

RESIDENTIAL

For Members of Residential Warranty Company, LLC

Recap



Those of you who are investors are familiar with the terms bullish and bearish. A bullish market is one that is on the way up and a bearish market is experiencing a decline. To say the housing market has been bearish for the last four years is an understatement. But, there is one thing savvy investors (and builders) know, it is possible to make money in both bull and bear markets.

Strategize for the Market

First of all, learn everything you can about your market by staying on top of what is happening all around you. News drives the stock market up or down and news can point you in the right direction. Starting a new development in an area with little room for growth and high unemployment just doesn't make any sense at all. But, did you hear about that new, state of the art, cancer center that's going to break ground downtown next month? Or, did you read that Range Resources just got approved for drilling rights two counties away? Thoughtful planning has always been a key factor in building and that hasn't changed today. Do your homework and put your money in a stock that you've researched and want to own.

Secondly, build smart. What are the new price levels in your neck of the woods? Less square footage, quality (but not necessarily top of the line) materials and designs that can make less look like more are key ingredients to your new menu of savings...savings for both you and your homebuyer. Options trading works well for the investor and trading options may work well for you. Most importantly remember that buying stocks on margin can put an investor underwater in no time flat and being too highly leveraged can do the same for a builder.

Finally, use the buzz words...come on, you can do it! Supplying energy savings appliances and using natural products? Sounds "green" to me. Using fiber glass insulation...that's "sustainability". And, why stop there? Build a whole development with this concept and you've got yourself



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The 2011 International Builders' Show: Orlando, FL

By Lynn Nelson-Probst, Vice President of Sales

***Pleased.** Webster's definition: "To make happy or satisfied." A simple word and definition, but it's the perfect description of my sentiments regarding our experience at the International Builders Show (IBS).*

We were very pleased with our booth location. The steady, albeit not jammed foot traffic, good prospects and the opportunity to see many of our customers, friends and associates – all of us alive and breathing, was somewhat of a miracle in itself in this

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The 2011 International Builders' Show: Orlando, FL

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economy. According to NAHB's registration, there were 55,000 people in attendance over the 4 days of the show. RWC personally visited with over 500 people at our booth.

Our star attraction, other than the staff, of course, was our drawing for an Apple iPad. The lucky winner was Andru Blonquist of Crescent Homes, Charleston, SC. Congratulations, Andru!

...RWC is now a member of NAHB's Quarter Century club which means we've exhibited at IBS for 25 consecutive years!

Secondary to this, but equally, if not more important, was the debut of our **Loyalty Rewards** program. This program is our "thank you" to our customers for their patronage over the years. After completing and returning the **Loyalty Rewards** authorization form, members will receive a \$25 credit to be used at Your Home Supply, an on-line home products store, each time a home is warranted. Customer response to this at the show was very positive. Why not? Who doesn't want to receive **free** products!

In addition to our presence at the booth, Account Executives attended caucus and council meetings, council receptions, the Capitol Club Dinner, the Spike party, and some volunteered their



time at The Building Systems Council's booth. Tifanee McCall, (PA) had the awesome opportunity to receive VIP passes and tour to Lifestyle Homes' (a 20-year PBW Member) Extreme Make-over event in Cocoa, Florida. The episode aired on ABC, February 13, 2011.

A few of us were also lucky enough to see and hear Mike Holmes', of HGTV's Holmes on Homes, presentation on Wednesday afternoon during his guest appearance at another exhibitor's booth. I was even luckier to meet, shake hands and get Mike's autograph. I'm a huge fan of his show. All in all, time and efforts during the week in Florida were successful and well spent.

We feel fortunate to have once again participated and exhibited in the nation's largest homebuilding trade show. In fact, RWC is now a member of NAHB's Quarter Century club which means we've exhibited at IBS for 25 consecutive years. Considering we're celebrating our 30th anniversary this year, not a bad track record. We're also proud to have reached another important milestone - warranting over 3 Million homes! All of this speaks volumes for our longevity, strength and customer service. Thanks to all of you who stopped by to say hello at IBS and more thanks to you, our members, for choosing us as your warranty provider. Best wishes for a healthy, happy and successful 2011!

Building Systems Can Help Builders Cut Costs, Rebound Quickly

Harry Junk, who was elected the 2011 chair of NAHB's Building Systems Councils (BSC) during the NAHB International Builders' Show in Orlando earlier this month, said he plans to promote the systems-built industries — concrete, modular, panelized and log home construction — because they can help builders rebound from the deep housing recession by cutting costs

and providing home buyers with quality housing options.

