



January 2013

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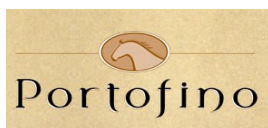
Homes from \$235-\$600's

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From Surviving to Thriving in 2013?

As we enter a new year, Neil and I always take some time to analyze the past year and make goals for the upcoming year ahead. As we review how this past year went we both agree, it wasn't our best year in business, but it could have been worse. So far, we have survived a very tough few years in our industry, however, neither of us want to just "survive" in 2013, we want to find new ways to "thrive".

Depending on who you talk to, the industry is doing better, right? Yes, indeed, some markets are showing improvement which is a good sign of hope for the rest of us. However, the challenges are far from over. As we approach a new year, I have accumulated some goals to lead us into a thriving 2013.

1. Willingness to improve— We are always looking to improve our processes and procedures. We learn valuable lessons from every project and work hard to learn, improve, and implement new strategies that will ultimately make our next project more successful and efficient. We continuously look for

continuing education courses offered as well as books and online articles that can help give us new ideas for improvement.

2. Exceed client expectations— Whether building a new home or remodeling an existing home our goal with every project is to exceed the client expectations. We know we are not perfect, but we will attempt to be the best we can be no matter how big or small the project.
3. Don't whine and complain— On a daily basis, things don't go the way we want. A supplier didn't get the exact window we needed, the client's tile selection has been discontinued and we have to start over, the front door we ordered doesn't fit, I could go on and on. But whining and complaining about it is not going to help. Finding patience and keeping a good attitude is key to moving beyond any problems that arise.
4. Look & Listen— I've read before that a good trait of a leader is the ability to look and listen to what is hap-

pening around you before making assumptions you have everything under control. The simple task of listening to a client's wants is critical to the project's success. Seeing that a colleague or subcontractor is having a hard time today and taking the initiative to ask if everything is ok is important. We all have bad days sometimes.

5. Being thankful— I thank God everyday for our many blessings. God has certainly blessed Neil and I through our business but more importantly through our family. No matter how hard we work, our family is most important. Our time on this earth is short, we don't know when our time is up, so making time with the one's we love is critical to our personal success and growth.

We are thankful for every client, project, supplier, financier, and subcontractor that has helped us survive these last 12 years. We hope you will join us in not only surviving but "thriving" in 2013.



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Building Buzz

- The HBA of Johnston County will be hosting it's Annual Spring Parade of Homes on April 13/14, 20/21, and 27/28. Jarman Homes is currently building our Parade entry in Portofino subdivision. The Parade will offer a website plus mobile website links and Iphone app to help navigate homes features, builder info, and maps.



- Jarman Homes has expanded our web presence by adding Pinterest & Houzz to our portfolio. We will also be working on updating our Blog more frequently. Our biggest challenge and goal will be creating a mobile website that will



make access to our website more tablet and phone friendly.

- In efforts to expand our knowledge and keep up with upcoming building trends, Neil and Joy attended the 2012 Building

Neil named 2012 Builder of the Year

The Home Builder's Association of Johnston County's annual Christmas party was held December 11th at the Gregory's Vineyard in Benson. This year's event included a delicious steak dinner and Mystery Show. Attendees were involved in a Live "Clue" type drama where we were all encouraged to determine who the killer was.

Before the dinner show began, the association's induction of new board members and awards ceremony started the evening. We were nicely surprised when Neil (Jarman Homes) was announced Builder of the Year. Neil was also recognized for his years of service on the Board of Directors as Vice President, President, and Past President.

Although Neil is taking 2013 off from the Board of Directors, he will continue to be an active member in supporting association member drives and serving on committees. With his new free time, Neil will be focusing his volunteer efforts on an upcoming community project for an Inclusion Park for Johnston County.

Neil has been working with a panel of professionals during the planning stages and they are preparing to begin



construction in 2013. The Johnston County Inclusion Park is a wonderful project that is greatly needed in our county. This park will be focused on providing children with special needs access to a park designed just for them. The park will accommodate children that are not physically able to use traditional playground equipment. The park will be located in Smithfield on Booker Dairy Road. Look for further updates on our Facebook page.

ADVENTURES of David

David continues to work hard for Jarman Homes taking on whatever task needed with a smile on his face. Here he is helping finish up framing for our Parade Home entry in Portofino. Looking good, David!



Expo in Charlotte this past October. Both attended continuing education seminars as well as toured the expo floor with hundreds of industry products and services. The expo is a great opportunity to network with builders and suppliers from all over the state in order to encourage and help each other find

new ways to be successful in 2013. Favorite seminars included "Appraisals for Dummies", "Mastering Social Media", and "What customer's really want". Not all the info was what we wanted to hear, but will definitely help us prepare for this coming year.



Age of the Ipad (or Tablet)

The age of the Ipad is upon us. Ipads are used by all ages from kids playing games to professionals carrying out business. You can do just about everything on the Ipad including Email, social networking, apps, and web browsing. In October 2012, it was reported that 94% of Fortune 500 companies use Tablets “in an official capacity”. I finally gave into the Ipad craze this year and it has become a huge resource for me. There are many wonderful apps for the building & design profession but I have chosen my 5 favorite apps I have come to rely on quit frequently.



