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FALL 2024

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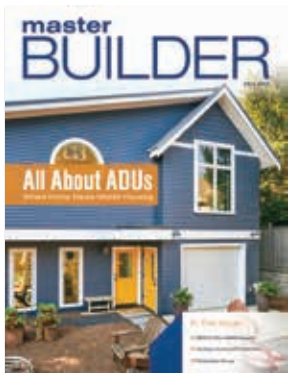
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Planting
A BETTER
Tomorrow



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The board comprises 15 voting members and the non-voting Executive Director, including a six-person executive committee, four appointed directors, and six directors elected or appointed at-large for two-year terms. Council chairs, elected to one-year positions, operate the association's member councils.

FROM THE PRESIDENT

A Changing Housing Landscape

A big part of making home happen is building houses in all shapes and sizes. Slowly but surely, it's getting a lot easier.

In the wake of major statewide housing reforms of 2023, policymakers, housing advocates, and homebuilders are working to pave the way for homes suitable for all lifestyles and budgets. That's partly through comprehensive planning efforts on the jurisdiction level, but it's also homebuilders making it a priority to build middle housing options.

We're seeing more townhomes and cottages, more duplexes, triplexes, and fourplexes, and more accessory dwelling units (ADUs) being built. These types of homes naturally offer more affordable options for a wide range of buyers including first-time buyers and young families.

Over the last several years, my company, Blackwood Homes, has been pursuing projects tailored to that market. We knew that there was a strong demand for housing other than single-family and took the initiative; other MBAKS members have done the same.

Washington still faces housing shortages, but we can now see light at the end of the tunnel.

I've been especially excited by detached ADUs (DADUs), allowing us to put two to three homes on a single lot, doubling or even tripling housing stock on what might have been only a single-family home. DADUs are a great infill development option. They make great homes for first-time buyers looking to create equity, downsizing retirees, and extended families. They're more affordable and have smaller environmental footprints. They're adding the essential housing that we all need. Legislation in 2023 has made them much easier to build by cutting down on overly strict regulations, removing red tape, and allowing up to two per lot. Right now, counties and cities are reviewing their own policies and updating their comp plans to align with the state statute.

ADUs and DADUs are just one part of the housing revolution underway. Washington still faces housing shortages, but we can now see light at the end of the tunnel.

When Blackwood Homes got into the game, we knew the future would be building more of these homes in our cities. That future has arrived— as president of the board of directors, I'm proud we have all worked so hard together to move the needle forward in creating housing attainability.



BY **TREVOR JOHNSON**
2024 PRESIDENT
BLACKWOOD HOMES

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MBAKS PURPOSE

To make home happen.

FROM THE EXECUTIVE DIRECTOR

Plans and Priorities

As Washington state's cities and counties head into the fall, they'll be updating their comprehensive plans. Getting the plans right means knowing what to prioritize.

Jurisdictions planning under the Growth Management Act (GMA) have a lawful duty to complete their comprehensive plans by December 31. This will mean balancing the often-divergent goals of the GMA: accommodating growth while preserving protected areas.

One of our core values at MBAKS is determination, and I'm confident that our region's jurisdictions will bring a similar level of determination to complete their updates on time. The real question will be whether they live up to the plans and ensure that they meet their growth and housing targets.

Comprehensive plans must balance a broad range of goals from sprawl reduction, to permit processing, to economic development, to property rights, to public facilities and services. Obviously, they need to consider tradeoffs across the 15 goals of the GMA.

Managing those tradeoffs isn't easy. The GMA does little to distinguish which goals should be prioritized over others. Nor does it recognize what goals a given jurisdiction should prioritize or acknowledge how each change affects what a jurisdiction should prioritize in the future.

One thing I truly appreciate about MBAKS' strategic plan is its foresight. We cannot perfectly predict the future, and our strategic plan must be agile and adaptable to the association's changing needs.

Comprehensive plans are updated every 10 years, hardly frequent enough to be responsive to the changing needs of a community. To be effective, they need to leave enough wiggle room to adapt to changing needs in the interim.

Every few years, jurisdictions should rank which of the GMA's 15 goals they need to prioritize and adapt their comprehensive plans to offset changing needs and priorities. For example, they should be compelled to identify their top priorities: sprawl reduction or affordable housing, permit processing or historic lands and buildings, property rights or shoreline management.

Publicly stating those priorities will ensure jurisdictions are held accountable and execute their plans in a way that demonstrates their determination to truly meet them.

My guess is when jurisdictions are forced to contemplate our current context and the rising needs of the future, housing will be on the top half of the list.



BY **JERRY HALL**
EXECUTIVE DIRECTOR
MBAKS
JHALL@MBAKS.COM

We cannot perfectly predict the future, and our strategic plan must be agile and adaptable to the association's changing needs.

CORE VALUES
BALANCE | DUTY | DETERMINATION

Calendar of Events

With council breakfasts, networking mixers, and catered receptions, MBAKS has the events to keep you and your calendar full this fall.

September

- 19 Council Collective
- 21 Remodeled Homes Tour
- 26 General Membership Networking

October

- 2 DBIC Breakfast
- 3 SBC Breakfast
- 10 PWB Conference
- 10 RBC Breakfast
- 17 Housing Solutions Breakfast
- 24 General Membership Networking

November

- 6 DBIC Breakfast
- 6 Council Collective
- 7 SBC Breakfast
- 14 RBC Breakfast
- 21 General Membership Networking

December

- 4 DBIC Breakfast
- 5 SBC Breakfast
- 12 RBC Breakfast
- 12 Gala & Installation of Officers

Event details are subject to change—visit mbaks.com/events for the latest information and to register

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MBAKS Launches Planting a Better Tomorrow



BY **CHARLENE LAM**
COMMUNITY STEWARDSHIP
SPECIALIST
MBAKS

The Master Builders Association of King and Snohomish Counties (MBAKS) is pleased to launch “Planting a Better Tomorrow.” This transformative community stewardship program aims to cultivate vibrant communities by strategically planting trees where they can flourish, reducing the urban heat-island effect and enriching the lives of residents.

“Planting a Better Tomorrow” underscores MBAKS’ commitment to environmental stewardship and our belief that everyone deserves a place to call home. A healthy environment is fundamental to our region’s well-being, and through this initiative, we strive to create sustainable communities for all.

This fall, MBAKS is collaborating with our member volunteers and the City of Federal Way to plant trees at Steel Lake Park on Saturday, October 5. We are motivated by the desire to make a positive impact where it’s most needed. A recent study by the Washington State Department of Ecology highlighted 16 communities across the state disproportionately affected by air pollution, resulting in significant health impacts including reduced life expectancy, increased instances of childhood asthma, and respiratory issues. Federal Way is one of these affected communities.

This tree planting project is a wonderful opportunity to join in the beautification and sustainability of Steel Lake Park. It promotes environmental health and improves an area of Federal Way considered a tree desert. “We are excited to partner with the Master Builders Association on this important initiative. This is the largest contribution the Parks Department has seen in my twenty-year tenure!” said Jason Gerwen, Parks Deputy Director of the City of Federal Way. “Their generous contribution will make a significant impact in our efforts to build a better community. Their actions will directly create a greener, healthier space for our community to enjoy.”

MBAKS recognizes the numerous benefits trees provide for residents: improving air quality, reducing climate impacts, and enhancing the natural beauty of our cities. They also play a vital role in fostering community spirit and defining neighborhood identity. Together, we sow the seeds of change today for a healthy, sustainable tomorrow in the communities we call home.

For more information, please contact Charlene Lam at clam@mbaks.com or 425.460.8238. 📍



Upcoming Events

Planting a Better Tomorrow

October 5 | 9 a.m. - 3 p.m.
Steel Lake Park

Visit mbaks.com/events
for up-to-date information
on the location and status
of events



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A healthy environment is fundamental to our region’s well-being, and through this initiative, we strive to create sustainable communities for all.

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GROWING SEASON

How MBAKS is Helping Communities Plan for More Housing



BY **JAMES SLONE**
WRITER

This year, King and Snohomish counties are updating their Comprehensive Plans. The changes they make will play a major role in determining the success of state housing reforms passed last year. MBAKS is hard at work helping counties and their cities get it right. How?

Plan On It

In the late 1980s, Washington's population was skyrocketing, and residents were worried about the future. To ease the state's growing pains the state passed the Growth Management Act (GMA) in 1990, creating a statewide framework for long-term planning to manage urban growth and conserve wild and working lands.

The GMA required all jurisdictions to protect critical environmental areas and natural resources, designating future development be concentrated into urban growth areas (UGAs), hemmed in by urban growth boundaries and natural open spaces. How would they do it?

Eighteen rapidly growing counties were required by the GMA to "fully plan," meaning they would be responsible for determining where growth should happen based on population projections—that meant defining urban growth boundaries and zoning. This process

would be guided by comprehensive plans that would theoretically guide elected officials and government staff.

Limits of Control

The GMA explicitly calls for various housing types for homeowners and renters accessible to all income levels. But without top-down state enforcement, the GMA has evolved into a bottom-up approach with an emphasis on locally led compliance. For decades, many urban growth areas have lagged when it comes to hitting comprehensive planning targets due to a refusal to zone adequately to meet rising demands for housing. But in 2023, something changed.