"The home building industry has been hit hard over the past few years and I want to help elevate the profile of systems-built construction options," Junk said. "As production starts to ramp up, builders will see a great need to diversify their businesses

and help reduce their overhead costs. Building systems can get them back on their feet more quickly," he added.

Junk succeeds Vic DePhillips, president of Signature Building Systems, a modular manufacturer in Moosic, PA. (and long time RWC Member), who now serves as the immediate past chair of the BSC.

Strategize for the Market

Continued from front cover

an “eco-community”. Good for the environment and good for you and your homebuyers who, by the way, would rather put their money on Main Street than Wall Street any day of the week.

Yes, it’s true that investing is not for the faint of heart...but neither is building new homes. The more research you do, the better choices you make and remembering to limit your risk will go a long way to help ensure that you can run with the bulls and outwit the bears no matter what the economy has in store. Have a great Spring!



2010 Sales Awards

RWC, HOME, MHWC and PBW are proud to announce the 2010 Sales Awards! As anyone involved in Sales knows, it takes a great deal of attention to detail and dedicated legwork to be successful, especially in such a challenging economy. The Account Executives recognized this year for their individual achievements have each logged a multitude of appointments, PR visits, phone calls, mailings, etc., all the day-to-day basics that eventually result in a productive year.

Our premier award is for Outstanding Account Executive of the Year and the 2010 recipient is Tifanee McCall. Tifanee serves a dual role as the National Accounts Manager for HUD-Code Builders and Manufacturers for MHWC and additionally as the Manufacturers Account Administrator for Building Systems Manufacturers for RWC. She further demonstrates her commitment to encouraging the use and acceptance of structural warranties by being an active member in various trade organizations for both the HUD-Code and Building Systems industries. Tifanee cemented her position as this year’s leading Account Executive by placing at or near the top of each of the ranked categories. Congratulations to Tifanee and to all our 2010 Award Winners!



Outstanding Account Executive of the Year:

Tifanee McCall



Most Applications Received: Jana Watts



Most Warranted Homes by

Account Executive: Linda Hepler



Most Projected Homes: Tifanee McCall

Maximize Your Dollars

JOIN RWC'S
INCENTIVE PROGRAM



Joining RWC’s Incentive Program is the best way for you to maximize your dollars and reap the rewards of quality construction and customer satisfaction. Start your incentive fund today and save potentially thousands of dollars in many areas, from membership fees to guaranteed rates!

Participation requires enrollments of 20 homes or \$2 million sales volume annually.

For more information call your Account Executive or our Sales Department at: 1-800-247-1812 Ext. 2149

Small Business Tax Challenges to Watch Out For In 2011 And Beyond

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The tax code changes every year as new laws are passed and new restrictions take effect. The rules on small businesses are especially volatile. Here are six changes and potential changes to know about for this year and beyond. Be sure to consult with your tax professional before making any major decisions.



New Health Insurance Credits

There are a number of new regulations coming out of the Patient Protection and Affordable Care Act passed last spring. There are new reporting requirements, but the most notable from a tax standpoint are new tax credits. Companies with less than the equivalent of 25 full-time workers may be eligible for credits for up to 35% of the amount they pay for their employees' health insurance. Firms have to pay at least 50% of the employees' insurance costs and the company's average wage must be less than \$50,000 to qualify. The credit increases to 50% in 2014.



Higher Equipment Deductions

The Small Business Jobs Act passed last fall doubles the amount business owners can write-off for fixed assets and equipment to \$500,000 in one year. The change applies to 2010 and 2011 tax returns. There is also a 50% bonus depreciation in 2012 if you are writing off equipment over several years.



Energy Efficiency Wins and Losses

For remodelers, the tax bill passed at the end of 2010 was a mixed bag. The 25C energy retrofit tax credit was extended, but at its lower 2006-07 levels. Homeowners can receive 10% of the amount they pay for qualified energy efficiency improvements, capped at \$500. There are also caps on individual categories of energy-efficient improvements, such as \$200 for windows.



Tougher Enforcement

IRS officials are on record saying they will be cracking down on tax abuses, especially by those who file Schedule C as sole proprietors. After years of decreasing audits, the agency has asked for an increase of 5.33% in its enforcement budget for fiscal year 2011.

In other words, be careful and only take those deductions to which you are entitled. A notable potential problem area is the home office deduction. The important thing to remember is that to deduct a home office, the area must be used "exclusively and regularly" for your business, according to the IRS. If you meet those standards, take it, but be prepared to back it up with documentation.



