

JANUARY/FEBRUARY 2026

2025 Strategic
Plan Results

MABA'S New Young
Professionals Group

Welcome
New MABA
Members



THE RIGHT ANGLE

A Publication of the Madison Area Builder's Association



NEW LOOK FOR A NEW YEAR



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LETTER FROM CHAD LAWLER, Executive Director

Every new year brings forth new and exciting opportunities and challenges. Like every year, MABA resolves to provide members with more resources, more opportunities, and more return on their investment into the Association.

As MABA expands our offerings, we want to ensure that everyone is being heard and provided an opportunity to invest in the Association. That is why we started two new committees in 2026, the Young Professionals (YP) Committee and the Latino Committee. These are two key constituencies moving forward as we develop resources for our current and next generation of Association members.

Speaking of the next generation, we continue to work with young adults to provide learning opportunities about career opportunities in the

construction industry. In 2026, we are going big, as MABA is gearing up to finance a student home build that will provide hands-on learning opportunities for students at the McKenzie Regional Workforce Center and Middleton High School. Encore Homes and MABA members have already committed to assisting on this build and we would love for you to join us as well!

Madison is home to great people and opportunities and we are proud to show it off for the 5th year of our Women in Construction conference, BuildX, which is back in Madison on March 5, 2026. We are also hosting the 2026 NAHB Area 10 Leadership Conference on April 23-24th, which will bring in leaders from across the Midwest to Madison.

In 2026, let's work together to continue to grow together for the benefit of all of our members. Thank you for being a member of the MABA, we love having you part of the family!



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**Single Family and Duplex Permits Issued
 Municipality Report**

<i>Municipality</i>	<i>2025 Total</i>	<i>2024 Total</i>	<i>2025 Starts</i>	<i>2024 Starts</i>	<i>2025 Avg. Value</i>	<i>2024 Avg. Value</i>	<i>2025 Avg. Sq Ft</i>	<i>2024 Avg. Sq Ft</i>
Albion (T)	\$4,450,000	\$1,950,000	8	5	\$556,250	\$390,000	1,793	1,565
Black Earth	\$1,600,000		2		\$800,000		2,337	
Black Earth (T)	\$700,000	\$1,060,000	1	1	\$700,000	\$1,060,000	2,333	5,650
Blooming Grove (T)		\$800,000		1		\$800,000		4,350
Blue Mounds (T)		\$1,350,000		2		\$675,000		3,500
Bristol (T)		\$6,005,000		8		\$750,625		3,656
Burke (T)	\$2,569,000	\$1,805,000	3	3	\$856,333	\$601,667	2,348	2,478
Christiana (T)	\$1,000,000	\$2,974,000	2	4	\$500,000	\$743,500	1,780	2,633
Cottage Grove	\$18,085,000	\$21,963,400	36	38	\$502,361	\$577,984	2,591	2,889
Cottage Grove (T)	\$2,403,000	\$2,605,000	4	5	\$600,750	\$521,000	2,240	2,773
Cross Plains	\$13,777,000	\$13,737,000	23	31	\$599,000	\$443,129	2,073	2,132
Cross Plains (T)	\$2,150,000	\$820,000	3	1	\$716,667	\$820,000	2,153	4,150
Dane	\$1,002,000	\$500,000	2	1	\$501,000	\$500,000	2,688	1,700
Dane (T)	\$780,000		1		\$780,000		3,000	
Deerfield	\$380,000		1		\$380,000		1,266	
Deerfield (T)	\$2,224,000	\$915,000	2	2	\$1,112,000	\$457,500	3,198	2,350
DeForest	\$25,857,000	\$45,383,000	40	83	\$646,425	\$546,783	3,060	2,813
Dunkirk (T)	\$1,250,000	\$2,400,000	2	5	\$625,000	\$480,000	2,369	2,195
Dunn (T)	\$10,248,000	\$4,865,000	13	7	\$788,308	\$695,000	2,517	3,131
Fitchburg	\$37,081,548	\$44,221,600	78	91	\$475,404	\$485,952	2,021	2,399
Madison	\$110,037,968	\$109,380,787	226	234	\$486,894	\$467,439	2,159	2,170
Mazomanie	\$3,288,000	\$600,000	4	1	\$822,000	\$600,000	2,987	2,000
Mazomanie (T)		\$372,000		1		\$372,000		1,550
McFarland	\$10,022,000	\$13,242,105	21	30	\$477,238	\$441,404	2,021	2,070
Medina (T)	\$1,213,000	\$1,080,000	2	2	\$606,500	\$540,000	2,276	3,000
Middleton	\$43,534,000	\$44,427,000	78	78	\$558,128	\$569,577	2,526	2,448

