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Justin Snyder

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With spring right around the corner, you may be looking into building your dream home, remodeling, or landscaping your current residence. If you're looking for great ideas or the assistance of a professional, then we look forward to seeing you at the 2011 La Crosse Area Builders Association's Home & Garden Show®.

This year's theme is "It's All About Home" featuring over 100+ local award winning professionals. You can trust these businesses to get your project completed from concept to finish.

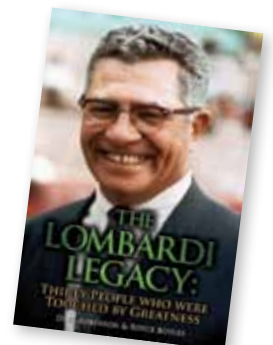
Take a stroll through the Home and Garden Show® where you can visit booths that feature builders, landscapers, cabinetry, electricians, and plumbers, audio and video specialists and many more. You will see that the Coulee Region has many options for your home. Visit the Center Court and the beautiful wood pergola built and donated by WTC Wood Tech program. Register to win the pergola at Center Court!

We are pleased to welcome two special guests at this year's show—former Green Bay Packer, Dave Robinson & Royce Boyles authors of the new book "The Lombardi Legacy". Both Robinson and Boyles will be available to discuss and personally sign their new book. Bring your own copy or purchase one at the show.

Thank you to all of the Home & Garden Show® committee members and the La Crosse Area Builders Association for the months of dedication and hard work needed to make this show come together.

We look forward to seeing you at the show!

Stop in to the Home and Garden Show and get your book autographed by the authors!



welcome



Jeremy Parsneau
La Crosse Area Builders Association
President
La Crosse Fireplace

For 40 years the La Crosse Area Builders Association has had a mission to “educate our members and advocate for affordable housing and responsible government”. With this mission in mind it is our honor and responsibility to help you plan and complete projects from building a home to landscaping your yard, from plumbing and heating to financing and insurance. As the proud leader of a devoted group of industry partners that consists of those who do business in and around the building industry, I have come to a new appreciation of membership and I display it proudly. Our members are willing to help you be on the right track with your projects in all phases. Best of all, using the La Crosse Area Builders Association as a resource is FREE. We are proud that we have never charged for you to find quality workmanship and sound advice through our association.

As projects come up, remember to check our membership directory for skilled and quality professionals. It's free and easy to use our services. The listing is available on pages 14-19 and also online at www.labaonline.com. We are over 210 members strong working with you to build a better tomorrow of affordable housing.

Enjoy the La Crosse Area Builders Association's Home and Garden Show®. We are the premier home show in the area and you will see new and innovative ideas and projects!

See you at the show,
Jeremy

Home & Garden Show @ March 2011
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TOP WAYS TO ADD VALUE TO YOUR HOME



According to the National Association of Home Builders (NAHB) remodeling is expected to outpace new home building in about 10 years. But all home remodeling projects are not equal. Which projects are the best ones for those looking for a solid return on their investment — and higher profits come selling day? Here are some top ways to add value to your home:

Renovate or Add a Family Room

With open floor plans becoming more in demand, a family room is an excellent way to make existing homes more like new construction. Remember, it's a good idea to keep in mind what homes in your area are like. People like to purchase homes that blend with other homes around them. Chances are you'll find many of your neighbors are investing in family rooms as well.

Replace the Roof

The roof is one of the first impressions people have of a home. Make sure yours passes the test by replacing an old roof. You can also change the character of your home by looking into architecturally styled roofing tiles.

Landscape Your Yard

Along the same lines of thinking as the roof, landscaping can give a great — or not so

great — first impression. Backyard landscaping can transform ordinary spaces into incredible entertaining areas by including elegant water features and lush plants. Consider your area's climate. If you live in an area that receives temperate weather year-round, you'll find that your new landscaped yard adds value to your home and increases your living space.

Replace Old Windows

Thirty percent of a home's energy is lost through its windows. Replacing old windows with energy-efficient ones signals to home buyers that you really care about the house and it reflects on the quality of the house as a whole. Plus, who doesn't like to save money on energy bills?

Remodel Your Basement

Look at space you already have. Do you have unused space that serves as a black hole for all things without a home? Try remodeling your basement. Remodeled basements can make excellent game rooms or guest suites, adding value to your home without adding space.

