



NARI-MN INSIDER

2020 CotY Awards Issue

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Message From the President

Hello NARI-MN Membership!

As the 2021 President of NARI-MN, I want to say thank you and that it is an honor to serve on Board and to serve all of the members of the association in the upcoming year.

As we reflect on 2020, it is clear we have had to pivot and change all the ways we go to market with our businesses. We have also changed how our trade association serves our members. We have worked hard to continue to bring relevant and timely information during the pandemic. Our members have adjusted from live and in-person events to virtual and live streaming such as the 2020 CotY's, and we could not be more appreciative.

Looking at 2021 we have a lot of new benefits to bring to you all. We have launched the NARI-MN Lunchbox Hour. This one-hour virtual education event will allow your entire team to join in and learn about a wide variety of industry-related products and topics. We believe these and other initiatives will be beneficial to you and your team's growth in the new year. The NARI-MN Lunchbox Hour will be held on Wednesdays throughout the year from noon to 1:00 p.m. Check the NARI-MN website to see what Lunchbox Hour is coming up. These are free to attend for NARI-MN members.

I am excited about the board and committees for 2021. Everyone serving in 2021 is working diligently to provide top value to our members. Each year we look for new members to volunteer to be on our committees and serve on the board. I would invite anyone that is interested in volunteering in the upcoming year to let us know. I know that the current President-Elect, Barak Steenlage of Anchor Builders, is going to be an amazing President in 2022.

As we continue to navigate these uncertain times, I would like our members to know that we are always open to suggestions or innovative ideas on how we can better serve you. With the lack of in person networking I know it is a challenge to connect with each other. Please don't hesitate to email or call me. I would love to hear from you! Now more than ever, our trade associations are here to support our members during this time, and we look to grow together into the new year.

Here's to 2021!



Alana Wynne
NARI-MN 2021 President
Ferguson Kitchen & Bath

Message from the Chair

Hello fellow NARI Minnesota members,

Let's move on to 2021, am I right? Wouldn't it be wonderful if the New Year's ball drop was a switch that magically gave us a clean slate? At one point or another, I think we've all wished that to be true. Perhaps that's the number one wish for this particular New Year! While it certainly would be nice to begin January brushing the pandemic off our shoulders, that sure doesn't seem to be the reality. What can we do instead?

We can absorb what we have learned, and take it with us into the future. Among many other learnings from the year, virtual meeting platforms, new ways of planning projects, and increased sanitation protocols are all sure to follow us into the future and will likely increase in popularity. We can take a close look at the habits, processes, and mindsets that have lost their luster. This is a perfect opportunity to cast aside what is no longer working for ourselves, our clients, and our businesses. Above all, now is the time to solidify our strategic plans for the upcoming year and years. While we may not be able to go into the new year with a clean slate, we can definitely approach this next phase with a new perspective. Perhaps our glasses will not be rose-colored, but they will give us 20/20 vision.

I look forward to utilizing those new glasses in business and within NARI Minnesota. 2020 was a roller-coaster of a year! Although unquestionably challenging, I could not have asked for a more appropriate or enjoyable crash-course into NARI volunteer leadership. As we embark on the new calendar year, I look forward to serving as your Board of Directors Chair. I can promise you, I'll focus on strategic planning, processes, partnerships, relationships, and inclusivity. There's only one way we can go – and that is forward. You've made it this far. You've got the stuff to keep truckin' up that hill.

And, by the way, if there's anything you might still need to learn, you can always count on your fellow NARI members for guidance, connections, and community. Join a roundtable this year, and you'll find out just how much this incredibly smart community has to offer. If a roundtable is not for you, check out www.NARIMN.org to take advantage of the many educational or networking opportunities in the coming calendar year.

Cheers to you, NARI Minnesota!

Donella Olson, CKBR
NARI Minnesota 2021 Board of Directors Chair
EdgeWork Design Build



2021 Event Calendar

JANUARY

Monthly Meeting - "Game Night"
Tuesday, January 19th
5:30 PM - 7:00 PM

FEBRUARY

NARI Lunchbox Hour - Virtual
Wednesday, February 3rd
12:00 PM - 1:00 PM
Shady Oak Distributing

Monthly Meeting - "NARI 101"
Tuesday, February 9th
5:30 PM - 7:00 PM

MARCH

Monthly Meeting - "Tech for Contractors"
Tuesday, March 9th
5:30 PM - 7:00 PM

NARI Lunchbox Hour - Virtual
Wednesday, March 24th
12:00 PM - 1:00 PM
LP Building Solutions

APRIL

Monthly Meeting - Topic TBD
Tuesday, April 13th
5:30 PM - 7:00 PM

MAY

Monthly Meeting - "Business 101"
Tuesday, May 11th
5:30 PM - 7:00 PM

JUNE

Firm Night
Hallmark Building Supplies
Location TBD
Tuesday, June 8th

JULY

Golf Event
Prestwick Golf Club
Woodbury, MN
Tuesday, July 20th
12:30 PM Shotgun Start

AUGUST

Saints Game at CHS Field
Date TBD

SEPTEMBER

Firm Night
Modern Design Cabinetry
Cologne, MN
Tuesday, September 14th
5:30 PM - 8:30 PM

OCTOBER

Monthly Meeting
IMS Building
Tuesday, October 12th
5:30 PM - 8:30 PM

NOVEMBER

CotY Award Gala
A'bulae, St. Paul
Tuesday, November 9th
5:00 PM - 9:30 PM

DECEMBER

Firm Night
Daltille
Plymouth, MN
Tuesday, December 14th
5:30 PM - 8:30 PM



Contact the
office to host
a Lunchbox
Hour Training
or Professional
Development
Seminar in 2021!
Space is filling up
fast!

