

# LBM Alert (free weekly e-newsletters)

LBM Journal's editors are constantly on the lookout for news, numbers and trends that affect our readers. One result is our popular LBM Alert, a free weekly e-newsletter packed with breaking news, relevant articles from other publications, and industry news briefs.

The LBM Alert is the only e-newsletter focused on the lumber/building material distribution channel. Reach our fast-growing opt-in list of subscribers with a high-impact, low cost sponsorship package.

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GREEN BUILDING EDITION  
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May 26, 2009

**IN THIS ISSUE**

- Green Building Growing At A Surprising Rate, NAHB Says
- Sales Agents, Appraisers Underestimate Value of Green
- Green Building Directories Streamline Finding Products
- How to Fight Greenwashing (By John Wagner, from the May LBM Journal)
- First Remodeled Home Certified To The National Green Building Standard

**FEATURED ARTICLE**

**Green Building Growing At A Surprising Rate, NAHB Says**  
As builders and remodelers retool their businesses in a tight credit market and recapture the interest of jittery consumers, this spring is the greenest yet for the nation's home building industry, according to the National Association of Home Builders (NAHB).

"We've said for a while that green building is a bright spot in a down market," said NAHB Chairman Joe Robson, a home builder and developer in Tulsa, Okla. "However, the growth of the NAHB National Green Building Program exceeds even our most optimistic expectations."

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July 28, 2009

**IN THIS ISSUE**

- Home Prices Up for First Time in Three Years
- New-Home Sales Rise 11% in June
- Housing Starts and Permits Up Strongly in June
- Builder Confidence Rises Two Points in July
- Appraisal and AD&C Troubles Hamper Housing Recovery

**FEATURED ARTICLE**

**Home Prices Up for First Time in Three Years**  
The value of U.S. homes grew on a monthly basis in May for the first time in nearly three years, according to 20-city index released Tuesday.

The month-over-month increase was 0.5%, according to the report from financial data company Standard & Poor's and economists Case-Shiller. It was the first increase in the monthly index since July 2006.

On an annual basis, home prices in the 20 cities fell 17.1%, but it was the second straight month that the year-over-year decline lessened.

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**FEATURED ARTICLE**

**New-Home Sales Rise 11% in June**  
Sales of newly built, single-family homes rose 11 percent in June to a seasonally adjusted annual rate of 384,000 units, according to U.S. Commerce Department numbers. Coming on the heels of an upwardly revised number for May, the gain marks a third consecutive month of improved sales activity.

"Today's report is good news that indicates the nation's housing market may be in the process of turning the corner," said Joe Robson, chairman of the National Association of Home Builders (NAHB) and a home builder from Tulsa, Okla. "That said, the key to moving us out of recession is to get Americans back to work. Congress and the Administration should know that housing can be a significant generator of good jobs. We need to make housing a priority in the recovery process, otherwise we could continue to bounce along a bottom for some time."

"The big gain in home sales last month was reflected in three out of four regions and helped shrink the inventory of new homes for sale to its lowest level in years," said NAHB Chief Economist David Crowe. "Even so, the pace of home sales in June 2009 was still more than 21 percent off the pace of sales in the same month last year, so we still have quite a way to go. The concern now is that complicating factors - particularly job losses, appraisal issues that are torpedoing more than a quarter of new-home sales, and the impending expiration of the first-time buyer tax credit - threaten to stifle the positive momentum."

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