



TEXAS TIMES

Fall 2013 • The Newsletter for Members of HOME of Texas



HOME OFFICE
STONE EXTERIOR
HARD WOOD FLOORS
WALK IN CLOSET
TWO STORY HOME
CONDO
2 CAR GARAGE

WHAT'S
Under
YOUR HOOD?

It's that exciting time of year when the 2014 new cars make their debut and the choices are seemingly endless. Do you want a sedan, coupe, SUV, truck or some other style? Are you looking for ...four wheel drive, front wheel drive, rear wheel drive or maybe all wheel drive? What about cruise control, power windows, heated seats and blue tooth? Then, there are the newest bells and whistles... cars that park themselves, engines that turn off automatically at traffic lights to conserve fuel, radar that keeps you from drifting out of your lane and a collision warning with automatic braking when you get too close to the car in front of you. And, of course, do you want all of that to come in a black, blue, green or red metallic shell?

Hey, wait a minute, it sounds like cars are starting to catch up to houses based on the myriad of options that are available. What types of homes do you build... single stories, two stories, split levels, or maybe condos? Do your customers want home offices, media rooms, great rooms or in-law suites? How about nine foot ceilings, hard wood flooring, energy efficient appliances, and walk-in closets? Maybe you offer some new bells and whistles too...zero net energy houses that create as much energy as they consume, and door handles that have a self-sterilization system built in. Or, how about intelligent windows that can change from frosted to translucent to dark with the flip of a switch? And, do you encase all of that in brick, stone, stucco or siding?

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A New Beginning... And a Great, New Look to Go with It

Finally!!! It's a great time to be in the home building industry again! There's a rebirth of sorts going on and HOME of Texas is part of it! Hope is on the rise and opportunities abound. So just like you, sprucing up your floor plans or offering new and exciting options, we are injecting new life into our warranty programs to make them work better for you as marketing tools.

We are completely revamping the look of our warranty books! Instead of the boring old black and white variety, we are turning these books into full-color, eye-catching pieces that we hope you will be proud to offer to your homeowners. Each

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What's Under Your Hood?

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See any parallels here? Of course you do, but can you tell what is missing? We've actually left out the most important component in both cars and homes. No matter how big, how shiny, how luxurious your new car looks, it's worthless without a good engine. The same holds true for that new home you're building. Without a strong, well-built foundation the home is destined to fail. It's what's under the hood and what's supporting the house that makes all of the difference. Are you putting as much time and effort into making sure your foundations are solid and properly built as you are in all of those bells and whistles?

And there's one more common thread we need to mention...the warranty. A consumer would never consider buying a new car without a factory warranty. Why should they? It gives them confidence that the manufacturer is going to stand behind that car for a specified period of time. As a HOME member, you too are offering your customers the peace of mind that only a written warranty can provide. Be sure your homeowners know that you provide a quality product built on a firm foundation and that you are giving them a written promise to stand behind that product for years to come.

Have a great Fall.

HOME/RWC Employees-of-the-Month

APRIL 2013: Donna Foose

Donna is a Membership Specialist responsible for processing new applications for builders enrolling in our program. She follows-up on alternative forms of security, such as Surety Bonds, Letters of Credit, Certificates of Deposit and Escrows and generates monthly reporting on behalf of the department. She received Employee of the Month, because she largely handled the influx of applications during this year's sales contest.

May 2013: Susan Duncan

Susan is Office Manager for HOME of Texas' Houston office. She is responsible for helming the Houston office single-handedly, so duties vary widely including handling telephone calls, supplies, mail and data entry. Susan also prepares engineering reports for Warranty Resolution and attends mediations as needed.

She assists with regional trade-shows, as well as the annual Board of Directors meeting for Warranty Underwriters Insurance Company.

