JULY/AUGUST 2026

BLAZE-ing Summer

Parade of Homes Recap

Member Spotlight

THE RIGHT ANGLE

A Publication of the Madison Area Builder's Association

WISCONSIN BUILDERS ASSOCIATION

NAHB National Association of Home Builders

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EQUAL HOUSING LENDER

LETTER FROM LISA KRATZ, ASSOCIATE DIRECTOR

When people think about the construction industry, they often picture hard hats, steel-toed boots, blueprints, and early mornings fueled by coffee that's somehow both too hot and too cold at the same time. What they don't always see are the mental and emotional challenges that come with building the homes, businesses, and communities we all depend on.

Construction is one of the most rewarding industries to be a part of—but let's be honest, it can also be one of the most demanding. Tight deadlines, unpredictable weather, labor shortages, rising material costs, the pressure to get every detail right, and the "joy" of working with clients can take a toll. Even the most experienced professionals can feel the weight of those challenges.

As we continue to raise awareness about mental health, it's important to remember that strength isn't just measured by what we can lift, build, or fix. If you or someone you know is struggling, remember that asking for help is not a sign of weakness—it is a sign of strength. Just as we rely on one another to complete a project safely and successfully, we can also rely on one another during life's more difficult moments.

At MABA, we're committed to supporting not only the success of our members' businesses but also the well-being of the people behind them. Healthy employees create stronger teams, safer jobsites, better craftsmanship, and ultimately stronger communities.

Every project is stronger when the foundation is solid—and that includes the people who build it.

[As a side note, Chad put me in charge of MABA the past 3 weeks while he's on a family vacation. You'll all be pleased to know my mental health is in tack! But Chad should expect a dirty look from me when he returns. He won't know why, but I will. LOL]

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MTD MARKETING
SERVICES OF WISCONSIN

7/8/2026

2026 Dane County June YTD

Single Family and Duplex Permits Issued
Municipality Report

Municipality	2026 Total	2025 Total	2026 Starts	2025 Starts	2026 Avg. Value	2025 Avg. Value	2026 Avg. Sq Ft	2025 Avg. Sq Ft
Albion (T)	$1,532,000	$2,350,000	3	3	$510,667	$783,333	1,898	2,222
Belleville	$285,000		1		$285,000		1,560	
Black Earth		$1,600,000		2		$800,000		2,337
Black Earth (T)		$700,000		1		$700,000		2,333
Burke (T)	$1,840,000	$969,000	3	2	$613,333	$484,500	2,280	1,523
Christiana (T)		$500,000		1		$500,000		1,700
Cottage Grove	$9,065,000	$10,123,000	19	20	$477,105	$506,150	2,743	2,598
Cottage Grove (T)	$1,396,000	$1,603,000	2	3	$698,000	$534,333	2,669	1,995
Cross Plains	$4,144,000	$8,799,000	8	15	$518,000	$586,600	2,052	1,984
Cross Plains (T)	$3,438,000	$2,150,000	2	3	$1,719,000	$716,667	6,392	2,153
Dane		$1,002,000		2		$501,000		2,688
Dane (T)		$780,000		1		$780,000		3,000
Deerfield		$380,000		1		$380,000		1,266
Deerfield (T)	$1,380,000	$2,224,000	1	2	$1,380,000	$1,112,000	5,130	3,198
DeForest	$13,355,000	$14,371,000	20	22	$667,750	$653,227	3,483	3,060
Dunkirk (T)	$950,000	$700,000	2	1	$475,000	$700,000	1,766	2,692
Dunn (T)	$10,163,000	$7,698,000	8	8	$1,270,375	$962,250	4,007	2,809
Fitchburg	$19,881,000	$18,952,548	42	41	$473,357	$462,257	1,825	2,057
Madison	$63,901,000	$54,516,368	111	107	$575,685	$509,499	2,220	2,165
Maple Bluff	$1,500,000		1		$1,500,000		3,750	
Mazomanie	$2,674,000	$1,813,000	4	2	$668,500	$906,500	2,485	3,233
Mazomanie (T)	$1,377,000		2		$688,500		2,560	
McFarland	$6,875,000	$6,391,000	15	14	$458,333	$456,500	2,050	2,030
Medina (T)	$1,000,000	$403,000	2	1	$500,000	$403,000	1,859	1,550
Middleton	$24,815,136	$25,985,000	49	43	$506,431	$604,302	2,342	2,480
Middleton (T)	$11,592,000	$15,731,000	8	11	$1,449,000	$1,430,091	4,283	3,910

