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2020**



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GET IN CONTACT WITH
CONSUMERS BEFORE SPRING
EXPOS BEGIN

HIGH ATTENDANCE
EXPECTED

5-6K+ ATTENDEES REPORTED AT
HOME EXPOS HELD AT MONONA
TERRACE IN 2020 THUS FAR

OVER \$120K IN
MARKETING SPEND

RADIO, TELEVISION,
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CROSS PROMOTION
AT PARADE OF HOMES

BOTH SPRING & FALL

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NOVEMBER 7-8TH

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WISCONSIN BUILDERS ASSOCIATION

During a very uncertain time not only in our personal lives, but in our industry, the Wisconsin Builders Association has continued to work hard on your behalf to advocate in favor of keeping the homebuilding industry up and running. While this is not important not only to homeowners and homebuilders, it is also important for all of our suppliers, lenders, insurers, and more to ensure our economy continues to hum despite the ever-changing times we have found ourselves in.

As of the time this piece was submitted to the Right Angle, the following procedures have been enacted.

Please ensure you visit wisbuild.org/news-1/covid19 for the most up-to-date information.

Inspections

The Department of Safety and Professional Services is continuing to serve their customers during the COVID-19 outbreak. They have closed the counters in all five state offices, and encourage customers to use resources available on their website to submit materials and requests. Currently, the department plans to continue conducting inspections. We are also thankful to Governor Tony Evers' response to our request that Construction, construction sites and projects, including public works and remodeling projects have been exempt from the 10-person limit per our request.

WBA has also been in contact with the Madison Area Builders Association and the Wisconsin League of Municipalities to assess how local units of government have been handling the inspection of remodeling projects, new home construction, and commercial buildings. At this time, most municipalities have announced changes (encouraging online permit submission, flexibilities to allow pictures for some inspections, and new procedures for in person applications). Most municipalities remain committed to continuing with permit applications and inspections. If you have questions for a municipality you are currently working in, we recommend calling or emailing them to see if they have changed their procedures.

Facemasks and Other PPE

The COVID-19 outbreak is placing tremendous strain on Wisconsin health care's supply of Personal Protection Equipment (PPE). This includes quickly dwindling supplies of gowns, gloves, eye shields and, especially, face masks (specifically NIOSH 95 masks, or N95s). This equipment is critical to protecting our frontline health care workforce from infection when testing and treating for COVID-19, keeping our dedicated doctors, nurses, technicians and others there when we all need them most.

Because of surging usage and still inadequate supply, Vice President Pence, at the White House briefing earlier this week, asked all construction companies to donate unused/packaged N95 masks to their local hospitals and to limit ordering more.

While our industry, along with so many others, are feeling the effects of this pandemic, we appreciate your help in protecting our healthcare workers who are on the front lines of battling this disease.

For a list of hospital managers who can accept your donations, as well as information to protect yourself, your employees and your worksites, housing stimulus information, and labor & employment relations information, please visit wisbuild.org/news-1/covid19.



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DISCLAIMER: The Right Angle is the official newsletter of the Madison Area Builders Association. The Madison Area Builders Association is a non-profit trade organization dedicated to promoting a positive business environment by uniting, serving, and representing all aspects of the building industry.

The Right Angle is published seven times per year. Notice of local, state, and national programs/events is a service to Association members. Such notices do not indicate Association

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PARADE OF HOMES

October 16-18 and 23-25, 2020

DEADLINE EXTENDED!

DUE TO COVID-19, THE DEADLINE TO SIGN-UP AT THE \$3,000 PER ENTRY RATE, HAS BEEN MOVED TO MAY 1, 2020.

Our newly announced Fall Parade of Homes is continuing to build a solid foundation with **18+ homes** already committed!

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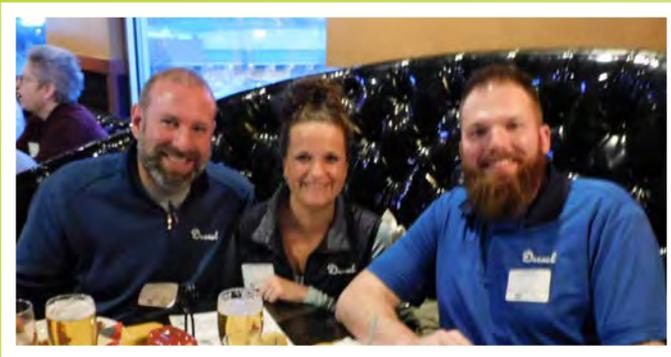
Please contact Chad Lawler to register or for more information.

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MABA Trivia Tournament - February 26, 2020



Did you know any private sector business that hires new employees can apply for tax credits?

INTRODUCING THE NEW AFFINITY PROGRAM

FEATURED BENEFIT

WOTC- Work Opportunity Tax Credit

- No cost to you with Aflac Partnership
- New hire onboarding system



WHAT IS WOTC?

WOTC is a federal program that gives employers up to \$9,600 in tax credits for certain types of employees hired

HOW DO I GET STARTED?

