

# ★ TEXAS TIMES

Spring 2019 • The Newsletter for Members of HOME of Texas

## WHY A WARRANTY?

How prevalent do you think warranties are today? Try typing the word "warranty" into a popular search engine. We did, and in less than a second over one and a quarter billion results were returned. Not only are we living in a culture driven by consumerism, but we are also living in a society of sophisticated consumers who expect sellers to guarantee the performance of the products they consume. Buyers have not always held sellers to such a standard.

**I**n ancient Rome caveat emptor (let the buyer beware) was the principle that characterized most transactions. Even as early as 450 B.C., however, buyers and sellers could stipulate to a promise of quality in the goods being sold. Moreover, sharp practices by sellers of beasts of burden and cattle were so prevalent around the last century B.C. that Roman dealers were duty bound to disclose any defects that existed in the ani-



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mals and could be held liable for damages for any later discovered, undisclosed defects.

In medieval times, particularly in France, Germany, and England, these warranties were replaced by governmental regulations. Products were required to conform to government imposed standards of fitness and quality. By the eighteenth century, however, the English courts, whose common law is the basis for

## How Well Do You Know Your Warranty Company? HOME...

*By Suzanne Palkovic, VP of Sales*

### ... is Experienced.

HOME of Texas, along with national affiliate Residential Warranty Company, LLC, has nearly 40 years of experience and has administered home warranties on more than 3 million new homes.

### ... is for Texas.

HOME's warranty plans are written for Texas builders who deal with unique soil conditions every day. And our insurer is a Texas Property and Casualty Insurance Company.



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## Why A Warranty?

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our American system of justice, began interpreting the merchants' laws in a manner that tended to favor merchants over consumers. The liberalism of the era that influenced much of the western world emphasized individualism and self-reliance. English courts were reluctant to protect any buyer who was foolish enough not to ascertain the quality of the goods he purchased.

This sentiment took hold in the newly formed United States and prevailed until the early twentieth century, when the second industrial revolution transformed America from a sleepy, mostly agricultural society to an industrial juggernaut. Advances in steel, chemical and electrical production allowed American companies to mass produce consumer goods in ways and volumes that the world had never seen. The explosion in buying and selling resulted in more complaints about the quality of goods. State after state reacted by passing the Uniform Sales Act (the precursor of the Uniform Commercial Code), which made buyer friendly warranties far more common. Thereafter every state enacted consumer protection laws that apply to many different kinds of transactions.

Today Americans spend nearly 4 trillion dollars annually on durable goods and housing, and modern Americans expect the products they buy to perform as expected. This warranty mindset is reinforced daily by televised offers of "money back if you're not completely

satisfied" and written warranties on everything from batteries to baseball bats, from yachts to yo-yos, from ukuleles to...well...you get the idea. Modern consumers expect the makers of the goods they buy to stand behind their products.



The network news likes to paint these as divisive times in America. But one common desire runs through the hearts of most Americans, regardless of their political beliefs or socioeconomic condition. Most Americans want to own their own home, many of those Americans want to build their dream home, and all of those Americans expect their builders to stand behind and warrant the performance of those homes. And that's where we come in.

At HOME, we know home warranties, and we should. HOME has been directed by the same owner since 1992, and along with our national affiliate Residential Warranty Company, LLC, our people have administered home warranties on over three million homes!

We offer a wide variety of warranty options, from the standard ten year warranty to our specialty warranties for remodeling projects and detached garages. HOME's warranty mirrors Texas' ten year statute of repose and

transfers the major structural defect obligation from our builders to HOME's insurer in the final eight years of the warranty. HOME's warranty provides clear performance standards that help create realistic expectations in your homeowners and a road map to resolving even the stickiest customer complaints.

HOME's warranties are backed by a Texas property and casualty insurance company, and HOME and its affiliates are 100% American owned. HOME members are eligible to purchase General Liability, Builder's Risk and Contractor's Equipment coverages through the RWC Insurance Advantage program. Our pleasant customer service staff is dedicated to making your interactions with HOME as smooth as possible, and our veteran warranty resolution team will handle your customers' concerns with care.

