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GOBBLE!**



**November 2023**



**maba.org**





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950 John Nolen Drive, Suite 185  
Madison, WI 53713

**(608) 661-0823**



# THANK YOU SPIKES!

You may be thinking, what is a "Spike"? It's a term used by the NAHB for a **recruiter** of new members.



The best spokesperson for promoting the benefits of MABA membership is YOU!

November is Spike Appreciation Month, a time when we thank the dedicated "Spikes" for their outstanding achievements in member recruitment and retention!

Those who dedicate their time to this effort achieve "Spike" status for consistently helping MABA grow stronger. Spikes earn one credit for each Builder or Associate member recruited, and 1/2 credit for every year they renew. Once you earn your sixth credit, you become an official NAHB Spike!

## 2023 Spike Dinner

Sponsored by Andy Voeltner & OMNI Financial



# SPIKE CLUB LIFE MEMBERS

Name	Spike Credits	Name	Spike Credits
Terry Monson	1608.50	Andy Voeltner	98.00
Charles Elliott	736.00	Debbie Gille	97.00
Barbara Slack	398.00	Chad Wuebben	92.50
Rich Eberle	344.00	Abe Degnan	92.25
Phil Simon	320.50	Jim Downing	83.00
Ron Kneebone	287.00	Dawn McIntosh	82.00
Michael Simon	286.50	Bill Zander	79.50
Butch Hensen	280.00	Peter Horton	79.00
Edwin Gehl	231.50	Abbey Wentland	70.00
Dick Wasserburger	229.50	John Schwingle	66.50
Mike Vilstrup	218.00	Peter Stebbins	60.00
Justin Temple	217.00	Chris Hohlstein	57.50
Greg Schaffer	219.50	Donald Tierney	55.50
Pat Schafer	190.50	Bill Rowe	55.00
Loren Imhoff	189.00	Richard Hanzel	47.50
Hart DeNoble	181.00	Scott Engelberger	47.00
Angie Kieta	178.50	Byron Chase	45.50
Don Esposito	177.00	Jennifer Acker	43.00
Del Breunig	171.50	Dean Strander	42.00
Steve Anderson	169.00	Bryan Sipple	39.50
Bob Renforth	140.50	Mark Brehmer	39.00
Doug Widish	139.50	Harvey Kessel	34.50
James Hottmann	133.00	Dan Murphy	32.00
David Roark	129.00	Karl Fels	30.50
Mary Ellen Smith	129.50	Ed Hoksbergen	30.50
Thomas Zimmer	114.50	Joe Crary	28.50
Brian McKee	105.00	Kayla Storlid	28.50
Jason DeNoble	104.50	Annemarie Dresen	27.50
Tommy Farrell	104.00	Shaun Scullion	26.00
James Taalbi	100.50		

As of 10/31/2023

***Thank You MABA Spike Club Life Members!***





## PLATINUM SPONSORS

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## GOLD SPONSORS



# 2023 BOARD OF DIRECTORS

## OFFICERS:

PRESIDENT

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Chad Lawler

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## FALL CAREER DAY - OCTOBER 4

Over 180 participants from 8 high schools took a walk through the building process at Veridian Homes Acacia Ridge neighborhood. **THANK YOU** to everyone who attended!

**8 STATIONS**    Surveying -> Foundations -> Framing -> Rough Mechanicals -> Drywall -> Punchlist/Trim -> Sales/Design -> Educational Opportunities/Lunch





# Redeeming Your 2023 BPA Is Easy



**CLICK HERE TO REDEEM**

INCLUDED 100% WITH YOUR  
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**MARKETING + LEAD FLOW**



**SALES + SALES PROCESS**



**MARGINS + PROFITABILITY**



**TEAM, HIRING + COMMUNICATION**



**PROCESS + SYSTEMS**



**SUCCESSION PLANNING**

## What is a Business Plan of Action?

- We look at the “big picture” of your business. We identify what is working, note what is not, and document everything we uncover, in an unbiased fashion
- We conduct an analysis of your team and team acquisition system, including full DISC/Motivator assessments for key team members. The results of the assessments, including a team personality mapping grid, will also be included in your final plan. (max of 6 per BPA)
- We create a time-based and action-driven plan, broken down into the 8 disciplines/pillars of the industry.
- We provide unique ideas and strategies for your sales process and system, marketing, internal processes, cash flow tracking, and more. At the end of our process, you can expect an accurate, personalized, step-by-step plan that’s tailored to your needs.



