



2011 Holiday Newsletter

Jarman Homes is proudly building in the following communities:



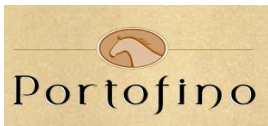
Homes from \$235-\$600's



Homes from the 350s



Homes from \$365-600's



Homes from \$350-\$600's



Homes from \$285-\$500's



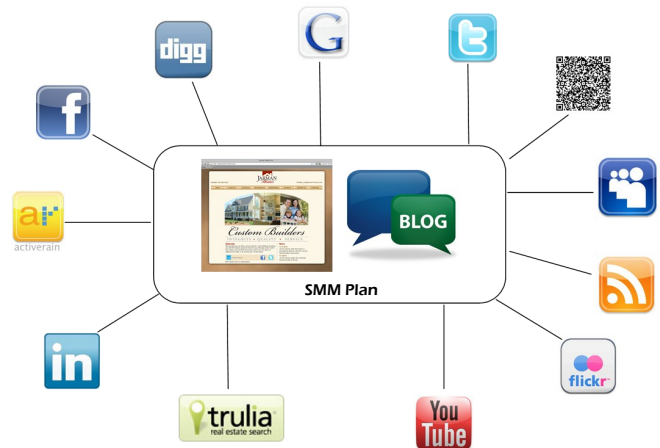
The Social Media Storm

I recently sat in a seminar by Carol Flammer and Mitch Levison entitled Social Media for Home Builders. Wow, did they rock my world with their fast paced talk of SMM's, SMO's, tweets, tags, SEO, anchor text, etc, etc, etc. My head was spinning trying to comprehend the maze of internet and social media tools that are becoming a standard in today's fast paced, tech savvy world.

Facebook says they have 800 million users while Twitter has 200 million users and increasing by the second. When I put my marketing director hat on, it tells me we need to be where the people are. The seminar made me realize one thing for sure, I needed a SMM (Social Media Marketing) plan. Therefore, I have spent the last few months creating and implementing such a plan. (see diagram)

The first and most important step to the plan was to initiate a JHBlog. A blog is actually right up my alley because I like to write and give my opinion. More importantly, it helps drive more traffic to our website, thus, raising our SEO (search engine optimization).

The second big task has been expanding our Social Media presence to include Facebook, Twitter, LinkedIn, Youtube, and Flickr. So now you can quickly



get updates on our latest projects, tours of our homes, interviews with clients, before and after photos of our renovation projects and more. Basically, allowing current and potential clients as well as business partners full access to our business quickly and easily.

We've known for years that buyers will often research builders, communities, and even homes on the internet before ever stepping foot in a home. Just having a good website is not enough anymore, buyers expect to know more and interact more online than ever before.

After attending the seminar and working to implement our SMM plan, I have no doubt our new direction of increasing our social media presence is crucial to the success of our company. The

down side is the amount of time it takes to manage each site. The seminar encouraged us to create a SMM Plan Team. Unfortunately, for a smaller business like ours, my team consists of me, myself, and I. Therefore, not allowing me as much time to spend on this area as I would like each week. But our commitment is strong and not only do we plan to keep our current sites up to date with new and current information. We also plan to expand in the coming year adding Trulia and ActiveRain with the goal of strengthening our network of real estate professionals.

By no means would I consider myself an expert in Social Media Marketing at this point, but we now have a plan and look forward to connecting with others and see where it takes it us. Happy Tweeting!





In the Mind of a Builder: The Appraisal Nightmare

I wish this Santa hat had magical powers and I could ask for Accurate Appraisals for Christmas this year. It is very frustrating to keep hearing how the housing industry influences our country's overall economic conditions yet the very institutions that we rely on are hurting more than helping.

I recently read an article from For Residential Pros titled "Flawed Appraisals Killing Home Sales". The article releases information from a national survey conducted by the NAHB that shows one out of three builders (nationwide) are reporting losing sales contracts this past year due to appraisals on their homes are less than the contract sales price. The timing of this article was rather eerie because I had just experienced this exact thing a week before.