*** All events are
subject to change
in 2021!**

Messages From The NARI Board of Directors & Committee Chairs

What was one of your committee's accomplishments this year?

"Participation in trade shows and home shows like Home & Garden, Home & Remodeling, Scherer Bros, and BRS."
- Ruth Bader, Chair, Tours & Shows Committee

"We successfully recruited some great new members and worked together as a committee very well. I like the new Ambassador program where we act as a host at a NARI meeting for a new member so they don't feel awkward and alone."
- Michelle Mlinar, Co-Chair, Membership Committee

"We have been working hard behind the scenes to build a robust and diverse board of directors. This year is especially hard with the lack of in person networking and events."
- Alana Wynne, 2021 NARI-MN President

"We launched a targeted digital marketing campaign - promoting NARI to contractors via Facebook video."
- Tracy Kelly, Chair, Marketing Committee

To me, it was the ability and willingness to "pivot" early on when the pandemic struck. That was a challenge for the committee AND staff but I think we made the best of it we could and took some learning away from it."
- Chris Jones, Co-Chair, Program & Education Committee

What is the committee working on in 2021?

"Working with new normal for Trade Shows when they are scheduled. There are currently none scheduled for 2021."
- Ruth Bader, Chair, Tours & Shows Committee

"How to continue to be flexible and creative during COVID and being a good resource for our members. Creative ways to onboard new members and continue the recruitment efforts. Survey for member feedback."
- Michelle Mlinar, Co-Chair, Membership Committee

"We will need all of our members to help drive and fill the 2022 board seats. If you are interested or know someone who would be a great fit for 2022, its never too early to start this conversation."
- Alana Wynne, 2021 NARI-MN President

"Expanding our online marketing reach, while continuing our traditional print marketing."
- Tracy Kelly, Chair, Marketing Committee

"We've got some great things planned heading into 2021 and trying embrace usage of the virtual platform to make unique events. Will continue working with the diversity task force for a focused event."
- Chris Jones, Co-Chair, Program & Education Committee

Who would you like to be on your committee in 2021?

"Anyone that is interested in getting our name out in this way."
- Ruth Bader, Chair, Tours & Shows Committee

"Team player, good listener, kind, engaged in industry and active in building community."
- Michelle Mlinar, Co-Chair, Membership Committee

"Folks with marketing experience! We're looking for people who do design work (think Canva, Photoshop), video, writing, etc. If you run your company's social media, email newsletter, website, or print marketing, you're the kind of person we're looking for."
- Tracy Kelly, Chair, Marketing Committee

"We could always use more contractor voices on this committee and anyone who has any background/expertise/interest in event planning, seminars, etc."
- Chris Jones, Co-Chair, Program & Education Committee

"People who like to Golf!"
- Courtney Ernston, Co-Chair, Golf Committee

"Looking for individuals who want to contribute to making the NARI golf event fun for all involved; members, sponsors, and the committee."
- Drew Wigness, Co-Chair, Golf Committee

2021 Board of Directors

Alana Wynne, Ferguson Kitchen & Bath - President

Barak Steenlage, Anchor Builders - President-Elect

Donella Olson, CKBR, EdgeWork Design Build - Chair

Ruth Bader, Allrounder Remodeling - Treasurer & Chair, Shows/
Tours Committee

Brian Jones, Jones Design Build - Secretary & Co-Chair, CotY
Committee

Amber Ellison, MN Fine Homes - Chair, Social Events Committee

Dan Baumann, Chief Experts Academy - Chair, Program & Education
Committee

Drew Wigness, Northland Cabinets - Co-Chair, Golf Committee

Eric Nopola, Synergy Products, LLC

Mary Mackmiller, mackmiller design + build - Chair, Membership
Committee

Melissa Buchanan, Buchanan Kitchen Curators

Michael Mahin, Shady Oak Distributing - Chair, Sponsorship
Committee

Tracy Kelly, Hook Agency - Chair, Marketing Committee

Beatrice Owen, Executive Director, NARI-MN

Lunchbox Hour - New in 2021!

We're starting off 2021 with a new training opportunity!

NARI-MN will be hosting 'Lunchbox Hour' trainings on Wednesdays throughout the year from Noon - 1PM. These trainings, presented by NARI-MN member companies, will offer information on a particular topic of their choice.