Municipality	2026 Total	2025 Total	2026 Starts	2025 Starts	2026 Avg. Value	2025 Avg. Value	2026 Avg. Sq Ft	2025 Avg. Sq Ft
Montrose (T)	$1,800,000	$1,653,600	2	3	$900,000	$551,200	3,346	1,907
Mount Horeb	$7,353,000	$7,641,000	11	14	$668,455	$545,786	2,267	2,395
Oakland (T)	$490,000		1		$490,000		1,674	
Oregon	$29,191,000	$27,478,500	53	65	$550,774	$422,746	2,257	2,060
Oregon (T)	$4,945,000		4		$1,236,250		3,911	
Perry (T)	$850,000	$650,000	1	1	$850,000	$650,000	3,160	1,625
Pleasant Springs (T)	$1,531,000	$750,000	2	2	$765,500	$375,000	2,846	1,562
Roxbury (T)	$2,195,000	$2,418,000	3	2	$731,667	$1,209,000	2,720	2,886
Rutland (T)	$2,587,000	$1,200,000	4	1	$646,750	$1,200,000	2,404	4,615
Springdale (T)	$1,850,000	$1,434,000	2	2	$925,000	$717,000	2,970	2,593
Stoughton	$11,272,000	$15,412,000	42	48	$268,381	$321,083	1,330	2,181
Sun Prairie	$19,699,000	$25,063,523	41	55	$480,463	$455,700	1,942	2,027
Vermont (T)	$2,775,000	$600,000	2	1	$1,387,500	$600,000	3,941	1,500
Verona	$16,826,000	$17,887,148	29	34	$580,207	$526,093	2,749	2,392
Verona (T)	$6,506,000	$6,867,000	6	6	$1,084,333	$1,144,500	4,031	4,070
Vienna (T)	$1,183,000		1		$1,183,000		4,398	
Waunakee	$31,237,000	$38,591,000	45	56	$694,156	$689,125	3,058	3,080
Westport (T)	$8,487,000	$6,060,000	9	8	$943,000	$757,500	4,730	4,088
Windsor (T)	$11,829,000	$26,883,600	18	50	$657,167	$537,672	2,859	2,759
York (T)	$395,000	$405,000	1	1	$395,000	$405,000	1,468	1,350

Year to Year June Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	33,836,500	111	304,833	2,629
2017	39,796,000	117	340,136	2,707
2018	33,540,000	101	332,079	2,452
2019	40,465,000	115	351,869	2,567
2020	44,214,000	117	377,897	2,778
2021	42,244,000	97	435,505	2,873
2022	72,715,000	139	523,129	3,004
2023	58,907,000	123	478,918	2,777
2024	59,121,000	109	542,394	2,538
2025	60,401,000	108	559,268	2,432
2026	62,832,000	94	668,425	2,370

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	203,057,999	639	317,774	2,570
2017	217,520,466	651	334,132	2,635
2018	225,615,000	658	342,879	2,573
2019	222,405,774	616	361,048	2,694
2020	241,876,000	621	389,494	2,765
2021	303,762,000	710	427,833	2,787
2022	338,636,500	704	481,017	2,841
2023	328,654,000	680	483,314	2,811
2024	329,971,000	626	527,110	2,580
2025	360,735,287	655	550,740	2,419
2026	344,164,136	580	593,386	2,452

(T) = Township
Prepared by MTD Marketing

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MTD MARKETING
SERVICES OF WISCONSIN