Your customers expect a warranty when they buy their homes from you, and your customers deserve nothing but the best! Give them the best. Give them a HOME warranty!

Have a great spring!

## How Well Do You Know Your Warranty Company? HOME...

*Continued from front cover*

### ... has **Continuity.**

HOME has been owned/operated by the same person since 1992. We are an American company with no foreign or outside investors.

### ... offers **More.**

HOME and Affiliated Companies offer a wide variety of warranty and insurance options:

- 10 Year Standard Warranties
- Specialty Warranties: Remodeler, Detached Garage, & Building Systems
- Commercial Insurance (GL, Builder's Risk, etc...)



### How Can We Help **YOU?**

#### **Need a 10 year warranty? HOME can help!**

- Written, insured protection with clearly written standards.
- Defines limits on your liability.

#### **Need a warranty to meet your Texas' statute of repose? HOME can help!**

- All HOME's warranties provide 10 years of structural coverage meeting the requirements under the Texas statute of repose.

#### **Concerned about your exposure in active soil areas? HOME can help!**

- HOME's warranty limits your liability to the 1st two years of warranted items.
- The risk for warranted structural failures in years 3 through 10 is transferred to HOME's Insurer.

#### **Need General Liability, Builder's Risk, or Contractor's Equipment Insurance? HOME can help!**

- RWC Insurance Advantage is offered exclusively to RWC members.
- Keeps your warranty and GL coverage under one roof.
- Competitive rates and discounts available for formal safety programs.

#### **Need help with marketing or customer service? HOME can help!**

- FREE color marketing materials.
- All HOME warranties include an effective dispute resolution system with FREE mediation.

If you are unsure of everything we have to offer, maybe it's time for a spring tune-up with your Account Executive. Contact us and we'll gladly review the programs you are using and make sure they are the best ones for your particular company and situation!

**Toll Free: 800-445-8173    Email: [sales@homeoftexas.com](mailto:sales@homeoftexas.com)**

## UPCOMING EVENTS

We encourage you to stop by our booth. Let's chat and find out what other benefits we can add to your toolbox!



**SUNBELT BUILDERS SHOW**  
Dallas, TX • Booth 1118  
August 6-9, 2019



**GHBA PRODUCT EXPO**  
Houston, TX • Booth 98  
October 17, 2019

## And the Award Goes To...

By Suzanne Palkovic, VP of Sales

It's that time again for us to announce and congratulate the 2018 Sales Awards Winners! The Account Executives recognized this year for their individual efforts and achievements have each generated a great deal of business for the company, logging appointments, sending mailings, making phone calls, stopping in for PR visits, in addition to all of the day-to-day basics that ultimately resulted in another very productive year.

The **Outstanding Account Executive of the Year Award** is the companies' most prestigious award and is bestowed upon the Account Executive who demonstrates the most effort in a wide variety of categories. While Sales is obviously a critical factor, the Outstanding Account Executive Award is based on more than just the sale. Not only are Sales numbers like most apps & most homes counted, but also a variety of other areas factor in which contribute to the overall success of the rep, the department and/or the company in general. It includes objectively measured things (average # of homes per app, # of appointments, retention rate, etc) as well as those areas which are a bit more subjective to measure, including willingness to help out in someone else's territory at a show or HBA event, help pick up the slack when reps are off, overall CRM usage, attitude, etc. The Outstanding Account Executive of the Year Award for 2018 encompasses all these many factors and more.

For the 3rd year in a row, we are excited to announce another first-time winner! **Staci Cool** is our **Outstanding Account Executive of the Year!** Staci has been with us for just over 2 years but her impact on the company has been quick and substantive. From her accumulated knowledge of the home warranty industry, you would never guess she's still a "youngster" with

us. That knowledge, combined with her excellent customer service, makes her an invaluable asset to the many members she has brought into our fold. Those frequent readers of this publication may also recognize her name as she is a regular contributor to the article library for our newsletters. **Congratulations Staci!**

Our success is nothing without our team and certainly no one person makes or breaks us but together we are a force to be reckoned with in the industry. Again, this year we were blessed that 7 different Account Executives worked their way into contention for all of our companies' top awards, making ours a truly a well-rounded and dedicated sales team.