Upcoming Lunchbox Hour Schedule

Wednesday, February 3rd, 2021
12:00 PM - 1:00 PM
Via Zoom

Presented by:



Wednesday, March 23rd, 2021
12:00 PM - 1:00 PM
Via Zoom

Presented by:



Quarterly Lunchbox Hours
12:00 PM - 1:00 PM
Via Zoom

Presented by:



LUNCHBOX HOUR



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2020 NARI-MN CotY Winners

Best Newcomer of the Year
Frontier Custom Builders



Associate of the Year
Fireside Hearth & Home



Basement \$100,000 - \$200,000
MA Peterson Designbuild - Gold Award



Residential Interior Under \$100,000
Plekkenpol Builders, Inc. - Silver Award



Residential Interior \$250,001 - \$500,000
Knight Construction Design - Gold Award



Best of Show
EdgeWork Design Build



Member of the Year
Tricia Wiitanen, UDCP, Refined Homes



Basement \$100,000 - \$200,000
mackmiller design + build - Silver Award



Residential Interior \$100,000 - \$250,000
AMEK, Inc. - Gold Award



Residential Interior \$250,001 - \$500,000
Vujovich Design Build - Silver Award



Best of Show
Mom's Design Build



Basement Under \$100,000
Plekkenpol Builders, Inc. - Gold Award



Residential Interior Under \$100,000
mackmiller design + build - Gold Award



Residential Interior \$100,000 - \$250,000
FBC Remodel - Silver Award



Residential Interior Over \$500,000
Frontier Custom Builders - Gold Award



2020 NARI-MN CotY Winners

Residential Addition \$100,000 - \$250,000
Ben Quie & Sons - Silver Award



Residential Addition Over \$250,000
Lake Country Builders - Gold Award



Residential Detached Structure
EdgeWork Design Build - Gold Award



Residential Detached Structure
Gordon James Construction - Silver Award

Residential Detached Structure
Jones Design Build - Silver Award

Residential Detached Structure
Knight Construction Design - Silver Award



Residential Bath \$50,001 - \$75,000
J3 Renovation & Design - Gold Award

Residential Bath \$50,001 - \$75,000
Bob Michels Construction - Silver Award

Residential Bath \$75,001 - \$100,000
Knight Construction Design - Gold Award



Residential Bath \$75,001 - \$100,000
Arbor Haus - Silver Award

Residential Bath Over \$100,000
Quality Cut Design Remodel - Gold Award

Landscape Design/Outdoor Living Under \$100,000
Mom's Design Build - Gold Award



Landscape Design/Outdoor Living \$100,001 - \$250,000
Mom's Design Build - Gold Award

Landscape Design/Outdoor Living \$100,001 - \$250,000
Livit Site + Structure - Silver Award

Landscape Design/Outdoor Living Over \$250,000
Mom's Design Build - Gold Award



2020 NARI-MN CotY Winners

Landscape Design/Outdoor Living Over \$250,000
Mom's Design Build - Silver Award



Residential Kitchen \$60,001 - \$100,000
Plekkenpol Builders - Gold Award



Residential Kitchen \$60,001 - \$100,000
mackmiller design + build - Silver Award



Residential Kitchen \$100,001 - \$150,000
OA Design Build - Gold Award



Residential Kitchen \$100,001 - \$150,000
Bluestem Remodeling - Silver Award



Residential Kitchen Over \$150,000
OA Design Build - Gold Award



Residential Kitchen Over \$150,000
Mom's Design Build - Silver Award



Entire House \$500,001 - \$750,000
Bob Michels Construction - Silver Award



Residential Project Under \$25,000
Bob Michels Construction - Silver Award



Commercial Interior, Exterior Specialty
Arbor Haus - Silver Award



Residential Exterior Under \$50,000
Bluestem Remodeling - Gold Award



Residential Exterior \$50,000 - \$100,000
Hoffman Weber Construction - Silver Award



Residential Exterior Over \$200,000
Mom's Design Build - Gold Award



Residential Exterior Over \$200,000
Mantis Design + Build - Silver Award



**Start planning
your NARI-MN 2021
CotY Submissions
Today!**

2020 Pillar Winners

Entire House \$500,001 - \$750,000
Granite - Tops, LLC

Residential Kitchen Over \$150,000
Ferguson Kitchen & Bath
Modern Design Cabinetry

Residential Interior \$100,000 - \$250,000
Ferguson Kitchen & Bath
Lampert Lumber

Residential Kitchen \$100,000 - \$150,000
Warners' Stellan

Residential Kitchen \$60,001 - \$100,000
Ferguson Kitchen & Bath (2)
Warners' Stellan
Above All Hardwood Floors
All, Inc.
ProTime Construction Services, Inc.