Municipality	2025 Total	2024 Total	2025 Starts	2024 Starts	2025 Avg. Value	2024 Avg. Value	2025 Avg. Sq Ft	2024 Avg. Sq Ft
Middleton (T)	\$24,041,000	\$32,809,000	21	29	\$1,144,810	\$1,131,345	3,558	5,214
Montrose (T)	\$2,683,600	\$980,647	5	2	\$536,720	\$490,324	1,927	1,634
Mount Horeb	\$12,620,000	\$7,408,000	24	17	\$525,833	\$435,765	2,142	2,080
Oregon	\$41,653,500	\$47,673,384	93	95	\$447,887	\$501,825	2,015	2,505
Oregon (T)	\$1,450,000	\$498,000	2	1	\$725,000	\$498,000	2,695	1,700
Perry (T)	\$1,850,000	\$1,940,000	2	3	\$925,000	\$646,667	2,313	2,800
Pleasant Springs (T)	\$2,110,000	\$2,865,000	5	3	\$422,000	\$955,000	1,635	2,585
Primrose (T)	\$550,000	\$3,578,000	1	4	\$550,000	\$894,500	2,044	3,104
Roxbury (T)	\$3,493,000	\$4,706,000	4	7	\$873,250	\$672,286	2,411	3,455
Rutland (T)	\$1,700,000	\$2,265,000	2	4	\$850,000	\$566,250	3,237	1,872
Springdale (T)	\$5,729,000	\$8,056,000	6	8	\$954,833	\$1,007,000	3,525	4,128
Springfield (T)		\$1,450,000		2		\$725,000		3,900
Stoughton	\$27,516,000	\$26,898,000	84	74	\$327,571	\$363,486	1,899	2,257
Sun Prairie	\$42,347,523	\$30,199,000	89	71	\$475,815	\$425,338	1,974	2,472
Sun Prairie (T)		\$1,100,000		2		\$550,000		2,700
Vermont (T)	\$1,993,000	\$3,675,000	3	5	\$664,333	\$735,000	2,187	2,790
Verona	\$36,486,148	\$39,691,945	69	79	\$528,785	\$502,430	2,454	2,214
Verona (T)	\$13,132,000	\$5,317,000	11	6	\$1,193,818	\$886,167	3,999	4,283
Vienna (T)	\$750,000		1		\$750,000		2,788	
Waunakee	\$68,295,000	\$68,279,785	99	115	\$689,848	\$593,737	3,114	2,854
Westport (T)	\$21,470,000	\$35,272,000	19	27	\$1,130,000	\$1,306,370	4,966	4,915
Windsor		\$2,606,500		4		\$651,625		3,065
Windsor (T)	\$48,259,600	\$41,316,101	79	78	\$610,881	\$529,694	2,866	2,621
Windsor		\$1,429,000		3		\$476,333		2,086
York (T)	\$1,060,000		2		\$530,000		1,892	

Year to Year December Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2015	29,736,000	90	330,400	2,577
2016	30,903,000	89	347,224	2,770
2017	31,298,000	89	351,662	2,675
2018	42,044,000	111	378,774	2,692
2019	36,235,000	86	421,337	2,798
2020	42,153,999	109	386,733	2,588
2021	48,071,000	104	462,221	2,813
2022	29,411,200	64	459,550	2,531
2023	44,167,000	78	566,243	2,819
2024	50,242,336	80	628,029	2,918
2025	38,594,000	64	603,031	2,698