Mortgage Interest Deduction Under Fire

Put this one in the "things to watch" category. The National Commission on Fiscal Responsibility and Reform proposed eliminating the deduction for mortgage interest, impacting both new construction and remodeling.



Tired of Callback Headaches?

Do you need a system? Do you need support?
Do you need alternatives? We can help! Call today:
800-213-8904



Remodeling Set to Recover this Year from Most Serious Downturn on Record

www.nbnnews.com

Remodeling will be moving into recovery in 2011 following a three-year slump and its most serious downturn since the government began tracking industry activity in the early 1960s. Kermit Baker, director of the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University, said that a new report from the Joint Center two years in the making indicates that the remodeling industry is set for a new decade of growth.

In the meantime, remodeling has declined roughly 15% from its cyclical peak of \$326 billion in 2007 to a trough of an estimated \$277 billion in 2010. However, the sector fared significantly better than residential construction, which suffered a decline of more than 75%. As a result, improvement and repair expenditures moved up last year to command an estimated 70% share of total residential investment, which, in addition to remodeling, includes single-family and multi-family construction. In the decade or so preceding the crash, remodeling accounted for roughly a 40%-45% share.

Over the coming five years, researchers at Harvard expect inflation-adjusted spending on remodeling to grow at a 3.5% average annual rate in real dollars, slightly above the projected rate of growth for the economy.

Currently, the industry is getting a lift from the increasing numbers of distressed properties in need of rehabilitation and from a decrease in household mobility that is leaving owners in their current homes longer, making them more amenable to considering projects with longer paybacks, particularly energy-efficient retrofits. A spring survey found that purchasers of distressed properties are spending an average 15% more in the first year

after the purchase than those who bought non-distressed homes.



Over the longer term, “market fundamentals — the number of homes in the housing stock, the age of those homes and the income gains of home owners making improvements — point to increases in remodeling spending,” according to the Remodeling Futures report.

Remodeling will also benefit from the economy and housing returning to more normal conditions; a disproportionate amount of improvements are made shortly after the purchase of a home. The downturn that the industry is now crawling out of has been characterized by a drop in discretionary kitchen and bath remodels and other high-end projects and a shift to smaller jobs. That drop amounted to 23% during the downturn.

Best-Positioned Markets

Taking a look at where remodelers are likely to fare the best, the top markets are located along coastal California and in the Northeast, where home prices and incomes tend to be higher. Looking at favorable market conditions — including higher house value appreciation, higher median household income, older housing stock, higher

home values and a large share of upscale remodeling projects — metro markets best positioned for a rebound are San Francisco, San Jose, Los Angeles and San Diego in California; and Boston, New York and Philadelphia. In the second tier, out of five, are Seattle, Minneapolis, Milwaukee, Chicago, Baltimore, Washington, D.C., and Virginia Beach, VA. The least favorable conditions prevail in Las Vegas, Phoenix, San Antonio, Detroit, Atlanta and, in Florida, Tampa, Orlando and Miami.

Responding to a Weaker Market

Among new trends spawned by the downturn, prospective remodeling customers have been getting choosier about who they select for their job. Seventy-six percent of the remodelers surveyed by NAHB in the first quarter of 2010 said that their customers were always, almost always or frequently obtaining multiple bids from contractors. Seventy-five percent reported that more customers were getting multiple bids than two years earlier. Responding to weaker market conditions, fewer remodelers have been charging fees for submitting an estimate, despite the costs involved. In the same survey, 80% said there was no charge, up from 70% two years previously.





When new home sales slump, Builders will often turn to “specialty” types of construction in order to create new revenue streams, keep employees busy and “wait out” the down turn. RWC offers warranties for builders working on commercial projects or even building detached garages. In addition, there are times when the traditional 10 year warranty is not a good fit, either for the builder or the project. For those unique times, RWC’s affiliate, Residential Structural Warranty offers 1 one year renewable coverage.

SPECIALTY WARRANTIES

5 Year Commercial Warranty

- 1 Year of Coverage on Workmanship & Materials.
- 2 Years of Coverage on Selected Portions of Mechanical Systems.
- 5 Years of Coverage on Major Structural Components.
- Fees are based on square footage, type of construction and usage.

5 Year Detached Garage Warranty

- 5 Years of Coverage on Designated Structural Elements.
- Includes specific and measurable standards to evaluate structural defects.