Basement Under \$100,000
Warners' Stellan

Residential Bath Over \$100,000
Aspire DSG
Innovative Surfaces
JZ Electric

Residential Bath \$75,001 - \$100,000
Granite - Tops, LLC
Modern Design Cabinetry

Residential Bath \$50,001 - \$75,000
Granite - Tops, LLC

Residential Addition \$100,000 - \$250,000
Daltille
Ferguson Kitchen & Bath



Residential Addition Over \$250,000
Ferguson Kitchen & Bath
Granite - Tops, LLC

Residential Interior \$250,001 - \$500,000
Modern Design Cabinetry
Warners' Stellan

Residential Interior Over \$500,000
Schluter Systems

Basement \$100,000 - \$250,000
Distinctive Drywall & Painting
Ferguson Kitchen & Bath (2)
Granite - Tops, LLC
All, Inc.
Express Window Fashions
ProTime Constuction Services, Inc.

Residential Interior Under \$100,000
Brushed Monkey
Distinctive Drywall & Painting
Granicrete Minnesota
ProTime Construction Services, Inc.
Ferguson Kitchen & Bath
Warners' Stellan

Residential Exterior Under \$50,000
Drew Gray Photography
Warners' Stellan

Residential Detached Structure
Ferguson Kitchen & Bath
Modern Design Cabinetry
Pella

The Pillar Awards were established to honor our Trade Associate members for their partnerships with our Contractor members' winning CotY submissions.

Left: Pam Leier, Lampert Lumber
Right: Adam Boudreau, Pella



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What is NARI Certification?

With over 1000 certified professionals holding nearly 1700 individual designations, NARI is a leader in certification of remodeling professionals.

NARI Certifications were developed to recognize highly experienced remodeling professionals, capable of planning and managing complex remodeling projects to client satisfaction.

Certified professionals represent an elite group of industry experts who possess extensive technical and management skills that set them apart as capable remodeling professionals.

Benefits of Certification

NARI Certification is a worthy investment in your career. Aren't you worth it?

- Validate your professionalism, expertise and dedication to client satisfaction
- Advance your business skill set for increased company profitability, project timeliness, and streamlined project/business operations
- Develop your professional skill set and set your career in remodeling up for success
- Position yourself or your staff as an indispensable resource to your clients with complex project needs
- Increase your reputation in a crowded marketplace.

Types of Certifications

CERTIFIED
NARI PROFESSIONAL
MCR

CERTIFIED
NARI PROFESSIONAL
MCKBR

CERTIFIED
NARI PROFESSIONAL
CRPM

CERTIFIED
NARI PROFESSIONAL
UDCP

CERTIFIED
NARI PROFESSIONAL
CR

CERTIFIED
NARI PROFESSIONAL
CLC

DID YOU KNOW?

80% of consumers would choose a remodeling professional who is certified over one who is not

Other Certifications

Certified Remodeler Associates (CRA) are professionals who actively support the remodeling industry in professions such as architects, designers, manufacturers, suppliers, and consultants.

Certified Remodeler Specialists (CRS) are specialized remodeling professionals who focus on one specific type of service, such as concrete and masonry, electrical, insulation, mechanical systems, plumbing systems, roofing and siding, etc.

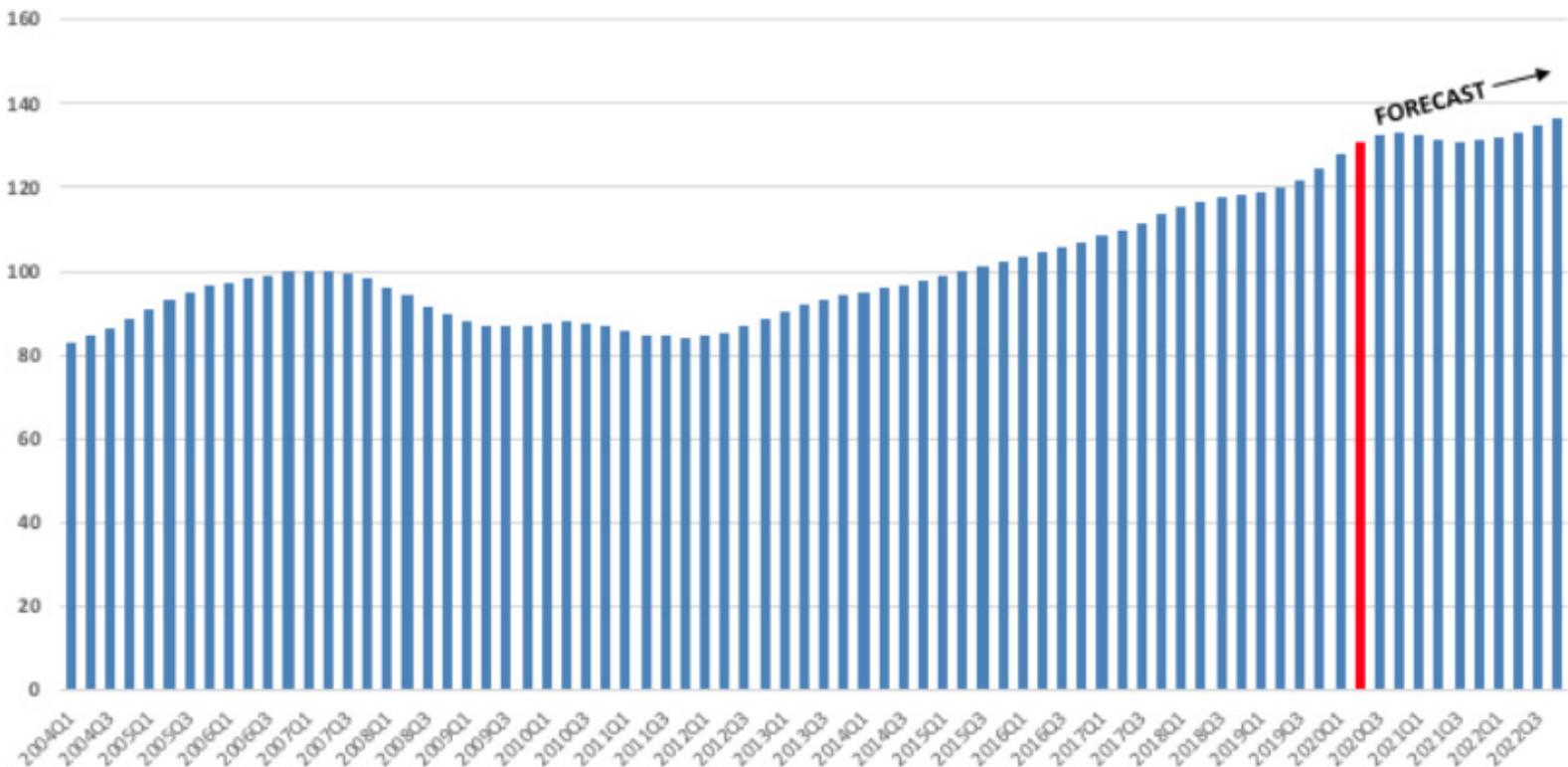
Have questions about NARI Certification or are interested in getting Certified?