Special recognition again goes out this year to **Jody Lehman**, who was promoted to the position of **Assistant Sales Manager** in the fall and that promotion was well-deserved! Jody has been with the company since November, 1991 beginning in the Enrollments Department but quickly learning that Sales was her true

calling and moved over to us in August, 1992 and has been as snug as 'a bug in a rug' ever since. Jody was always the best resource a manager could hope to have and we decided to put her talents to better use by promoting her. Without her talented efforts, it would be much harder for any of us to be productive or successful. **Congratulations Jody on a job well done.** You deserve all the accolades you get!

And kudos to the rest of our support staff, **Agnes Brennan** (Harrisburg), **Susan Duncan** (Houston) and our newest addition **Ann Cooper** (Key Estates) who are also vital to our team's success, helping us help our builders and real estate professionals throughout the year. While the sales people in the field generally are the ones that gain the recognition, the people behind the scenes are extremely important to provide the support needed to get the job done. So my sincerest thanks go out to Agy, Susan and Ann for the work they do on our behalf.



### Congratulations Staci and to all 2018 Award Winners!

#### Outstanding Account Executive of the Year:

1. Staci Cool
2. John Felbaum
3. Rich McPhee & Diana Gomez (tie)

#### Most Projected Homes to Warrant:

1. Tifanee McCall
2. Freddy Pesqueira
3. Staci Cool

#### Most Applications Received:

1. Jana Watts
2. Freddy Pesqueira
3. Diana Gomez

#### Best Retention:

1. Tifanee McCall
2. Diana Gomez
3. Staci Cool

#### Largest Average Size New Builder:

1. Staci Cool
2. Tifanee McCall
3. Freddy Pesqueira

#### Highest Approval %:

1. Jana Watts
2. John Felbaum
3. Freddy Pesqueira

#### Rookie of the Year:

Diana Gomez

## Viva Las Vegas... and the 2019 International Builders Show!

By Suzanne Palkovic, VP of Sales

Once again, HOME of Texas (HOME), Residential Warranty Company (RWC), and MHWC made the pilgrimage to the desert to exhibit at the 2019 International Builders Show and what a show it was! According to official tallies, more than 100,000 people attended the 75th edition of this event, up from 85,000 in 2018 in Orlando. Exhibit spaces took up over 600,000 square feet by more than 1500 exhibitors.

Once a year, the entire building industry focuses its collective sights on innovation, education, and networking at a one-of-a-kind event, and for 3 days, building industry professionals from across the globe discover a variety of products and innovative concepts that are sure to enhance their businesses moving forward.

For the 31st straight year, HOME, RWC, and MHWC took part in the educational effort to explain the advantages and benefits of our insured warranty programs to builders and remodelers and debuted our newest warranty product, Key Estates Certified Warranties to the real estate industry. Drawn in by our now famous “Wheel-O-Warranty” prizes, hundreds of eager “wheel-spinners” learned what an HOME, RWC, MHWC or Key Estates warranty could do for them, from marketing to customer service, to effective risk management and more.

Our group of 13 representatives comprised of Sales and Insurance experts certainly met many new builders but just as important, they reconnected with many old friends who have been loyal HOME & RWC members for years... even decades! All took a spin at the wheel, hoping to literally cash in and walk away with a crisp \$50 bill! In all,



△  
Representatives from HOME, RWC, MHWC & RIA take a moment to pose with the prize wheel as they get ready for the big show.

31 cash prizes were handed out this year but everyone walked away a winner with some type of prize: duffel bags, mini lanterns, spiral sticky notepads and the brightest mini-flashlights this writer has ever seen were among the hot ticket items. We are fairly certain the flashlights and lanterns could be used to signal alien life in outer space.