1 Year Renewable Structural Warranty

- An innovative approach to written warranties available under the trademark name of Residential Structural Warranty.
- 1-year structural coverage is available on designated structural elements.
- Nominal administrative fee of \$25 for the first year of coverage.
- Option to pre-purchase future years of coverage.
- Additional years of coverage are offered directly to homeowners by RSW.

Conversion Warranty

(For residential projects being converted from commercial buildings)

- Option A: 2 Years of Coverage on Workmanship & Materials.
- Option B: 1 Year of Coverage on Workmanship & Materials.
5 Years of Coverage on Major Structural Components.

Please note: Some warranty, insurance and reporting options may not be available in all states. Check with your local Account Executive for availability in your area.

WHERE Can I Find...

Need your Account Executive’s phone number? Want to check the enrollment status of a home? The RWC 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.rwcwarranty.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.

New FDIC Hotline and Website to Assist Builders with Credit Availability Problems

To help small business firms address their difficulties in obtaining credit, the Federal Deposit Insurance Corp. (FDIC) announced in January the creation of a new hotline and website that enable small business owners — including builders — to register specific issues or problems they may be having with credit availability. Small businesses are critical to fueling the nation's economic growth, and their ability to generate new jobs depends, in large part, on access to credit. The FDIC will respond to inquiries about policies and financial institutions it regulates as well as make referrals to other governmental agencies where appropriate.

Any home builder, developer or associate who is unable to obtain financing, is having a hard time with an outstanding acquisition, development and construction loan or feels that they have been treated unfairly by their lending institution should alert the FDIC either through the hotline or their website. The FDIC decided to provide the new resources after recently hosting a symposium to examine the credit problems that small businesses are facing.

The toll-free number is 1-855-FDIC-BIZ (855-334-2249). NAHB Members can also call 866-924-NAHB (866-924-6242) which will patch them through to the FDIC's hotline, where they can discuss their specific situation. Callers should be aware that they will be talking to a live FDIC representative, so they should have all relevant information at hand. The hotline is operational Monday through Friday, 8:00 a.m. – 8:00 p.m., ET.



Builders can also fill out a business assistance form at www.fdic.gov/small-business by clicking on the Business

Assistance Form at the bottom of the page. This allows users to fill in information and provide details about lending or credit problems they are having with a specific bank or financial institution.

Strong builder participation is vital to raise greater awareness of the acquisition, development and construction credit problems builders are facing and to find constructive solutions that will restore the flow of credit to our industry. Registering issues with the FDIC is important so that regulators hear directly from the individuals who are seeing their businesses suffer from today's severe shortage of housing credit.

Congress created the Federal Deposit Insurance Corporation in 1933 to restore public confidence in the nation's banking system. The FDIC insures deposits at the nation's 7,760 banks and savings associations and it promotes the safety and soundness of these institutions by identifying, monitoring and addressing risks to which they are exposed. The FDIC receives no federal tax dollars — insured financial institutions fund its operations.

Sources: www.nbnnews.com and www.fdic.gov

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 RWC 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 RWC Insurance Advantage button on the home page. Then select "Apply Online" to receive your quote

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



RWC 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 RWC Membership.

Can You Spot A Fake?



Most builders we know sell “houses” ... not Gucci hand bags or Prada shoes. So a builder might not readily consider the threat of counterfeit construction goods posing huge safety issues. According to ENR.com (Engineering News Record), counterfeit materials may just be lurking on jobsites everywhere.

Airline passengers bearing one-way tickets often elicit a closer look from airport security. U.S. Customs and Border Protection officials at San Francisco International Airport considered it a routine search when they stopped a man with a one-way ticket from China. Stuffed in his suitcases were 1,500 circuit breakers, all counterfeit. According to industry experts familiar with the case, the man was a former employee of Square D, a large manufacturer of electrical components in Illinois. Officials later discovered that another shipment of one million counterfeit Square D breakers had slipped past security, spreading through the marketplace like a virus.

The bust helped throw new light on a long-running problem in the industry that is growing. The use of the Internet for commerce and equipment sourcing has greased the tracks for counterfeiters, making it easier for producers to offer a wider range of items at low prices and giving them the appearance of legitimacy. Last year, U.S. Customs and Border Protection nabbed \$260.7 million in counterfeit goods. Of those fakes, \$4.3 million were electrical – \$3.5 million alone were circuit breakers – ranking second only to pharmaceuticals in terms of public-safety risk.