8/5/2026

2026 Dane County July YTD

Single Family and Duplex Permits Issued
Municipality Report

Municipality	*2026 Total*	*2025 Total*	*2026 Starts*	*2025 Starts*	*2026 Avg. Value*	*2025 Avg. Value*	*2026 Avg. Sq Ft*	*2025 Avg. Sq Ft*
Albion (T)	$2,707,000	$2,350,000	5	3	$541,400	$783,333	2,013	2,222
Belleville	$285,000		1		$285,000		1,560	
Black Earth		$1,600,000		2		$800,000		2,337
Black Earth (T)		$700,000		1		$700,000		2,333
Burke (T)	$1,840,000	$969,000	3	2	$613,333	$484,500	2,280	1,523
Christiana (T)		$500,000		1		$500,000		1,700
Cottage Grove	$9,065,000	$13,135,000	19	26	$477,105	$505,192	2,743	2,621
Cottage Grove (T)	$2,473,000	$1,603,000	4	3	$618,250	$534,333	2,336	1,995
Cross Plains	$4,938,000	$8,799,000	10	15	$493,800	$586,600	1,962	1,984
Cross Plains (T)	$3,438,000	$2,150,000	2	3	$1,719,000	$716,667	6,392	2,153
Dane		$1,002,000		2		$501,000		2,688
Dane (T)		$780,000		1		$780,000		3,000
Deerfield		$380,000		1		$380,000		1,266
Deerfield (T)	$1,380,000	$2,224,000	1	2	$1,380,000	$1,112,000	5,130	3,198
DeForest	$13,355,000	$20,167,000	20	32	$667,750	$630,219	3,483	2,838
Dunkirk (T)	$950,000	$700,000	2	1	$475,000	$700,000	1,766	2,692
Dunn (T)	$10,863,000	$7,698,000	9	8	$1,207,000	$962,250	3,851	2,809
Fitchburg	$23,191,000	$24,637,548	49	52	$473,286	$473,799	1,826	2,061
Madison	$77,897,500	$67,258,868	150	133	$519,317	$505,706	2,179	2,132
Maple Bluff	$1,500,000		1		$1,500,000		3,750	
Mazomanie	$2,924,000	$1,813,000	5	2	$584,800	$906,500	2,174	3,233
Mazomanie (T)	$1,377,000		2		$688,500		2,560	
McFarland	$6,875,000	$6,798,000	15	15	$458,333	$453,200	2,050	2,005
Medina (T)	$1,000,000	$403,000	2	1	$500,000	$403,000	1,859	1,550
Middleton	$27,920,136	$25,985,000	55	43	$507,639	$604,302	2,326	2,480
Middleton (T)	$13,732,000	$16,881,000	10	12	$1,373,200	$1,406,750	4,222	3,941

Municipality	2026 Total	2025 Total	2026 Starts	2025 Starts	2026 Avg. Value	2025 Avg. Value	2026 Avg. Sq Ft	2025 Avg. Sq Ft
Montrose (T)	$1,800,000	$1,653,600	2	3	$900,000	$551,200	3,346	1,907
Mount Horeb	$7,353,000	$7,641,000	11	14	$668,455	$545,786	2,267	2,395
Oakland (T)	$490,000		1		$490,000		1,674	
Oregon	$29,641,000	$31,643,500	54	73	$548,907	$433,473	2,252	2,059
Oregon (T)	$7,088,000		6		$1,181,333		3,935	
Perry (T)	$850,000	$650,000	1	1	$850,000	$650,000	3,160	1,625
Pleasant Springs (T)	$1,531,000	$1,200,000	2	3	$765,500	$400,000	2,846	1,598
Primrose (T)	$750,000		1		$750,000		2,788	
Roxbury (T)	$2,195,000	$2,838,000	3	3	$731,667	$946,000	2,720	2,403
Rutland (T)	$2,587,000	$1,200,000	4	1	$646,750	$1,200,000	2,404	4,615
Springdale (T)	$3,320,000	$1,434,000	3	2	$1,106,667	$717,000	3,205	2,593
Stoughton	$13,118,000	$18,063,000	48	54	$273,292	$334,500	1,332	2,129
Sun Prairie	$21,271,000	$29,172,523	44	64	$483,432	$455,821	1,942	1,991
Vermont (T)	$2,775,000	$600,000	2	1	$1,387,500	$600,000	3,941	1,500
Verona	$22,387,000	$20,861,148	35	39	$639,629	$534,901	2,786	2,433
Verona (T)	$8,106,000	$6,867,000	7	6	$1,158,000	$1,144,500	4,026	4,070
Vienna (T)	$1,183,000		1		$1,183,000		4,398	
Waunakee	$32,977,000	$42,500,000	48	61	$687,021	$696,721	2,992	3,075
Westport (T)	$11,911,000	$7,360,000	13	9	$916,231	$817,778	4,361	4,264
Windsor (T)	$11,829,000	$32,969,600	18	56	$657,167	$588,743	2,859	2,807
York (T)	$395,000	$405,000	1	1	$395,000	$405,000	1,468	1,350