The raft of historic housing reforms passed during the 2023 legislative session in Olympia—the so-called "Year of Housing"—brought about

PHOTO COURTESY OF TOLL BROTHERS



The easier and more cost-effective it is to build middle housing, the more likely it is to be built, and the more attainable it will be for those looking for a place to call home.



significant statewide changes to zoning, design review, and housing types on the table. Middle housing got a shot in the arm with House Bill 1110, making duplexes, fourplexes, and other middle housing types legal in most single-family neighborhoods. Other bills expanded ADUs, streamlined permitting, and reduced SEPA review headaches.

Mandate of Housing

These are awesome statewide reforms. However, their long-term success really comes down to the commitment of local governments to make that legislation a reality.

The GMA requires counties and their jurisdictions to complete updates to their comprehensive plans every eight years. As it so happens, King, Pierce, Kitsap, and Snohomish counties are due for updates by December 31 of this year. For housing advocates like MBAKS, this is a chance to move jurisdictions in the right direction.

State entities like the WA State Department of Commerce produce model ordinances to assist jurisdictions in updating their plans to accommodate growth targets. This year, their model ordinances include a user guide for implementing HB 1110 with an emphasis on meeting legal requirements and easing the way for more middle housing development.

Moving the Needle with MBAKS

MBAKS has provided input to the Department of Commerce's model codes and engaged forward-looking jurisdictions like Snohomish County and Bothell directly with recommendations. Every locale is different with unique challenges, so MBAKS tailors its approach with a housing toolkit. This offers practical steps—including specific code



and process updates—to meet state law and build enough housing.

Steps include reforming the State Environmental Policy Act (SEPA), reducing permit timelines, and allowing for a variety of housing types (including innovative solutions like accessory dwelling units). It also gives advice on optimizing residential densities, increasing housing near transit and jobs, pairing housing with environmental benefits, and making planning and design requirements more flexible.

MBAKS has also released a new brief, Middle Housing Implementation Plan, that provides model code recommendations

developed by MBAKS' Ad Hoc Middle Housing Advisory Group for cities implementing HB 1110.

If there is one word that sums up MBAKS' advice to jurisdictions updating their regulations and codes, it's "simplicity." As Allison Butcher, MBAKS Senior Policy Analyst, put it in the last issue of Master Builder, "The easier and more cost-effective it is to build middle housing, the more likely it is to be built, and the more attainable it will be for those looking for a place to call home."

To find out how MBAKS is working with planning counties and cities to make its recommendations a reality, I interviewed MBAKS' Senior Manager for Snohomish County, Mike Pattison. Here's what he had to say.

Q What are MBAKS' top priorities in Snohomish County?

A Our top priorities include implementation of middle housing and accessory dwelling unit (ADU) legislation in compliance with recent state legislation. Further, we're making certain that plans are realistic and sufficient to accommodate their population allocations over the planning period. In addition, future land use maps should reflect the reality of where new homebuyers want to locate.

Q How are you working with the county and municipalities to ensure that our housing priorities are being included in planning discussions?

A Our team regularly meets with local elected officials and planners to make certain our views are heard and discussed. This has been more than a yearlong process—and will continue after comprehensive plan adoption because implementation is just as important.

We regularly communicate with local leaders about what housing types are in demand. For example: the ongoing and growing popularity of townhomes.

Q Are there any specific examples of jurisdictions moving full steam ahead with implementing changes to their comprehensive plans to meet the state reforms?

A Snohomish County is an excellent example. They are scheduled to hold public hearings on their comprehensive plan in mid-August, well ahead of the December 31 deadline. Also of note is Edmonds, a city that has already adopted its required ADU code.



Q What are the biggest challenges to implementing changes? What are the biggest opportunities?

A The biggest challenge is communicating to the general public that the required changes as well as the regular update are taking place. While jurisdictions work hard to encourage public participation, many open houses and planning meetings are lightly attended.

The biggest opportunity is identifying areas that are under-zoned, have too restrictive height limits, etcetera. The comprehensive plan is an opportunity to course-correct and channel growth into areas where we know there is demand, but planning restrictions now prevent it.

Q Any strong allies who are helping or working with MBAKS to make this happen?

A Realtors and low-income housing groups are typically our allies, but MBAKS is the lead. The workload is heavy for local planners. The big issues related to comprehensive planning have pushed other initiatives to the back burner in many jurisdictions.

Q Do you think momentum is building toward serious housing reform generally? What are you most excited about?

A There is definitely positive momentum. However, collectively, we understand that new housing relies on free-market forces and willing sellers of existing land. There is a "wait and see" attitude as to whether our new planning tools have an immediate impact.

What we're most excited about is that in the long run, there is going to be a much wider variety of housing types available spanning the spectrum of detached single-family, townhomes, duplexes, quadplexes and multi-family housing. Over time we will see more variety of housing than we could have imagined before.

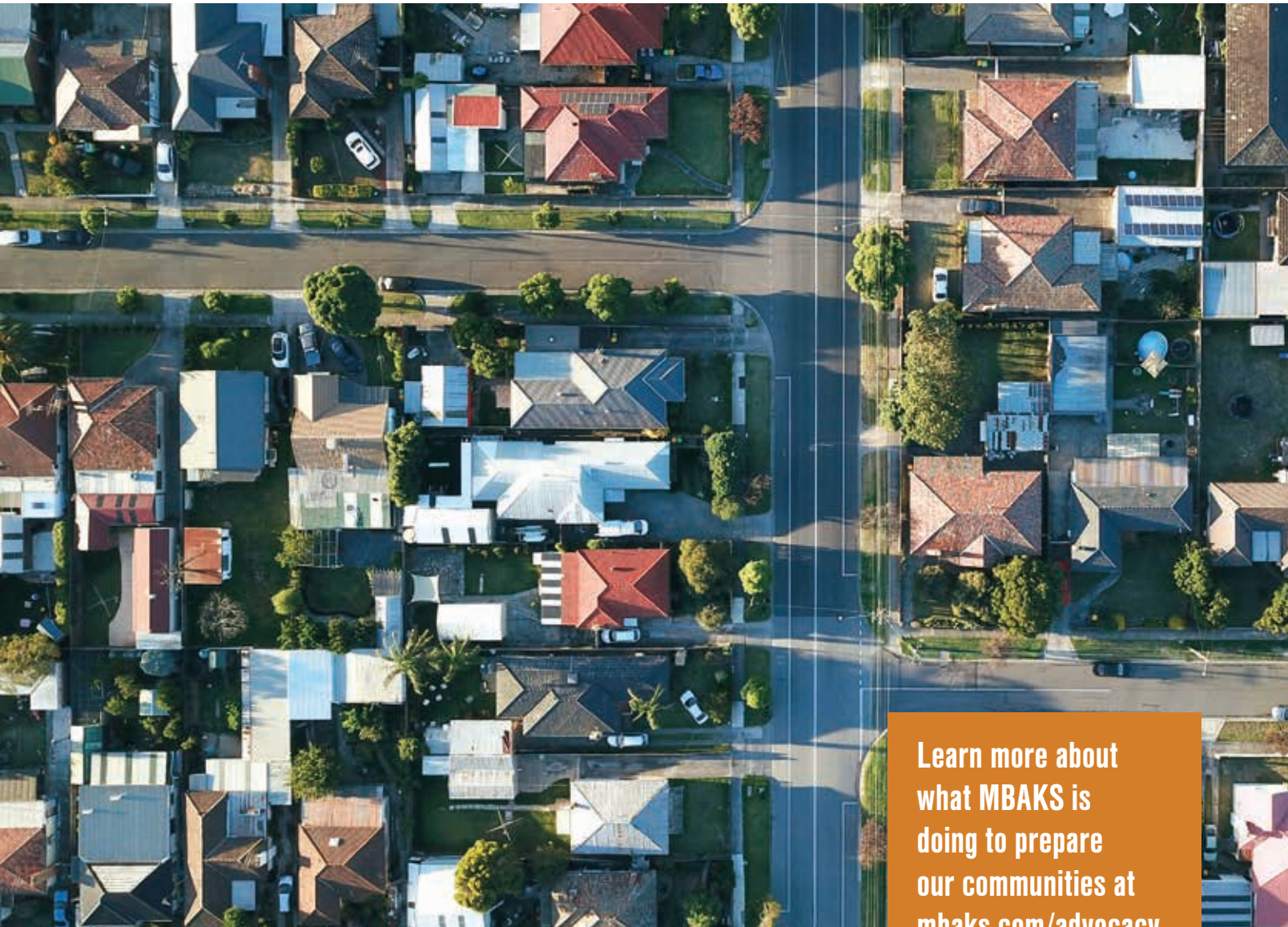
Back to the Future

The GMA was an ambitious and game-changing law. Its success at meeting its goals—creating a region that can accommodate population growth while conserving critical lands—depends on effective implementation. Historically, success has been elusive. The comprehensive plan updates that are happening now will help decide

how well Puget Sound communities hit their growth targets and provide housing choices for residents old and new.

How planning communities rise to the occasion and work to ensure that everyone has a place to call home will be the true measure of the “Year of Housing.” For the success of the GMA, it will be critical. 🏠

Over time we will see more variety of housing than we could have imagined before.



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The Power of Diverse Communication Styles in Team Success



BY **KIMBERLEY MARTIN**
2024 PWB CHAIR
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Effective communication is the cornerstone of successful team building and fostering collaboration, understanding, and cohesion among team members. It transcends mere information exchange and encompasses listening, empathy, and the ability to convey ideas clearly. Moreover, it's well-documented that communication styles can vary between genders, influencing team dynamics in significant ways.