The survey goes on to say that some appraisals are not even matching up with what it cost to build the home. How

can this be, you ask. Well, unfortunately, appraisers are comparing brand new homes with all of today's modern features and upgrades with older, distressed properties. These appraisal practices are harming our industry in several ways. Not only does it hurt the builder like myself who is simply trying to make a living, but it also affects the homebuyer who was prepared to invest 10% down on a new construction loan for their dream home just to be knocked back to square one due to an unfair appraisal.

If builders can't build new homes, what will happen to the overall economy? Jobs will be lost, market values will continue to decrease, new home subdivisions will go under, developers will stop investing money into our communities, etc. etc. etc. My pastor recently said in a sermon that the bible says we can get mad when we see an injustice. Well, I'm mad, and I think this constitutes as an injustice and I want to try to educate others so

that we may have a voice about the future of our industry and our country. Whether you are considering buying a new home in the next few years or not, this issue effects all of us.

Thankfully, the National Home Builders Association is trying to be proactive in helping our government officials realize the seriousness of this issue. On October 19th NAHB along with representatives from the federal banking regulators, the appraisal industry, the housing finance industry, and the real estate sectors held an appraisal summit in order to find solutions that will help allow appraisers to develop realistic valuations that reflect true market values.

As a builder, I am hopeful in 2012 we will see some positive changes in the appraisal and construction lending crisis because restoring the housing industry promises a brighter outlook for all of us.



Building Buzz

- The HBA of Johnston County will be hosting it's Spring Parade of Homes on April 14/15, 21/22, and 28/29. For the tech savvy individual, there will be a mobile website and iphone app to help navigate homes features, builder info, and maps.
- Jarman Homes has been invited to be part of the Builder Team in Glen Laurel. Glen Laurel has maintained long term growth and success. We are excited to offer several ranch and two story plans ranging from 2400-3000s.f incorporating function and beauty at an affordable price.
- Jarman Homes now has our Blog up and running. Look for posts discussing many helpful topics ranging from how to design and decorating your home to how to finance your new home or renovation project. Feel free to email me (joy@jarman-homes.com) topics you would like to see on our blog.

ADVENTURES of David

Sales and Warranty Specialist

David has been working hard with warranty work to finish out the 11-month warranties from 2010. He has been spotted recently singing Christmas songs and sporting his Santa shirt, displaying his Christmas spirit. Not only does he come prepared with the right tools and right attitude, but he also comes prepared to shoot bad guys.

Visit our Facebook page for more cool "Adventures of David".



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Joy's Top 10 Favorite things of 2011

I have clients and friends often ask my opinion regarding on different things within a home. If it were my home what would I do. So I took a few minutes to think back over at some of my favorite things (in the building industry) from this past year.

1. Lighting: I love finding a great light fixture that creates such a distinctive style you decorate the room around it. There are a lot of great traditional and contemporary styles that make great options. Although I feel the overall main living spaces should coordinate in feel and finish, it's also fun to spice up some specific areas like a Dining Room, Powder



Room or Master Bath. Have fun with your selections but never forget about the importance of function. Pictured is one of my favorite fixtures that would look great to add flair to any room.

2. Cork

Flooring: I have been looking at cork flooring options for about 2 years now trying to find the perfect room I can use this versatile product. I finally found a client that wanted to use cork in their office. Of course like most things there are different levels of cork, the most beautiful patterns being a little more expensive, but overall an affordable option for the right application. Cork is great for many reasons, but my favorite things about cork: it isn't cold to walk on like tile, it holds its shape so although it is a softer surface, any dents or dings go away, it absorbs sound, and is beautiful.

3. Trex Transcend decking boards has come out with 2 new colors, my favorite is the new Spiced Rum with a great blend of colors it looks more realistic than other brands and colors. The other positive addition is two new railing colors that coordinate nicely. Trex decking boards are not only beautiful, but also low-maintenance. I'd much rather be sitting on my deck relaxing than re-staining, and repairing warped boards.

4. Air tubs: I was recently doing some research for a client regarding the tub in their Master Bath and have fallen in love with Air Tubs. Air tubs are a great alternative to whirlpool tubs for several reasons. A traditional whirlpool shoots jets of water while an air tub uses millions of massaging bubbles, therefore

giving a more subtle, relaxing sensation similar to sitting in a tub of champagne. One of my favorite differences is the cleanliness & maintenance of the tub. Based on personal experience, there's no bigger disappointment than filling your tub with water with anticipation of a relaxing bath only to turn on the jets and trash flies out all over you. YUCK! The air tub air dries after each use and therefore eliminates the floating trash disaster. Both tubs are similarly priced.