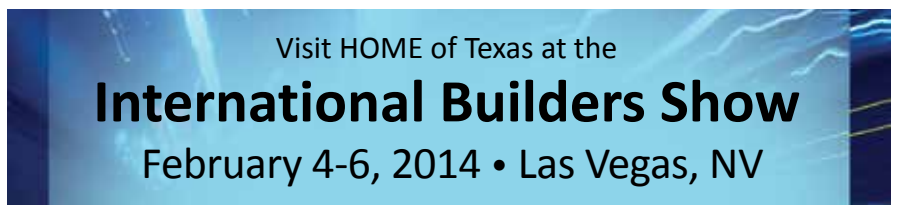
July 2013: Jody Kooiman

Jody is a Warranty & Subrogation Administrator at HOME/RWC. She administers and resolves high-profile claims, which tend to be complex and lengthy in nature. This means serving as a liaison and mediator between homeowners, builders, subcontractors and attorneys. Jody is readily able to step in and assist co-workers during manpower shortages or if there is an influx of work. This especially manifested itself when Warranty Resolution hired Summer help. Jody was largely responsible for training and mentoring the new hire. She also serves on both the Wellness and Social Committees.

HOME/RWC Affiliate Acheives #1 Rating

Your Home Supply (YHS) is a HOME/ RWC affiliate which brings the convenience of online ordering of building supplies to the builder's own purchasing department. YHS offers everything a builder needs to put that high quality, finishing touch to every home but with the simplicity and time efficiency that only online ordering can provide.

Recently, Your Home Supply attended an Overstock.com conference in Salt Lake City. The company was recognized as the #1 Partner with the Highest Scorecard Rating, beating out over 700 other companies. The scorecard is based on several different factors including on-time delivery, fewest short ships, returns, reviews, etc. You can check out YHS on their website at www.yourhomesupply.com.



A New Beginning... And a Great, New Look to Go with It

Continued from front cover

book has full color graphics and elements throughout to break up the text a bit.

The new books are currently going through the bi-annual review process with HUD and we anticipate that they will be in circulation by late 2013. We are excited to hear what you think about the new books so let us know your opinion when you see them.

Potential home buyers know that many builders went out of business during this economic crisis and they need reassurance from you. Having an independently written, insured third-party warranty goes a long way towards calming those fears. With a HOME of Texas Warranty in place, they know their warranty will be there no matter what the future holds.



Sitterle Homes Stakes Claim to New Sugar Land Community in 2013; Builder Launches VIP Sales Website in Anticipation of Demand for Sitterle Homes

Texas based Sitterle Homes recently broke ground in its first Houston development with Riverstone; a spacious master planned community featuring luxury garden home living in Sugar Land, Texas.

With close to 50 years of experience in custom home building in Texas and numerous national awards of recognition for customer service, Sitterle Homes has immersed itself into becoming part of the existing and booming growth in Sugar Land.

“Sitterle’s commitment to quality construction and pride in craftsmanship fits well with the expectations of the homebuyer who is purchasing a home in this area,” said Steve VonHofe, Sitterle division president. “Sugar Land has become one of the most sought after addresses in the Greater Houston Area. We are pleased to become part of Sugar Land’s continued growth.”

With exclusive shopping within Towne Center, established cultural art centers, and high-end restaurants found in Sugar Land, Sitterle anticipates a strong buying interest in its communities that carry competitive pricing starting in the \$280’s with expansive floor plans ranging from 1,900 to 2,700 square feet. To accommodate a strong early buyer interest, Sitterle has created a VIP website where interested homebuyers gain priority access to home designs, list of available home sites, and pre-sale special pricing. By logging onto www.riverstone-vip.com, interested parties can begin their purchasing dialogue immediately through a concierge relationship to discuss purchase options and exclusive upgrade packages.

VonHofe is enthusiastic about the additional growth in the Houston market. “Sitterle has entered this market in an

admirable way. The opening of Riverstone in an A+ master planned community is a guarantee for success. We expect exponential growth in 2013.”

About Sitterle Homes: Building in the San Antonio and Austin Region since 1964, Sitterle offers a broad spectrum of plans ranging from garden homes to estate homes. The family-owned company has won numerous awards for home design, energy efficiency and customer service, including the Avid Award for Best Customer Service in North America. Sitterle has also won more than 50 Summit Awards from the Greater San Antonio Builders Assn., six Grand Awards from the Texas Assn. of Builders and several Energy Star Awards, including a Leadership in Housing Award and an Outstanding Achievement Award.