Women and men often communicate differently, each bringing unique strengths to the table. Research indicates that women tend to emphasize rapport-building and emotional connection in their communication. They often use more supportive language, seek consensus, and encourage participation from all team members. This approach can create a nurturing environment where everyone feels valued and heard, enhancing team morale and productivity.

On the other hand, men typically focus more on status and independence in their communication style. They may be more direct and assertive, aiming to establish authority and achieve goals efficiently. This can contribute to decision-making processes and drive initiatives forward swiftly within a team setting.

Understanding and appreciating these differences can be instrumental in building effective teams. Teams benefit from diverse communication styles as it promotes a balanced exchange of ideas and perspectives. When women and men collaborate, their complementary approaches can lead to more innovative solutions and better problem-solving outcomes.

Furthermore, effective communication is essential for resolving conflicts constructively within teams. Women's tendency to listen actively and consider multiple viewpoints can help in mediating disputes and finding mutually agreeable solutions. Conversely, men's directness and focus on problem-solving can expedite conflict resolution and prevent misunderstandings from escalating.

In practice, fostering an inclusive communication environment requires awareness and sensitivity to these differences. Team leaders can encourage open dialogue, establish clear communication norms, and provide opportunities for all team members to contribute regardless of their communication style. By valuing and leveraging diverse communication approaches, teams can harness their full potential and achieve collective goals more effectively.

While communication styles between women and men may differ, both are essential to team-building and organizational success. Embracing these differences fosters a collaborative culture where every team member feels empowered to contribute their unique strengths, ultimately leading to stronger, more resilient teams capable of achieving remarkable outcomes.

Make sure to join us in the fall for the upcoming "Professional Women in Building Conference".

This event is a wonderful opportunity to delve deeper into the topics discussed in this article and to network with like-minded professionals dedicated to fostering effective communication and building successful teams. Join us to learn, share, and grow together in an environment that celebrates the power of diverse communication styles and their impact on team success. I look forward to seeing you there! 📌

**Learn how to make
the most of your team
at mbaks.com/pwb**

Upcoming Events

Council Collective

September 19 | 4:30–7 p.m.

Metier Brewing Co., Seattle

November 6 | 4:30–7:30 p.m.

Civility & Unrest, Bellevue

PWB Conference

October 10 | 11–4 p.m.

Glendale Country Club, Bellevue

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of events**



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Setting the Tone

BY **MIKE OCTAVE**

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It is a warm summer morning, with the smell of coffee in the air. The crew slowly begins to converge on the job site. A new framer has arrived to support the increased labor demands of the project. The lead supervisor discusses the goals and expectations for the day and then tells the team to grab their tools and begin work. The new guy is instructed to install a fall protection anchor and lifeline to start working on the roof.

Having been in the industry for ten years, the employee understood the task. However, this fall anchor system was different from his last company's, and he didn't want to appear unsure about the installation. Not having been trained on this specific

fall protection system, the employee grabbed the anchor and installed it into the truss. Unfortunately, he installed it improperly. When he slipped and fell, the anchor did not hold, resulting in a serious fall.

A recent report from the Workers Compensation Insurance Rating Bureau of California found that 40% of workers' compensation claims involve employees who have worked less than a year for their current employer, and most of these injuries were the result of falls, being struck by objects, and power tool accidents. Moreover, Washington State businesses could face L&I violations for failing to have documented new hire safety orientations for new employees as part of their

overall comprehensive accident prevention program.

Setting expectations during the new hire safety orientations is vital to protecting your employees and business from unintended risks. As part of your overall safety program, you should have a cohesive onboarding procedure focusing on site-specific hazards and equipment such as nail guns, ladders, and fall protection equipment. The onboarding process should emphasize company expectations, disciplinary procedures, injury reporting, proper use of personal protective equipment, and more. If you want to revamp your new member orientation and learn more about improving your onboarding procedures, contact safety@ernwest.com. 

Upcoming Events

Claims, Comp and Safety

Oct. 3 | 10–11:30 a.m.

Virtual

811 Dig Safe

Oct. 3 | 1–2 p.m.

MBAKS Bellevue

Visit mbaks.com/events for up-to-date information on the location and status of events

Learn how to keep your business and workers safe at mbagrip.com

Snohomish Leaders Gather

On a clear summer day in June, industry leaders, MBAKS members, and Snohomish County elected officials gathered between the corn fields and pumpkin patches at Craven Farm to reflect and celebrate the shared commitment to making home happen in the Puget Sound region. Presented by US Bank, the Snohomish County Elected Officials Reception not only promised to be a look back at the association’s accomplishments, but a look forward to what’s ahead.

Dagny Cook, 2024 DBIC chair and host for the evening, introduced the Snohomish County region. She spotlighted the similarities between everyone in the room—providing opportunities for the many different types of people that want

to call Snohomish County “home” and acknowledging the records of support for housing in the legislature.

Keeping with this theme, the food, centerpieces, cocktails, and details throughout the event were all provided by local businesses in the area to celebrate the steadfast dedication the special guests in attendance give to their roles, and in turn, to the communities they work for.

MBAKS staff member Mike Pattison, Senior Snohomish County Manager, presented Councilmember and State Representative Sam Low with the “Champion of Housing Award” for his reliable efforts toward pro-housing policy on both the city and state level. Dagny chimed in to mention his 100% pro-housing voting record in both of

2024 has been one of the most important years for housing that we may encounter in any of our lifetimes.

his positions, stating, “We could not have a better friend of housing than Sam Low.”

But Sam wasn’t the only representative given thanks. Commissioner Bachman was also highlighted with a list of legislative victories in 2024, with Dagny remarking, “2024 has been one of the most important years for housing that we may encounter in any of our lifetimes.”

After a well-earned round of applause, Jerry Hall gave a warm conclusion to the event guests before setting everyone off to mingle and enjoy the harvest of what Snohomish County has to offer. As guests reflected together on where we’ve been, conversations already began on where we’re going—and for many at the event, the work is just getting started. 🏡

Stay up to date with housing policy at mbaks.com/advocacy





MBAKS Wins Big at NAHB Association Excellence Awards

At the Master Builders of King and Snohomish Counties, we're committed to offering exceptional service to all our members. Whether that be through government advocacy, hosting exclusive events, or simply saving you money, all of our programs are designed to meet the ever-evolving needs of members.

Recently, two of those programs—GRIP and Community Stewardship—were recognized at the Association Excellence Awards for their outstanding achievements in serving not only members, but the local community and home-building industry as a whole.

Held by the National Association of Home Builders (NAHB), the Association Excellence Awards is an annual program that recognizes the exceptional achievements of state and local home builders' associations. Accolades are awarded by the NAHB Executive Officer Council, which is comprised of executives from more than 590 home builders' associations representing over 130,000 home builders in communities nationwide.

Taking home the prizes for Best Service to Members and Best Community Service Project Conducted, the GRIP and Community Stewardship programs get at the heart of what MBAKS does.

Through GRIP, we've given member companies the opportunity to save money while prioritizing the safety of their employees. Each year, the program strives to evolve by continually improving the safety of working environments, providing members with the highest level of service, and maximizing retrospective refunds of workers' compensation premiums for participating companies.

Meanwhile, MBAKS' Community Stewardship program has spearheaded a number of volunteer-based projects that give back to the community, including Rampathon and Painting A Better Tomorrow. Over the years, staff and member volunteers have given new life to homes and community spaces across the region, including constructing over 600 ramps for individuals and families with mobility issues and refreshing the interiors of more than 20 local nonprofit organizations.

With these wins, we hope to continue with this trend and continually improve the ways in which we serve you—no matter which part of home you help make happen. 🏡

Learn more about
the awards at
mbaks.com/awards



Permit Activity—New Residential Construction

YTD through June 30, 2024 compared to same period in 2023.



Single-Family Units

AREA	2023	2024	% Change
King County	846	946	11%
Snohomish County	799	1,089	30%
Pierce County	687	804	15%
TOTAL	2,332	2,839	19%



Multifamily Units

AREA	2023	2024	% Change
King County	3,910	3,754	-4%
Snohomish County	818	684	-17%
Pierce County	610	488	-22%
TOTAL	5,338	4,926	-8%



Data courtesy of socds.huduser.gov. For more detailed permit information containing the most up to date numbers, see our friends at constructionmonitor.com. Note: Preliminary data for 2024 is subject to monthly revision.



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MBAKS Elevates Housing Priorities to U.S. Congress



BY **DYLAN SLUDER**
STATE GOVERNMENT
AFFAIRS MANAGER, MBAKS

Beyond MBAKS' local and state advocacy on housing, our government affairs team actively collaborates with members to amplify our industry's voice at the federal level. Just as our association partners with the Building Industry Association of Washington (BIAW) in Olympia, our members turn to the National Association of Home Builders (NAHB) for crucial insights and advocacy on federal housing issues.

MBAKS remains dedicated to collaborating with all levels of government to advance housing initiatives.



This past summer, MBAKS members attended NAHB leadership meetings in Washington, D.C., where they engaged with Congress to discuss key issues. They met with various offices of the Washington delegation to address the state's housing shortage and explore solutions to boost the nation's housing supply, reduce home costs, and ease the affordability crisis.

In July, U.S. Congresswoman Suzan DelBene visited MBAKS in Bellevue to discuss our housing priorities and the challenges faced by homebuilders. The discussion spanned local and federal issues, including comprehensive plan updates, new zoning laws, and accelerating the permit process at the local level. Federally, the focus was on the costs and challenges of energy

codes, transformer supply chain concerns, workforce development and immigration, lending and interest rates, federal permitting with the Army Corps of Engineers, and issues with the United States Postal Service.