Year to Year July Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	30,335,000	99	306,414	2,398
2017	34,032,000	97	350,845	2,776
2018	42,085,000	121	347,809	2,592
2019	40,062,000	115	348,365	2,500
2020	46,672,000	119	392,201	2,734
2021	52,152,000	120	434,600	2,837
2022	52,471,000	98	535,418	2,975
2023	36,605,000	86	425,639	2,505
2024	63,630,000	131	485,725	2,437
2025	54,856,500	97	565,530	2,265
2026	47,418,500	81	585,413	2,234

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	233,392,999	738	316,250	2,547
2017	251,552,466	748	336,300	2,653
2018	267,700,000	779	343,645	2,576
2019	262,467,774	731	359,053	2,664
2020	288,548,000	740	389,929	2,760
2021	355,914,000	830	428,812	2,794
2022	391,107,500	802	487,665	2,857
2023	365,259,000	766	476,839	2,777
2024	393,601,000	757	519,948	2,555
2025	415,591,787	752	552,648	2,399
2026	391,267,636	670	583,981	2,424

(T) = Township
Prepared by MTD Marketing

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MUNICIPALITY
MARKET REPORT

Economic Headwinds Continue, Housing Policy Advances

Market Intel	Trend	Rate	Prior
Single-Family Housing Permit Starts (YTD June 26' v. June 25')	Down	580	655
Single-Family Housing Permit Starts (YOY June 26' v. June 25')	Down	94	108
Ave. Permit Value-New Construction (YOY June 26' v. June 25')	Up	$668,425	$559,268
Month's Supply of Inventory (April 2025 v. April 2026)	Up	1.5	1.4
Median Price - Current Stock (YOY Apr. 26' v. Apr. 25')	Up	$465,000	$451,000
WI Consumer Price Index (May 2026)	-	3.7%	3.1%
U.S. Interest Rate (June 2026)	Up	3.63%	3.63%
30yr Fixed Rate Mortgage (June 2026)	Up	6.49%	6.41%
10yr U.S. Treasury Note (June 2026)	Up	4.48%	4.47%
Lumber Futures (July 3rd v. June 5th)	Up	627	608
Builders Confidence Coming Soon...	-	-	-

The economy continues to face significant headwinds in 2026, including higher energy costs and renewed inflationary pressure. According to NAHB, core PCE inflation rose to 3.4%, its highest level in three years and well above the Federal Reserve's 2% target. Despite these challenges, recession risk remains contained, with continued job growth and a low unemployment rate.

The labor market has slowed, adding 57,000 jobs in June. Residential construction employment declined by 8,900 workers during the month and is down 48,800 over the past year. Remodeling remains a bright spot for the housing industry, with improvement-related spending increasing 8.1% year over year, compared with a 4% decline in single-family construction spending.

On the policy front, the historic 21st Century ROAD to Housing Act became law on July 11, 2026, expanding housing supply and improving affordability.

Material Availability & Cost Updates

Compared to a year ago, steel is up 30.6%, aluminum is up 35.3% and copper is up 21.8% . Looking at the month change, steel is up 2.7%, aluminum is down 13.5%, and copper is down 2.4%.

Lumber: Lumber futures are up from last month to $627 per 1,000 board feet, compared to $608 on June 5th. In other news the U.S. Declines to Renew USMCA Trade Pact. Please read more about it through https://www.nahb.org/blog/2026/07/usmca-not-renewed.

STRATEGIC PLAN RESULTS

A Home Built by Students, Powered by Our Industry

The Madison Area Builders Association is dedicated to leading workforce development in our community and nationally, constantly pushing the envelope to find new and impactful ways to create immersive experiences for youth and young adults to learn about opportunities in the skilled trades and construction industry.

MABA's Strategic Plan sets forth several objectives to increase the local labor market, including developing a student home build that will allow students the opportunity to build a home and learn about the various trades and opportunities.

MABA, in partnership with the MABA Foundation, Encore Homes, and the Middleton Cross Plains School District (MCPSD) is making this objective a reality and you can be part of this amazing opportunity too!

In late July, the MABA Foundation finalized a contract with Encore Homes and will finance the construction of a home in the Redtail Ridge neighborhood off Pheasant Branch Road in Middleton. Construction begins in August 2026 and will be completed in June 2027. The home will be featured in the 2027 Parade of Homes, with the students who built it present during the Parade to give tours and talk to consumers about the valuable skills they learned.