The only question in our minds that seemingly went unanswered by the end of the show was... “we went to the desert... why is it snowing????” But of course, it’s never all work and no play for this group. We took in the Vegas rooftop bar and some of us rocked out to the Goo Goo Dolls at the Spike Concert. From the sound of things, we may even have walked away with a little jingle in our pockets instead of donating it all to the casinos! Of course, once I have them all corralled, there’s no time like the present to squeeze in a sales meeting



△  
New for this year's booth was a complimentary charging station. No time like the present to recharge your device while chatting.

and review our new online application process, the Key Estates Warranty and so much more.

Overall, the IBS show is an invaluable forum for us but also for the industry. Where else under one roof could you hope to see and learn about such a wide variety of building industry topics? We’ll be headed back in 2020 and we sure hope to see you there too!

## Loss Control - The 7 Basics

By Doug Davis, RWC Insurance Advantage

Did you know a loss control program can LOWER YOUR INSURANCE COSTS by earning you UP TO 25% DISCOUNT off your first year's General Liability premium, if you are new to our program, or at your next renewal? But what if you don't have a formal loss control program? You may be doing a lot to ensure a safe jobsite, but how do you prove it? Then too, you may have intended to develop a formal program, but the pressure to finish your current project ate up all your time.

If you have a formal loss control program, great! Give us a copy of your guidelines and tell us a little about how it's going and we'll help you SAVE MONEY on your General Liability. But, if you don't have anything in writing, or if you're still struggling to get started, we have some tips that you might find helpful. We call them THE 7 BASICS. These suggestions

are intended as a rough guideline to help you get started in establishing a loss control program. If you already have a program, it is hoped THE 7 BASICS will help you review your procedures and make any improvements necessary.

For more details on THE 7 BASICS, read our blog at <https://rwcinsuranceadvantage.com/loss-control-the-7-basics/>

1. Establish a loss control policy and who will be in charge of it.
2. Assign responsibility, authority and accountability.
3. Maintain safe working conditions.
4. Establish training for loss control.
5. Set up procedures for accident reporting and investigation.
6. Create and maintain first aid procedures.
7. Develop a culture of safety through employees' acceptance and involvement in their own accountability.



If your general liability is coming up for renewal, or if you'd like to know what the RWC Insurance Advantage can do to help SAVE YOU MONEY on your next policy, give us a call at 866-454-2155, or visit us at [www.RWCInsuranceAdvantage.com](http://www.RWCInsuranceAdvantage.com).



## Starting or Expanding Your **REMODELING BUSINESS?**

Having a written warranty effectively reduces misunderstandings that can result from a verbal agreement and a handshake.

With HOME's insurance backed protection, homeowners can be confident that their remodeling project is a worthy investment.

Diana Gomez and JT Laramore are our Account Executives in Texas. For more information about the remodeling program, or additional programs you are interested in, or have questions, contact:

**Diana:** 512-585-1909  
[diana.gomez@homeoftexas.com](mailto:diana.gomez@homeoftexas.com)

**JT:** 210-540-7891  
[JT.laramore@homeoftexas.com](mailto:JT.laramore@homeoftexas.com)



You may also reach out to Susan Duncan for Customer Service Support. Contact her at 800-683-6833 or 281-345-1300 (local) or [susan.duncan@homeoftexas.com](mailto:susan.duncan@homeoftexas.com).



## Builders Risk - Details Matter

By Doug Davis, RWC Insurance Advantage

Hypothetical situation. Let's say you've been contracted to build a custom home by someone who was referred to you by a satisfied customer. This individual owns the land and is financing the project out his own pocket. You are the general contractor with complete authority over the entire project. The single family home you're building is a typical design and requires nothing out of the ordinary. Construction proceeds without a hitch. Then, with the house about 80% complete, fire breaks out in the basement on a Sunday night. The fire department determines a homeless person had decided to camp out in the unsecured structure and started a small fire to keep warm. Of course, it quickly got out of control and now more than \$200,000 in materials have literally gone up in smoke.



they had agreed to purchase a policy as the owner of the project. The written contract makes the general contractor, you, responsible for "all insurance." So you lose that argument. As someone who knew what they were talking about once observed, insurance isn't important until

you need it. In trying to figure out what went wrong, you conclude that you have had to finance most of your projects in the past. That meant getting a construction loan from a bank. They won't lend a dime without proof of builders risk. In this case, there was no loan officer to dot all the i's and cross all the t's. Life is in the details.