5. Triangle Bricks new Showroom and Brick Garden: If you are thinking about building a new brick home you have got to make the trip to the new showroom located in Durham. It was well worth the drive to walk through the Brick Garden and view wall samples of different brick & mortar displays. For years we have been using small 10x10 displays with no mortar trying to help clients visualize what their entire house is going to look like. Now you can visually see how the brick will look after installation. They also have a great showroom with other coordinating options so you can look at how all your exterior selections will look together.

6. Granite Kitchen Sink: Although stainless sinks are still the most popular, undermount granite sinks are a great alternative for a more dramatic look and are also very functional. Coming in several color & shape options to coordinate with your granite countertops, the sink is also great for resisting scratches and stains. Granite sinks are considered an upgrade but worth the extra investment in my opinion.

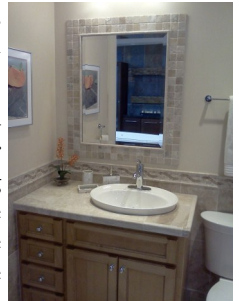


7. Mirror framing options: If you are wanting a decorative mirror for the Master Bath or Guest Bath but can't find the exact size you are looking for, another option is to create your own frame. One way is adding a piece of trim molding and either painting or staining. Another option is adding a piece of metal trim to coordinate with the glass shower door trim. My favorite option (but the most costly) is adding a tile accent around the mirror. You can pick a similar accent you used in the tub or shower surround. It gives the mirror a beautiful, finished look you'll have

everyone asking, "where did you find that mirror?!"

8. Painted or Stained interior doors:

After touring several homes in the Wake County Parade of Homes I saw more and more homes staining or painting the interior doors a dark color instead of the traditional white or trim color. Of course like all things there were some applications that worked and some that didn't. But overall I think the concept can really add to the aesthetic appeal to the home. One thing you have to keep in mind is that stained doors are much more expensive in product and labor so you usually only see those in your high end homes. But painted doors can give you a specific look without any more costs. One thing to consider if you paint your door a darker color you need to carefully consider your hardware finish to make sure it coordinates with the look you want.



9. Brushed nickel and chrome are making a comeback! While touring homes in the fall, we noticed more and more light fixtures and door hardware are going away from the traditional dark bronze tones and coming back to the more chic chrome and nickel tones. As a builder I am wondering did interior designers come up with this as "trend change" or did builders come up with this idea in order to cut costs. Chrome is the most affordable with brushed nickel being second in line. When you consider coordinating with bath faucets, it saves even more. Another positive from the Designer side of me allows for a whole new color palette of blues, grays, and greens as well as some really unique light fixture options.

10. Wallpaper: Yes, I said it, wallpaper. But not the old floral wallpaper your mother had, I'm talking beautiful, metallic and/or faux finishes used on accent walls or ceilings. If you are looking for a way to jazz up a room, this is a cost effective way to add glamour to any space.





If you are one of our homeowners or remodeling /addition owners, we want to include your home or project on our Facebook and/or Flickr page. Send us some pictures or short video of your project . Or call us and we'll come out and take a photo or video for you. Tell us what you love about your new space between December 26th-January 31st and be entered into a drawing for a \$25 gift card to Best Buy!



Project Spotlight: One of my favorite kitchen remodels this past year was taking an outdated kitchen and turning into a lovely and functional space. View more pictures of this renovation/addition project on Flickr.



Joy & Neil Jarman

On behalf of Jarman Homes, we pledge our continuous commitment in creating successful relationships with our homeowners, subs & partners, and realtor friends. We accept the responsibility of staying in touch with the current trends, constantly updating our home plans, keeping our jobsites clean and safe, and using quality materials and construction techniques. We pride ourselves on our outstanding customer service before and after the sale, our extraordinary attention to details, and a personal and creative touch to each home.

During this Holiday Season we hope you will take the time to remember the true meaning of **Christmas** and the birth of a precious baby boy that brought hope and grace to each of us who believe. We want to wish you and your families a very Merry Christmas and a blessed New Year.



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We wish you a Merry Christmas