Paint, Paint, Paint

Enough said. But remember to hire a professional if you need help and keep the colors neutral if you're looking to sell. Nothing looks worse than a poorly done paint job in bright fuchsia.

Remodel Your Kitchen

Small changes can result in big value. Upgrading appliances, door handles and painting tired walls can add new life to your kitchen, and add value to your home. The general rule when doing a remodel is not to overdo it...unless it's the kitchen. Kitchens sell a home, and in this case, size does matter. But a kitchen remodel is a long-term investment; you'll see payback 10 years down the road. And if you are a DIYer, know your limits. Sometimes doing it yourself can save money, but always bring in a professional for the big jobs.

Remodel or Add a Bathroom

A bathroom remodel can often mean simply making the most of your current space, by upgrading fixtures, flooring and lighting. Have a little more money in the budget? Adding a bathroom is a great way to increase the value of your home. Is your only bathroom upstairs and not convenient for dinner guests? Often the area under a set of stairs is the perfect place for a powder room.

Source: NAHB

CHECKLIST FOR HIRING A BUILDER OR REMODELER

Do your homework before having work done on your home.

Use this checklist to help you select a builder or remodeler to work on or build your home.

Does the builder or remodeler have a permanent business location and a good reputation with local banks and suppliers?

How long have they been in the building business? It usually takes three to five years to establish a financially sound business. Will they be around after the construction is complete to service any warranties?

Have you called your local Better Business Bureau? They can alert you to any complaints.

Does the builder or remodeler have sufficient workers compensation and general liability insurance? If not, you may be liable for any construction-related accidents on your premises.

Will the builder or remodeler provide you with names of previous customers? Ask them if they would hire the builder or remodeler again.

Have you seen the builder or remodeler's work, both completed and in progress? Check for quality of workmanship and materials.

Are you able to communicate with the builder or remodeler? Remember you will be in close contact with them throughout the construction process and afterward as you live in your new home.

Will the builder or remodeler provide you with a complete and clearly written contract? The contract will benefit both of you. Review it carefully.

Be cautious of unusually low-priced bids. If the builder or remodeler is unable to pay for the materials and labor as the project proceeds, this may indicate a potential problem.

Call the La Crosse Area Builders Association for the names of member builders and remodelers. Please see the member list found on page 14 of this insert or visit our website at www.labaonline.com.

Source: NAHB



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AN UNPRECEDENTED WINDOW OF OPPORTUNITY

For those whose homeownership aspirations have been dampened or temporarily derailed by the housing and economic downturn and are wondering if this is a good time to buy—the answer is simple: Yes. It's a good time to buy.

Ample Inventory

An outstanding selection is another reason that it's a good time to buy. Available inventory is probably the best it will ever be, providing buyers with a great choice of homes.

Many builders have inventory that is "move-in ready," and they may offer upgrades or other incentives to seal the deal. Likewise, owners of existing homes who are looking to trade-up or relocate are ready to bargain.

Greener and Better

With high energy costs near the top of

consumer concerns, it's good to know that new homes today are more energy and resource-efficient than ever before. Through the use of new materials and construction techniques, today's homes are built twice as energy efficient as new homes a generation ago, making them more affordable to own and operate.

Benefits for Buyers

Homeownership also provides important benefits to owners and to the nation.

Attractive Pricing

If there's a silver lining to the housing downturn, it's that homes are more affordable. Prices have moderated significantly in many areas, especially the high-flying major markets where they increased the most during the boom that recently occurred in many parts

of the country. In other areas, prices may not have declined as much, but for the most part, they didn't rise as high or as fast as prices in the hottest markets.

Low Interest Rates

Like inventory and pricing, mortgage interest rates are at favorable levels. And even though lenders are looking more closely at buyers than in recent years, qualified buyers should not have trouble getting financing. For several years, mortgage rates have been near record lows. But rates can, and do, change.

Tax Benefits: For Home Owners Only

Unique tax benefits that apply only to housing also help lower the cost of homeownership. Both mortgage interest and property taxes are deductible.