Thankfully, this is only a hypothetical situation. Few professional builders would make such a mistake...right? Don't take chances. The RWC Insurance Advantage offers Builders Risk coverage almost anywhere in the United States for virtually any size residential construction project through Zurich - number one in Builders Risk insurance.

Your customer thought you were responsible for buying Builders Risk coverage as the general contractor. You were sure

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For a quick quote indication with no obligation, visit us on the web at <https://rwcinsuranceadvantage.com/products/builders-risk/> or call us at 1-866-454-2155 for more information.

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## Before Moving In: The New Home Walk-Through

[www.nahb.org](http://www.nahb.org) and [www.newhomesource.com](http://www.newhomesource.com)

Before a homeowner goes to settlement on the purchase of a newly constructed home, you and the homebuyer should do a walk-through to conduct a final inspection. This walk-through will provide an opportunity to spot items which may need to be corrected or adjusted, educate the buyer about the way the new home works and what their responsibilities are, and answer any questions the homebuyer doesn't understand.



### How Things Operate

When you buy a new appliance such as a washing machine, you usually have to read the instructions before you understand how to use all of the features. With a new house, the buyer will be overwhelmed with new appliances, systems, and maybe even 'smart' features. Not only will it help immensely if someone takes the time to show them how to operate all of these components and gadgets, but it shows that you care about the home and take pride in your finished craftsmanship.

### Maintenance Responsibilities

Part of your walk-through should be educating the buyer about maintenance and upkeep responsibilities. When you provide your buyers with an HOME warranty, workmanship and materials are covered for one year. However, such warranties do not cover problems that develop because of failure to perform required maintenance. HOME provides a clearly written warranty booklet explaining what's covered, what's not covered, the responsibilities of new home owners, and actions required citing specific guidelines and standards.

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## Before Moving In: The New Home Walk-Through

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### Builder Visits During the Year

Each builder is different, however, typically builders schedule two visits during the first year — one near the beginning and the other near the end — to make necessary adjustments and to perform work of a non-emergency nature. Explain to your client that you won't be rushing out immediately for a problem such as a nail pop in your drywall. Such problems occur because of the natural settling of the house and are best addressed in one visit near the end of the first year.



### Your Inspection Checklist

Creating a checklist when inspecting the house is key to organization and cognizance. The list should include everything that needs attention, and you and the homebuyer should agree to a timetable for repairs. Explain to the buyer that it's best to remedy problems before they move in, because it is easier to work in an empty house. However, some items may have to be corrected after move-in. For instance, if the walk-through is in the winter, landscaping adjustments may be delayed until spring.

It is important to be thorough and observant. Examine all surfaces of counters,

fixtures, floors and walls for possible damage. Sometimes disputes arise because a buyer may discover a gouge in a counter top after move-in, and there is no way to prove whether it was caused by the builder's workers or the buyer's movers. Many builders ask their buyers to sign a form at the walk-through stating that all surfaces have been inspected and that there is no damage other than what has been noted on the walk-through checklist.

In preparation for the walk-through and to ensure everything goes smoothly and efficiently, educate your homebuyers with these walk-through "Dos and Don'ts"

DO	DON'T
<ul style="list-style-type: none"> <li>• Make a list in advance of any questions about maintenance/warranty procedures.</li> <li>• Bring pens, paper, a clipboard, digital camera or phone to take notes and photos.</li> <li>• Bring the purchase agreement, HOME sample warranty book, customer service manual, selection sheets, diagrams and landscape and pool plans, if applicable.</li> <li>• Wear clothing that is appropriate for walking a construction site, including closed-toe shoes.</li> <li>• Park in the street, not the driveway, especially if the home is still under construction.</li> <li>• Verify the expected dates for completion of repairs, if any are needed, and get a copy of the completed punch list before you leave the site.</li> </ul>	<ul style="list-style-type: none"> <li>• Be late for the walkthrough. Builders have busy schedules and may have appointments with other customers on the same day.</li> <li>• Bring pets, children or other family members and friends. You'll need to devote your full attention to what is being presented.</li> <li>• Rush through the walkthrough. Take your time and be thorough.</li> <li>• Be shy about asking a lot of questions.</li> </ul>