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2015	361,148,000	1165	309,998	2,589
2016	396,336,669	1220	324,866	2,612
2017	428,143,465	1256	340,878	2,651
2018	463,379,000	1292	358,652	2,649
2019	438,053,774	1199	365,349	2,670
2020	521,663,719	1315	396,702	2,758
2021	611,495,000	1350	452,959	2,880
2022	610,221,790	1236	493,706	2,827
2023	622,265,900	1261	493,470	2,761
2024	692,469,254	1273	543,966	2,595
2025	652,840,887	1173	556,556	2,418

(T) = Township
Prepared by MTD Marketing

Contact: Dan Lallensack 920-981-8733
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**Single Family and Duplex Permits Issued
 Municipality Report**

<i>Municipality</i>	<i>2026 Total</i>	<i>2025 Total</i>	<i>2026 Starts</i>	<i>2025 Starts</i>	<i>2026 Avg. Value</i>	<i>2025 Avg. Value</i>	<i>2026 Avg. Sq Ft</i>	<i>2025 Avg. Sq Ft</i>
Albion (T)		\$500,000		1		\$500,000		1,666
Burke (T)		\$504,000		1		\$504,000		1,257
Cottage Grove	\$2,322,000		5		\$464,400		2,736	
Cross Plains		\$675,000		1		\$675,000		1,934
Dane		\$1,002,000		2		\$501,000		2,688
Deerfield (T)		\$1,220,000		1		\$1,220,000		3,050
DeForest	\$1,350,000		2		\$675,000		3,620	
Dunkirk (T)	\$450,000		1		\$450,000		1,673	
Dunn (T)	\$550,000	\$2,400,000	1	1	\$550,000	\$2,400,000	2,045	6,000
Fitchburg	\$400,000	\$2,515,000	1	6	\$400,000	\$419,167	1,487	1,619
Madison	\$9,444,000	\$10,989,000	22	21	\$429,273	\$523,286	2,058	2,209
McFarland	\$986,000	\$924,000	2	2	\$493,000	\$462,000	2,736	2,361
Middleton	\$4,369,000	\$4,931,000	9	7	\$485,444	\$704,429	2,619	2,911
Middleton (T)	\$1,080,000		1		\$1,080,000		4,015	
Mount Horeb	\$1,070,000	\$725,000	2	1	\$535,000	\$725,000	1,989	2,625
Oregon	\$4,063,000	\$5,406,000	10	12	\$406,300	\$450,500	1,881	2,275
Springdale (T)		\$634,000		1		\$634,000		2,110
Stoughton	\$986,000	\$3,050,000	4	6	\$246,500	\$508,333	1,125	4,998
Sun Prairie	\$3,176,000	\$3,137,000	8	7	\$397,000	\$448,143	1,551	2,158
Verona	\$940,000	\$3,096,000	2	5	\$470,000	\$619,200	2,673	1,879
Waukegan	\$5,847,000	\$9,114,000	8	13	\$730,875	\$701,077	3,462	3,194
Westport (T)	\$800,000	\$596,000	1	1	\$800,000	\$596,000	4,209	3,642
Windsor (T)		\$3,377,600		5		\$675,520		2,804

Year to Year January Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	19,131,000	67	285,537	2,395
2017	33,662,000	98	343,489	2,803
2018	39,133,000	107	365,728	2,711
2019	29,106,000	80	363,825	2,740
2020	36,595,000	94	389,308	2,705
2021	49,650,000	119	417,226	2,676
2022	40,521,000	90	450,233	2,736
2023	41,258,000	72	573,027	3,285
2024	51,864,000	102	508,470	2,485
2025	54,795,600	94	582,931	2,618
2026	37,833,000	79	478,898	2,296

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	19,131,000	67	285,537	2,395
2017	33,662,000	98	343,489	2,803
2018	39,133,000	107	365,728	2,711
2019	29,106,000	80	363,825	2,740
2020	36,595,000	94	389,308	2,705
2021	49,650,000	119	417,226	2,676
2022	40,521,000	90	450,233	2,736
2023	41,258,000	72	573,027	3,285
2024	51,864,000	102	508,470	2,485
2025	54,795,600	94	582,931	2,618
2026	37,833,000	79	478,898	2,296

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Prepared by MTD Marketing

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MUNICIPALITY MARKET REPORT

Lower rates and easing costs signal progress, but supply challenges still define the market