Structural Defects - Yes, We Cover and Resolve Them

By Diane Naguski, Warranty Resolution Manager

Yes, our warranty does cover structural defects, and that structural coverage is just one of the many benefits of the HOME/RWC warranty programs. Providing a HOME warranty on your homes reduces your liability and assures you that your homeowners are protected for covered structural defects for the entire term of the warranty. HOME offers two different types of structural coverage, Major Structural Defect (MSD) coverage and Designated Structural Element (DSE) coverage. During the coverage periods when the Insurer is the Warrantor, the warranty resolution process includes a free fact-finding inspection by a licensed, professional engineer. After that inspection, the warranty company determines whether the alleged defect is covered. If coverage is granted, then the warranty company repairs, replaces or pays the reasonable cost of repair or replacement of the affected structural component. Here are two actual case studies showing the coverage we provide and the manner in which we handle homeowner complaints:

Case Study #1

The first home was in Year 10 of coverage. The homeowner claimed that “the garage foundation has failed causing cracks, sinking of floor and walls.” He also complained that the damage did not allow a door to function properly. The warranty company retained a licensed, professional engineer and scheduled

him to perform an inspection of the home. HOME uses the observations and opinions of engineers to make coverage determinations when homeowners allege that their home has an MSD or a defect in a DSE. The engineer found and reported that there were foundation wall cracks along the perimeter of the garage and indicated that the cracks were particularly obvious in the area of the main door. Elevation readings indicated that the garage had experienced significant differential settlement and that settlement was an ongoing problem. The engineer gave us his opinion that the garage foundation wall had

the placement of seven hydraulically-driven push piers to stabilize the downward vertical movement of the garage’s foundation wall. The warranty company then hired a contractor to visit the home to provide an estimate based on the engineer’s repair plan. A monetary settlement was offered to the homeowner in the amount of the contractor’s estimate. The homeowner accepted the offer and executed the required Full and Final Release. The homeowner was satisfied and the claim was resolved without requiring the builder to take any action or pay one dollar to the homeowner.



Providing a HOME warranty on your homes reduces your liability and assures you that your homeowners are protected for covered structural defects for the entire term of the warranty.

Case Study #2

Another home was the subject of three different requests for warranty performance. The first was made in Year 4 by the original homeowners and alleged that the foundation was cracking and the rear of the house was sinking. They complained

that they were unable to close and lock interior and exterior doors as a result of the movement. They also complained of diverse distress occurring in various other areas of the house. The warranty company again hired a professional, licensed engineer, scheduled an inspection by him, and asked him to send us his observations and opinions. The engineer saw and reported cracks in the basement walls, rack-

failed. The combination of failure of a structural element, actual damage to a structural element in the form of cracks in the foundation wall, and an adverse effect on safety (the garage main door not functioning properly) satisfied the Major Structural Defect criteria. Thus we granted the claim. Next, the warranty company obtained a repair plan from the engineer. The plan called for

HOME offers two different types of structural coverage, Major Structural Defect coverage and Designated Structural Element coverage.



ing of door frames throughout house and failure in the northeast portion of the foundation. The claim was granted on the basis of this report and obtained a repair plan from the engineer. The proposed repair required stabilizing the area of the foundation that had failed using hydraulically-driven steel piers for the foundation generally and a helical steel pier to stabilize the vertical settlement of an associated load-bearing column. A contractor was sent to the home to provide an estimate based on the engineer's repair plan and then offered a monetary settlement to the homeowner in the amount of that estimate. The homeowner accepted the offer and executed the required Full and Final Release.