Source: NAHB

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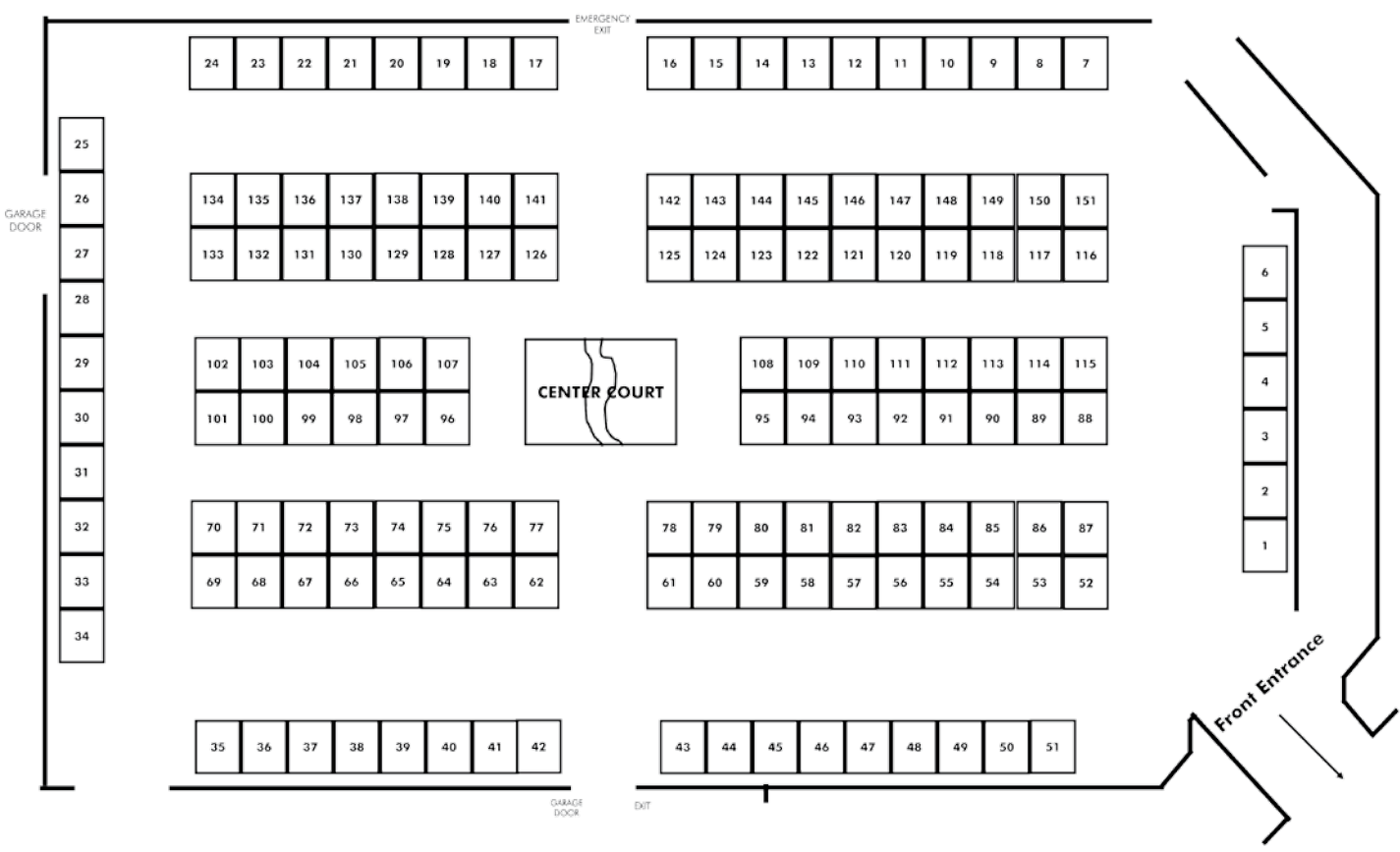
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THE NOT-SO-OBVIOUS BENEFITS OF BUYING NEW

Prospective home buyers have the choice of two types of houses on the market: resale or new. Home buyers planning to buy a brand-new house or condominium often cite energy-efficiency, open layout, a warranty, and being able to select appliances, flooring, paint colors and other design elements as factors driving their choice.

But builders say that buyers can be drawn to a new house for reasons that aren't so obvious. Below are a few more benefits of a brand-new home.

Building a Community Together

A brand-new community is one of the built-in benefits of many new homes. When families move in to a subdivision at the same time, often lasting bonds of friendship and neighborliness are formed right away. Nobody is the "new kid on the block," and many home builders host community block parties in new developments to help owners meet and connect. Popular amenities like pools, walking trails and courts for tennis and basketball offer additional opportunities for interaction among neighbors of all ages. Often new

communities are comprised of home owners in the same stage of life, such as young families or active retirees, so neighbors can get to know each other through carpools, PTA meetings, tennis matches or golf games.