On that note, the homebuyer will most likely ask a lot of questions during the walk-through and take notes on the answers. Be patient. This is the dream home they've been anxiously waiting to move into for months and they want to make sure everything is up to par and in perfect working order. It is important to view the walk-through as a positive learning experience that will enhance the enjoyment of your client's new home for years to come. And furthermore, a genuine, caring and thorough home builder will get all the praise and kudos through word of mouth - the most powerful (and free) form of advertising!



## DIRECTORY

### DID YOU KNOW....

HOME's website has a secure upload portal for you to send important documents. HOME encourages all Members to use this link instead of emailing/faxing sensitive information.

### DID YOU KNOW....

An easy way for homeowners to keep track of their warranty validation number is to affix one of our special stickers (form #204) on their electrical box during the final walk-through.

### DID YOU KNOW....

HOME marketing materials are available to you for FREE as part of your Membership with us. To see a wide variety of what's available visit [www.homeoftexas.com](http://www.homeoftexas.com) (under the Builders tab) to see everything available from brochures to sample warranty books to signs.

This issue's feature item is:

### Static Cling Window Decals

(Form # 8533)



*This static cling decal is perfect for windows in model homes, sales offices or even homes under construction. It will let your prospective buyers know that their home will be protected with a HOME warranty.*

Also, be sure to ask your account executive about our **LARGE 28" x 28" LOT SIGNS.**

These oversized signs will surely draw attention to your projects & potentially drum up more business!

### NOT SURE WHO TO CONTACT?

Give us a call- We'll do our best to help! 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?

**Diana Gomez**  
TX (eastern)  
512-585-1909  
[diana.gomez@homeoftexas.com](mailto:diana.gomez@homeoftexas.com)

**JT Laramore**  
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210-540-7891  
[JT.Laramore@homeoftexas.com](mailto:JT.Laramore@homeoftexas.com)

**Tifanee McCall**  
All Manufacturers & MHWC  
Builder/Dealers  
800-247-1812 x2132  
[tifanee.mccall@mhwcconline.com](mailto:tifanee.mccall@mhwcconline.com)



### Questions on the RWC Ins. Advantage Program? Call 866-454-2155 or Email:

**Quotes and Underwriting:**  
Roberta, x2272  
[roberta.woodhall@theparmergroup.com](mailto:roberta.woodhall@theparmergroup.com)

**Certificates and Loss Runs:**  
Roxanne, x2363  
[roxanne.harrell@theparmergroup.com](mailto:roxanne.harrell@theparmergroup.com)

**Claims:**  
Laura, x 2278  
[laura.current@iadclaims.com](mailto:laura.current@iadclaims.com)

As always, you can also visit [www.homeoftexas.com](http://www.homeoftexas.com) for additional information, forms, quotes & contact info.



### For questions about the Warranty Program? Call 800-445-8173 or Email:

**Enrollments (HOME)**  
Joelle, x2366  
[joelle.gross@rwcwarranty.com](mailto:joelle.gross@rwcwarranty.com)

**Remodeling & Garages, Warranty Express**  
Sandra, x2107  
[sandra.sweigert@rwcwarranty.com](mailto:sandra.sweigert@rwcwarranty.com)

**Membership/Renewal Questions and Membership/New App Status**  
Susan, x2136  
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**Texas Inspections & Certifications**  
Whitney, x2138  
[whitney.henry@rwcwarranty.com](mailto:whitney.henry@rwcwarranty.com)