MABA and the MABA Foundation plan to reinvest the proceeds from this home into additional student builds. They hope that the proceeds from future homes will self-fund further student home builds with MCPSD and other school districts across the area.

We cannot do it without your help though. Are you interested in donating materials, labor, or other resources? If so, please contact MABA Executive Director, Chad Lawler (clawler@maba.org), to learn about ways to get involved!

With your help, we can introduce our next generation to the amazing career opportunities in the skilled trades and construction industry!

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.

COMMITTEE UPDATE

Scoring Big with Events & Membership

This month, we're focusing on the Events & Membership Committee. This dedicated group of MABA members is always thinking of new and exciting events, with something that appeals to everyone!

In 2026, MABA entered into another agreement with Badger Sports Properties. In case you're not familiar with the group, see next page. Throughout 2026, you'll see some Badger athletes at MABA events. Feel free to walk up and ask them for a picture or autograph. It will be awkward for everyone, but that's what they're there for! SAY CHEESE!

This hasn't been formally announced yet, but the MABA Holiday Party will be held at the Kohl Center. SCORE! The date isn't final, but we're hoping to install the 2027 Board of Directors on the basketball court in early December. Lisa is really hoping it's not the ice rink that day since she's afraid of falling—geez, Lisa!

Have you been dreaming about a new MABA event? Reach out to Lisa Kratz at lkratz@maba.org or 608-288-1134 and pass along your ideas.

UW Badger Football players Mason Posa & Carter Smith at the POH's Preview Party.

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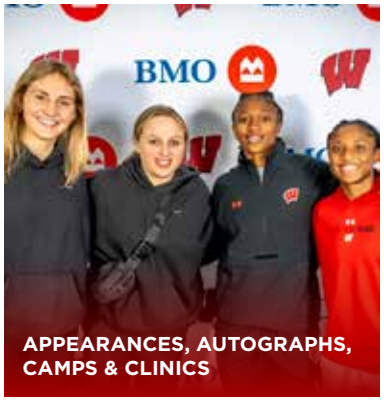

APPEARANCES, AUTOGRAPHS, CAMPS & CLINICS

INFLUENCER MARKETING

MICRO-INTERNSHIPS

"Not only have we been able to engage with like-minded student-athletes who embody our performance-based mindset, but we've had access to the Badgers brand and their facilities while growing each other's brand awareness. More importantly, though, it's been super fun!"

RYAN KEEPMAN | CEO, EVANS TRANSPORTATION

WISCONSIN MAKES IT EASY

Wisconsin's NIL team is committed to the success of your business's initiatives utilizing student-athletes, which is why we've invested in resources to help...

- Guide your team through the ideation and execution phases
- Identify athletes that best fit your brand and message
- Coordinate with athletes to schedule and ensure fufillment
- Create mutually beneficial partnerships

BADGER ATHLETE PARTNERS

Wisconsin Athletics and Badger Sports Properties are excited to present a new athlete marketing program that provides businesses turnkey access to the Badgers. **Badger Athlete Partners** allows you to tap into the marketplace of Wisconsin student-athletes as ambassadors for your business and leverage the power of the Badger brand to amplify the return on your marketing investment.

For more information, reach out to Henry Greene, NIL Business Development Manager
henry.greene@badgersportsproperties.com

FINANCIAL STATEMENT UPDATE

MABA Finances Stay Strong Through Midyear

MABA remained in strong financial position through June 30, 2026, with actual net operating income exceeding the year-to-date budget by $14,000. The LPL Investments have remained largely flat for the calendar year, but maintains a balance of over $2.3 Million.

Accounts receivable remained higher than usual due to the large number of events Chad forces—I mean, encourages—Lisa to plan, but the outstanding balances are expected to be fully collectible.

Several programs performed ahead of budget. MABA membership dues are ahead of budget, and we also saw savings on membership expenses. WOW, you all really love sporting events! The Spring Sporting Clays, Golf League, MABA Foundation Golf Outing, and MABA Golf Outing are all expected to exceed projections.

But if you know me—this is Lisa, by the way—you know I don't always have the rosy outlook Chad has. There are some areas we're closely watching in the budget, and if that means I have to give Chad a good talking-to, you know I'll do it!

Overall, MABA's core operations remained ahead of budget through the first six months of the year, supported by strong membership revenue, increased operating cash, and positive performance from several events and programs.