**WISCONSIN  
BUILDERS  
ASSOCIATION**

Trusted By The **WBA**

Small Business Growth Partner’s services are not available to the general public. Eligibility is reserved solely for active WBA members — for no additional cost. Developed through focusing on the issues of small business builders, remodelers, and trade companies, your BPA will include a detailed and comprehensive analysis of your business.

TESTIMONIALS



REDEEM BPA

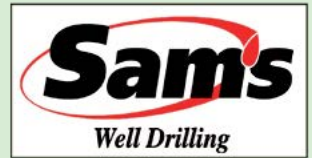


## MADISON AREA BUILDERS ASSOCIATION



**DISCLAIMER:** The Right Angle is the official newsletter of the Madison Area Builders Association. The Madison Area Builders Association is a non-profit trade organization dedicated to promoting a positive business environment by uniting, serving, and representing all aspects of the building industry.

The Right Angle is published seven times per year. Notice of local, state, and national programs/events is a service to Association members. Such notices do not indicate Association endorsement or sponsorship unless specifically noted. The acceptance of advertising in The Right Angle does not indicate approval or endorsement of the advertiser or the advertiser's product by Association. Madison Area Builders Association makes no warranties and assumes no responsibility for completeness of the information contained herein.



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### Flexible Financing Options

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- Home Construction Loans
- Home Renovation
- Bridge Loans
- Home Equity/Lines of Credit

### GMB Advantages

- Competitive Rates and Fees
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- Local Appraisal Partners





FALL PARADE OF HOMES

IN REVIEW



17 Homes  
14 Builders

2,881 Tickets Sold

\$25,328 in Ticket Revenue

Exceeded budget by \$5K!



18,849 In-Person Home Visits

1,109 Average Visits per Home

↑ 203 Visits Per Home in 2023 vs. 2022

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MEMBER MEETING

&

*President's Installation*

Friday,  
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*Don't miss it!*







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## MABA SILENT AUCTION RESULTS

*79 total items  
donated by  
MABA members!*



THANK YOU TO ALL WHO DONATED & BID ON ITEMS!



WBA Goal for MABA: \$7,700

Avg. Local HBA Giving: \$2,436

MABA Actual: \$25,000

*Goal Exceeded!*

**Single Family and Duplex Permits Issued**

2023 Dane County September YTD Comparison

**Municipality Report**

<i>Municipality</i>	<i>2023 Total</i>	<i>2022 Total</i>	<i>2023 Starts</i>	<i>2022 Starts</i>	<i>2023 Avg. Value</i>	<i>2022 Avg. Value</i>	<i>2023 Avg. Sq Ft</i>	<i>2022 Avg. Sq Ft</i>
Albion (T)	\$1,848,000	\$1,735,000	4	5	\$462,000	\$347,000	2,963	2,536
Berry (T)	\$1,519,000	\$2,800,000	3	5	\$506,333	\$560,000	2,494	3,605
Black Earth (T)	\$855,000	\$450,000	2	1	\$427,500	\$450,000	2,550	3,800
Blue Mounds (T)	\$3,696,000	\$1,050,000	8	2	\$462,000	\$525,000	2,850	3,775
Bristol (T)	\$9,693,000	\$12,415,000	12	20	\$807,750	\$620,750	3,798	3,642
Burke (T)	\$1,323,000		2		\$661,500		3,850	
Cottage Grove	\$14,723,000	\$11,080,000	33	22	\$446,152	\$503,636	2,701	2,783
Cottage Grove (T)	\$3,373,000	\$3,358,000	6	6	\$562,167	\$559,667	3,613	4,092
Cross Plains	\$9,760,000	\$6,928,000	20	16	\$488,000	\$433,000	2,435	2,222
Cross Plains (T)	\$5,703,000	\$2,725,000	4	4	\$1,425,750	\$681,250	6,395	3,863
Dane	\$287,000	\$870,000	1	2	\$287,000	\$435,000	1,604	2,123
Dane (T)	\$2,937,000	\$2,380,000	7	4	\$419,571	\$595,000	2,489	3,809
Deerfield (T)	\$220,000	\$1,204,000	1	2	\$220,000	\$602,000	1,550	4,175
DeForest	\$23,459,000	\$18,851,000	54	32	\$434,426	\$589,094	2,381	3,882
Dunkirk (T)	\$600,000	\$400,000	1	1	\$600,000	\$400,000	3,550	3,200
Dunn (T)	\$8,257,000	\$5,457,000	9	7	\$917,444	\$779,571	4,317	4,837
Fitchburg	\$38,647,000	\$39,396,000	88	105	\$439,170	\$375,200	2,953	2,274
Madison	\$96,188,000	\$84,645,000	247	205	\$389,425	\$412,902	2,252	2,383
Mazomanie (T)	\$3,133,000	\$2,000,000	6	4	\$522,167	\$500,000	3,492	3,213
McFarland	\$5,605,000	\$11,603,000	15	25	\$373,667	\$464,120	2,000	2,264
Medina (T)	\$2,685,000	\$890,000	4	2	\$671,250	\$445,000	3,525	3,175
Middleton	\$570,000	\$3,193,000	2	4	\$285,000	\$798,250	1,847	3,842
Middleton (T)	\$14,469,000	\$32,234,000	15	36	\$964,600	\$895,389	5,309	5,228
Montrose (T)	\$425,000	\$1,150,000	1	2	\$425,000	\$575,000	2,850	4,700
Mount Horeb	\$11,770,000	\$13,064,000	28	31	\$420,357	\$421,419	2,373	2,655
Oregon	\$24,127,900	\$26,293,000	50	58	\$482,558	\$453,328	2,694	2,566