Contact NARI Certification Staff at 847-298-9200 or certification@nari.org

Remodeling Market Looks Strong, But Economic Uncertainty Looms in 2021

Big-ticket remodeling spending increased 9.0% year-over-year (YOY) in the third quarter of 2020 and 1.4% from the second quarter, according to the latest Residential Remodeling Index (RRI) released by Metrostudy/Zonda. The Q3 2020 reading of 132.6 indicates economic conditions known to impact remodeling are 32.6% higher than the old peak in 2007. The third quarter RRI marked the 34th consecutive quarter of annual and quarterly gains since national remodeling activity bottomed in 2011. However, Metrostudy/Zonda said forecasts from Moody's Analytics for the economic and

Metrostudy/Zonda Residential Remodeling Index, Q3 2020



housing variables that are used in the RRI model suggest the streak of quarterly growth will come to an end in the first quarter of 2021. Beginning in the first quarter of 2021, Metrostudy/Zonda projects the RRI will see small quarterly decreases, which will lead to modest YOY decreases starting in the third quarter of 2021. The projected decreases in 2021 will be relatively moderate and the RRI is still expected to increase on an annual basis in 2021. The RRI is forecast to post a 0.4% gain for all of 2021, much lower than the 8.1% gain for the full year in 2020.

The projected moderation in remodeling growth for 2021 is mostly due to expectations of a slow employment recovery, a still-fragile economy, and the unknown status of further government stimulus, according to Metrostudy/Zonda. While September employment data indicates the U.S. has recovered 54% of jobs lost since March, Metrostudy/Zonda expressed concern that without another large round of stimulus, high-unemployment, record hospitalizations, new shut-downs, and more workers self-selecting out of the economy could be a recipe that puts the United States at risk of a "double-dip recession." If another round of stimulus is distributed "wisely," there is a better likelihood that the economic recovery can maintain the current baseline, according to Metrostudy/Zonda.

In 2020, Metrostudy/Zonda said the remodeling market has benefited from the injection of government stimulus, the strong existing home market, and the "K-shaped" economic recovery. During the recovery, skilled professionals whose employment situation has been relatively unchanged by the pandemic comprise the top part of the "K" and doing fine, while those on the bottom of the "K" are struggling or facing "serious near-term struggles," according to Metrostudy/

Remodeling Market Looks Strong, But Economic Uncertainty Looms in 2021

Zonda. Workers at the top of the “K” also have unleashed large amounts of pent-up spending on their homes, making upgrades with money that would have otherwise been spent on vacations or going out.

Metrostudy/Zonda projects the number of big-ticket, pro-worthy remodeling projects—worth \$1,000 or more—completed in 2020 will total 14.1 million, an 8.1% increase from 2019. Metrostudy/Zonda forecasts the number of big-ticket projects completed nationally will increase by 54,000 to 14.2 million in 2021.

According to Metrostudy/Zonda, 381 metropolitan statistical areas are expected to see growth in annual project volume in 2020 and, among those markets, the average growth rate is expected to be 5.7%.