Today, any item found on a construction site – a steel section, electrical part, pipe fitting, pressure vessel, cement kiln, even an entire lift crane – potentially could be a fake. A study recently published by the Construction Industry Institute (CII) found two main types of fake construction goods: 1) Counterfeits which look like genuine items but are made of sub-standard materials and 2) forged labels, such as a fake Underwriters Laboratories stamp, on an untested product. Once installed, it is usually a matter of time before these fakes fail prematurely.

Top 10 Counterfeit Construction Goods

1. Steel
2. Fasteners
3. Valves
4. Pipes
5. Circuit Breakers
6. Rotating Equipment Parts
7. Electrical Equipment
8. Pipe Fittings
9. Pressure Vessels
10. Cement



Source: Construction Industry Institute

People who may have never had a problem with counterfeit goods may actually be in the ‘incubation’ period right now

according to the researcher. Seventy-six percent of the U.S. interviewees reported having a problem with counterfeits in the past, and 83% of the reported counterfeits came through an approved vendor.

Since 2006, Square D has filed 13 cases against 27 U.S. distributors and brokers and many independents are now barred from selling any Square D products. In addition, the Consumer Product Safety Commission (CPSC) has issued five national recalls of more than 550,000 circuit breakers, ranging in price from \$3 to \$85. But officials say hundreds of thousands of faulty circuit breakers could still be lurking in the electrical panels of homes, hospitals and other facilities worldwide. Another recent concern is fraudulent “up-amping” of electrical items. For example, a counterfeiter represents a 15-amp breaker as a 20-amp breaker. The danger is that such devices will not trip when overloaded, causing damage or death.

Counterfeiting is largely a silent financial crime. A fake might pass through several countries and companies – whose employees may not realize the item is fake – before it ends up on a jobsite. During testing of some counterfeit breakers for a lawsuit, the breakers failed, causing ex-

plosions or fires. However, all the breakers in this test group bore certification labels.

There are some warning signs, though. Counterfeiters don't go through the marketplace through a common distributor but usually find someone who is wheeling and dealing. For that reason, experts caution buyers to be wary of brokers and keep in mind that dirt-cheap prices may not be the only tip-off. Scrutinizing its own supply chain is the most important action a company can take.



Ramifications of counterfeit parts extend past residential and commercial projects to industrial as well. Duke Energy removed four suspect Square D breakers in its Catawba Nuclear Station in York County, S.C. Another nuke plant removed five breakers that did not have amperage ratings painted in white on the handles, a sign that it was an outdated model or, worse, a fake. In both cases, the items were sitting on a shelf, not yet installed at the plants. In 2008, two Texas businessmen were convicted for stamping American Petroleum Institute monograms and an India company's API license on substandard pipe couplings, including one thousand 9 5/8-in.-dia sections made out of rejected steel stock. If such risky components fail on an oil project, experts say, owners could end up with a situation similar to the recent Gulf oil spill or worse. The forged fittings in Texas, experts add, are the same type used to connect pipe on deepwater oil projects, such as BP's doomed Macondo well.

Common Counterfeit Myths

MYTH: Construction goods aren't an attractive market for counterfeiters.

FACT: Counterfeiters traditionally have flooded retailers with knock-off shoes, DVDs and luxury goods. Construction commodities are now an easy target because they cost little to make and fly under the radar of law enforcement. Fake critical components, such as steel, electrical parts and plumbing – are readily available over the Internet.

MYTH: All counterfeit goods come from China.

FACT: While China is the largest source of most counterfeit goods, the problem extends globally – even at home. For example, two U.S. residents pleaded guilty last year to forging an American Petro-

leum Institute monogram on substandard pipe couplings that were manufactured in Tomball, Texas, and sold to nearby oil-and-gas companies.

MYTH: Customs officers know how to spot and seize fakes.

FACT: Actually, enforcement officers are less likely to catch items that would show up on a construction project. It is the responsibility of trademark owners to register with U.S. Customs as well as provide training materials and hands-on demonstrations to border officers. If you think you may have a counterfeit item, you also can report it directly to authorities at <https://apps.cbp.gov/eallegations/>.

Source: <http://enr.construction.com/products/materials/2010/1013-CounterfeitConstructionGoods-2.asp>.

Warranty Express

Enroll your homes online and save both time and money

- ▶ Reduce your paperwork and preparation time for home enrollments
- ▶ Enroll multiple homes at one time
- ▶ Immediate enrollment confirmation
- ▶ Print the warranty book from your own office
- ▶ Generate FHA confirmation letters online
- ▶ No deposits
- ▶ Reduce your postage expense

**Questions?
Call
1-800-247-1812
Ext. 2107**



RECAP

Know Your RWC Warranty...