Contact our member partner, Matt Ruechel

P: (920) 619-1516

Email: Matthew_Ruechel@us.aflac.com



WOTC FREQUENTLY ASKED QUESTIONS

WHY SHOULD I CARE ABOUT WOTC?

The Work Opportunity Tax Credit (or WOTC) transforms your hiring process into a new source of profit. WOTC services offer your company a tax credit based on the wages you pay your qualifying employees.

WHAT DOES WOTC DO FOR YOU?

LOWER TAXES- WOTC provides a tax credit that employers use to reduce the federal income tax they owe. The dollar amount varies between \$1,200 and \$9,600 for each qualifying employee, depending on why they qualify and how long they work. For most employers, 10- 20% of their existing workforce would have qualified, if they had completed some simple WOTC paperwork at the time of hire.

EXTRA MONEY TO INVEST OR ENJOY- WOTC lowers an employer's federal income tax, ultimately leading to more money for business owners to invest in their business or pocket at the end of the year.

HOW DOES WOTC BENEFIT MY COMPANY?

Through a partnership with Aflac, your business can use the WOTC that large corporations have been able to capitalize on for years. This is a cost neutral benefit when you partner with Aflac. Aflac's partnership with MTS Consulting and GetHired allows access to individuals who can help with filing for this tax credit as well.

WHAT OTHER SERVICES DOES AFLAC OFFER TO BUSINESSES?

Aflac is more than just disability and accident insurance. As a Fortune 500 company and industry leader, Aflac has the ability to pay claims in one day and offers a wide array of business solutions. Technology resources, enrollment platforms, product customization, and enrollment specialists are just some of the resources Aflac can provide to your business.

WHY WOULD A COMPANY OFFER ADDITIONAL BENEFITS?

Remaining competitive is a main reason why companies look to offer additional benefits. Aflac conducts a workforce study each year that examines benefit trends and attitudes. The study found 55% of employees surveyed say they would be at least somewhat likely to accept a job with lower compensation but a more robust benefits package. Competing on wage alone allows a business to be competitive for 24 hours, but by offering additional benefits, companies are able to attract and retain the talent they desire! Learn more at www.aflac.com/business/resources/aflac-workforces-report/

**Single Family and Duplex Permits Issued
Municipality Report**
2020 Dane County February YTD Comparison

<i>Municipality</i>	<i>2020 Total</i>	<i>2019 Total</i>	<i>2020 Starts</i>	<i>2019 Starts</i>	<i>2020 Avg. Value</i>	<i>2019 Avg. Value</i>	<i>2020 Avg. Sq Ft</i>	<i>2019 Avg. Sq Ft</i>
Albion (T)	\$250,000		1		\$250,000		2,100	
Blue Mounds (T)	\$299,000		1		\$299,000		2,400	
Bristol (T)	\$849,000		2		\$424,500		3,200	
Cambridge		\$495,000		2		\$247,500		2,498
Cottage Grove		\$540,000		2		\$270,000		2,033
Cottage Grove (T)	\$350,000	\$300,000	1	1	\$350,000	\$300,000	2,800	2,800
Cross Plains		\$143,000		1		\$143,000		2,016
Deerfield (T)		\$300,000		1		\$300,000		3,300
DeForest	\$4,476,000	\$3,992,000	8	12	\$559,500	\$332,667	4,225	2,812
Dunn (T)	\$715,000	\$350,000	1	1	\$715,000	\$350,000	3,500	3,350
Fitchburg	\$4,120,000	\$3,214,000	12	11	\$343,333	\$292,182	2,552	2,596
Madison	\$23,226,000	\$16,635,000	63	50	\$368,667	\$332,700	2,282	2,326
Mazomanie (T)		\$200,000		1		\$200,000		2,550
McFarland	\$4,219,000	\$4,956,000	12	13	\$351,583	\$381,231	2,225	2,583
Middleton	\$3,199,000	\$1,430,000	7	2	\$457,000	\$715,000	2,982	5,089
Middleton (T)	\$2,286,000	\$2,456,000	5	4	\$457,200	\$614,000	3,470	4,775
Mount Horeb	\$1,136,000	\$1,591,000	3	4	\$378,667	\$397,750	2,155	3,073
Oregon	\$2,338,000	\$4,757,000	7	13	\$334,000	\$365,923	2,632	2,929
Oregon (T)	\$1,125,000		1		\$1,125,000		7,300	
Pleasant Springs (T)		\$1,050,000		2		\$525,000		4,700
Roxbury (T)	\$420,000	\$580,000	1	2	\$420,000	\$290,000	3,100	2,650
Rutland (T)	\$240,000		1		\$240,000		2,100	
Stoughton	\$550,000	\$450,000	2	2	\$275,000	\$225,000	2,101	4,228
Sun Prairie	\$7,368,000	\$6,241,774	21	20	\$350,857	\$312,089	2,755	2,551
Sun Prairie (T)	\$250,000		1		\$250,000		2,100	
Verona	\$2,237,000	\$2,589,000	6	7	\$372,833	\$369,857	2,509	2,163