**Warranty Resolution**  
Diane, x2144  
[diane.naguski@rwcwarranty.com](mailto:diane.naguski@rwcwarranty.com)

**FREE Marketing Materials**  
Victoria, x2459  
[victoria.sontheimer@rwcwarranty.com](mailto:victoria.sontheimer@rwcwarranty.com)

**Logos for Websites**  
Ron, x2169  
[ron.bostdorf@rwcwarranty.com](mailto:ron.bostdorf@rwcwarranty.com)

**Accounting/Invoicing**  
Shirley, x2173  
[shirley.poligone@rwcwarranty.com](mailto:shirley.poligone@rwcwarranty.com)

**Accounting/Incentive**  
Scott, x2102  
[scott.longer@rwcwarranty.com](mailto:scott.longer@rwcwarranty.com)

## That's the Way it Grows

By: Staci Cool, RWC Account Executive

The ebb and flow of our real estate market can be quite an exhilarating ride thanks to the rules of unpredictability. This frequently changing industry certainly keeps us all on our toes from day to day. Many of us likely relate to the shuddering uneasiness we feel when reminded of the market crash in our, too-close-for-comfort, history.

For those that were able to survive the crash, an appreciation for what it takes to persevere through crisis was gained. Given this shifted perspective, many companies have opted for conservative growth by avoiding top heavy investments and forgoing extensive financial commitments. Despite the need for more housing, builders are taking their time to expand and carefully considering overall financial health as paramount.

Futuristic goal setting is not a new concept; however, it has taken on a new form due to these economic influences. Together, both historical reflection and a healthy outlook are necessary in order to create a well-honed vision for the future. Historically speaking, when was the last time you considered how much has changed from the day you started your business? How many homes did you start out building or remodeling and where are you today? What are your company goals for 2019 and beyond?

Whether it is a personal choice or an economic shift that has pushed you to grow, arguably, your business probably looks nothing like it did the day you first opened. Perhaps growth isn't in your immediate future and you are considering reducing your inventory as you are looking forward to retirement. Regardless,

with these decisions there are numerous considerations to be taken. Everything from staffing requirements to pricing of materials can determine the feasibility for implementation of your plan.

One area that is often overlooked is how your warranty options are stacking up to your needs. HOME of Texas and affili-

qualify for additional options within our library of products.

What this can mean to you depends on where you are headed. Perhaps you have decreased/increased your price point or have grown/dropped in the total number of homes you plan to build. It is especially important to communicate with



**Whether it is a personal choice or an economic shift that has pushed you to grow, arguably, your business probably looks nothing like it did the day you first opened.**

ates knows that finding your glass slipper may require trying on everything in the store. For this reason, we highly recommend doing an annual or, at most, a bi-annual, check-up to review where you stand.

As an example, a recent builder partner contacted us to advise that they were experiencing a major growth spurt. Their current projections far exceeded the plans they originally communicated to us the year prior. Originally, they were using a full coverage warranty on just a few USDA homes per year. It was thought that they would replicate this initial predicted growth for the upcoming 12-month forecast. However, it was quickly discovered that their warranty coverage requirements had to be reevaluated. Through the discussion it was determined that they were now able to

us if your projections indicate you will warranty 20+ homes per year or need to cover \$2 million+ dollars in business annually.

Maybe you have decided to introduce a new remodeling division, we have several options for remodeling warranties which mirror your state requirements. If you have added a brokerage or are selling aged spec homes, our family of products includes after-market appliances coverage and a true structural coverage warranty. Perhaps you want to price out our general liability insurance before your next renewal, a quote for comparison may be obtained at any time. These membership perks are available at no additional cost to you. Utilizing your membership to its fullest extent, by communicating your needs

*Continued >*

## Where Can I Find...?



frequently, can shed light on any untapped resources which may be available.

In conclusion, it is not a secret that your business will change from year to year and decade to decade. However, pinpointing exactly what can happen and when is not a perfect science. Our goal is to collaborate with your business to create an optimal growth plan which aids in your success. Even though the Spring rains are meant to help create a beautiful landscape, sometimes there are floods. Properly implementing all available options for financial protection will allow your business to fully blossom.