Losses or damages caused by soil movement, which meet the warranty's coverage standards, are a sizable amount of the settlements that we process each year.



In the standard warranty, the exclusion states "The following are not covered under this Limited Warranty: ... Loss or damage *which is covered by any other insurance or for which compensation is granted by legislation.*" This means that soil movement would not be covered IF it

is covered by insurance or legislation. Otherwise, it **IS** covered provided the loss or damage meets the warranty's coverage standards.

Standard MSD Warranty: Forms #320 (Sample) – Section II.E.1.d.

The following are NOT covered under this Limited Warranty:

1. Loss or damage:
 - d. which is covered by any other insurance or for which compensation is granted by legislation.

Customized State Warranty: Form #3101 through 3199 – Section I.D.2.c.

This Limited Warranty does NOT cover:

2. Loss or damage which, directly or indirectly, results from or is made worse by the following:
 - c. Any condition which is covered by any other insurance or for which compensation is granted by legislation.

RWC understands that one of the most natural conditions that cannot be controlled is soil movement, both lateral and vertical. Keep in mind that grading, drainage and landscaping are factors that contribute to soil movement in many areas of the country. Sometimes Mother Nature just has a mind of her own!

A person's home is their most prized possession and is the single greatest investment they will make in their lifetime. Homeowners put their trust in you, as a quality builder, to help protect their investment. At RWC, we realize how important it is to protect that investment. So rest assured that if one of your homeowners has damage that meets the warranty standards as a major structural defect, we will inspect the issue and provide relief when applicable through the Limited Warranty.

What can the RWC Remodeler's Program do for you?



It takes lots of tools both to complete a remodeling project and to build a business. RWC offers you a selection of great tools to choose from; including the **Remodeler's Program**.

This flexible warranty allows for customization based on each project and specific needs of the customer.

- Provide Security to Your Customers
- Economically Priced
- Effective Risk Management/Mediation Process
- Various Warranty Options Available



Call 1-800-247-1812 Ext. 2149 for more information or visit our website:
www.rwcwarranty.com

Searching for an Answer?

*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?

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Questions on the Warranty Program? Call 800-247-1812 or Email Us:

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

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RECAP

RWC Congratulates Employees-of-the-Month

OCTOBER 2010

Kelly Rusinko, Accounting Assistant, Hired in 1996: Kelly primarily handles Accounts Payables, but also processes health insurance payments, unclaimed property, bank reconciliations for certain accounts and assorted other accounting tasks as needed. She originally started in the Enrollments Department handling customer service and processing warranty-related documents and transferred to Accounting in September 2001.

NOVEMBER 2010

Steve Bache P.E., Staff Engineer, Hired in 1999: Steve used his engineering skills to evaluate and decipher appropriate actions to take regarding claim coverage. He is a multi-state licensed engineer and represents the company at legal proceedings for claims purposes (mediations, arbitrations, trials.)

DECEMBER 2010

Susan Boyanowski, Special Membership Processor, Hired in 1988: Susan has worked for the Membership Department her entire employment period, primarily focusing on registrations.

JANUARY 2011

Lorrie Stahl, Warranty Administrator, Hired in 1994: Lorrie was originally hired for the Enrollments Department, where she handled customer service and processed warranty-related documents. She was transferred to the Warranty Resolution Department in January 1996 as a Warranty Advisor and dealt with claims-handling. In August 2006, Lorrie became a Warranty Administrator and is currently responsible for high-profile claims, including DTPA (Deceptive Trade Practices Act).

FEBRUARY 2011

Linda Hepler, Account Executive, Hired in 1991: Linda has represented the state of Texas her entire employment period.

Joey Roush, Help Desk Technician, Hired in 2009: Joey was hired as an Intern, but converted to full time status in November 2009. He assists employees with their computer and/or software problems.

MARCH 2011

John Murphy, Mailroom Coordinator, Hired in 1988: John is a jack of all trades. His main job duties are processing incoming and outgoing mail, including express service and bulk mailings. He also is quick to help out wherever he is needed - retrieving records, running errands, moving furnishings, etc.

Kudos to...

- ▶ Landmark Homes
- ▶ Homes Designs Unlimited, LLC
- ▶ EG Stolfus Homes, LLC
- ▶ McNaughton Homes
- ▶ Fine Line Homes
- ▶ Keystone Custom Homes



The Home Builders Association (HBA) of Harrisburg, PA announced the above members as winners of the 2010 Parade of Homes, during their fall gala event. Congratulations to all!