Congresswoman DelBene also highlighted her legislative efforts, particularly her work on expanding the Low-Income Housing Tax Credit to increase affordable housing units.

Additionally, MBAKS engaged with Congressman Adam Smith to provide feedback on draft legislation aimed at granting local jurisdictions funding for zoning reform and permit streamlining, as well as the potential for a more practical national building code.

MBAKS remains dedicated to collaborating with all levels of government to advance housing initiatives. The participation of our members in these in-person meetings is invaluable, sharing their experiences and expertise. Thank you to our members for your continued engagement and support! Together we can make home happen. 🏠



Remodeled HOMES TOUR



SEPTEMBER 21, 2024

Tour stunning remodeled homes and accessory dwelling units (ADUs) throughout the Puget Sound region and meet the pros that create them.

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The Seattle Times



**MASTER BUILDERS
ASSOCIATION**
of King and Snohomish Counties

Leveraging the Comprehensive Plan: A Guide for General Contractors



BY **AMY ECKLUND**
2024 RC CHAIR
AMY WORKS

As a general contractor specializing in residential remodeling, understanding the Comprehensive Plan for your community can be a game-changer for your business. This long-term framework, developed by local governments, guides the growth and development of the community, covering aspects like land use, housing, transportation, public services, and environmental conservation. Here's how this knowledge can impact your business and help you better serve your clients.

Impact on Your Business

1. MARKET DEMAND AND OPPORTUNITIES

Comprehensive Plans outline future residential and commercial developments, enabling you to anticipate areas with increased demand for remodeling services. By targeting neighborhoods slated for growth or revitalization, you can position your business where it's needed most. These areas often have older homes in need of updates, providing a steady stream of potential clients.

2. REGULATORY COMPLIANCE

The plan details zoning regulations and land use policies, helping you understand where certain types of construction and remodeling are permitted. This ensures compliance and streamlines the permitting process for your projects. Additionally, staying informed about updates to building codes and standards included in the plan can help you maintain high-quality work that meets local requirements.

3. INFRASTRUCTURE AND ACCESSIBILITY

Infrastructure improvements, such as new roads or enhanced public utilities, can affect your logistics and project timelines. Understanding these changes helps in planning your projects more efficiently. If the plan includes sustainability initiatives, such as green building incentives or energy efficiency programs, you can align your services to take advantage of these opportunities.

Serving Your Clients Better

1. CUSTOMIZED RECOMMENDATIONS

By understanding the community's vision, you can offer clients remodeling solutions that align with future developments. For instance, suggest home office spaces in areas expected to attract remote workers or energy-efficient upgrades in communities emphasizing sustainability. Advise clients on renovations that will maximize their property value based on upcoming changes, such as enhancing curb appeal in neighborhoods slated for commercial growth.

2. STRATEGIC PROJECT PLANNING

Plan your projects around anticipated community developments. Scheduling exterior renovations to coincide with infrastructure improvements can minimize disruptions for your clients. Guide clients through zoning regulations and permit requirements, ensuring that their remodeling projects are compliant and hassle-free.

3. ENHANCED CLIENT ENGAGEMENT

Engage with local planning boards and community meetings to stay updated on future plans. Share this knowledge with your clients to build trust and demonstrate your commitment to their long-term satisfaction. Utilize incentives and resources outlined in the Comprehensive Plan, such as grants for energy-efficient upgrades or tax breaks for historic home renovations, to provide added value to your clients.

Integrating insights from the Comprehensive Plan into your business strategy allows you to anticipate market trends, navigate regulatory landscapes, and offer informed, strategic advice to your clients. This not only enhances your service offerings, but also positions your business as a knowledgeable and reliable partner in the community's growth. 📌

Upcoming Events

Council Collective

September 19 | 4:30–7 p.m.
Metier Brewing Co., Seattle

November 6 | 4:30–7:30 p.m.
Civility & Unrest, Bellevue

Visit mbaks.com/events
for up-to-date information
on the location and status
of events

Plan ahead for your
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Remodelers Council at
mbaks.com/rc

THE
AGE
OF

ADU

The Rapid Rise of the Accessory Dwelling U

PHOTO COURTESY OF TOLL BROTHERS

BY JAMES SLONE
WRITER



PHOTO COURTESY OF CRD DESIGN BUILD



PHOTO COURTESY OF GILLIS REAL ESTATE



Charming Cottage to Housing Solution

The modest-yet-mighty Accessory Dwelling Unit (ADU) has been slowly rising in popularity for decades. But almost overnight, it's shot to the housing A-list. ADUs are no longer just garages and garden sheds repurposed for living space but full-fledged homes. And they're taking root in communities across Washington state.

ADUs go by many names—granny flats, backyard cottages, casitas—and come in two varieties: standard ADUs directly attached to an existing home and detached (DADUs) set on the same lot but separate from the home. ADUs and DADUs offer compact housing options for growing cities in Washington, effectively turning one home into two or three.

In 2023, the state legislature passed House Bill 1337, which allowed homeowners to build up to two ADUs on their property and significantly lowered construction barriers. This was a watershed moment. But how significantly ADUs impact housing supply really comes down to how each local government regulates their development. Do they embrace ADUs or stand in their way?



Why Choose ADU?

Beyond providing housing infill to meet growing demand, there are plenty of other reasons to embrace ADUs. First, they offer an ideal solution for aging in place—housing aging relatives and their caretakers—and short-term guest housing for friends and family.

Second, ADUs can provide a revenue stream for homeowners looking to rent them out, reducing overall property costs while building equity. Third, for green-minded builders, construction of ADUs is more sustainable than building a whole new single-family home on a fresh lot—thanks to their smaller footprint and utilization of fewer building materials.

And fourth, have you seen the DADUs homebuilders are creating? The very best of them combine practical space-saving design with sleek,



PHOTO COURTESY OF CRD DESIGN BUILD

According to the Sightline Institute, HB 1337 has placed Washington “on the top of the heap for best statewide [ADU] policies in the US.”

petite aesthetics that capture hearts and minds. They're fun to design, build, and live in, and the perfect starter home for first-time buyers.

Permitting Prosperity

According to Sightline Institute, HB 1337 has placed Washington “on the top of the heap for best statewide [ADU] policies in the US.” California beat the Evergreen State to the punch with legislation in 2021 that has brought about 10,000 new ADUs online every year since 2022. But Washington has gone much further in reforming design standards to make it easier to build ADUs.

Sightline projects that when scaled to Washington’s relative population, the state could see an average increase of 2,000 per year.

And “if all of Washington’s urban growth areas saw a per capita increase in ADU production similar to Seattle’s post-ADU-reform boost, that would be about 5,000 ADUs per year.”

Year over year, ADUs have increased in cities that have adopted friendly policies ahead of HB 1337. According to the Washington State Standard, “in 2019, [Seattle] approved 283 attached and detached units. In 2021, it greenlighted 768, followed by 959 units in 2022.”

Other parts of the state have also seen significant increases in ADU production since relaxing their rules. The WA State Standard reports that Snohomish County went from just 41 units permitted in 2021 to more than 100 in 2023. If you make room for them, ADUs will thrive.

For Your Consideration

Several MBAKS members have dived into the world of ADUs, including Seattle-based CRD Design Build and Blackwood Homes. Here are just three examples of their spectacular projects.



Seattle-based **CRD Design Build** reinvented this backyard garage in Wallingford as a gorgeous DADU featuring a centerpiece circle window and sleek wood light fixtures. While the unit may be tighter than the main home, it packs a bundle of rooms and features in a small-yet-airy space: living and remote work space with extra-wide patio doors that open directly into the yard; open concept living room and kitchen area; powder bathroom and full bathroom; and a bedroom with a spacious walk-in closet.



CRD also created this charming Fremont ADU to house a mother-in-law who wanted to live closer to her daughter, son-in-law, and grandchildren. As it happens, the other mother-in-law lives right next door, making her home the perfect site for the addition. Now the entire family is together. To make this happen, CRD had to raise the original house and enlarge the basement—opening the space for two bedrooms, kitchen, bath, and laundry room.

Breaking the Path of Least Resistance

Despite all their benefits, ADUs have historically been subject to onerous regulations and lot restrictions that varied inconsistently from locale to locale. That's where HB 1337 comes in. In theory, the law closes the door on the era of municipalities setting their own ADU regimes. In practice, it comes down to the willingness of local governments to wed their policies to state law.

HB 1337 mandates new zoning regulations to "allow at least two ADUs or DADUs on lots in urban growth areas where single-family homes are permitted." It also allows each unit 1,000 square feet and a maximum

height of 24 feet, removes parking requirements within one half mile of transit stops, and eliminates the need for owners to live onsite.

Design review requirements for ADUs can no longer be stricter than design review for houses. The bill eliminates setback requirements for ADU additions and allows them to directly abut property lines. It also legalizes the sale of ADUs as condos, potentially making them an ideal option for people looking to own a home.

Under HB 1337, counties and cities fully planning under the Growth Management Act must implement its measures—updating

How significantly ADUs impact housing supply really comes down to how each local government regulates their development.