Entertaining

Throwing a party in an older home can be a challenge because smaller, distinct rooms make it difficult to entertain guests in one large space. Builders are responding to today's home buyer preferences with layouts featuring more open spaces and rooms that flow into each other more easily, like the popular great room. While you are in the kitchen preparing dinner, you can still interact with guests enjoying conversation in the family room without feeling closed off. The feeling of spaciousness in today's new-home layouts often is enhanced by higher ceilings and additional windows that bring in more light than you would find in an older home.

A Clean Slate

For some buyers, parking the car in a sparkling-clean garage or being the first to cook a dinner in a brand-new kitchen is part of the appeal of new construction. In

addition, you won't have to spend time stripping dated wallpaper or repainting to suit your own sense of style. You can create your own home décor from the get-go!

The advantages of being the first owner of a home extend to the outdoors. Instead of inheriting inconveniently or precariously placed trees, or having to tear up overgrown shrubs, you can design and plant the lawn and garden you want.

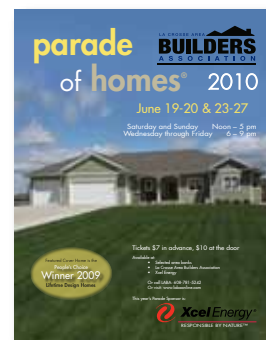
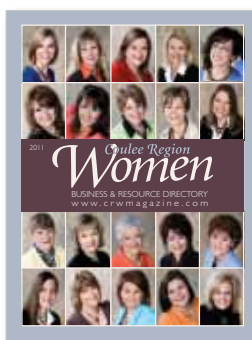
Outlets, Outlets Everywhere

Homes built in the 1960's and earlier were wired much differently than houses today. Builders had no way of anticipating the invention of high-definition televisions, DVRs and computers that we enjoy today — and the very different electrical requirements they would introduce. New homes can accommodate advanced technologies like structured wiring, security systems and sophisticated lighting plans, and can be tailored to meet the individual home owner's needs.

To find new homes for sale in your area, contact the La Crosse Area Builders Association.

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Lautz Custom Builders, Inc. (608) 786-2535

Lifetime Design Homes (608) 526-6928

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River Valley Contractors, LLC (608) 779-9677

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Scott Krismer Construction (608) 792-8452

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Tande Custom Homes (608) 452-3200

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 Howe Concrete Construction, LLC (608) 526-6551
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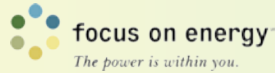


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Franciscan Skemp - Center for Occupational Health	(608) 791-4174
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Advance Comfort Heating and Air Conditioning, LLC	(608) 783-2268
Bagniefski Heating & Air Conditioning	(608) 782-0664
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G&T Heating and Air Conditioning LLC.	(608) 786-1140
Heating & Cooling Specialists	(608) 269-2681
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Audio Video Pros, The	(608) 779-9395
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Bushek Construction, Inc.	(608) 452-3317
Fletcher Construction, Inc.	(608) 781-5274
Jon Olson Construction, Inc.	(608) 781-5428

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HOME PLAN DESIGN	
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Gorman Construction, Inc.	(608) 783-4242
Jake Wieser Construction, Inc.	(507) 896-5253
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INSULATED CONCRETE FORMS	
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Ultimate Insulation	(608) 386-1711
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HISTORY OF LABA

The La Crosse Area Builders Association (LABA) was formed in the basement of Schmidy's restaurant in 1971. A small group of contractors – direct competitors – came together armed with a vision of making the local building industry a strong force in the region. The meetings began as casual get-togethers, but soon progressed to more formal meetings aimed at strengthening the industry and making housing more affordable. The occasional card game afterwards added to the camaraderie.

When the association was chartered, there were 25 founding members; today there are over 200 members, including sub-contractors and other businesses affiliated with the industry.

Today, the La Crosse Area Builders Association is a nonprofit trade organization serving five counties in western Wisconsin. Members include builders, developers, remodelers, trade contractors, financial institutions, and suppliers who have discovered that membership in a professional association means education, information, increased profitability, professional recognition and networking opportunities.

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