet in the Riverview Ball Room of the Hilton Capitol Center (201 Lafayette St, Baton Rouge, 70801) for a briefing that will provide some talking points when we meet with our legislators. You will be given a "cheat sheet" with your legislators' name, photo, seat number, etc. *If you have a good relationship with your legislator, let us know.

2. Immediately after the Briefing! Everyone will go to the Capitol to let our legislators know our position on the important bills before them.

NOTE: While inside, you will be given a wristband for free admission to the LHBA crawfish boil. Don't leave the capitol without it.

4. 5:30 - 9:00 PM It's back to the Hilton Capitol Center for an evening of great fun, live music and some great crawfish! It's open to all members but reservations are required!

Enter the CRAWFISH BOIL 1 of 2 ways:

1. Use the wristband from the Capitol for free entrance at the door
2. Make a \$10 entrance donation to NAHB BUILD-PAC or LHBA PAC



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During the same period, the number of new-home sales has dramatically declined, from 1.28 million to 306,000.

“There are not as many people who have the income that can qualify for a new home,” said Quint.

Most Popular Features in 2014 Homes

The features that builders are most likely to include in a typical single-family home this year are a walk-in closet in the master bedroom, low-e windows, a laundry room and a great room, according to the latest survey by NAHB.

Energy-efficiency is also a key theme, as Energy-Star rated appliances, programmable thermostats and Energy-Star rated windows also rank high on the list.

According to builders, granite countertops, a double-sink and a central island will likely make the cut in the kitchen as well as a linen closet and a private toilet in the bathroom.

Other features that builders are likely to include are first-floor ceilings at least nine-feet high, a front porch, exterior lighting and a patio.


Conversely, the most unlikely features to show up in 2014 homes are laminate kitchen countertops, an outdoor kitchen, an outdoor fireplace, a sunroom, a two-story family room, a media room, a two-story foyer and a whirlpool in the master bathroom.



Please pass me around the office. Acadiana Builder makes great reading material for anyone interested in the building market.

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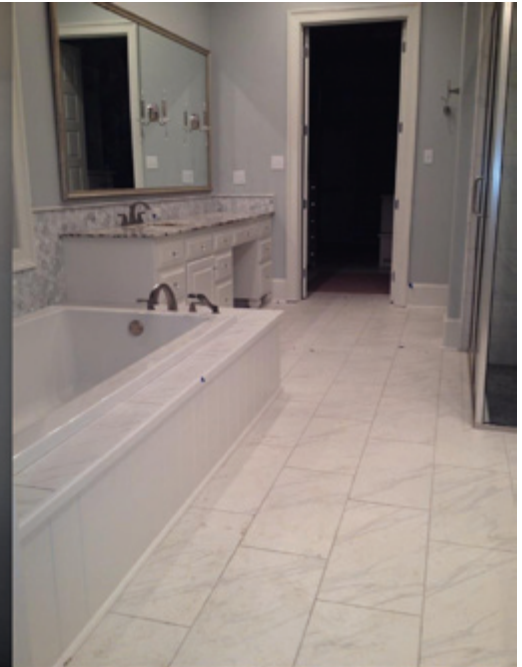
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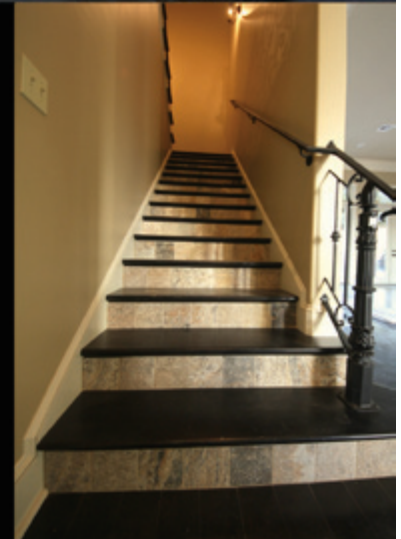
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