This unique project by **Blackwood Homes** in Seattle's Crown Hill neighborhood includes three different living spaces designed by Julian Webber Architects to accommodate diverse lifestyles. The expansive five-bedroom, 3.5 bath anchor home is 2,790 square feet and packed with amenities, abutted by a 1,219-square-foot attached unit with two bedrooms and 1.75 bathrooms and a 1,086-square-foot DADU with the same. This project balances sleek aesthetics with practical, space-saving design.





PHOTO COURTESY OF GILLIS REAL ESTATE

ADUs are no longer just garages and garden sheds repurposed for living space but full-fledged homes.

their existing codes and land use regulations as needed—within six months of adopting their comprehensive plan updates. The upshot is that communities across the Puget Sound region must have their ADU codes in place by mid-2025.

Easing the Way

To help counties and cities make HB1337 work in their local contexts, MBAKS' government affairs team has developed a series of steps jurisdictions can take while carrying out their comprehensive plan and code updates. So far, would-be ADU builders have faced several high barriers, including labyrinthine building codes, rigid setback and parking requirements, and out-of-reach permit fees.

MBAKS wants to lower those barriers and make building ADUs relatively easy, expanding access to this popular housing type. That means holding down construction costs, easing construction processes, simplifying permitting, increasing design flexibility, combining utilities, and creating new homeownership models.

Recommendations include but are not limited to eliminating or reducing parking requirements; establishing flexible size limits; expediting permitting and waiving permit and impact fees; adopting provisions expanding ownership of ADUs; allowing the use of less expensive panelized, prefab, and modular designs; creating square footage exemptions for bike parking, unheated storage space and detached garages; and allowing sewer lines to be combined into one sewer tap.

Several cities have led the way in updating their ADU codes, including Everett, Edmonds and Lake Stevens in Snohomish County—which has also updated its own code—and Seattle, Renton, and Kirkland in King County.

Balancing Tradeoffs

It's not all sunshine and rainbows. MBAKS acknowledges that ADUs and DADUs come bundled with their own tradeoffs for homeowners and occupants.

The association's Accessory Dwelling Unit Ordinances brief presents a few of them while also highlighting solutions. An obvious tradeoff to building an ADU is losing yard space and outdoor living areas, an impact that can be somewhat mitigated with creative landscaping designed to make the most use of remaining land.

Another is reduced parking space and increased reliance on off-street parking for cars or cycling, walking, or public transportation for getting around. However, if a neighborhood is walkable and well-served by transit, the resident may not need a car—a potential inconvenience that nets a positive environmental impact.

Perhaps the biggest challenge when it comes to designing and living in an ADU is their smaller scale: living small versus living large. Making an ADU livable means “balancing space efficiency with livability.” So, yes, there are costs associated with building and living in ADUs, but these are greatly outweighed by the benefits.

Whatever challenges ADU advocates may still face, the wind is at their back. As local regulations and codes are updated to reflect state law, ADUs will continue to make inroads in communities throughout the state—offering an attractive housing option for first-time buyers, aging family members, retirees, renters, and anyone else looking for a small abode to call home.

This is the dawn of the ADU age. 🏡

Find out more about
MBAKS' ADU advocacy at
mbaks.com/issue-briefs

RIDING THE ADU WAVE

BY JAMES SLONE
WRITER

An Interview with Tod Sakai of Sockeye Homes

The ADU wave is underway, and Sockeye Homes is riding the crest. Established in Auburn in 2007 by international custom homebuilder Tod Sakai, Sockeye Homes specializes in the full gamut of residential construction: custom homes, remodels, additions, and, of course, ADUs and DADUs.

Sockeye is synonymous with quality. In 2012 they won nine statewide Excellence Awards in a single year—just nine of the 179 awards they've netted over the lifetime of the company. They have brought that same quality to ADUs—holding down costs with fixed-price packages and smart inventory control while delivering unbeatable results.

I sat down with Tod Sakai (homophone with Sockeye) to discuss the ins and outs of ADUs. What progress has been made? What challenges remain? And why ADUs in the first place? They've become a popular "housing solution" for builders and housing advocates alike. But what really sets them apart from alternatives like traditional condos or multifamily rentals?

"With an ADU or DADU," Tod says, "the property owner can sell the unit as a condo without splitting the property" They're on the ground level in established neighborhoods where your kids can go and play. You're not shoved into unit 602 and must take the elevator."



When it comes to ADUs, we're all pointed in the right direction: a brighter future.

DADUs offer independence and autonomous living in a way that conventional condos can't. "There's a big difference when you have an actual house."

Family Ties

Tod thinks one propellant of ADU growth is the unique opportunity they provide for multigenerational living and family support—something classic condos or townhomes with hard-and-fast floorspace would be harder pressed to accommodate. For many Sockeye ADU projects, "mom and dad want to live with the son or daughter and the grandkids."

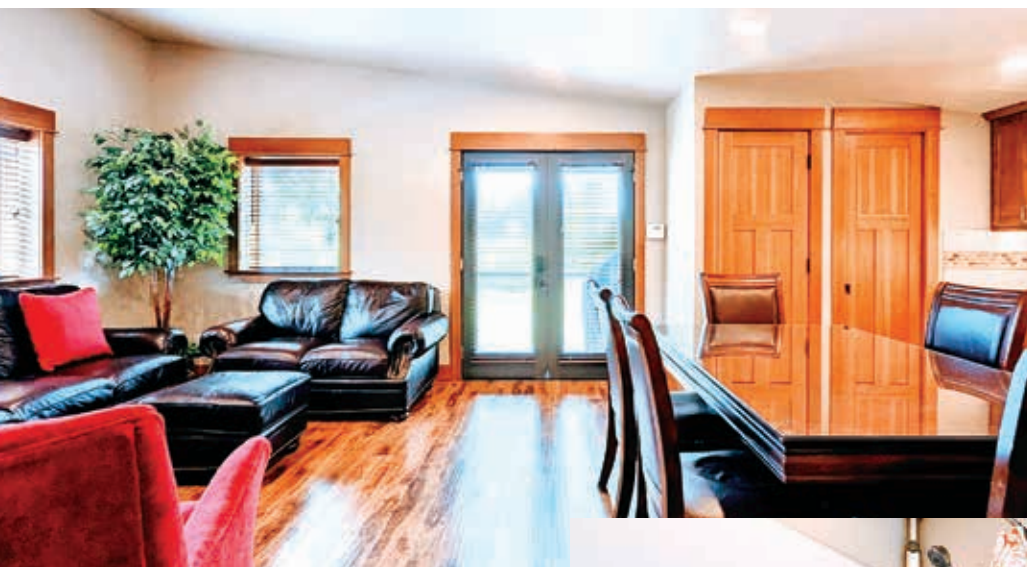
Tod grew up in Japan, where multigenerational living was the norm. "We're seeing a lot more of that in the US, and it's very rewarding." It's also financially practical. "Retirement homes and assisted living places are very expensive, starting anywhere from \$5,000 to \$10,000 per month."

Sockeye isn't just helping clients build future condos to sell. "[We're] helping their parents live close by and pitch in with the rent every month. We're creating a situation where their grown kids and grandkids can have meals together and check in on them. Being able to host your parents versus putting them in a retirement home is a huge financial and family benefit."

Tiny House Living

A lot of people love living in small spaces. And when it comes to building (relatively) tiny houses, Sockeye has a baked-in advantage: Tod has built hundreds of homes in Japan.

"Before I went on my own to start Sockeye, I was working for a company here in Washington that shipped building material for homes we built in Japan. After the Kobe [Great Hanshin] earthquake in 1995, I set up 43 franchisees in Japan. The thing about Japanese homes is a lot of them are only 1,200 square feet, and the whole family lives there."



Tod brings what he learned building small homes in Japan to ADUs in North America. "We're always thinking about better storage solutions and space optimization. In larger homes, you can have a dead-end hallway [for displaying art], but at the 1,000-square-foot scale, you can't waste any of that space. You've got to be very smart about how to lay everything out efficiently and think about sound dampening between rooms. The designer must utilize every nook and cranny, every square inch."

If you're into compact, efficient, and minimalist spaces, ADUs have you covered.

Designed as a retirement space for grandparents looking to age in place, this "open-concept, barrier-free" ADA-compliant ADU supports smooth transitions and easy access throughout the space. Features include wheelchair access in all rooms, a large bathroom with non-slip tiles and heated floors, a hidden pop-up step stool in the kitchen, movement-activated appliances and lighting, and a host of other conveniences that make this home the perfect retreat for retirement.





Low, Low Prices

Then there's the price. One thing that's immediately noticeable about Sockeye-built ADUs is how much more affordable they are than single-family homes or other middle housing options. How exactly does the company keep down costs? One might think it's because ADUs are smaller, and therefore, cost less to build. But that's not necessarily the case, or at least not the whole case.

Tod explains, "Your actual cost per square foot is going to be higher because you have to do more inside a smaller footprint." There's more going on in a more confined space, and "when you add everything up, it's going to be more expensive per square foot than a 3,000-square-foot home."

Using fewer materials in the overall construction does save money, but the real trick to holding down costs is the packages that Sockeye Homes offers to customers—standardized concepts with pre-set price tags.

"We have four different kitchen and bathroom packages priced at \$25,000. We have \$40,000 small kitchen packages, \$45,000 large bath packages, and \$60,000 packages for large kitchens. And of course, the DADU packages we offer are for the entire building."

"We cut down on stock keeping units by inventorying items and doing bulk purchases. This allows us to extend these elements into all our offerings, including ADU and DADU packages. Clients can choose their packages and interior finishes: here's the kitchen, here's the bathroom."