Market Intel	Trend	Rate	Prior
Housing Permit Starts (MTD Dec 25' v Dec 24')	Down	64	80
Housing Permit Starts (YOY 2025 v. 2024)	Down	1,173	1,273
Vacancy Rates (Dec 2025)	Up	7.6%	6.9%
Month's Supply of Inventory (YoY) (Oct 2025)	-	1.8	1.8
WI Consumer Price Index (Dec 2025)	Down	2.2%	2.5%
U.S. Interest Rate (Dec 2025)	Down	3.72%	3.88%
30yr Fixed Rate Mortgage (Dec 2025)	Down	6.19%	6.24%
10yr U.S. Treasury Note (Dec 2025)	Up	4.12%	4.10%
Lumber Futures (Jan 23rd 2026)	Up	595	545
Builders Confidence Coming Soon...	X	X	X

Recent data shows home construction slowed significantly toward the end of 2025. New housing permits declined year over year, reaching their lowest level since 2015, while single-family square footage fell to their lowest average since 2005. At the same time, affordability pressures intensified, with the average new single-family home price hitting a record \$543,000. Rising costs for materials and labor continue to challenge builders, limiting new construction activity.

Multifamily conditions also shifted, as Dane County apartment vacancy rates rose to 7.6%, signaling softening demand. Despite these trends, housing supply remains tight, with just 1.8 months of inventory available, keeping competition strong for existing homes. Inflation in Wisconsin has eased, and mortgage rates declined to 6.19%, providing some relief. While construction remains restrained, these improving financial conditions could help support renewed housing activity and gradual market improvements as we move into 2026.

Material Availability and Cost Updates

Copper: Prices have steadily risen since December, often exceeding \$6.00 per pound, as global supply tightens due to reduced output.

Aluminum: Near all-time highs (since 2022) as rising energy costs for smelting increase production expenses.

Steel: Hot-rolled steel is approaching \$1,000 per ton, driven by higher raw material costs and strong demand.

Lumber: Futures climbed to \$595 per 1,000 board feet, up from \$545 last month, adding pressure on framing costs and uncertainty for builders even as local economic conditions slightly improve.





STRATEGIC PLAN RESULTS

Advancing the Vision: Strategic Planning in Action

In 2025, the Madison Area Builders Association took an important step forward by putting its Strategic Plan into action. Built through collaboration among the Board of Directors, committees, and staff, the plan was designed not just to outline a vision, but to deliver meaningful results.

From the start, leadership treated the Strategic Plan as a living roadmap. Monthly staff reviews identified three to four priority goals for each committee, creating focus, accountability, and clear measures of success. These priorities were regularly reviewed at committee and Board meetings, ensuring steady progress and shared ownership.

The results from the first year are worth celebrating. **Fourteen strategic plan goals were fully completed, with 20 additional goals actively underway.**

While the numbers are impressive, the dedication behind each accomplishment is even more notable. Many goals required months of collaboration and commitment from members and staff to ensure outcomes that truly strengthened the Association.

One of the most impactful achievements was the comprehensive review and update of the Association’s bylaws—an eight-month effort that modernized governance and positioned MABA for the future. Additional successes, including the municipal fee study and the launch of mababuilds.org, delivered tangible value for members and the communities they serve.

Through focused leadership and strong engagement, MABA’s Strategic Plan has produced real momentum—setting the stage for continued growth, innovation, and long-term success.

Celebrate the Wins!

Strategic Goal Accomplished:

Local Residential Fee Study:

The MABA Residential Fee Study provides valuable insight into fees to build and develop in each municipality. Find it at mababuilds.org.

Strategic Goal Accomplished:

First Bylaw Update in a Decade:

MABA’s Bylaws were updated to mirror best-practices and today’s Association landscape.

Strategic Goal Accomplished:

Enhanced Investment Policy:

Updated to take advantage of growth opportunities while securing MABA’s safety net.





COMMITTEE UPDATE



JOIN HERE

Introducing the MABA Young Professionals Group

MABA proudly presents the Young Professionals Group, a community for emerging leaders in building, design, and real estate. Designed for professionals between 21-42 or within their first five years in the industry, the group offers opportunities to connect, learn and grow alongside peers and experienced mentors.

