



it's a
jungle
out there

10.28.09

PHOENIX CONVENTION CENTER

southwest
BUILDERS
9th Annual **SHOW**

attendee INFORMATION

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southwest BUILDERS

9th Annual

SHOW

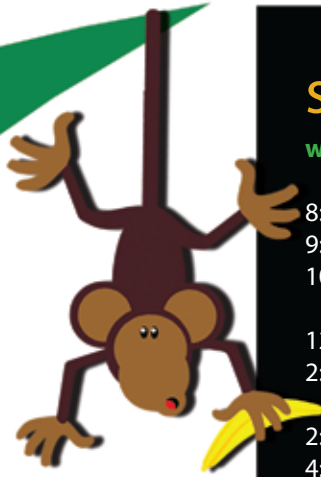
PHOENIX CONVENTION CENTER
33 S. 3rd St. :: Phoenix AZ 85004
South Building :: Hall G

about the show

THE SOUTHWEST BUILDERS SHOW, Arizona's premier gathering of home building professionals, is truly a one-of-a-kind event. It's the only opportunity all year to meet key players in the region's home building community, see cutting edge products and services, and learn about important issues in trends driving this market!

Our homes are a reflection of who we are. Those in the home building industry understand the importance of providing homes that are durable, attractive, cost-effective, energy efficient, technologically advanced and affordable to today's home buyers. From entry-level single-family homes to custom homes, from 55+ communities to land development, from multi-family units to all trades associated with building the homes we live in, the Southwest Builders Show brings together the best companies offering the products, solutions and services you need. It's the ultimate way to research the latest trends!

10.28.09



schedule at a glance

wednesday october 28

8:00 – 9:00	Kickoff Breakfast with Tom Richey
9:00	Exhibit Hall Open
10:00 – 11:30	Web 2.0 & Home Builders – What's Now & What's Next
12:00 – 1:30	Forecast Luncheon with Tim Sullivan
2:30 – 4:00	The New Era of Home Buying – What's Hot & What's Not
2:30 – 4:00	Romancing Financing
4:30	\$2500 Drawing
4:45	Putting Green Putt-Off
5:00	Exhibit Hall Close

Schedule is tentative and subject to change at Show Management's discretion.

contests & drawings

questions?

contact LISA RUGLOSKI, rugloskil@hbaca.org, 602.274.6545

win \$2,500!

It's a Jungle Out There so the HBACA will be conducting a door prize drawing for attendees to win some extra cash. At registration you will receive an entry card displaying the booths that are part of the "It's a Jungle Out There" contest. To qualify for your chance to win \$2,500, you must visit the 6 sponsor booths, getting your card stamped along the way. Drop off your completed entry at the Show Prize Booth to be entered into the drawing.

IT'S A JUNGLE OUT THERE CONTEST / PRIZE DRAWING

drawing at 4:30 P.M.
Exhibit Hall / Show Prize Booth
Cost: FREE
Prize: \$2,500

WIN!!
\$2,500



AC
HOME

Enhance your show experience by attending one of these popular classes or events. Seating is limited, and therefore first-come first-served, so be sure to register early. Most classes are free and event costs are below. Tickets may also be purchased the day of the show.

sessions



Dan Santy, President / CEO
Santy Integrated

Steve Koch, Account Director
Santy Integrated



Rebecca Seymann, Digital Director
Santy Integrated

Agni Pudo, Interactive Strategist
Santy Integrated

sponsored by



Kenneth S. Farnham, Vice President
Sullivan Group Real Estate Advisors

Cindy Harvey, Project Architect
MIRM

sponsored by



Tom Richey, MIRM, President
Richey Resources, Inc.

sponsored by



Tim Sullivan, President
Sullivan Group Real Estate Advisors

WEB 2.0 & HOME BUILDERS – WHAT'S NOW & WHAT'S NEXT

10:00 – 11:30 A.M. | Rooms 167 | Cost: FREE

Home buyers today are perusing blogs, getting advice on social networks, viewing virtual open houses and doing general research on the Web. Most new home marketers know the Web is becoming the best way to reach homebuyers, but the ever-changing technologies can be intimidating. Santy Integrated's session will provide an easy-to-understand overview of all the potential marketing tactics available and will demystify everything that surrounds Web 2.0 so participants can evolve their marketing plans to reach potential buyers where they are today.

THE NEW ERA OF HOME BUYING – WHAT'S HOT & WHAT'S NOT

2:30 – 4:00 P.M. | Room 167 | Cost: FREE

Kenneth Perlman and Cindy Harvey's presentation will combine information that will help homebuilders understand how to best position themselves in today's market place. Topics covered will include market statistics, key demographic information, homebuyer wants and needs, and effective design solutions, both inside and out. Participants will learn about a number of sustainable design ideas, tips on how to make smaller spaces live well, and flex space tricks that work. The information shared will be easy for lenders, builders, and developers to understand and apply to their present and future developments.