The RRI is based on a statistical model that takes into account data such as household level remodeling permits and consumer-reported remodeling and replacement projects. It uses a model to predict the number and dollar volume of home improvement and replacement projects nationwide worth at least \$1,000 in 381 metropolitan statistical areas and nationwide.

Article by Vincent Salandro, *Remodeling Magazine*

https://www.remodeling.hw.net/benchmarks/economic-outlook-rri/rri-remodeling-market-remains-strong-but-economic-uncertainty-looms-in-2021_o

See you in 2021!

NARI-MN VIRTUAL

GAME NIGHT

Starting Off 2021 With a BANG!

Join us on January 19th at 5:30 PM

To register, visit www.narimn.com/events

Roundtables / 2020 New Members

Current Roundtable Groups & Main Contacts:

NARI Women: Contractor's Roundtable - Zoe Kardasis Sturtz, CR, Edit Design Build

NARI Women Roundtable - Ruth Bader, Allrounder Remodeling

Design-Build Roundtable - Tricia Wiitanen, UDCCP, Refined Homes

Roundtable II - Tim Lemke, Tim Lemke Construction

Roundtable N - Kent Tsui, CR, CRPM, Quality Cut Design Remodel

Designers Roundtable - Nancy Peters Sparrow, McDonald Remodeling

Past Presidents Lead Diversity Roundtable - Keith Holtan

*RoundTables are
the #1 Member
Benefit!*



NEW MEMBERS IN 2020:

Becker Building and Remodeling
Bellepar Homes LLC
Ben Quie & Sons
Black Dog Homes Co.
Brocks Flooring
Brushed Monkey Inc.,
Buchanan Kitchen Curators
Built to Last Custom Closets
Capital One Spark Business
Carriage House Studio
Castle Building and Remodeling, Inc.
Certified Moisture Testing, LLC
Chateau Global LLC
Chirigos Designs, Inc
construction2style
Craft Design Build
Creativ Endeavor
Custom Craft Builders, Inc.

Enhanced Home Systems, Inc
Everything Beautiful
Ferguson Kitchen & Bath - Oakdale
Henri Interiors
Interiors Unlimited, LLC
Keith Holtan
Lewis Electrical Contracting and Consulting Services, Inc.
Livit Site + Structure
Nordic Lighting
ProPainters Inc.
R House Design Build
Redebu
Sanders Sales Inc.
Supreme Lending
The Tile Shop
Hearthtone Video and Photo
Wellborn Cabinet, Inc.
Windsor Windows and Doors

**36 new members
in 2020!**



How Do I Get More Involved?

Join a Committee

- There are plenty of NARI-MN committees that need your help! Are you interested in Marketing? Do you have a particular set of skills you could put to good use? Join us! We're always looking for new committee volunteers. Joining a committee is the quickest and easiest way to get involved in the association and make the most impact!

Join a Roundtable

- You've probably heard... Roundtables are the #1 member benefit! Experience what many other members are already benefitting from. Roundtables are a group of organically formed members who meet on a monthly basis to discuss items chosen ahead of time by the group. The goal is to help one another grow and improve business practices.

Join the NARI-MN Board of Directors

- The Board consists of NARI-MN members who are willing to go above and beyond to support the association. The Board of Directors has oversight of the chapter's activities, ensures sustainable practices, and provides governance for the chapter.

Host a Firm Night

- A Firm Night is a networking event held at a members' location/showroom. Firm Night's are a great way for Associate members to get Contractors in to their locations to learn more about their products and services.

Host a Lunchbox Hour Training

- NARI-MN's newest initiative for 2021 - The Lunchbox Hour! These hour long presentations will be hosted via Zoom by NARI members specializing in a certain topic. Join us for your lunch break!

Attend Meetings/Events

- NARI-MN has approximately one event/meeting per month. Attending meetings gives you access to educational trainings & presentations, the ability to network with other members, and keeps you abreast of industry and association updates.

Submit a CotY Project

- Submitting a CotY (Contractor of the Year) submission provides Contractors with a chance to achieve industry excellence and recognition. Give your clients the assurance that they are working with the best of the best.

Submit a Pillar

- The Pillar Awards were established to honor our Associate members for their partnerships with our Contractor members. The Pillar Awards are given to those Trade Associates who submit for an application for projects that win a CotY Award at the Gala.

Sponsor an Event

- Sponsoring a NARI-MN event can provide your company with increased visibility both in-person and digitally. Position yourself as an expert in your trade and generate business-to-business contacts amongst the NARI membership.

5 Things To Take With Us

Jokes about how stressful 2020 has been are so tired they reached cliché-hood about six months back (i.e., 2,000 days into the year). But of course, it has been stressful. I myself had coronavirus just a couple weeks prior to writing this, as though the year had to make sure I'd remember it. Mission accomplished.

Still, tumultuous as the last 12 months have been, 2020 had its gifts, and I think it's important we remember them.