The home was sold to a second homeowner who filed a claim in Year 7. The warranty company's investigation of that claim revealed that the first homeowner did not make proper repairs to the foundation

and that the area of the foundation covered in the original claim was still in a failed condition. The claim was denied on the basis of the release the original homeowners had signed. The second homeowners did not dispute the determination of that claim, but in Year 10 they filed another request for warranty performance, this time listing several other areas of the home that they believed showed evidence of structural defects. The warranty company hired the same engineer we had hired on the first file, who performed another fact-finding inspection. The engineer concluded that there was failure and physical damage at the front foundation wall and that the front door was not operating properly. Since this was an area of the foundation different from the one covered in the Year 1 file, HOME granted coverage of the front foundation wall. A plan of repair was obtained from the engineer along with a contractor's estimate,

and an offer of settlement was made to the homeowners in the amount of that estimate. The homeowners accepted the offer and signed the Full and Final Release. This case is a good example of how HOME's coverage continues to benefit the homeowners during the full term of the warranty and of how HOME's release language protects against future claims and liability.

These are just a couple of examples from our nearly 100,000 Warranty Resolution files that show how homeowners and builders alike are protected by the HOME/RWC warranty programs. Homeowners receive assurance that their homes will be fixed if they experience defects covered by the warranty, and builders have their customers satisfied by an experienced and capable Warranty Resolution staff at no cost to them – a great value to both parties!

Warranties and Insurance - Joined Forces

Coverage Available:

General Liability Completed Operations
Builders Risk Contractors Equipment


RWC LLC
INSURANCE
Advantage



Exclusively for HOME Members
Insurer rated "A-(Excellent)"
Streamlined Underwriting

Call for your quote: 866-454-2155

Selling Homes Without an Express Warranty? Builder Beware!

By Richard Swartz, Corporate Counsel

The last couple decades have seen dramatic changes in the relationship between builders and their customers. A generation ago construction defect litigation rarely affected builders. In many jurisdictions, the old legal maxim caveat emptor, or “let the buyer beware”, applied to the sale of new homes. Twenty-first century American society has turned that principle on its head. A more accurate watchword in these times is caveat builder or “let the builder beware” of litigious homeowners and plaintiffs’ attorneys bent on making a lucrative monetary recovery in court for every perceived defect in every new home.

Residential construction litigation has increased in frequency and expense dramatically in the past two decades and exponentially in the past few years. Homeowners recover hundreds of millions of dollars from builders every year, and a typical settlement of a condominium association claim is not measured in thousands of dollars, but in millions of dollars.

A recent study revealed that more than half of all homeowner claims are about



actual work performed in the building of the house and not about design, materials or maintenance. These complaints can create logistical headaches for builders and can lead to litigation that is expensive and tends to distract builders from their primary focus of building and selling homes. Express home warranties reduce the work, anxiety and expense of these kinds of claims by spelling out the rights and remedies of the parties and by providing for arbitration, a quick and relatively inexpensive method for resolving disputes.

Arbitration provisions in express warranties provide that mutually agreed upon, neutral arbitrators hear the evidence from the parties and determine, without passion or prejudice for either side, who

owes what to whom. Because most arbitration services have streamlined procedures, and because there are no juries for whom the lawyers must “dramatize” the case, arbitrations often result in less expense and reduced animosity between the parties.

In today's world there is no reason why builders or homeowners should beware of dealing with each other after the settlement on a new home. If a builder provides his customer with an express warranty administered by a neutral third party, both the builder and the homeowner can enjoy peace of mind because they have a clear and written description of how the home should perform and a quick, fair, and inexpensive process for resolving any disputes that might arise.

If you need information on the procedures and/or rates to enroll ALL your building projects (remodeling, detached garages, etc.) with HOME to provide yourself with the most warranty protection available, contact your Account Executive at 800-445-8173, Ext 2149.

WHERE

Can I Find...

Need your Account Executive's phone number? Want to check the enrollment status of a home? The HOME website is chock full of resources for you. We listed some of the more frequently used sections here for easy reference. Start by heading to the website at www.homeoftexas.com.

Your Account Executive

From the home page, click on “Builders” and then hold the cursor over the “About Us” button (either top right option on the menu bar or last option in the left column) to highlight the choices. Select “Find Your Account Executive”. Click on your state and up pops your rep!

Enroll a Home



From the home page, click on “Warranty Express”. Sign in to Warranty Express with your registration # and password.

Check Enrollment Status of Homes

From the home page, click on “Warranty Express”. Sign in to Warranty Express with your registration # and password. “Order History” and “Report” options are available in the “Main Menu” section.