This allows Sockeye to streamline delivery, saving the client the time and money of custom-designing everything. "There are clients who want to customize everything, but if we're talking to a new family or young couple looking to make some passive income, we want to hold down the cost. The packages are very transparent; they know what they're getting when they sign the contract."

It may be cost-effective, but getting the money to build it can be tricky.

The Hurdle of Financing

The biggest hurdle for people looking to build is financing. Clients assume they can take their DADU project to the bank, but Tod says that construction loans for such projects are hard to come by. If you approach the bank who manages your mortgage, says Tod, they're not going to advance a loan for a new home on the property. To them, it's not a separate home but a modification of the existing one.

"If another bank wants to finance the project, they're going to have to pay off the bank holding the primary mortgage." In the end,

Being able to host your parents versus putting them in a retirement home is a huge financial and family benefit.



Sockeye Homes built this DADU next to a traditional 1924 home to house the homeowner's mother. Its exterior matches the original home's exterior, but its interior is very different—showcasing mom's international art collection, colorful statement pieces, and a fun loft for her grandkids featuring an inviting spiral staircase. The airy DADU features a full kitchen, bathroom and bedroom, 17-foot ceilings and vast windows, making it feel far more spacious than its square footage would suggest.

property owner will likely end up refinancing their mortgage at a higher rate. This cold reality discourages a lot of people from building.

“You might have a young couple who have owned a home for just five years. They don't have enough equity to pull a HELOC (Home Equity Line of Credit) and don't want to lose their sub-three-percent mortgage.” Hard cash lenders are mostly loan sharks that charge extremely high interest rates that can put a household underwater.

Happily, Sockeye has developed a solution, “a new program that we're going to be rolling out later this year. We've been working with lawyers and everybody to cover all our bases.” Tod hopes it will remove the financing roadblock. If successful, it will be a breakout moment in the adoption of ADUs.

Construction Challenges

Financing may be hard, but so is construction.

One common public misconception is that ADUs are easy, even fun projects for homeowners to dive into DIY style. But Tod is adamant that it's never that simple—and working on your own without professionals is a recipe for disaster. “ADUs are a hot topic, and everyone wants to get involved. But the fact is, it's not like a cooking show you watch for a half hour and say, ‘I can make that tonight.’”

“Just because one person sees the backyard and wants to build, it's not always practical.” For example, he says, “a lot of the Seattle homes have these terraced rockeries that elevate the properties up high and there's no alley or access through the back. How do we get the machines back there?”

“You really need to be well-versed in construction to build ADUs the right way. Because in the end, if somebody hires a quasi-contractor that doesn't know what they're doing or forgot that the machines can't get into the yard, there's going to be a big surprise. You can't just get the permit and sub-contract everything out.” Remember: you're not building a shack; you're building a house.

Olympian Heights and Local Lows

The 2023 “Year of Housing” in Olympia gave ADUs a big boost with a slate of statewide reforms packaged together in House Bill 1337. How has the bill's passage affected Sockeye's work and the industry in general?

“It's certainly helping,” says Tod. “Seattle was already doing well, and Renton and other jurisdictions had really gotten on board with ADUs before the state law passed. But the law is good. King County now allows you to encroach on five-foot setbacks in the backyard. And elements like that are really helping.”

Of course,” Tod is quick to add, “once the law passes, every jurisdiction really needs to follow through to make it work.” And that's the tricky part. One big issue is the lack of clarification on what is permitted by local authorities and what isn't. Every jurisdiction has its own labyrinthine regulations and codes to navigate. There are also overlapping departments with their own priorities and requirements.

Land use issues are especially vexing. “Getting a building permit is the easy part for me because it's just structural engineering subject to building code. But when it comes to reviewing drainage, dealing with the health department on septic systems, working with the fire marshal, and just dealing with all the departments in a jurisdiction, it's not as simple as looking at the new state law.”

So, there's still a lot of work ahead for ADU advocates across the state.

Where Do We Go from Here?

Tod is avid about ADUs and their role as a housing solution, and infectious about their future. He's especially happy with how the industry—companies, advocates, and associations like MBACKS—have come together to support the development of ADUs. The future, he says, will depend on the support of lawmakers throughout the state getting implementation right locally—and dealing with barriers like stringent codes and tree ordinances as they arrive.

All in all, he's feeling pretty good about it. “MBACKS and the industry are all in the same boat, right? We all want to continue to press on and continue to collaborate. That's the key to success.” When it comes to ADUs, we're all pointed in the right direction: a brighter future. 📌



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Volunteering on a Campaign



BY **MIKE PATTISON**
AFFORDABLE HOUSING
COUNCIL MANAGER
MBAKS

This Fall, we will all be inundated with political advertisements, signs, doorbellers and more—all looking to elect favored candidates. Maybe you're finding yourself motivated to help one of these candidates whom you've come to believe in and support. How do you help?

Volunteering for a political campaign can be a rewarding way to contribute to those candidates

you support. Here are several good ways to get involved:

First, reach out directly to the campaign you're interested in. They often have volunteer coordinators who can guide you on how to best contribute based on your skills and availability.

FUNDRAISING Write a check directly to the campaign. You can also take it a step further by assisting with fundraising efforts, whether through organizing events, making calls to donors, or helping manage donor databases.

CANVAS DOOR-TO-DOOR Knocking on doors to talk to voters about the candidate and their platform is a great way to engage with the community. You'll distribute campaign literature and leave a positive impression. Very few

candidates can knock on every door in a district—knocking on doors in your own neighborhood is invaluable to a campaign.

PHONE BANKING Making phone calls to potential voters is another effective method. You can inform people about the candidate, encourage them to vote, and answer questions they may have.

DATA ENTRY AND ADMIN SUPPORT Campaigns often need help organizing data, entering information from canvassing or phone banking, and general administrative tasks.

EVENT SUPPORT Helping organize and staff campaign events like rallies, town halls, or fundraisers is crucial. This involves set up, greeting attendees, or managing logistics during the event. 🏠

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A Decade of Housing Policy Failure



BY **ROBERT DIETZ, PH.D.**
CHIEF ECONOMIST
NATIONAL ASSOCIATION
OF HOME BUILDERS
@DIETZ_ECON

As I travel across the country presenting NAHB's economic and housing forecast, the most common question I hear from people outside the building and remodeling industry is, "How did we end up with such a large deficit of housing?"

Any owner or stakeholder in the residential construction industry could give a long and detailed answer to this question with specific, frustrating examples of why and how it has become so challenging and expensive to build. Whether it is due to a lack of developable land due to state growth boundaries, zoning rules that prohibit building with density where demand exists, high impact and permit fees, or other regulatory burdens that have expanded since the Great Recession, the result is a national housing deficit of at least one million homes.

Once every five years, the NAHB Economics team conducts a deep survey of land developers

and home builders to quantify the costs of regulatory policies. For a typical newly built single-family home, these costs total about one-quarter of the final sales price. That regulatory cost percentage can be even larger for multifamily structures, according to a version of the survey NAHB conducts jointly with NMHC. The costs are typically more expensive in large metro and coastal states.

And yes, there are other factors that have held back housing inventory, such as tight construction financing, the ongoing skilled labor shortage, and costly building material supply. However, some of the causes of those issues are market forces and business cycle events. Regulatory costs and ineffective zoning policies are failures of community development planning.

What makes this situation more frustrating for market analysts, economists, and demoralized prospective first-time home buyers is for many policymakers,

this is the market they planned. As unbelievable as it seems with respect to the consequences of these development and housing policies, these officials want a restricted housing supply and all the costs and burdens that come with it. This isn't NIMBY-ism, it is the impact of the BANANAS (build absolutely nothing anywhere near anything).

The good news is that the conversation seems to be shifting. Yes, talk is cheap, but more policymakers are at least saying the right things about building more housing. And the better news is that in markets where development is allowed to take place to meet today's unrealized housing demand, builders are building. As just one example, in 2023, a year in which single-family home building was down 6%, townhouse construction increased 6% for the year. If communities can zone it, it can be built. This is the only way we can successfully improve housing affordability conditions in the years ahead. 📌

Dr. Robert Dietz is the Chief Economist for the National Association of Home Builders, where his responsibilities include economic forecasting, industry surveys, and policy research. Prior to joining NAHB in 2005, Robert worked as an economist for the Congressional Joint Committee on Taxation. He is a native of Dayton, Ohio and earned a Ph.D. in Economics from The Ohio State University in 2003.



MBAKS' 2024 GOLF TOURNAMENTS

Construction on Course

On two perfect summer days, MBAKS members, sponsors, and staff hit the links for two of our biggest events of the summer season—the King and Snohomish County golf tournaments. With sold-out attendance at both tourneys, competition was fierce this year as members competed for first place, longest and straightest drive, and a returning fan favorite—the Mega Putt.

July 17 saw golfers heading to the Echo Falls Golf Club in Snohomish, designed by renowned Northwest architect Jack Frei. The course includes an unforgettable green island on the 18th hole and a challenging 17th hole some golfers would rather forget. It was a close contest throughout the day but eventually Parr Lumber's fourth team pulled ahead, cementing first place on the 2024 podium.





On August 7, members gathered for a second time at the Washington National Golf Club in Auburn to test their mettle. Known for its challenging design and scenic beauty, the course required golfers to keep their eyes on the prize without being distracted by the stunning views of the Cascade Mountains. The team for Pella Windows & Doors kept their focus and took home gold.