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EVENT RECAP

Preview Party and St. Jude Ribbon Cutting

June 18 was a big day!

Things kicked off with the ribbon cutting at the 2026 Madison Area St. Jude Dream Home Showplace. This home was built with love by Victory Homes of Wisconsin and their amazing local and national partners. 100% of the proceeds from the sale will be donated directly to St. Jude Children's Research Hospital. This home is proof of what a community can do when we come together.

From there, the festivities continued at the Parade of Homes Preview Party. Guests enjoyed a beautiful evening filled with MABA friends, delicious food and beverages, live music, and the opportunity to tour seven Parade homes—although we did not see anyone busting a move on the dance floor!

Thank you to everyone who attended, ALL the Parade of Homes Builders, and our awesome sponsors—Drexel Building Supply, Livable Communities by Don Tierney, Generations Title, Dave Jones, and Sierra Concepts—your support is greatly appreciated!

EVENT RECAP

BLAZE-ING Summer

Through our partnership with the McKenzie Regional Workforce Center, MABA hosted the third annual BLAZE Girls Construction Camp in July 2026. During six days of hands-on learning, campers explored careers in the skilled trades with guidance from MABA members.

Campers built cornhole boards, Little Free Libraries for the Madison Reading Project, Aldo Leopold benches, and a pontoon float for the Mad City Ski Team. They also visited several local MABA member businesses to learn more about the industry and the wide variety of career opportunities available.

As a special bonus, each camper took home a cornhole set and an Aldo Leopold bench—lasting reminders of the skills they learned and everything they accomplished during camp!

Thank you for your contribution!
Artisol Design, Bliffert Lumber, Capitol Bank, Cru Concrete, Dane Building Concepts, Drexel Building Supply, Dwelling Artistry, Eldon Homes, Encore Homes, Ferguson, First Business Bank, Hallmark Building Supplies, Harmony Flooring, Hart DeNoble Builders, James Hardie, Johnson Financial Group, LP Building Solutions, Pat Schafer, Precision Design Build, Property Revival, Sims Exteriors, Tim O'Brien Homes, Walk Your Plans

Campers decorating cookies at Ferguson.

Drexel Building Supply Volunteer helping build corn hole boards.

Campers building corn hole boards.

Field trip touring an Encore Homes house.

Field trip to Walk Your Plans.

Campers building pontoon project for Mad City Ski team.

Thank you to UW Women's Basketball players Laci Steele & Addi Deal for stopping by!

BLAZE Girl's Camp

10 Corn hole boards built & painted

6 Little Free Libraries built & painted

10 Aldo Leopold benches built

11 Campers Attended

4 Field Trips

36 Dedicated Volunteers

32 Hours of Trades Education

EVENT RECAP

Touring, Connecting and Celebrating the Parade

The Parade of Homes kicked off on June 19, and ran through June 28. 10 days! WOOT!

A couple special events were hosted during the Parade. First off was the Women in the Construction Industry group at the Windsor Gardens Parade Site. Women (and a few men) from MABA, MBA, and NARI toured the homes built by Bill Weber Jr. Homes, Capstone Builders, and Marten Building & Design. A beautiful day to tour beautiful homes!

Next off was the Young Professionals group at Redtail Ridge. They toured the Parade homes built by Encore Homes and Tim O'Brien Homes.

And of course we had the Parade of Homes!

Women in the Construction Industry VIP Tour at the Windsor Gardens Parade Site.

Young Professionals VIP Tour of Encore Homes & Tim O'Brien Homes.

PARADE OF HOMES

By the Numbers

32 Houses

11 Parade Site Homes

21 Scattered-Site Homes

2 Parade Sites

$86,538 in Ticket Revenue

8,113 Tickets Sold

36,269 Visits to Scattered-Sites

8,514 Visits to Parade Sites

Virtual PARADE OF HOMES

(First two weeks)

2,252 Unique Visitors

2,979 Site Sessions

MEMBER NEWS
HOMETOWN HOUSING HERO

Steve Hanrahan Recognized as Hometown Housing Hero Ahead of Retirement

MABA congratulates Steve Hanrahan, Chief Operating Officer of Habitat for Humanity of Dane County, on his retirement after more than a decade of service to affordable housing in Dane County.