Builder Confidence In 55+ Housing Market Shows Significant Improvement Index Reaches Highest 2nd Quarter Number Since '08

(Source: National Association of Home Builders)

Builder confidence in the 55+ housing market for single-family homes showed strong continued improvement in 2013 compared with the same period a year ago, according to the National Association of Home Builders' (NAHB) latest 55+ Housing Market Index (HMI). The index increased 24 points to a level of 53, which is the highest second-quarter number since the inception of the index in 2008 and the seventh consecutive quarter of year-over-year improvements.

Builders and developers for the 55+ housing sector are feeling optimistic as they are seeing more consumers return to the marketplace. With existing home prices rising, consumers are able to sell their current homes and make the move toward either purchasing a home or renting an apartment that is designed to more specifically suit their lifestyle.

There are separate 55+ HMIs for two segments of the 55+ housing market: single-family homes and multifamily

condominiums. Each 55+ HMI measures builder sentiment based on a survey that asks if current sales, prospective buyer traffic, and anticipated six-month sales for that market are good, fair, or poor (high, average, or low for traffic). An index number below 50 indicates that more builders view conditions as poor than good.

All of the components of the 55+ single-family HMI showed major growth from a year ago: present sales climbed 24 points to 54, expected sales for the next six months

increased 25 points to 60, and traffic of prospective buyers rose 26 points to 48.

The 55+ multifamily condo HMI posted a substantial gain of 24 points to 43, which is the highest second-quarter reading since the inception of the index. All 55+ multifamily condo HMI components increased compared with a year ago as present sales rose 26 points to 44, expected sales for the next six months climbed 26 points to 46, and traffic of prospective buyers rose 19 points to 38.

The 55+ HMI for single-family homes almost doubled from a year ago. Sentiment in other segments of the 55+ market housing was strong as well. This is consistent with the increase in builder confidence we've seen in other NAHB surveys recently. At this point, the main challenge for builders in many parts of the country is finding enough build-able lots in desirable locations and workers with the necessary skill set to respond to the increased demand.



"Builders and developers for the 55+ housing sector are feeling optimistic as they are seeing more consumers return to the marketplace."

Order FREE Marketing Materials

From the home page, click on "Warranty Express". Sign in to Warranty Express with your registration # and password. "Order Supplies" is the last option in the "Main Menu" section. (You can also get to the Warranty Express tool by selecting "Marketing Materials" from the Builder page and then clicking on the HOME link.)

Answer Clients' Questions on the Warranty

From the home page, click on "Homeowners". The 5th option in the left column is "FAQs About Your Warranty" and contains answers to the questions we hear the most.



Get a GL Insurance Quote

The RWC Insurance Advantage can meet many of your commercial insurance needs. Get a quote by clicking on the HOME Insurance Advantage button on the home page. Then select "Apply Online" to receive your quote

Wonder if There's a Warranty for That...?



HOME has more warranty options than you may realize. From the "Builder" page, select "Menu of Choices" in the left column to see all the options available to builders by virtue of their HOME Membership.

Know Your Warranty

Email Notices for Unresolved Warranty Issues

We told you last year at this time that soon homeowners would be able to submit requests for warranty performance by email providing they follow the notification instructions outlined in the warranty book applicable to their home. This language will be in all of the HOME standard warranties with the 2013 edition planned for later this year. Because we want to make sure you are aware of it, we felt it merited a reprint.

Please Note: These revisions will be incorporated into the 2013 editions of the standard warranties (expected publish date: Late 2013).

Section II.D. Conditions

7. All notices required under this Limited Warranty must be in writing and sent by email or certified mail, return receipt requested. If you send your written notice by email, your written notice must be sent to warranty.resolution@homeoftexas.com. The written notice will not be considered received without a valid confirmation of receipt number. If you do not receive a confirmation of receipt number within 48 hours of emailing your written notice, contact HOME by calling 717-561-4480 and request to speak with the Warranty Resolution Department's Customer Service...