Have your needs changed? Get connected to your local Account Executive by calling us at 800-445-8173 and asking for the Sales Department. We are here to help!

**Is there a subject you would like to see highlighted in an upcoming newsletter?** Do you have a burning warranty question or a desire to learn more about a specific real estate related topic? Even if it is a simple question on a process or a suggestion for a topic, we would love to hear from you. Send your feedback and requests to: [Info@homeoftexas.com](mailto:Info@homeoftexas.com). Don't be shy! If you are curious or want an answer, odds are, so do some of your peers!

Want to check the enrollment status of a certain home or order brochures? The HOME website is chock full of resources for you. We listed some of the more frequently used sections below for easy reference. Start by visiting [www.homeoftexas.com](http://www.homeoftexas.com).

### I WONDER IF THERE'S A WARRANTY FOR THAT?

HOME has more warranty options than you may realize. Hover over **“Builders”** to see, at a glance, all the products and features available. To go to the list of warranty options available, select *“Warranty Products”*.

### GET A GL INSURANCE QUOTE

The RWC Insurance Advantage can meet many of your business insurance needs. Get a quote by clicking on the **“RWC Insurance Advantage”** tab or go directly to [www.RWCInsuranceAdvantage.com](http://www.RWCInsuranceAdvantage.com).

### ENROLL A HOME

In the top right corner of any page on our site, see the link to **“Warranty Express”**. Sign in to Warranty Express with your registration # and password. Select *“Warranty Express”* to begin the enrollment process.

### CHECK THE ENROLLMENT STATUS OF HOMES

Once logged into **“Warranty Express”**, you will see options for things like *“Order History”* and *“Report”*. From here you can order an enrollment report or check the status of a specific home.

### ORDER FREE MARKETING MATERIALS

From the main menu once you are logged into **“Warranty Express”** go to *“Order Supplies”* to request sample warranty books and marketing pieces.

### WHAT IF I HAVE QUESTIONS?

HOME provides a list of *“FAQs”* for Builders. See the link in the **“Builders”** supermenu. If you need additional information, all our contact information and helpful contact forms can be found in **“About Us”**.

### FIND YOUR ACCOUNT EXECUTIVE

From any page, hover over either **“Builders”** or **“About Us”** in the blurred bar at the top and click *“Find Your Account Executive”*.

### ANSWER CLIENTS' QUESTIONS ON THE WARRANTY

Hover over **“Homeowners”** in the blurred bar at the top of any page and find links to *“FAQs”* for homeowners, seasonal maintenance checklists and many reasons why a HOME warranty is valuable to your buyers.

### LOOKING FOR A FORM YOU NEED TO COMPLETE YOUR APPLICATION OR MEMBERSHIP RENEWAL?

Check out our *“Forms Library”* from the **“Builders”** supermenu.



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## HOME Expands Website for Your Homeowners

Today's home buyers are tech savvy shoppers who routinely turn to the internet when searching for new homes. As a successful builder, you understand the vital importance of maintaining a solid presence on the internet so potential buyers can find you, learn about what you offer, and discover what makes you better than "the other guys".



HOME has added some great resources to help explain the value of your decision to provide a HOME of Texas warranty on your homes. The following new pages can be found at [www.homeoftexas.com](http://www.homeoftexas.com) under the 'Homeowners' tab.

- ▶ The value of a HOME warranty to your buyer
- ▶ What your HOME of Texas membership means to your buyer
- ▶ Top reasons buyers should look for HOME when buying a new home
- ▶ Tips on choosing a builder
- ▶ Important warranty terms to know and understand

The sales process is complex with a variety of topics to discuss with potential home buyers. Our goal is to make the warranty explanation easier for you by expanding our online resources for your homebuyers. Hopefully, this section will become your "go to" resource for warranty information.

Simply link your website to ours and point your buyers in the right direction. You can even download our logo! We suggest linking to [www.homeoftexas.com/homeowners](http://www.homeoftexas.com/homeowners). Your buyers will see how you went the extra mile to demonstrate your professionalism and customer service by providing them with this written HOME warranty.