Visit Our Booth At These Upcoming Shows

▶ **PCBC**
June 22-24, 2011
San Francisco, CA

▶ **21st Century Expo**
September 15-16, 2011
Charlotte, NC

▶ **Sunbelt Builders Show**
October 20-22, 2011
Austin, TX



Builder Spotlight

ROBIN HILL

Everyone fantasizes about their perfect dream home -- vaulted ceilings, granite countertops, walk-in closets, a “man cave”...

Making that dream a reality is a huge decision and the master craftsmen at Robin Hill are ready to accept that challenge. Located in Hunterdon County, NJ, Robin Hill has more than 25 years of building experience and specializes in custom home building.

So, what can a homeowner expect from a Robin Hill home? It all begins with listening to the desires of the buyer. They take that mental “dream home” snapshot and effortlessly transform homeowner’s ideas into a finished product of nothing less than excellence. Robin Hill is eager to preserve the traditional sense of the craft through diligent workmanship and quality materials, as well as keeping their homes fresh with custom design plans, unlimited selection of options, up-to-date technology and energy efficient appliances.

Robin Hill proudly holds multiple industry accolades, including Hunterdon County Planning Board Design Award

for “Non-Residential or Integrated Special Recognition Award”, Distinguished Membership Award (RWC) in Recognition of Excellence in New Home Construction and Customer Service, and Incentive Program Award of Distinction.

Robin Hill chose RWC as their warranty provider because “Being a family company, we appreciate the personal touch that RWC was able to provide us. And we value the long term relationship with RWC.” RWC is pleased to have Robin Hill as a member and congratulates them on all their hard work and achievements.

Affordability Pivotal in Sealing the Deal on Green-Built Homes

With buyers in today’s housing market primarily motivated by cost effectiveness, green-built homes will take an increasingly large percentage of the market in direct proportion to their price, according to representatives from suppliers and product manufacturers during a press conference at the 2011 NAHB International Builders’ Show in Orlando. Affordability — not cutting-edge technology — has been pivotal in builders’ and remodelers’ ability to seal the deal with home buyers. The key is value for every stakeholder in the process.

The good news is that product manufacturers have been able to focus during the current building downturn on new technologies that will make green building more affordable.

The NAHB press conference was held in conjunction with Builders’ Challenge, which offers technical assistance

to builders and remodelers constructing homes that are at least 30% more efficient than under the prevailing energy code requirements. Builders interested in certifying their homes with Builders Challenge can do so while meeting the additional requirements of the National Green Building Standard, which offers a dual certification option for those builders and remodelers who want to go beyond energy efficiency and incorporate water efficiency, indoor environmental quality and other hallmarks of the green-built home.

Since Builders Challenge was launched at the 2008 NAHB International Builders’ Show, 5,000 homes have been certified under the program. However, builders have had to find ways to cut costs in other facets of operations to pay for the products, materials and quality control time needed to build more energy-efficient homes, which together add about 3% to 5% to construc-

tion costs. Successful builders focus on the building envelope, paying attention to how the home is sealed, rather than relying on high-tech products to get better HERS scores.

As energy efficiency requirements in building codes become more stringent, Builders Challenge participants will find themselves ahead of the game, and that can put them at a competitive advantage, said David Lee, who heads up the program for the Department of Energy.

Source: www.nbnnews.com



RECAP



“Loyalty Rewards” Authorization Form

RWC, MHWC & PBW want to thank you for being a loyal customer. Take advantage of our new **Loyalty Rewards Program**. Throughout 2011, every time you finalize a home with us, we will give you \$25 to be redeemed for products sold by Your Home Supply (YHS) at www.yourhomesupply.com. Products for the homes you're building, or for your own home, can be purchased with the credits you receive. Warranting 25 homes this year? That's \$625 you'll earn towards products totally **FREE!**

There are no additional obligations or strings attached except being an active member of RWC, MHWC and/or PBW **and** to return this authorization form as soon as possible. You will not be enrolled and cannot begin earning credits in the **Loyalty Rewards Program** until this authorization form is received by RWC, MHWC, or PBW.