Hanrahan, a longtime member of the MABA Government Affairs Committee, has been an important voice in housing affordability efforts and a partner in advancing opportunities for homeownership throughout the region. His work has supported responsible growth, including in Sun Prairie, where Habitat Dane is developing Town Hall Crossing, the largest Habitat for Humanity development in Wisconsin. The 62-acre neighborhood will include 118 single-family homes, with at least 40% owned by Habitat homeowners. The project reflects Hanrahan's lasting commitment to creating attainable housing for local families.

In recognition of his leadership and impact, Hanrahan was recently named the Hometown Housing Hero at the Regional Housing Strategy Summit. The award honors his years of service, advocacy, and contributions to expanding access to affordable housing in Dane County.

MABA thanks Steve for his years of partnership, leadership, and service to the housing industry and wishes him all the best in retirement. His experience, perspective, and commitment to homeownership will leave a lasting impact on Habitat Dane and the entire community.

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MEMBER BENEFIT REMINDER

More Connections. More Resources. One Membership.

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 WBA benefits?
Go to www.wisbuild.org,
Go to "Resources>Member Benefits"

WISCONSIN BUILDERS ASSOCIATION

Let's talk insurance! Come on, you know you want to.

Check out the Business Insurance offered by Frankenmuth Insurance for coverage tailored to your unique needs – and WBA Members receive discounted rates!

And it's never too early to start thinking about Health Insurance. The WBA Association Health plan, in conjunction with The Insurance Center and underwritten by WPS Health Insurance, may be the right choice for your business!

Where can I view the NAHB benefits?
Go to:
nahb.org/nahb-community/member-benefits
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September 30th | 5:30–8 PM

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MEMBER SPOTLIGHT

A Market Leader for Drexel, the Industry & Community

I'll never forget the the hospitality that MABA showed it's prospective members when I started attending events 11 years ago, two years before I helped launch Drexel's 6th location to support the surrounding Dane County marketplace. It didn't take much to quickly figure out what made the industry in Dane County so successful was its builders. A group that has time and again put the collective above self to lift up others and help the Greater Madison Area to continue to blossom. My latest role at Drexel has landed me as our Southwestern Wisconsin Market Leader which has allowed me to focus on the two things I love most: our clients and our philanthropic work.

A huge part of a Market Leader's role is to ensure that our community and clients are proud we play a part in the community, with an annual target to give 10% of our bottom line back to local nonprofits, community organizations, and sponsorships. As I'm sure you'll see with many of our member spotlights, by far the proudest moment for me has been to help provide opportunity for our future leaders of this industry with helping grow the MRWC. As we continually look for cost effective solutions to keep building affordable, MRWC will remain critical to keep our labor market robust. As we fortify that aspect of the market, Drexel has continued to vertically integrate into offsite construction, turn key flooring, manufacturing of our own millwork to reduce costs and becoming a roofing and siding leader.

Drexel's philanthropic work inspired me to combine my passion for the outdoors and endurance sports with the creation of the Mental Mountains Project. Through this organization, local athletes participate in climbing expeditions to raise money for Dane County residents who otherwise may not be able to afford the mental health services they need. I've crossed paths with many of you at our own local fundraisers to bring this critical need to more in our community.

Looking back, I'm grateful for the relationships, opportunities, and sense of community MABA has provided throughout my career. From supporting our builders and strengthening the local workforce to giving back through Drexel and Mental Mountains Project, I'm proud to be part of an industry that continues to invest in people and the communities we serve. I look forward to building on that work and helping create an even stronger future for the Greater Madison area.

Mental Mountains Project

Climb Your Inner Mountain

Our foundation helps create awareness, destigmatize the conversation, and raise funds for sustainable mental health care services

---

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Here's how you can make a difference:

Fall Career Day

October 14
Hill Valley, Madison

Guide student groups between stations, lead a hands-on trade demonstration, or share career insights as a workforce ambassador.

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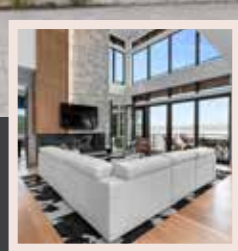

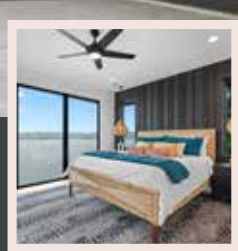

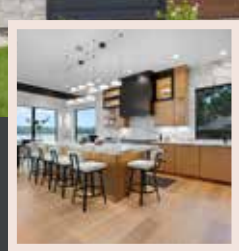

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