<b>Municipality</b>	<b>2023 Total</b>	<b>2022 Total</b>	<b>2023 Starts</b>	<b>2022 Starts</b>	<b>2023 Avg. Value</b>	<b>2022 Avg. Value</b>	<b>2023 Avg. Sq Ft</b>	<b>2022 Avg. Sq Ft</b>
Oregon (T)	\$1,070,000	\$2,891,000	2	4	\$535,000	\$722,750	3,750	5,013
Perry (T)	\$650,000	\$750,000	1	2	\$650,000	\$375,000	4,350	2,675
Pleasant Springs (T)	\$2,651,000	\$4,000,000	2	5	\$1,325,500	\$800,000	7,350	4,766
Primrose (T)	\$1,471,000	\$2,143,000	2	4	\$735,500	\$535,750	4,355	3,963
Roxbury (T)	\$1,326,000	\$1,320,000	2	1	\$663,000	\$1,320,000	3,565	6,500
Rutland (T)	\$750,000	\$4,089,000	1	6	\$750,000	\$681,500	4,550	4,817
Springdale (T)	\$3,595,000	\$3,617,000	5	4	\$719,000	\$904,250	4,172	5,600
Springfield (T)	\$399,000	\$1,299,000	1	2	\$399,000	\$649,500	2,850	4,400
Stoughton	\$18,713,000	\$13,330,000	47	40	\$398,149	\$333,250	2,678	2,358
Sun Prairie	\$34,326,000	\$37,874,000	74	98	\$463,865	\$386,469	3,005	2,547
Sun Prairie (T)	\$1,340,000	\$1,100,000	3	2	\$446,667	\$550,000	2,833	3,425
Vermont (T)	\$1,041,000	\$5,654,500	2	5	\$520,500	\$1,130,900	3,300	5,560
Verona	\$22,528,000	\$19,253,000	53	46	\$425,057	\$418,543	2,536	2,058
Verona (T)	\$11,154,000	\$11,973,000	12	14	\$929,500	\$855,214	4,938	5,432
Vienna (T)	\$1,756,000	\$1,612,000	3	3	\$585,333	\$537,333	3,562	3,567
Waunakee	\$40,364,000	\$37,926,000	71	79	\$568,507	\$480,076	2,827	2,555
Westport (T)	\$9,980,000	\$29,531,090	14	39	\$712,857	\$757,207	3,317	3,443
Windsor (T)	\$29,303,000	\$29,844,000	54	58	\$542,648	\$514,552	2,597	2,726

**Year to Year September Comparison**

<b>YEAR</b>	<b>SUM</b>	<b>COUNT</b>	<b>AVG VALUE</b>	<b>AVG SQ FT</b>
2013	35,751,000	119	300,428	2,745
2014	27,662,000	107	258,523	2,337
2015	27,165,000	98	277,193	2,424
2016	30,386,000	88	345,295	2,751
2017	31,190,000	98	318,265	2,396
2018	31,364,000	78	402,102	2,872
2019	40,092,000	103	389,242	2,873
2020	52,237,000	120	435,308	2,995
2021	53,145,000	111	478,783	2,951
2022	43,643,090	91	479,594	2,812
2023	44,486,000	85	523,364	2,643

