

Educational Opportunities at Convention



How to Cash-In on the New Wave of Capital

There are recent indications of improving access to acquisition, development and residential construction (AD&C) financing as traditional lenders return to the market and new options for capital emerge - particularly for small to mid-sized home builders. However, the housing crisis fundamentally changed the world of finance. Getting money today involves new rules, requirements and documentation. During this session, you will hear directly from both debt lenders and equity investors regarding the new financing landscape and options that exist, and what they now look for from builders seeking capital. You'll learn how to present yourself, your company and your project, and get practical advice on negotiating terms. Fellow builders will share their experiences securing alternative financing, and you'll even have an opportunity to "**meet the money**" as representatives from a variety of capital sources will be on hand ready to talk one-on-one about financing options for your business.

Panelists: Steven Mungo, CEO of Mungo Homes; Michael Maxwell, Head of Originations - Home Builder Finance 1st Financial Bank USA; R. Bird Anderson Jr, Executive Vice President Wells Fargo; Rick Mandell, CEO of Aspen Portfolio Strategies, Inc.; Wade McGuinn, CEO of McGuinn Homes; Daniel M. Wallach, CEO of Shepherd's Finance, LLC; Kyle I. Poole, Principal of Land Finance Group, LLC; Scott Shipley, Director, Real Estate Group; and others.

Top Legal and Tax Tips for Anyone Working in the Construction Industry

Arnold Palmer stated, "The road to success is always under construction." Unfortunately, in the construction industry there are many legal potholes to keep you from even getting on the road. Join Fred Gertz, with more than 20 years' experience in real estate, construction and land use law, Judith Murray, CPA, Richard "Dick" Unger, Partner with Parker Poe Adams & Bernstein, LLP and other legal professionals as they share the top legal tips (tax, HOA, contracts, permitting etc.) for anyone - new or seasoned - working in the construction industry.

Instructors: Fred Gertz, Judith Murray and Dick Unger

What's New in the 2015 IRC and State Modifications?

Get an early jump and thorough review and explanation of the significant changes for the 2015 International Residential Code and the adopted South Carolina Modifications that will likely be implemented on July 1, 2016.

Instructor: Andy Barber, Owner of Generational Homes and HBASC Building Code Committee

What's Does the Money Want?

Most private builders learned their trade in an industry where small and regional banks made construction loans based on existing market demand and on the quality of the location of the project. In the future, private institutional investors may replace those small banks, and they will care more about projected returns. Private builders will learn how to pitch their projects to financiers as if they were traditional investments with promised internal rates of return and healthy profit margins.

Instructor: Rick Mandell, CEO of Aspen Portfolio Strategies, Inc.

Home Buyer Insights -- Getting Inside the Minds of Today's Home Buyers

What if you could get inside the minds of today's home buyers to better understand what motivates them, what inspires them, and what leads them to take action? Hear about the latest home buyer research and how it will impact your approach and messaging.

Instructor: BDX

Best Cost Effective Structural Framing Practices for Strength and Energy Efficiency

This course will also include an optional 30-45 minute mini-course for those in High Wind Areas.

Instructor: Norbord