Both tournaments ended with an awards banquet, bringing together attendees, sponsors, and staff to share a meal to celebrate the winners. In addition to the victors, there was another cause for celebration—MBAKS' Community Stewardship announced a new initiative "Planting a Better Tomorrow." This year's brand-new tree-planting event at Steel Lake Park in Federal Way on October 5 will bring together our local community and membership to make a positive ecological impact where it is most needed.

We already can't wait for next year! 📌



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KING COUNTY WINNERS

- 1st Place: Pella Windows & Doors
- 2nd Place: Parr Lumber 1
- 3rd Place: Dickson Frohlich Phillips Burgess
- Mega Putt: Nick Marciano (Sherwin Williams 1) and Jacob Lybeck (Blueprint Capital Services 2)
- Straightest Drive Men's: Robert Dickson (Dickson Frohlich Phillips Burgess)
- Straightest Drive Women's: Michelle Santos (Array Real Estate)
- Longest Drive Men's: Brian Neuenschwander (Builders First Source 4)
- Longest Drive Women's: Ronni Mader (Sherwin Williams)
- Closest to the Pin Men's: Jeff Mietzner (Harbour homes)
- Closest to the Pin Women's: Traci Rizzo (Builders First Source 5)

SNOHOMISH COUNTY WINNERS

- 1st Place: Parr Lumber 4
- 2nd Place: Halverson Design Build
- 3rd Place: DreamCatcher Remodeling
- Mega Putt: Marcos Cuevas (Sherwin Williams 5) and Cruz Webster (Blackwood Builders 2)
- Straightest Drive Winners: Zach Hesson (Sherwin Williams 2) and Joseph Irons (Irons Brothers Construction Inc)
- Longest Drive Men's: Zach Penrod (United Drywall)
- Longest Drive Women's: Devin Hernandez (Parr Lumber 3)
- Closest to the Pin: Will Neffner (Builders FirstSource 4)





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For members of the MBA Health Trust, it's especially applicable because Dispatch Health is a contracted provider with Premera Blue Cross.

An Urgent Care Clinic in Your Front Room

BY CAPITAL BENEFIT SERVICES

How Dispatch Health is Changing the Way People Get Care

In recent years, the landscape of healthcare delivery has evolved rapidly, with a growing emphasis on convenience and personalized care. This has resulted in the birth of Dispatch Health, a provider focused on getting patients healthy without having to leave the comfort of their own home. For members of the MBA Health Trust, it's especially applicable because Dispatch Health is a contracted provider with Premera Blue Cross. That means members can get home urgent care visits in-network!

While home health care is not entirely new, it has gained

traction since the days of Covid. Members realize that it's incredibly beneficial when they cannot drive or have difficulty finding a babysitter for a trip to the doctor's office. With Dispatch Health, members can receive timely and effective care without the need to visit a clinic or hospital, saving them precious time and minimizing disruptions to their work and personal lives.

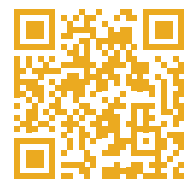
For those skeptical about the capabilities of Dispatch Health, just think of it as an urgent care visit in your living room. They arrive by van, with all the equipment needed to administer EKGs, stitches, splinting, blood tests, IV fluids, medications, antibiotics, and other procedures. Here are some of the more common illnesses and injuries that can be treated:

- Strains, sprains, & minor fractures
- Pneumonia
- Diarrhea, nausea, & vomiting
- Dehydration
- Flu & respiratory infections
- Urinary Infections
- Migraines
- Lacerations
- Covid-19
- Shortness of breath with COPD

When it comes to coordinating care, Dispatch Health can share necessary information with a Primary Care Physician. This way members can rest assured that their care will continue when they return to their normal doctor's office. They understand that continuity of care and timely interventions ultimately lead to better health outcomes and improved quality of life.

So the next time a need arises for Urgent Care or even the Emergency Room, maybe consider a call to Dispatch Health. Their convenient care model just might win you over for good. Bookmark the link in the QR code for reference when you need to make an appointment. Appointments are often available same-day or next-day. 📌

Scan the QR code to learn more about Dispatch Health





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You Need a Game Plan for Client Engagement



BY **COLBY GOODMAN**
DIRECTOR, MEMBERSHIP
GROWTH & EXPERIENCE
MBAKS

Business owners and managers: let's talk shop. Client engagement isn't just a buzzword—it's the lifeblood of your businesses. But here's the kicker: winging it won't cut it. What you need is a solid game plan. Here's why planning is crucial and what you need to focus on for a winning client engagement plan:

Planning your approach is like plotting your course on a roadmap. You need to know where X marks the spot, right? Setting clear goals and objectives helps steer the ship in the right direction. Whether it's boosting client satisfaction, securing repeat business, or spreading the word about your expertise and services, a well-thought-out plan keeps you pointed toward success.

Meaningful and personalized outreach will set you apart. You're not big, faceless corporations, but small to medium-sized owners and leaders who know your clients by name. And that's exactly why you need to tailor your approach. By understanding what makes each client tick—whether it's their preferred communication style, their needs, or their favorite things—you can give them the VIP treatment they deserve.

Variety is key, too. Whether you know it or not, you've got a whole toolbox of engagement tools at your disposal, from phone calls (remember those?) to Instagram stories. Mixing things up keeps your clients engaged and shows them that you're there and ready to meet them wherever they are.

Of course, you can't just fly blind. You need to know if your efforts and approach are paying off. That's where metrics come into play—think customer feedback, referrals, and repeat business. Tracking these numbers helps uncover what's working, what's not, and where you can fine-tune your approach to keeping your clients happy and your business growing.

If you want to thrive in an increasingly competitive world, you must have a well-defined plan. It will keep you focused, help deliver that personal touch your clients want, mix up your approach, and let you know if you're hitting the mark. Roll up your sleeves, design and refine a game plan (it can be simple as long as it's effective), and watch your businesses prosper! 🏆

Upcoming Events

Membership Networking

September 26 | 4–6 p.m.

October 24 | 4–6 p.m.

November 21 | 4–6 p.m.

MBAKS Bellevue

Visit mbaks.com/events for up-to-date information on the location and status of events

Plan ahead to get the most out of your membership—contact membership@mbaks.com

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Plan Your Success



BY **JENNIFER TENNEYSON**
2024 SMC CHAIR
TENNEYSON HOMES

As we focus on 2024's finish line, it's also time to review plans—especially marketing plans—to determine success in growing and/or retaining business.

A marketing plan is a comprehensive document that outlines a business's marketing strategy, tactics, and activities to achieve its objectives. Crucial for businesses of all sizes and industries, here's why a marketing plan is essential for success:

1. Strategic Direction and Focus

- Clear Goals: Provide direction and align with overall strategy—make sure they're measurable.
- Resource Allocation: Ensures marketing dollars are spent efficiently.

2. Understanding and Targeting the Right Audience

- Market Research: Understand the target audience's needs, preferences, and behaviors.
- Segmentation: Identify different market segments, tailoring marketing messages for specific groups.

3. Competitive Advantage

- Differentiation: It's good to be different—identify and communicate unique selling propositions to stand out.
- Competitive Analysis: Strengths and weaknesses help capitalize on opportunities and address potential threats.

4. Consistency in Branding and Messaging

- Brand Identity: Consistent branding builds recognition and trust.
- Unified Communication: Every piece of content reflects the brand's values and voice.

5. Customer Relationship Management

- Engagement: Outline strategies to connect through various touchpoints.
- Retention: Essential for long-term success.

6. Innovation and Adaptability

- Trend Identification: Stay ahead of trends to adapt to market changes.
- Flexibility: Monitoring and evaluating marketing efforts allow data-driven adjustments.

7. Measurable Results and Accountability

- KPIs: Key performance indicators (KPIs) measure success, track progress, and identify areas for improvement.
- Accountability: Ensures everyone works towards common goals and objectives to deliver results.

8. Risk Management

- Preparedness: Contingency strategies for potential risks and challenges.
- Crisis Management: Respond effectively, minimizing negative impacts and maintaining business continuity.

9. Enhanced Financial Performance

- ROI: Strategically plan and execute marketing activities for a higher return on investment (ROI).
- Revenue Growth: Effective marketing drives customer acquisition, retention, and sales.

10. Long-Term Vision

- Sustainable Growth: Long-term, steady growth aligns marketing efforts with the business's vision and mission.
- Business Development: A roadmap for the future, including exploring new markets, expanding product lines, and enhancing customer experiences.