**Year to Date Comparison**

<b>YEAR</b>	<b>SUM</b>	<b>COUNT</b>	<b>AVG VALUE</b>	<b>AVG SQ FT</b>
2013	229,985,000	844	272,494	2,563
2014	231,672,000	792	292,515	2,604
2015	281,095,000	913	307,880	2,594
2016	299,267,669	932	321,102	2,578
2017	325,534,465	972	334,912	2,628
2018	342,713,000	977	350,780	2,616
2019	334,427,774	926	361,153	2,676
2020	391,927,720	984	398,300	2,797
2021	466,840,000	1048	445,458	2,875
2022	494,377,590	1013	488,033	2,836
2023	468,289,900	972	481,779	2,746

**Single Family and Duplex Permits Issued**

2023 Dane County October YTD Comparison

**Municipality Report**

<i>Municipality</i>	<i>2023 Total</i>	<i>2022 Total</i>	<i>2023 Starts</i>	<i>2022 Starts</i>	<i>2023 Avg. Value</i>	<i>2022 Avg. Value</i>	<i>2023 Avg. Sq Ft</i>	<i>2022 Avg. Sq Ft</i>
Albion (T)	\$2,348,000	\$1,735,000	5	5	\$469,600	\$347,000	2,930	2,536
Berry (T)	\$1,519,000	\$2,800,000	3	5	\$506,333	\$560,000	2,494	3,605
Black Earth (T)	\$855,000	\$1,104,000	2	2	\$427,500	\$552,000	2,550	3,975
Blue Mounds (T)	\$3,696,000	\$1,050,000	8	2	\$462,000	\$525,000	2,850	3,775
Bristol (T)	\$10,292,000	\$12,415,000	13	20	\$791,692	\$620,750	3,725	3,642
Burke (T)	\$1,323,000	\$350,000	2	1	\$661,500	\$350,000	3,850	2,550
Cottage Grove	\$16,013,000	\$13,075,000	36	26	\$444,806	\$502,885	2,700	2,820
Cottage Grove (T)	\$3,373,000	\$3,358,000	6	6	\$562,167	\$559,667	3,613	4,092
Cross Plains	\$12,450,000	\$8,019,000	25	19	\$498,000	\$422,053	2,376	2,178
Cross Plains (T)	\$7,703,000	\$2,725,000	6	4	\$1,283,833	\$681,250	6,047	3,863
Dane	\$287,000	\$870,000	1	2	\$287,000	\$435,000	1,604	2,123
Dane (T)	\$2,937,000	\$2,380,000	7	4	\$419,571	\$595,000	2,489	3,809
Deerfield (T)	\$670,000	\$1,204,000	2	2	\$335,000	\$602,000	2,450	4,175
DeForest	\$26,377,000	\$19,451,000	60	34	\$439,617	\$572,088	2,438	3,726
Dunkirk (T)	\$600,000	\$800,000	1	2	\$600,000	\$400,000	3,550	2,725
Dunn (T)	\$8,257,000	\$5,457,000	9	7	\$917,444	\$779,571	4,317	4,837
Fitchburg	\$43,288,000	\$42,831,000	98	114	\$441,714	\$375,711	2,877	2,255
Madison	\$106,854,000	\$95,697,000	275	229	\$388,560	\$417,891	2,227	2,409
Mazomanie (T)	\$3,133,000	\$2,000,000	6	4	\$522,167	\$500,000	3,492	3,213
McFarland	\$6,892,000	\$12,103,000	18	26	\$382,889	\$465,500	1,967	2,323
Medina (T)	\$2,685,000	\$890,000	4	2	\$671,250	\$445,000	3,525	3,175
Middleton	\$570,000	\$3,493,000	2	5	\$285,000	\$698,600	1,847	3,488
Middleton (T)	\$18,499,000	\$37,231,000	18	40	\$1,027,722	\$930,775	5,613	5,330
Montrose (T)	\$425,000	\$1,150,000	1	2	\$425,000	\$575,000	2,850	4,700
Mount Horeb	\$12,540,000	\$14,824,000	30	33	\$418,000	\$449,212	2,305	2,651
Oregon	\$28,292,900	\$27,389,000	58	60	\$487,809	\$456,483	2,729	2,580