Expand Your Network

Through events, workshops, and social gatherings, members form meaningful connections that foster collaboration, open doors, and support career growth.

Grow Your Career

Members gain access to professional development, industry insights, and opportunities to engage with

MABA leadership. By encouraging involvement and leadership, the group helps shape the next generation of innovative and engaged industry professionals.

Join Us! YP Meet & Greet Trivia Night

This event is free for everyone, but RSVP is required.

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FINANCIAL STATEMENT UPDATE

Financial Strength Through Smart Planning

In 2025, the Madison Area Builders Association delivered a standout financial year, proving that smart planning and member-first investment drive real results.

MABA entered the year with a projected operating shortfall of more than \$33,000, a deliberate choice to continue investing in programs and services. Through disciplined oversight by staff and the Board of Directors, that gap was eliminated and turned into a \$50,000 operating surplus—an \$83,000 positive swing by year's end.

Strong non-dues revenue powered this success, as the Parade of Homes and Build and Remodel Expo

Financial strength allows MABA to reinvest in advocacy, workforce development, and meaningful member value.

exceeded budget expectations. Careful alignment of spending with the approved budget further strengthened results.

MABA also achieved major long-term milestones, growing reserves to nearly 24 months and surpassing \$2.33 million in total investments, including nearly \$400,000 in growth during 2025. With updated investment policies and record-setting events, MABA is financially strong and positioned to deliver lasting member value.



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EVENT RECAP

Build & Remodel Expo

The Build & Remodel Expo, sponsored by James Hardie, was held on January 24 & 25 at the Madison Marriott West. This was the 4th year MABA and NARI of Madison partnered to bring together builders, remodelers, tradespeople, product suppliers & more. It was a sold out show, with all exhibitor booths filled. Twenty-two seminars were presented with topics ranging from building & remodeling to landscape to home design to financing and more. \$36K+ was spent to promote the Expo on multiple platforms including TV, Radio, Digital and Social Media.

If you're interested in participating in the 2027 Build & Remodel Expo (held January 16-17, 2027 at the Madison Marriott West) please reach out to Lisa Kratz at lkratz@maba.org or (608) 288-1134.





EVENT RECAP



Educational Series and Quarterly Membership Meeting

The Quarter 1 Educational Series and Quarterly Membership Meeting was held on January 28 at Dahmen's. Proven Safety Solutions started off the afternoon providing an informative OSHA and DOT update. Moving on to the Quarterly Meeting, chaired by President Ken Nelson, Chad Lawler provided a housing market update (see page 9).

A new addition to the meeting was a panel of MABA Members & Staff who provided updates on past and future projects and events at MABA.

If you weren't able to attend, no worries these events occur quarterly. We hope to see you at the next one!



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MEMBER BENEFIT REMINDER

Triple the Benefits

Did you know your MABA membership includes membership in the Wisconsin Builders Association (WBA) and National Association of Home Builders (NAHB)? Three memberships, one annual dues payment!



Where can I view the NAHB benefits?

NAHB Benefits

Go to <https://www.nahb.org/nahb-community/member-benefits/savings>

Business Savings

Auto Savings (Business Vehicles only)
\$500-\$5,000 discount on Ford Pro's cars, trucks, vans, and SUV's

Don't know your PIN? Contact Lisa Kratz, lkratz@maba.org or 608-288-1134, she'll hook you up!

Personal Savings

Car rental discounts of 25-35% off through AVIS, Budget & Hertz.

Where can I view the WBA benefits?

Go to www.wisbuild.org

Go to "Members Only"

If you don't have a login, request one!

Go to "Resources"

Construction & Remodeling Contracts & Forms

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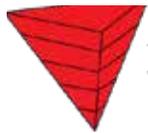


SAFETY UPDATES

FROM PROVEN SOLUTIONS CORP

2026 Safety & Compliance Snapshot

At MABA's 2026 Annual Members Kickoff Event, Proven Solutions delivered key updates on jobsite responsibility, OSHA enforcement trends, compliance deadlines, DOT requirements, and the real cost of safety. Due to the government shutdown, OSHA has not yet announced any fine increases; if and when updates are released, Proven Solutions will notify MABA to share with members.