A well-crafted marketing plan is essential for any business aiming to achieve its goals and thrive. Want to learn more? Join the Sales & Marketing Council (SMC) and learn more about how to enhance your business. 📌

Plan ahead and learn how to get the most out of your membership at mbaks.com/smc

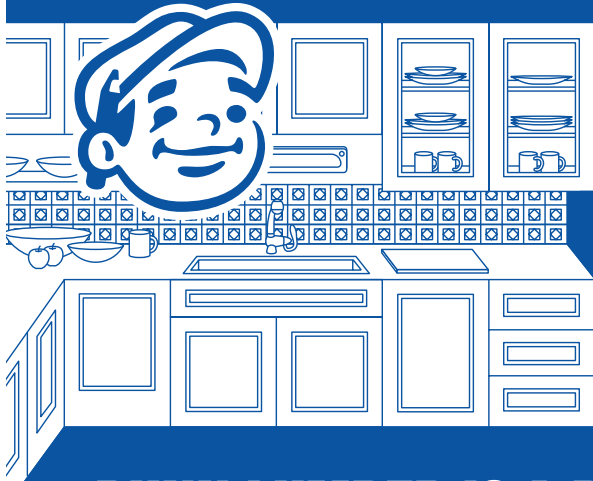
Upcoming Events

Council Collective

September 19 | 4:30–7 p.m.
Metier Brewing Co., Seattle

November 6 | 4:30–7:30 p.m.
Civility & Unrest, Bellevue

Visit mbaks.com/events for up-to-date information on the location and status of events



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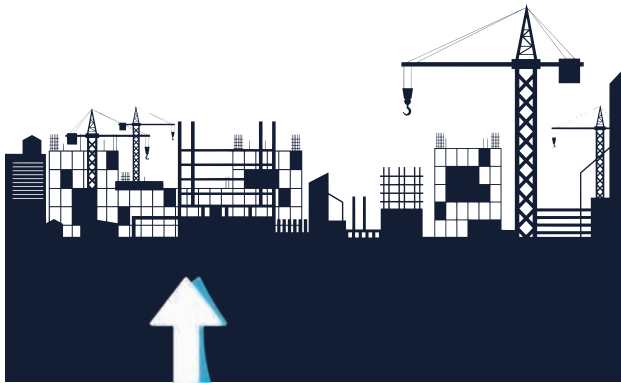
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Ramping Up Hope

BY **CHARLENE LAM**
COMMUNITY STEWARDSHIP SPECIALIST
MBAKS

How Rampathon 2024 gave 26 community members the gift of mobility.

The MBAKS' mission with RampathonSM is simple yet profound: providing neighbors in need with the freedom and independence that comes with increased accessibility to their homes. By transforming houses into true homes, Rampathon improves accessibility and strengthens our community, making it more inclusive and livable for all.

Over the past 30 years, MBAKS members, in partnership with Dunn Lumber, have constructed more than 625 ramps, making a significant impact on the lives of countless individuals and families. This year alone, we installed ramps at 26 homes across 15 cities in King and Snohomish counties. These ramps are more than structures; they are lifelines that provide essential access to those facing mobility challenges. They enable individuals and families to navigate daily life with greater ease and safety, ensuring they can enter and exit their homes independently. Rampathon embodies our industry's commitment to creating a more accessible and compassionate community, one ramp at a time.

"This is going to make such a difference," Corin Goodwin, caretaker of three-year-old recipient, F.L., expressed. "This ramp will make it so much easier to get her in and out of the house, both to go places and to socialize outside with the neighbors. Right now, we keep the wheelchair in the van and carry her back and forth. That means she doesn't have to use the wheelchair inside. It also means that as she keeps getting bigger, we'll have a better way to get her into the house. As she becomes able to navigate the chair on her own, it will be much more accessible for her."

From April – July this year, over 400 volunteers from 21 companies contributed their time and skills to this transformative initiative. The impact of their involvement extends far beyond the physical ramps—they forged enduring connections and left a lasting, positive mark on our community.

The sentiment of giving back resonates strongly with our volunteers. "What a better event to be a part of," Todd Lozier, Lochwood-Lozier Custom Homes President said.

This year alone, we installed ramps at 26 homes across 15 cities in King and Snohomish counties.

Lochwood-Lozier Custom Homes installed a much-needed ramp for a little girl who battles cerebral palsy, chronic lung disease, and various other health complications. This ramp installation will be transformative, granting her newfound independence and mobility.





Habitat for Humanity Seattle-King & Kittitas Counties built five ramps across Auburn, Issaquah, Renton, and Seattle. From a ramp repair to a ramp build over six steps, the dedicated team created a lasting impact throughout King County.



CRD Design Build constructed a ramp for a resident who lives on fixed income in Des Moines.



Pathway Design + Construction provided this ramp recipient with what she considers a necessity for independence.

CA James assists a Newcastle resident who previously relied on 911 for doctor's appointments. With the new ramp, she is no longer confined to her home and now enjoys newfound freedom.



Always ready to tackle challenges, Carlisle Classic Homes built a ramp over eight steps for a homebound Mountlake Terrace recipient.

Crescent Builds supported a neighbor who had lived in isolation for the past decade. With the new ramp, they now have access to the world outside.



Gaspar's Construction built two ramps that made a huge difference in the recipients' lives. A retired railroad worker battling several physical disabilities gained independence with their ramp built in May. A Seattle resident applied on behalf of her son recovering from brain cancer and received a ramp in June.



eXalt Services enhanced the independence of a homebound recipient and her husband, a disabled US Army veteran, by constructing a ramp for their home.

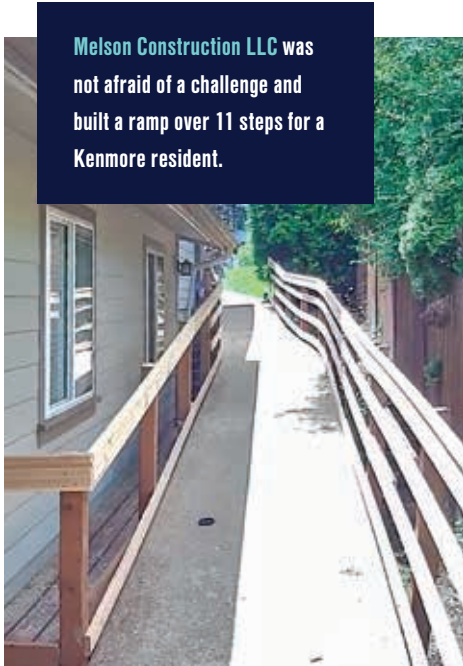
Long-term Rampathon participants, Jackson Design Build LLC helped a Bothell recipient attain accessibility with a ramp.



People Come First Construction Group joined Rampathon this year and helped a Carnation recipient in his 70s gain increased accessibility.



Struggling to climb three steep, concrete steps leading into her home, an 88-year-old Seattle resident applied to Rampathon. Ashworth Homes built a ramp that the recipient claimed to be “an incredible gift to our community!”



Melson Construction LLC was not afraid of a challenge and built a ramp over 11 steps for a Kenmore resident.



Irons Brothers Construction built a ramp for a 90-year-old disabled veteran battling prostate cancer, heart disease, and a cognitive disorder. This ramp has significantly increased accessibility for him and his family.

After 20 years of engagement with Rampathon, Potter Construction returned to build a ramp for Seattle recipient in need.

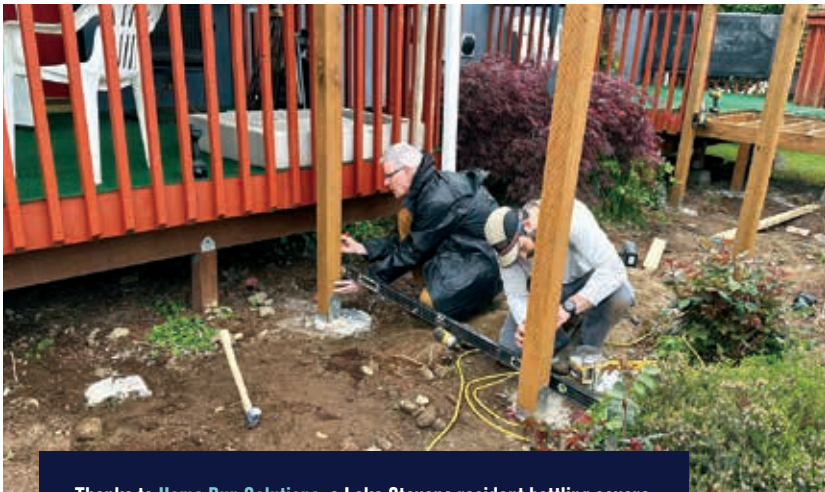


Chermak Construction Inc. helped an elderly couple in Lynnwood gain increased independence through this ramp build.





Shirey Home Pro helped a cancer survivor and above-knee amputee with a ramp build for their Fall City home. Rampathon has eliminated the challenges of navigating steps for this recipient, significantly enhancing safety and ease of entry and exit.



Thanks to Home Run Solutions, a Lake Stevens resident battling severe pancreatitis no longer needs to rely on paramedics for hospital visits and has gained increased independence.



Holmberg Mechanical built a ramp for a teenage resident in Burien, eliminating safety concerns and making it easier for her to move in and out of her home with a wheelchair.

A Seattle resident applied on behalf of his 92-year-old mother. Blackwood Homes stepped up with this ramp build that will provide safety and increased accessibility.



NorthLight Custom Builders LLC constructed a ramp for an Everett resident with multiple chronic health conditions and limited mobility. This new ramp made a significant difference, especially after the recipient had previously fallen on a temporary foldable ramp and been taken to the emergency room.

Rampathon wouldn't be possible without the volunteer commitment of our members who want to improve the communities they live in. From April to July this year, we were fortunate to have over 400 volunteers from 21 companies contribute their time and skills to this transformative initiative. The impact of their involvement extends far beyond the physical ramps—they forge enduring connections and leave a lasting, positive mark on our community. Together, we can continue to make home happen. 🏡

Learn more about Rampathon at mbaks.com/rampathon

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Blackwood Builders LLC 206.240.5970
 Spike: Trevor Johnson | NAHB 1 MBA 1
Builder Nick LLC 206.471.3533
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Architectural Stone Werkes Inc **G**
CM Air Pros LLC **G**
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Landed Gentry Development Inc **G**
Legacy Custom Painting LLC **H**
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