<b>Municipality</b>	<b>2023 Total</b>	<b>2022 Total</b>	<b>2023 Starts</b>	<b>2022 Starts</b>	<b>2023 Avg. Value</b>	<b>2022 Avg. Value</b>	<b>2023 Avg. Sq Ft</b>	<b>2022 Avg. Sq Ft</b>
Oregon (T)	\$1,070,000	\$4,091,000	2	5	\$535,000	\$818,200	3,750	5,110
Perry (T)	\$1,035,000	\$750,000	2	2	\$517,500	\$375,000	3,075	2,675
Pleasant Springs (T)	\$2,651,000	\$4,970,000	2	7	\$1,325,500	\$710,000	7,350	4,137
Primrose (T)	\$1,471,000	\$2,143,000	2	4	\$735,500	\$535,750	4,355	3,963
Roxbury (T)	\$2,740,000	\$2,155,000	4	2	\$685,000	\$1,077,500	3,958	5,625
Rutland (T)	\$750,000	\$4,089,000	1	6	\$750,000	\$681,500	4,550	4,817
Springdale (T)	\$4,147,000	\$3,617,000	6	4	\$691,167	\$904,250	4,043	5,600
Springfield (T)	\$399,000	\$1,299,000	1	2	\$399,000	\$649,500	2,850	4,400
Stoughton	\$20,251,000	\$15,328,000	50	47	\$405,020	\$326,128	2,687	2,335
Sun Prairie	\$36,845,000	\$39,816,000	81	102	\$454,877	\$390,353	2,923	2,565
Sun Prairie (T)	\$1,839,000	\$1,100,000	4	2	\$459,750	\$550,000	2,838	3,425
Vermont (T)	\$2,869,000	\$6,354,500	4	6	\$717,250	\$1,059,083	4,575	5,325
Verona	\$23,383,000	\$19,613,000	55	47	\$425,145	\$417,298	2,551	2,047
Verona (T)	\$13,454,000	\$15,473,000	14	17	\$961,000	\$910,176	5,154	5,359
Vienna (T)	\$1,756,000	\$2,812,000	3	4	\$585,333	\$703,000	3,562	4,263
Waunakee	\$48,016,000	\$40,094,000	83	83	\$578,506	\$483,060	2,867	2,557
Westport (T)	\$11,574,000	\$29,531,090	16	39	\$723,375	\$757,207	3,371	3,443
Windsor (T)	\$31,098,000	\$33,574,000	56	62	\$555,321	\$541,516	2,674	2,775

**Year to Year October Comparison**

**Year to Date Comparison**

<b>YEAR</b>	<b>SUM</b>	<b>COUNT</b>	<b>AVG VALUE</b>	<b>AVG SQ FT</b>	<b>YEAR</b>	<b>SUM</b>	<b>COUNT</b>	<b>AVG VALUE</b>	<b>AVG SQ FT</b>
2013	30,370,000	104	292,019	2,829	2013	260,355,000	948	274,636	2,592
2014	36,623,000	108	339,101	2,734	2014	268,295,000	900	298,105	2,620
2015	28,291,000	90	314,344	2,571	2015	309,386,000	1003	308,460	2,592
2016	38,244,000	114	335,473	2,721	2016	337,511,669	1046	322,668	2,594
2017	34,467,000	96	359,031	2,643	2017	360,001,465	1068	337,080	2,629
2018	39,509,000	103	383,582	2,746	2018	382,222,000	1080	353,909	2,629
2019	37,481,000	108	347,046	2,561	2019	371,908,774	1034	359,679	2,664
2020	58,615,000	146	401,472	2,737	2020	450,542,720	1130	398,710	2,789
2021	43,212,000	87	496,689	2,929	2021	510,052,000	1135	449,385	2,879
2022	46,833,000	84	557,535	2,943	2022	541,210,590	1097	493,355	2,845
2023	58,937,000	110	535,790	2,836	2023	527,226,900	1082	487,270	2,755

# MABA Financial Statement Update

## As of October 31, 2023



**CASH**  
Current Balance  
\$92K



**INVESTMENTS**  
Current Balance  
\$19M



**YEAR-END BUDGET**  
Projected Net Income  
+ \$5K



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9 Affiliate



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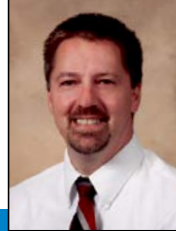
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