Start earning your **Loyalty Rewards** credits now. Return this authorization form by mail, fax or email:

Residential Warranty Company / MHWC / Preferred Builders Warranty
Attention: Sales Department
5300 Derry Street, Harrisburg, PA 17111
Fax #: 717-561-4494
Email: jody.lehman@rwcwarranty.com



MHWC

PBW
PREFERRED BUILDERS WARRANTY

\$\$\$ START EARNING YOUR LOYALTY REWARDS CREDITS NOW! \$\$\$

Member Name: _____ Registration #: _____

Please provide the name of and email address for the person in your organization who should receive all “Loyalty Rewards” credits and emails (Principal, Purchasing Agent, etc)*

Name: _____

Email: _____

Shipping address for product delivery: _____

*If Membership is cancelled, all Loyalty Reward Dollars are voided.

Subcontractors and Certificates of Insurance

By Tony DeJesus, Integrity Underwriters

With residential builders continuing to adapt to the difficult conditions which face the building industry today, prudent builders protect themselves from taking unnecessary risks.

One of the areas easily overlooked involve the management of your subcontractors. Elements of this expense directly related to your bottom line, such as projections for time and expense of each item dominate the attention of every builder.

However, there are more subtle aspects to subcontractor expense management that can be more challenging to recognize as they don't represent an "immediate crisis" or danger. For example, ensuring that each subcontractor used maintains proper general liability insurance to cover construction defect claims caused by problems with their workmanship. You may not have any immediate benefits, but in the long-run, exposures attributable to subcontracted work can be debilitating to your building operation.

Some of the things that uninsured/insufficiently insured subcontractors can expose a builder to are:

- Increased cost of insurance
- Catastrophic repercussions involving a loss
- Legal expenses involving unneeded litigation

One of the ways of monitoring this exposure is to secure a Certificate of Liability Insurance for each subcontractor utilized. To those unfamiliar with this document, this is a widely accepted verification of coverage provided by ACORD (the company furnishing this form) which affirms that insurance coverage exists for the subcontractor. This certificate is typically issued by the subcontractor's insurance company or agent to you, the homebuilder.



It is important that these certificates are kept up to date and that information pertinent to you as the homebuilder be included in the form. These informational items would include:

- Coverage limits for each occurrence, general aggregate and products/completed operations aggregate (total coverage being provided). Are these similar to those carried by your general liability policy? Anything less could cause you to be drawn in directly to a particular loss.

- Are you as the homebuilder named as an additional insured? Not being named as an Additional Insured may cause unneeded complications at the time of a loss.

- Does the general aggregate and products/completed operations aggregate apply to the policy, each project, or a specific location?

RWC Insurance Advantage stands ready to assist RWC builder members with issues related to these situations and can provide you with assistance with this and many of your insurance needs. Contact us at (800) 897-2299 to ask for a sample copy of the most recent version of the ACORD form certificate of insurance, along with suggestions on how to better monitor your subcontractor's insurance coverage.

The adage "an ounce of prevention is worth a pound of cure" could certainly be applied to homebuilders who do.

RWC's Gotcha Covered All Under the Same Hat!



Through membership with RWC...

- New Home Warranties & General Liability Insurance - Now from ONE insurer.
- Insurer rated "A-(Excellent)" by A.M. Best.
- Competitive rates.
- Available exclusively to RWC & Affiliates' members.

To find out what the RWC Insurance Advantage can do for you, complete call us toll free at
800-247-1812 ext. 2149



WPMIC Celebrates 10 Continuous Years of "Excellent" Ratings!

For the tenth straight year, Western Pacific Mutual Insurance Company, a Risk Retention Group (WPMIC) has earned an A.M. Best rating of "A- (Excellent)". WPMIC is the insurer for new home warranties provided by RWC, MHWC & PBW and for general liability insurance provided to home builders through the RWC Insurance Advantage (RIA) program.

A.M. Best is a full-service credit rating organization dedicated to serving the financial services industries, focusing on the insurance sector. The "Excellent" rating is ascribed by A.M. Best to com-

panies that, in their opinion, "have an excellent ability to meet ongoing obligations."

WPMIC is domiciled in Colorado and has successfully maintained its "A- (Excellent)" rating by A.M. Best based on its performance to date. The rating reflects the risk retention group's sound capitalization, historically favorable operating performance, positive cash flow position, and conservative reserve levels. Additionally, the rating recognizes WPMIC's history of maintaining sufficient capital to support its ongoing obligations and the effective management of its long term exposure to loss.



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Harrisburg, PA 17111

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WPMIC's 2011 Annual Membership Meeting



The 2011 Annual WPMIC Membership Meeting will be held on **Tuesday, June 14, 2011 at 8:30 a.m. EST** at Residential Warranty Company, LLC 5300 Derry Street, Harrisburg, PA 17111