Municipality	2020 Total	2019 Total	2020 Starts	2019 Starts	2020 Avg. Value	2019 Avg. Value	2020 Avg. Sq Ft	2019 Avg. Sq Ft
Verona (T)	\$1,336,000	\$650,000	2	1	\$668,000	\$650,000	4,575	4,300
Wausaukee	\$6,717,000	\$4,935,000	16	11	\$419,813	\$448,636	2,997	3,004
Westport (T)	\$1,993,000		3		\$664,333		4,248	
Windsor (T)	\$6,900,000	\$395,000	18	1	\$383,333	\$395,000	2,444	2,493

Year to Year February Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2010	12,531,000	53	236,433	2,437
2011	10,826,000	47	230,340	2,280
2012	12,432,000	40	310,800	2,871
2013	16,108,000	65	247,815	2,358
2014	19,251,000	69	279,000	2,575
2015	28,183,000	88	320,261	2,683
2016	29,057,000	90	322,855	2,530
2017	32,221,000	101	319,019	2,485
2018	33,671,000	99	340,111	2,528
2019	29,143,774	84	346,949	2,675
2020	42,007,000	109	385,385	2,613

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2010	24,536,000	95	258,273	2,473
2011	19,483,000	79	246,620	2,418
2012	21,323,000	73	292,095	2,847
2013	32,707,000	128	255,523	2,468
2014	35,477,000	124	286,104	2,700
2015	48,196,000	154	312,961	2,606
2016	48,188,000	157	306,929	2,473
2017	65,883,000	199	331,070	2,642
2018	72,804,000	206	353,417	2,623
2019	58,249,774	164	355,181	2,707
2020	76,599,000	195	392,815	2,670

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Recruit a new MABA Builder member - 150 points

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- \$200 Sundara Spa giftcard.....200 points
- \$350 airline giftcard for International Builders Show travel.....350 points
- International Builders Show scholarship.....425 points
- Foursome in MABA Golf Outing.....450 points
- \$500 MABA sponsorship credit.....500 points
- 1/2-page product/service spotlight in Right Angle (*subject to availability*).....500 points
- Foursome in WBA Golf Outing.....550 points
- Giftcard for 2-night stay at the Kalahari (*or other WI Dells waterpark*).....600 points
- Giftcard for 2-night stay at Potowotami Casino (*or other comparable casino*).....600 points
- 1/2-page ad in Parade of Homes Planbook.....1,500 points
- Parade of Homes entry fee for qualified home builder members.....3,500 points
- Each point translates into \$1 to be used towards any MABA invoiced item (*excluding POH Planbook*)

(Points do not expire, must be a member in good standing with the Association to redeem points.)

NAHB SPIKE CLUB

Recruit six members and you'll automatically become a member of the NAHB Spike Program.

- Spikes are celebrated nationally at the International Builders Show with an invite-only party, typically featuring well-known entertainment.
- Locally, Life Spike members are celebrated with a MABA-sponsored Spike Dinner annually.





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INTRODUCING THE NEW MABA ARBITRATION PROGRAM

WHAT IS ARBITRATION?

ARBITRATION IS ONE OF THE MOST USED FORMS OF PRIVATE DISPUTE RESOLUTION

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WHY USE THIS MABA MEMBER BENEFIT?



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Speedy Resolution

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Multiple Parties

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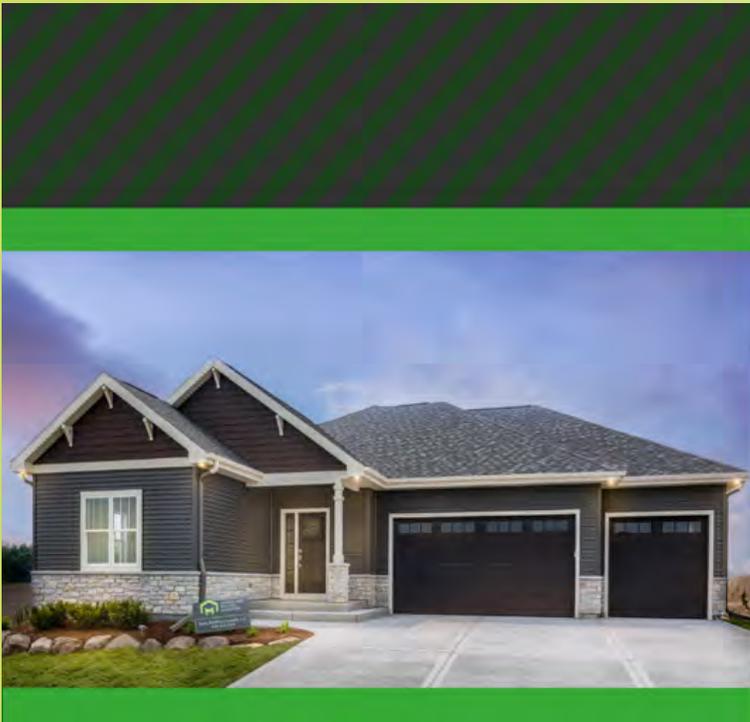


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