ROMANCING FINANCING with TOM RICHEY

2:30 – 4:00 P.M. | Rooms 162-163 | Member Cost: FREE with purchase of Breakfast ticket or \$15 / Non-Member: \$25

Ask any builder, sales manager, or home buyer and they will say the biggest lack of home selling expertise is simply that salespeople cannot or do not sell and close sales with financing! In an age where monthly payments are critical to buyers and where home buyers need to know tax advantages, very few sales people can step up and perform. Participants learn how to bring home buyers along in a comforting manner to the final decision based on how much home one can own for how little per month. Ask your sales staff to perform an accurate after tax cost of housing set up...or ask them to sell the proper program relative to the buyer's financial ability...or mystery shop them! The results will prove that your staff needs Tom Richey's critical financing sales training now!

KICKOFF BREAKFAST with TOM RICHEY: 25 TOUGH MARKET HOME SELLING SECRETS

8:00 – 9:00 A.M. | South Ballroom | Member Cost: \$40 / Non-Member: \$50

Tom Richey, MIRM, President of Richey Resources, Inc. says...Psssst...I have a secret. A secret that will turn your business around. In fact, I have 25 secrets you must know if you want to not only survive but thrive in this tough market. Today's market is a tough one, there is no doubt. Many of the current crop of sales professionals have not experienced the tough times and therefore do not have the skills and abilities to cope. What is lacking is the fundamental training in the process of selling, how to sell the difference in your builder's homes, how to use financing as a tool for closing, how to deal with negotiators and with objections. Now that sales are harder to come by, the fundamentals have become the essential "secrets" in the business. Those "secrets" must be trained back into the sales professional in order to help our housing industry survive. If you want to hear my secrets, all will be revealed at the Breakfast.

FORECAST LUNCHEON with TIM SULLIVAN

12:00 – 1:30 P.M. | South Ballroom | Member Cost: \$65 / Non-Member: \$75

As president of Sullivan Group Real Estate Advisors, Mr. Sullivan has more than 25 years experience consulting in the real estate market. Whether valuing assets for investors, assisting in litigation support or conceptualizing community design and land uses, Mr. Sullivan has counseled real estate companies on investment and development decisions with unparalleled success. Tim's presentation is back again this year by popular demand. You won't want to miss out on what the future holds!

To learn more about our speakers, visit www.southwestbuildersshow.com.

events



PUTTING GREEN CONTEST

putt-off at 4:45 P.M.

Exhibit Hall / Putting Green

Cost: 1 ticket \$5 / 3 tickets \$10

Sponsored by: Interior Logic & U.S. Grass & Greens

support Home Builders Care

Test your skill and compete for a fantastic prize! Back again is the challenging Putting Green Contest, sponsored by Interior Logic and U.S. Grass & Greens. All ticket sale proceeds go to Home Builders Care, the charitable arm of the HBACA. Don't miss your chance to be the one to hold the bragging rights as HBACA's best putter for a year. Located in the center of the Exhibit Show Floor, the Putting Green Contest is sure to be a fun time for all!



2009 exhibitors

(list as of 8/28/09)

southwest
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2-10 HOME BUYERS WARRANTY
AAM, LLC
ACCIPITER COMMUNICATIONS, INC.
 DBA ZONA COMMUNICATIONS
ADAMS BROS INTERIORS
AMERICAN SOLAR ELECTRIC
ANDERSEN WINDOWS, INC.
APS
ARIZONA SALES TAX SPECIALISTS, INC.
ARIZONA STAIRS
ARIZONA WHOLESALE SUPPLY CO.
B & B BLINDS AND BUILDER SERVICES, LLC
BOBIER SALES/DELTA FAUCETS
BOISE CASCADE, LLC
CARESCAPE CONSTRUCTION, LLC
CITY PROPERTY MANAGEMENT COMPANY
CLASSY CLOSETS
CLOSET FACTORY
CUSTOM FOAM INSEALATORS, LLC
D.R. WASTCHAK
DIVERSIFIED BUILDER SUPPLY, INC.
E3
EBI FRAMING
ENERGY INSPECTORS

ENVIRONMENTS FOR LIVING
EXTERIOR SYSTEMS
FAFCO, INC.
FELTEN GROUP, INC.
FIRST IMPRESSION SECURITY DOORS, INC.
GOTHIC LANDSCAPE, INC.
HOMETEAM PEST DEFENSE, LLC
J. P. KING AUCTION COMPANY, INC.
LIGHTING DESIGN, LLC
 DBA THE LIGHTING DESIGN COMPANY
LOUISIANA PACIFIC CORPORATION
MAJESTIC STONE IMPORT, INC.
MASCO BUILDER CABINET GROUP
METLIFE HOME LOANS
MONIERLIFETILE
PARSONS WALLS
PELLA WINDOWS AND DOORS SOUTHWEST
PLASTPRO, INC.
R & B ENTERPRISES,
 WINDOW COVERING PROFESSIONALS
R/S SERVICE & SUPPLY, INC.
SAFETY RAILS OF AZ, INC.
SHASTA POOLS & SPAS
SOUTHWEST GAS CORPORATION

SRP
SUNWEST APPLIANCE DISTRIBUTING
TORRENT RESOURCES
TRANE AND SCHLAGE
VALLEYCREST LANDSCAPE DEVELOPMENT
VERIZON WIRELESS
WAYNE-DALTON GARAGE DOORS
WESTAR KITCHEN & BATH AND GE

www.southwestbuildersshow.com

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