

# { Flagstaff's Green Builder }

## To Build, or Not to Build? ... That is the Question

By David Carpenter  
Flagstaff Business News

It can be difficult for some to disregard the public opinion fear stories that bombard us in the media everyday: rising unemployment, skyrocketing national debt and dwindling home values. However, as business leaders we make informed decisions on a daily basis that guide our

companies in the right direction. In doing so, we rarely rely on public opinion. So why rely on public opinion when we decide whether or not to build a new home? Let's talk about the facts. According to Mike Bracken – owner of HomeCo Ace, "The cost of building materials is down about 30 percent since the building boom of 2005." For some materials, like OSB panels, the cost has dropped a whopping

300 percent, from \$28 per sheet to \$9 per sheet. For a typical 2,500-sq.-ft. home, today's materials prices could mean a savings of up to \$40,000 over building the same home in 2005.

What about quality? In 2005 our industry saw many newcomers getting into the home building industry to try and make a quick buck. Today, only the strong and quality driven companies are surviving. Jon Holdsworth, owner of Holdsworth Construction says, "We are routinely seeing the owners of our subcontracting partners working on our projects, when just three years ago we were dealing with much larger firms." The same forces that drive quality can cut the construction schedule as well. "With more experts on the job we can build a house in four months that might have taken a year in 2005," says Holdsworth. Saved construction time means less loan interest, and more money in your pocket.

Design time is down as well. If you were on a tight construction schedule a few years ago you might have been out of

luck, but today, according to Carl Ramsey, owner of Architectural and Environmental Associates Inc. (AEA), "The typical time to design a new home is down by 30 percent. In some cases, we can design a new home in as little as 30 days," says Carl.

Rarely in life do we get a chance to rewind the clock. We have that chance now. Will you end up conceding to the fear or will you make an informed business decision, and build into the recession? With some industry experts saying that construction costs are down 30 percent, the real question should be: When do we start? **FBN**

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– Jon Holdsworth, Holdsworth Construction



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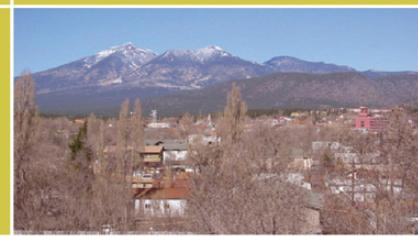
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