Section IV. Requesting Warranty Performance

A.3. If a request for warranty performance to your Builder does not result in satisfactory action within a reasonable time, written notice must be given to HOME, Administrator, at warranty.resolution@homeoftexas.com or forwarded by certified mail, return receipt requested to 5300 Derry Street, Harrisburg, Pennsylvania 17111, Attn: Warranty Resolution Department. This notice should describe each item in reasonable detail.

A.4. Please note that a written request for warranty performance must be emailed no later than thirty (30) days after the expiration of the applicable warranty period or sent to HOME by certified mail, return receipt requested and postmarked no later than thirty (30) days after the expiration of the applicable warranty period...

B. If a Defect related to a warranted MSD occurs in Years 3 through 10 of this Limited Warranty, you must notify the Administrator to review the item within a reasonable time after the situation arises. All such notices must be presented in writing to HOME, Administrator, at warranty.resolution@homeoftexas.com or forwarded by certified mail, return receipt requested to HOME, Administrator, 5300 Derry Street, Harrisburg, Pennsylvania 17111, Attn: Warranty Resolution Department. Any such notice should describe the condition of the MSD in reasonable detail. Requests for warranty performance emailed or postmarked more than thirty (30) days after the expiration of the term of this Limited Warranty will not be honored.

Reasonable Weekday Access

Homeowners must provide reasonable weekday access to the Warrantor in order to perform its warranty obligations.

Section IV.A. Notice to Warrantor in Years 1 & 2

5. You must provide the Warrantor with reasonable weekday access during normal business hours in order to perform its obligations. Failure by your to provide such access to the Warrantor may relieve the Warrantor of its obligations under this Limited Warranty.

Section IV.D. Mediation and Inspection

...At any time following the receipt of proper notice of your request for warranty performance, the Administrator may schedule an inspection of the item. You must provide the Administrator reasonable access for any such inspection as discussed in Section IV.A.5. The Administrator, at its discretion, may schedule a subsequent inspection to determine Builder compliance.

Section IV.F. Conditions of Warranty Performance (being added to 2013 revision due out late 2013)

1. You must provide the Warrantor and/or Administrator with reasonable weekday access during normal business hours to inspect the condition of your Home and/or to perform their obligations.

Remodeling Remains an Important Part of Residential Homebuilding

By Tony DeJesus, Integrity Underwriters

When the proverbial residential homebuilding bubble burst in 2008, shockwaves could be felt throughout the industry. Being at the epicenter of the national economic meltdown that was occurring at that time, literally all homebuilders had to scramble just to survive. As the catastrophic effects of this finally began to slowly subside and homebuilding began its slow recovery that is continuing to evolve today, homebuilders are finding that the remodeling work that virtually kept them afloat during the leanest of times still serves as a viable source of revenue in todays market.

To that end, it is important for the builder members of HOME to be reminded of several salient aspects pertaining to this segment of their operations:

Substantive Versus Cosmetic Remodeling



As all CGL insurers, such as our own RWC Insurance Advantage Program would attest, underwriters have made a great many allowances to the hazards attributable to this type of business. Since remodeling had at one time been viewed as a small segment of most homebuilder operations, the general liability insurance exposure has increased with the amount of remodeling work being done, as well as the more substantive types of jobs being performed.

A “smaller” type of remodeling job tends to be more cosmetic in nature and may be able to be completed in a cursor-



...homebuilders are finding that the remodeling work that virtually kept them afloat during the leanest of times still serves as a viable source of revenue in todays market.

ry manner, but the “large” types of jobs should be approached with the same diligence given any other building project. From architectural blueprints, to all of the necessary zoning and permitting, to all aspects of these projects, any shortcuts taken will invariably result in costly and potentially dangerous situations.

Certificates of Insurance



As with all homebuilding, it is always wise to be mindful of the importance of utilizing subcontractors that are properly insured and can demonstrate this with a proper certificate of insurance. This is indispensable in maintaining the qualitative standards that a successful homebuilder needs to attain. Subcontractors that are either uninsured, or have insufficient coverage at the time of a problem occurring can cause havoc for the general contractor.

The legal responsibility to resolve any and all problems will then fall directly on to the homebuilder.