1. The first three months of the year.

Don't forget, we had a full quarter of somewhat normalcy this year. Between January and March we had Super Bowl LIV, where the Chiefs scored 21 points in the fourth quarter in a come-from-behind victory over the 49ers; masterpiece *Parasite* became the first non-English language film to win the Oscar for "Best Picture"; a kajillion good albums were released, including the posthumously released "Circles" from Mac Miller; we had an in-person International Builders Show that was a true bounty of innovative products, informative workshops, and unparalleled networking; and overall the remodeling industry grew at a rate of over 3%, according to the Joint Center for Housing Studies of Harvard University. It was all pretty good.



2. What it means to be prepared.

By March 23, just a few days after California issued the first mandatory shelter-in-place order, a survey from The Farnsworth Group showed that already 63% of remodelers were concerned about paying their bills. A month later nearly 90% were reporting delays as a result of COVID-19. Businesses of all ilk and industry were forced into tough positions, but in a lot of ways the pressure reshaped companies for the better. Remodelers were challenged to become leaner, and more efficient. They were forced to make cuts—some were forced to make layoffs and furloughs while others were forced into closure. We learned lessons this year about the importance of shoring up financing with your banks before a disaster, and how scaling plans can dramatically increase reaction time to market shifts. These lessons may have been hard taught, but they won't be easily forgotten.

3. What it means to be safe and healthy.

A lot of remodelers adopted stringent health guidelines to mitigate the risk of spreading COVID this year, like limiting the number of people allowed in a workspace, requiring masks, increasing handwashing and sanitizing. A lot of these guidelines may eventually ease with the future introduction of a vaccine, but what won't is the newer, greater understanding of health, especially as it pertains to our staff. Additionally, many remodelers have leveraged their new guidelines as a means to put homeowners at ease (and to reinforce professionalism). Anecdotally, my conversations with remodelers suggest it is working to the point of becoming standard.

4. Never has the home meant more.

Maybe "meaning more" means absolute resentment, but whatever your emotions so far as they relate to your home, they're certainly more pronounced than they were in 2019—when the home was more a place to keep your stuff and sleep than it was the only place you were allowed to go. Even if you didn't work from home, you certainly spent more nights and weekends indoors. Financial website Mint reported that while monthly spending on entertainment has decreased by 22% this year, spending on the home has increased by 9% (and no surprise but spending on pets increased by 23%). This all spells opportunity for remodelers.

5. There Is An End.

Finally, if closing out this year has taught us anything, it's that as bad as things may get nothing is forever. Keep looking forward.

Article by: James F. McClister, Editor for Professional Remodeler Magazine

<https://www.proremodeler.com/blog/5-things-take-us>

October Membership Drive

This past October, the NARI-MN Membership Committee continued their yearly membership drive - successfully gaining **10** new members in the month!

Becker Building and Remodeling
Supreme Lending
Brushed Monkey, Inc.
Henri Interiors
Chirigos Designs, Inc.

Custom Craft Builders, Inc.
Interiors Unlimited, LLC
Hearthtone Video and Photo
Chateau Global LLC
Bellepar Homes LLC

** Congratulations to Mary Mackmiller of mackmiller design + build for winning the referral prize! Mary referred the most new members in the month and won a cruise on Lake Minnetonka from Al & Alma's Supper Club & Charter Cruises! **

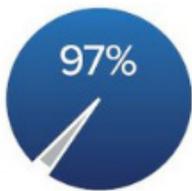
Rocktoberfest Membership Drive

Network ■ Learn ■ Succeed

NARI Facts:

Over **6,000**
member-companies

50+ chapters



Represents
Top Markets
In the U.S.

Some benefits of Membership include:

 **PRO**
Rewards Program
Business Development



Networking



CERTIFIED
NARI PROFESSIONAL

Education/Certifications



Recognition

Special New Member Rate!

First year introductory rate for membership.

Available Oct 1st - Oct 31st.

Normal Cost:

\$695

Your Cost:

\$395

To apply, visit www.narimn.org and click 'JOIN'

Member Resources - Did You Know?

NARI has tools and resources to help you make your business successful. These include industry intelligence in the NARI NewsWatch e-newsletter, best practice tips from NARI member experts, discounts and rebates on services you use to run your business and marketing tools to help you promote yourself as a NARI member. Tools help NARI members save time AND money!



NARI members signed up for the program receive a 2% rebate based on purchases you make at The Home Depot. The Home Depot PRO Rebate Program pays out every 6 months (Jan-June and July-Dec) when you spend a minimum of \$12,500. It's literally free money on purchases you're already making.



NARI is pleased to partner with EnerBank USA, to create the NARI BuildingBucks program customized exclusively for our members. Discover what thousands of contractors already know — offering an unbeatable choice of unsecured home improvement financing options increases sales and helps grow your business.



NARI new savings program includes incredible savings at Office Depot in addition to offers for hotels, car rentals and services to help your business run better including payroll services, credit card processing, background screening and more!