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Reminders for Contractor, Sub-Contractor, and Multi-Employer

Any job site with workers from multiple companies is considered a multi-employer site.

- Even if you follow all the rules, another employer's hazards can put you at risk of OSHA citations.
- **What to do:** Call OSHA, confront the other company, or bring in a safety partner like Proven Solutions.
- **Trend alert:** These citations are rising and showed up in nearly every case we handled last year.

Cost of Safety and Compliance

- **Average fines per inspection:**
Up from \$32K → \$49K in the past year.
- **Average citations per inspection:**
Up from 3-4 → 5-6.
- **Safety Handbook:**
Tailored version typically \$2K or less.
- **Annual Safety Training:**
Typically \$2K or less per year.
- **Sub-Contractor Agreement:**
Properly prepared, typically \$3K or less.



DOT Truck and Requirements

All vehicles and trailers have a Gross Vehicle Weight Rating (GVWR) when a vehicle is connected to one or more trailers, all of the GVWRs combined is the Gross Combined Weight Rating (GCWR).

- **DOT requirements:** Vehicles/trailers at or over 10,001 lbs must be DOT-registered with proper markings and paperwork.
- **CDL requirement:** GCWR meets or exceeds 26,001 lbs requires a licensed driver.
- **Training:** Proven Solutions offers a 1-day Class B CDL program (Class A coming soon).





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BUSINESS DIAGNOSTICS



PROFIT OPTIMIZATION



GROWTH ROADMAP



TEAM ALIGNMENT

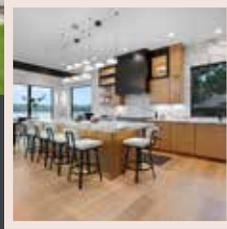
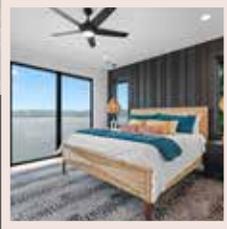


SYSTEM IMPLEMENTATION



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RIGHT ANGLE DISCLAIMER

DISCLAIMER: The Right Angle is the official newsletter of the Madison Area Builders Association. The Madison Area Builders Association is a non-profit trade organization dedicated to promoting a positive business environment by uniting, serving, and representing all aspects of the building industry.

The Right Angle is published seven times per year. Notice of local, state, and national programs/events is a service to Association members. Such notices do not indicate Association endorsement or sponsorship unless specifically noted. The acceptance of advertising in The Right Angle does not indicate approval or endorsement of the advertiser or the advertiser's product by Association. Madison Area Builders Association makes no warranties and assumes no responsibility for completeness of the information contained herein.



ADVERTISING & SPONSORSHIPS

MABA has many opportunities available to promote your business to MABA Members and Consumers.

SCAN FOR MORE
INFORMATION



Reach out to MABA Staff at builders@maba.org or (608) 288-1134 if you're interested!

ADVERTISING OPPORTUNITIES

Parade of Homes (Spring & Fall) Planbooks

- Provided to all ticker holders (8,000+)
- Early bird ad deadline February 19th

The Right Angle newsletter (published 7x a year)

- Mailed to all Primary Contacts
- Clickable Digital version on maba.org

SPONSORSHIP OPPORTUNITIES

Events

- MABA hosts 1-2 events every month with a variety of themes
- NOTE: 2025 Sponsors have first right of refusal for 2026 sponsored events

Parade of Homes Garage Rentals

- Interact with thousands of attendees interested in building or remodeling



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UPCOMING EVENTS CALENDAR



FEB
25

YP MEET & GREET TRIVIA NIGHT

Gerhard's Kitchen Bath & Lighting
6800 Gisholt Dr, Madison
4-8 PM



MAR
5

BUILD X

Monona Terrace
1 John Nolen Drive, Madison
9:30 AM-5 PM



MAR
19

MARCH MADNESS

Artisan Home Technologies
4001 Felland Road, Madison
2-7 PM



APR
23
& 24

Area 10 Leadership Conference

Monona Terrace Convention Center
1 John Nolen Drive, Madison
Thurs: 12-8 PM | Fri: 8 AM-12:15 PM