Homebuilders that base their business model on predicable accounting of such potentialities are properly prepared when faced with a problem situation when they can rely on the CGL coverage for those situations being directed to the subcontractor’s insurance carrier.

Look Out For Hidden Expenditures



On larger remodeling jobs that take place in subdivisions that have onerous association by-laws, make sure that these types of expenses are accounted for in the bidding process. For example, certain by-laws have very specific requirements for refuse disposal during the demolition portion of these jobs. It is wise to request and review all by-laws during the planning stages in order to properly address each potential situation.

Please note: For members of the RWC Insurance Advantage General Liability Program, all remodeling jobs of \$25,000 or more in size will require a HOME Remodeling Warranty which will give you the protection and peace of mind in knowing that these types of jobs are well covered.

Remodeling has probably become a larger portion of the homebuilder operation for the foreseeable future. Let’s try and keep it a positive segment from all perspectives.

Government Insured Loans Still Important in New Home Market

(Source: National Association of Home Builders)

As of 2012, FHA/VA insured loans still account for well over 20% of the market for new single-family homes, according to data from the Survey of Construction (SOC).

The SOC is conducted by the Census Bureau and is partly funded by HUD. Among other things, the SOC collects information on the type of financing that has been or will be arranged for new homes. Builders have the option of checking a mortgage insured by the Federal Housing Administration (FHA), a mortgage insured by the Veteran's Administration (VA), conventional financing (a mortgage not insured by a government agency like FHA or VA), cash, and "other."

During the peak years of 2005 and 2006, conventional loans accounted

for over 85% of the new home market. With the subsequent financial crisis and housing downturn, the conventional financing share dropped sharply to under 60%. Cash and "other" made up part of the difference, but the increasing share of loans insured by FHA and VA was particularly dramatic - from 5% in 2006 to as high as 27% in 2010.

The policy implication is clear. During boom times, government insured mortgages may seem unnecessary, but the insurance is sorely needed to prop up activity during a severe downturn.

As of 2012, the signs of stress in the new home market, as demonstrated by the type of financing, have not eased much. Conventional mortgages still account for fewer than 60% of the new home market, and the FHA/VA insured share is still well over 20%.

Several of the HOME warranties are "FHA/VA approved" and contain specific wording in the Addenda section of the warranty book. If you have questions on this coverage, call 800-445-8173, Ext 2149.



Thank You HOME of Texas always loves to hear kind words from members.

One satisfied builder contacted Linda Hepler, Account Executive, and was very complimentary of the team at HOME Of Texas/RWC. He said that he and his staff have always been very pleased with everyone they have worked with in each department. He also noted that everyone is always ready to complain, but it was also important to remember to say "Thanks".

Unique Savings Benefit Now Available For All Home of Texas Homebuilders

By Tony DeJesus, Integrity Underwriters

At HOME of Texas, we are always striving to find additional ways in which to benefit our builder members. To this end, we are making available a preferred Homeowners Insurance Program for your homebuyers that is written at ultra-competitive rates.

Aside from the cost savings advantages, each homebuyer is guaranteed acceptance into the program by virtue of their Home of Texas enrollment within approved fire protection areas.

In addition to the cost savings, your home buyer will benefit by:

- Being underwritten by an "A - (Excellent)" A.M. Best rated insurance company
- No credit checks
- No dog exclusion
- Required evidence of insurance will be conveniently delivered directly to the loan closing.

Along with the many advantages for your homebuyer, you as the builder will also be compensated for each valid lead submitted. This is a benefit program that is usually available only to large national builders.

We can provide an overview of the program during a short telephone call. These calls will be coordinated by your HOME of Texas Account Executive, Linda Hepler and will be made at your convenience to explain how you can begin making this program available to your homebuyers right away.

We encourage you to take advantage of this exciting program. Please give Linda a call today.

You Are Entitled!

As an approved Member in any one of HOME's programs, you are entitled to use a wide array of FREE marketing materials to promote the choice you made in offering an insured warranty to your buyers.

