

FOR IMMEDIATE RELEASE

CONTACT: Tony Gacek

(202) 266-8357 (office)

tgacek@nahb.com

www.loghomes.org

Leading Log Home Manufacturers Offer Advice on Shopping for a New Log Home in Economic Downturn

WASHINGTON, DC, Winter 2009 —The Log Homes Council (LHC) of the National Association of Home Builders (NAHB) wants to help log home consumers ask the right questions when shopping for a log home manufacturer to craft their new home.

The current housing market is a turbulent one, with even large, reputable companies suffering financial hardships. But the current environment should not deter customers.

“Log home consumers should be excited because now is a great time to buy a home,” said Jim Young, 2009 LHC President and President of PrecisionCraft Log and Timber Frame Homes in Meridian, Ida. “Log Homes Council members want all log home consumers to have a positive building experience and selecting a reputable manufacturer is a good first step in the process.”

Overall, the log home industry is healthy, but unfortunately there are companies so negatively affected by the market downturn that they must close their doors. As with any transaction, it is important that the consumer do their due diligence and properly research a company before buying.

A great place to start shopping is with Log Homes Council members. All Log Homes Council members are required to, among other things, adopt ethical and fair business practices. Member companies are willing to demonstrate they are financially sound and capable of producing a quality home for today’s log home buyer. And, members of the Log Homes Council are willing to assist customers who have initiated a contract with a company that has gone out of business to ensure customers get the home they have dreamed of.

Specifically, the Log Homes Council has developed some recommendations to log home consumers to engage them and make sure they are taking the right steps in the buying process.

- **Be Direct** – It is fair to ask a company if they are financially stable. While most, if not all, will answer yes, it is important to learn their reasoning. If you are paying a large amount for a down payment, it is important to know “what happens if ...” Knowing what will happen to

you and your money in a worst case scenario will give you piece of mind that you know what to expect from your log home manufacturer in all cases.

- Do Your Homework – Asking for a manufacturer’s references is a necessary step. Learn about the company through its previous customers to find out how the company operates throughout the building process. Contact the local Better Business Bureau to find out if the company has had any complaints against it. Address any of these concerns with the manufacturer up front.
- It’s the Builder, too – While log home manufacturers sell you the log package, the builder builds it. It is imperative to select a reputable, experienced builder to construct your log home. If this step goes unheeded, customers can be left with unnecessary frustrations. Remember that the log home manufacturer supplies the log home package. The builder turns the package into the consumer’s dream home. This makes experienced builder selection an essential part of the log home building experience.

The Log Homes Council offers consumers a wealth of resources through its Web site, www.loghomes.org. There, buyers can find the Log Homes Council member directory, various member designs and photos, as well as technical notes and white papers geared at addressing key issues in the log homes industry. The LHC Web site, www.loghomes.org, also has comprehensive lists of various partners in the log home industry, including stain/sealant companies, financial experts, and log home consultants.

####

ABOUT THE LHC: The Log Homes Council is a national organization with membership comprised of manufacturers of log homes. The LHC is part of the Building Systems Councils, a council of the National Association of Home Builders. Council members are log home manufacturers and producers who have united to develop and promote quality building systems and ethical business practices by participation in both mandatory and voluntary council programs designed to benefit log home customers.

ABOUT NAHB: The National Association of Home Builders is a Washington, D.C.-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB’s builder members will construct about 80 percent of the new housing units projected for 2009.