



**A message from the Rochester Home Builders' Association Executive Vice President regarding Homearama 2007:**

*As you are probably aware, Homearama has been a fixture in our area for close to 30 years. The show has grown, changed and adapted just as the housing market, the economy, and the patrons have. Many years ago Homearama would showcase close to 20 homes. As times have changed, so has the event itself. The number of homes in the past five to seven years has fluctuated between 6 and 9 on average.*

*Each year our members and association leaders evaluate the current housing market and the local economy. Although Homearama appears to be simply a "show", in reality it is so much more than that. It is also a reflection of the current housing market and what is happening currently in the area economy. To saturate the current housing market with eight or ten homes in one community at the same price point would not be wise and we believe even irresponsible. It could hurt homeowners in nearby communities who may be trying to sell their home, and certainly other home builders who have homes on the market.*

*Another consideration in regard to the number of homes presented is our Home Builders. You may or may not be aware that each individual Home Builder that participates by building a home in Homearama is personally taking the financial risk to build that home. They have already purchased and paid for the lot, they have paid their building material suppliers, architects, engineers, craftsman, laborers, etc...(All of which is helping our local economy), and now they are paying taxes on that property. If the homes do not sell, the Home Builders have the individual responsibility to continue paying the taxes and upkeep on that property. Again, to saturate the market with too many homes at that price point in that community would not be wise and it could actually hurt the local economy which depends so heavily on the housing market for its stability.*

*Meanwhile, the costs to bring the Homearama event itself to the public for 16 days does not change with the number of homes presented. The same site preparation, tent rental, staffing costs, etc... exist for 5 homes or 15 homes. Unfortunately the event costs are not reflective of the number of homes presented.*

*We have considered trimming back on the number of exhibitors allowed or other cost cutting factors, but that would negatively affect too many businesses and organizations that depend on Homearama each year in our community. Many of our exhibitors (local businesses) return year after year and count on the business and leads generated at Homearama to get them through the following year.*

*We also support close to a dozen charitable organizations through the event each and every year. Homearama is a community event. For example; in 2007 the parking attendants are volunteers who are working for their local church group; the tickets sellers and ticket takers are volunteers working for a local little league association. (The Rochester Home Builders' Association writes checks to their charities from Homearama proceeds) The concessions are sold by yet another group of volunteers working for a local high school sports booster club. Homearama 2007 proceeds will also benefit Gilda's Club, the Town of Penfield Recreation Department, the Flower City Soccer Clubs "Kicks for Kids" program, and the list goes on.*

*We, too, wish that the local economy was booming. We wish that the current local market could withstand 10 or 12 half million dollar+ homes to be put on the market for sale just for Homearama. We'd love to put on such a spectacular show! It's just not possible at this time. Homearama 2007 is in line with the current local economy and is taking the housing market's stability into consideration.*

*Hopefully we will once again be able to bring you more homes - and more elaborate homes in the not too distant future. It would be a good sign for everyone. We are already looking forward to Homearama 2008. The Residential Construction and Remodeling Industry is collectively one of the area's largest employers. And those in the industry are very proud of what they do. This event gives them the opportunity to show you the best in new products, ideas, and technology. (Even if Homearama 2007 had to do that on a bit of a smaller scale.) We hope that you will continue to support the event and all that it represents. We appreciate your patronage.*

*If you have any questions or comments feel free to contact the Rochester Home Builders' Association office.*

*Thank you,*



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