1. Pinterest has swept the app scene this past year with women being the primary user. Smart builders know our target market is Women, so Pinterest has been a big asset not only getting ideas from others but also posting pictures and ideas of our own for others to see. Out of all the social media I have tried over the last year,

my most popular post has been ideas for a Laundry-Craft room space we used in our 2012 Parade Home entry. I predict Pinterest will continue to grow and expand its market through 2013.



2. Houzz is like Pinterest for the Designer/Architect world. Houzz has millions of high definition photos of interior and exterior of homes conveniently organized and easily searchable. Again, I use it to not only get new ideas but my goal for 2013 is to utilize the ability to show off our own projects. You can create Idea Boards for different project or simply accumulate ideas for future projects.



3. Dropbox has been a wonderful tool to store Job Portfolio’s so I can keep all my files and selections with me on the road. The best feature of Dropbox is the ability to share a folder with other people through the internet. I can send our client a link to their folder and they can view all their selections as well as download and add pictures of ideas of their own. It allows us to collaborate with clients

and suppliers in “real-time”.



4. Evernote is another great tool for keeping Job Portfolio’s. This tool allows you to take any part of a website, cut & paste into your project file and keep everything organized and in one place. You can clip articles, pictures, photos, etc. and arrange them under specific job files.



5. Color match apps are a great way to use your mobile devices to determine a specific color you see, like, and want to replicate by paint color. Sherwin Williams, Benjamin Moore, Behr, and Olympic all have their own apps. Simply download the app and take a picture with your mobile device of anything from a painted wall, furniture or even a flower. The app will match the color of the object with a paint choice from their own color fan.

It is no longer financially sound for small volume builders like us to offer multiple spec homes at once. The Ipad now serves as a more realistic way to display our work to potential customers.



Joy’s Top 5 favorite things for 2013

Recently, I’ve been working on selections for our first spec in over 2 years. I’m very excited about some newer trends that I can’t wait to implement in our Parade Home entry coming up in April. Here are my favorite five things in the Building industry as we enter the new year.

1. Free-standing tubs— Although not new to industry, free standing tubs have really blossomed more recently and I believe will begin to replace the traditional whirlpool tubs in the upcoming year. Free standing tubs are now more readily available and



come in a variety of styles, finishes, and price points. The “exposed” plumbing gives the tub character and function.

2. The color GRAY is my absolute favorite thing for this upcoming year. And gray is not just for wall color, it will be seen in everything from cabinet finishes, to hardwood finishes and everything in between. Varying your gray tones from more taupe tones to more cool grays can still give you many decorating and accent options. My favorite gray item is going to be to accent all my interior doors & fireplace trim with a dark charcoal gray while keeping walls, cabinets, and tiles varying shades of more subtle gray tones. Gorgeous!

3. Chrome is back! With all these beautiful gray tones available, chrome light and plumbing fixtures, door hardware, etc. blend beautifully while giving a more modern flair. This chrome pendant light is a great example of blending classic with modern appeal. I predict chrome will surpass the bronzier finishes in 2013.

4. Several of the top Appliance manufac-

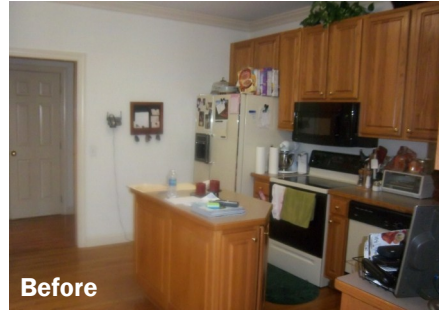
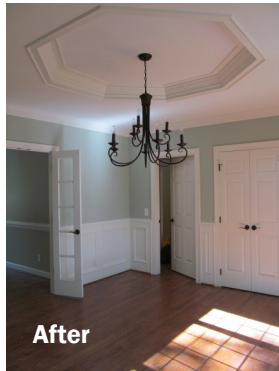


turers have attempted to come up with some new finishes to help support the new kitchen trends. Whirlpool has a new line of Ice finishes that gives a more sleek look for white, black, and stainless. My personal favorite is GE’s new slate finish that is a gorgeous matt gray but right now only comes in free standing models. I am hoping they will expand to all lines soon.

5. The blending of styles is going to be very popular this year especially in Kitchen and Bathrooms by combining a tradition style with a modern flair. You will see this in Kitchens with white cabinets & traditional subway tiles combined with modern accents like door hardware & plumbing fixtures. The possibilities are endless.

Be sure to check out all my favorite things in our Parade Home in April. Meanwhile, get a sneak peak on our Pinterest & Houzz sites.

Project Spotlight: One of my favorite remodel/addition projects this past year was for a couple that loved their great location in Raleigh but wanted to turn their existing home into a more functional and spacious home for entertaining guests. Scope of work consisted of expanding Family Room, adding a Master Bath, transforming old bath room into His & Hers Walk-in Closets, remodeling Kitchen/Nook/Utility, Stairway, Upstairs hallway, & more. View more pictures of this renovation-addition project on Flickr (Harris Project).



Joy & Neil Jarman

As we head into a new year, we want to thank each of you for helping make our continuing progress possible. We feel very blessed to have had you be a part of our past year and look forward to crossing paths in 2013. We say thank you and wish you good health and prosperity in the New Year.



936 Riverwood Drive
Clayton, NC 27527

Phone: 919-553-0513
Fax: 919-553-0548
www.Jarman-Homes.com