NARI is pleased to offer a custom designed liability insurance program exclusively available to active NARI members. Boasted as the most comprehensive insurance package in the industry. Custom designed Liability Insurance program – available exclusively to active NARI Members



NARI has partnered with SCORE, a nonprofit association dedicated to helping small businesses like NARI members grow and achieve their goals through education and mentorship for more than 54 years. SCORE has a nationwide presence with more than 300+ chapters and 10,000+ volunteer mentors or business coaches.



Measures and improves levels of customer satisfaction. As a NARI member, you can survey up to 50 of your past customers through GuildQuality at no cost. The GuildQuality team will survey your customers and will share the responses with you, allowing you to resolve issues immediately, find out where your team is excelling, and where you have room for improvement.

Message from the Executive Director

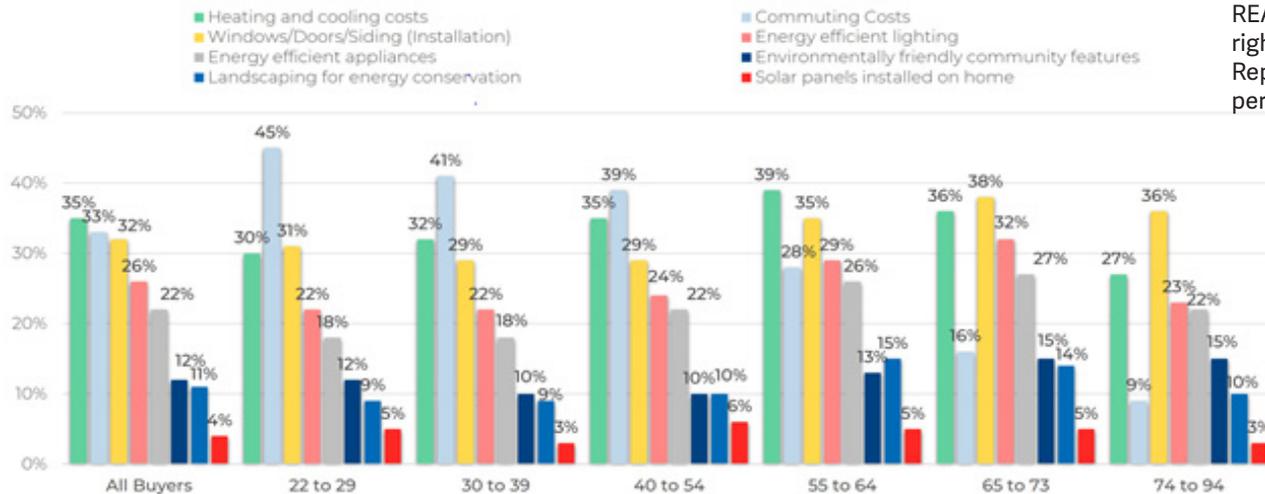
NARI National is reporting that on average, NARI members earn 2.86 more revenue each year than non-members. NARI members use resources available to them in more growth-oriented ways that provide value to the client, increased skill sets to employees, and positive return to the remodeler. Resources include certifications, education, networking, and so much more.

Looking forward to 2021, some resources are contradictory, vague, or downright odd. This is an especially interesting time for everyone in the remodeling industry as the future is based on some unpredictable moving targets including: economic response to the COVID-19 vaccine, increased housing prices, low interest rates, and a bullish market. NARI members are reviewing materials from a large swath of sources, making decisions based on these resources, and preparing to alter plans if needed. Here is some information that might be of interest. NKBA is reporting that 42% of all kitchen and bath remodels were done in homes under 20 years old. The Minnesota Department of Housing is showing that 52% of 25-to-34-year-olds now own their own home here in the state. And, of the 25- to 44-year-old cohorts in Minnesota 34% of these income-ready to buy a house are people of color. A recent study by Realtor.com notes that millennials have been saving their pre-pandemic commuting funds to save for a larger home and that they want to stay in their city/community rather than move out of town. Craig Webb noted to me last week the following about when remodels are conducted. "The data I've seen suggested that some of the biggest remodeling expenditures that a family puts into a home takes place within the first year they buy it. So, I would guess the answer to when remodeling begins after purchase is "right away." More young people are buying homes and they care about environmentally friendly features.

ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT"

Exhibit 2-13

(Percent of Respondents)



2020 NAR Home Buyer and Seller Generational Trends

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Beatrice Owen
NARI-MN
Executive Director

To help better prepare you for the coming years as more millennials buy homes and remodel the homes, we are offering some exciting opportunities this coming year. In February we will be offering a session on how to use NARI to help you grow your company. In March we will have a comparison between several top technology vendors to help you better manage projects. In April, our offering will be a training on how to navigate the many ways culture, ethnicity, and more effect our business relationships and how to better handle them. Our May presentation is Business 101 – come prepared to learn how to streamline processes, ensure you are compliant with rules and regs and more. Check out our calendar in this issue and look for more information as we move forward. Your association is here to help you and your company grow.

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NARI of Minnesota's Mission:

To be the primary remodeling resource for professionals and consumers by elevating the professionalism of the remodeling industry through expanding knowledge, building relationships, and recognition of industry excellence.