So what's available? In addition to your Account Executive who is ready, willing and able to train your sales staff, you can order FREE marketing materials (listed below) from our home office or online.

- Consumer Brochures
- Brochure Holders
- Sample Warranties
- Document Folders
- Model Home and Sales Office Easels
- Logo Slicks
- Rider Signs
- Lot Signs



ORDER:

Online: Supplies can be ordered online through Warranty Express at www.homeoftexas.com. Call us if you still need a password to login.

By Phone: Call us at 800-445-8173 x2105.

By Mail: Order forms are found in publication HOME 8542 – Marketing Essentials.

Obviously Well-Built Homes Often Sell Themselves. But... Showing Prospective Buyers Exactly What The Differences Are In Your Homes Certainly Can't Hurt!

Searching for an Answer?

First and foremost, know that your Account Executive is ready, willing and able to help you with all of your warranty and insurance needs. Contact them directly and let them do the legwork for you.



Who is My Account Executive?

Linda Hepler
800-683-6833
linda.hepler@homeoftexas.com

All Manufacturers & MHWC Builder/Dealers

Tifanee McCall
Nationwide
800-247-1812 x2132
tifanee.mccall@mhwconline.com



Questions on the RWC Insurance Advantage Program? Call 866-454-2155 or Email Us:

Bonds, GL Ins, Bldrs Risk, Contractors Equip.
Bohdan, x2190
bohdan.hoh@theparmergroup.com

GL Ins, Bldrs Risk, Contractors Equip.
Roberta, x2272
roberta.woodhall@theparmergroup.com

Certificates, Loss Runs
Elaine, x2108
elaine.bixler@theparmergroup.com

Audits
Ron, x2358
ron.sweigert@theparmergroup.com



Questions on RIA Insurance Claims? Call 866-239-2455 or Email Us:

Give Us a Call - We'll do Our Best to Help!



Questions on the Warranty Program? Call 800-445-8173 or Email Us:

Enrollments (HOME)
Rickey, x2188
rickey.shatto@rwcwarranty.com

Building Systems Enrollments
Dana, x2212
dana.myers@rwcwarranty.com

Remodeling & Garages, Warranty Express
Sandra, x2107
sandra.sweigert@rwcwarranty.com

Membership/Renewal Questions
Stacy, x2186
stacy.nice@rwcwarranty.com

Membership/New Application Status
Donna, x2148
donna.foose@rwcwarranty.com

Warranty Resolution
Ann, x2200
ann.cooper@rwcwarranty.com

FREE Marketing Materials
Meggie, x2105
meggie-bedford@rwcwarranty.com

Logos for Websites
Ron, x2169
ron.bostdorf@rwcwarranty.com

Accounting/Invoicing
Shirley, x2173
shirley.poligone@rwcwarranty.com

Accounting/Incentive
Scott, x2102
scott.longer@rwcwarranty.com

Claims
James, x2455
james.haley@integrityadministrators.com

Diane, x2238
diane.esser@integrityadministrators.com



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Warranty Book Update Tips from the Marketing Department

Whenever you need a supply of sample books, either login to Warranty Express through our website at www.homeoftexas.com or give our Houston office a call to order what you need.

Points to Remember:

- We try to keep these books as up to date as possible so please don't order more than 3-4 months' supply at any one time. That way you won't be left with an outdated supply once the next full color revision rolls around.
- The book that is provided for your home buyer at closing is the revision that was in use at the time you initially enrolled the home. You may have done that prior to the newest revision being put into circulation. If you have any questions about which book to use at closing, contact our Enrollments Department and they will happily confirm the book to use.
- Sample books are a whole other story. In most cases, there is no problem whatsoever in using the previous revision as a sample. But if you have a stack of old books on your shelf and you're just not sure, give us a call at the Houston office or our Corporate office and we'll help you sort it out. We can easily tell you which ones are ok to use and which ones should be recycled.
- If you are interested in using a program that you haven't used previously, contact our Sales Department; we'll have your Account Executive verify that your membership is set up properly.

Call 800-445-8173 *Enrollments:* Ext. 2188 • *Marketing:* Ext. 2105 • *Sales:* Ext. 2149

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