NOVEMBER 2026

The Impact

Silent Auction Results

Fall Parade by the numbers

THE RIGHT ANGLE

A Publication of the Madison Area Builders Association







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NAHB National Association of Home Builders

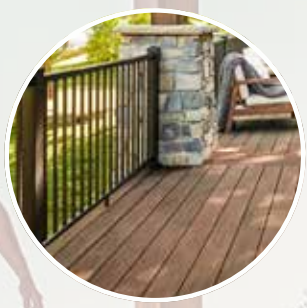
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EQUAL HOUSING LENDER

LETTER FROM CHAD LAWLER, EXECUTIVE DIRECTOR



After 44 years of waiting, the Milwaukee Brewers are World Series Champions! For the first time in franchise history, and the first championship for Milwaukee since 1957, baseball fans across Wisconsin have something special to celebrate. It's a reminder that some of the most meaningful accomplishments take time, patience, perseverance, and an unwavering commitment to the goal.

The same can be said for our industry and our Association.

As members, we invest time and resources in building relationships, developing professionally, and creating opportunities. The return on those investments isn't always immediate, but the connections, knowledge, and opportunities gained can pay dividends for years.

At MABA, we've seen firsthand what long-term commitment can accomplish. The McKenzie Regional Workforce Center took seven years of planning, collaboration, and persistence to become a reality. Our Student Home Build program required more than two years of effort before students ever stepped onto the jobsite. Both represent investments that are already making a lasting impact on our industry's future.

Not every worthwhile initiative delivers immediate results. Sometimes progress requires patience, additional resources, and the confidence to stay the course.

Whether it's winning a championship, strengthening your business, or building the next generation of our workforce, the lesson is the same: Great things take time, and the results are worth the investment.

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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)	$3,687,000	$3,700,000	7	6	$526,714	$616,667	1,958	1,927
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	$12,493,000	$15,382,000	24	30	$520,542	$512,733	2,773	2,623
Cottage Grove (T)	$2,473,000	$1,603,000	4	3	$618,250	$534,333	2,336	1,995
Cross Plains	$8,800,000	$10,518,000	17	17	$517,647	$618,706	1,979	2,093
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)	$824,000	$780,000	1	1	$824,000	$780,000	3,063	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	$24,367,000	20	38	$667,750	$641,237	3,483	3,033
Dunkirk (T)	$950,000	$700,000	2	1	$475,000	$700,000	1,766	2,692
Dunn (T)	$12,630,000	$8,418,000	13	10	$971,538	$841,800	3,148	2,592
Fitchburg	$35,443,000	$27,772,548	79	59	$448,646	$470,721	1,735	2,058
Madison	$101,501,500	$94,531,868	202	191	$502,483	$494,931	2,147	2,175
Maple Bluff	$1,500,000		1		$1,500,000		3,750	
Mazomanie	$3,349,000	$1,813,000	6	2	$558,167	$906,500	2,075	3,233
Mazomanie (T)	$1,377,000		2		$688,500		2,560	
McFarland	$7,248,000	$7,685,000	16	17	$453,000	$452,059	2,010	2,043
Medina (T)	$1,000,000	$1,213,000	2	2	$500,000	$606,500	1,859	2,276
Middleton	$34,175,136	$33,803,000	66	58	$517,805	$582,810	2,292	2,556
Middleton (T)	$14,193,000	$20,336,000	11	16	$1,290,273	$1,271,000	3,994	3,927

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)	$2,650,000	$2,383,600	3	4	$883,333	$595,900	3,284	2,109
Mount Horeb	$8,944,000	$9,971,000	15	19	$596,267	$524,789	2,057	2,187
Oakland (T)	$490,000		1		$490,000		1,674	
Oregon	$30,541,000	$34,029,500	55	79	$555,291	$430,753	2,272	2,051
Oregon (T)	$7,088,000	$600,000	6	1	$1,181,333	$600,000	3,935	2,230
Perry (T)	$1,413,000	$650,000	2	1	$706,500	$650,000	2,627	1,625
Pleasant Springs (T)	$1,531,000	$2,110,000	2	5	$765,500	$422,000	2,846	1,635
Primrose (T)	$750,000	$550,000	1	1	$750,000	$550,000	2,788	2,044
Roxbury (T)	$2,195,000	$3,493,000	3	4	$731,667	$873,250	2,720	2,411
Rutland (T)	$2,837,000	$1,700,000	5	2	$567,400	$850,000	2,123	3,237
Springdale (T)	$3,720,000	$1,434,000	5	2	$744,000	$717,000	2,246	2,593
Stoughton	$16,573,000	$24,826,000	55	76	$301,327	$326,658	1,396	1,935
Sun Prairie	$27,341,000	$34,064,523	57	76	$479,667	$448,217	1,936	1,938
Vermont (T)	$2,775,000	$600,000	2	1	$1,387,500	$600,000	3,941	1,500
Verona	$28,148,000	$26,175,148	42	49	$670,190	$534,187	2,762	2,430
Verona (T)	$8,946,000	$10,771,000	8	9	$1,118,250	$1,196,778	3,914	4,086
Vienna (T)	$1,183,000		1		$1,183,000		4,398	
Waunakee	$40,666,000	$51,324,000	59	75	$689,254	$684,320	2,995	3,074
Westport (T)	$20,128,000	$12,324,000	19	12	$1,059,368	$1,027,000	4,376	4,752
Windsor (T)	$17,233,000	$42,157,600	25	70	$689,320	$602,251	2,898	2,846
York (T)	$395,000	$1,060,000	1	2	$395,000	$530,000	1,468	1,892

Year to Year September Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	30,386,000	88	345,295	2,751
2017	31,190,000	98	318,265	2,396
2018	31,364,000	78	402,102	2,872
2019	40,092,000	103	389,242	2,873
2020	52,237,000	120	435,308	2,995
2021	53,145,000	111	478,783	2,951
2022	43,643,090	91	479,594	2,812
2023	43,886,000	84	522,452	2,650
2024	55,109,941	104	529,903	2,536
2025	55,618,000	97	573,381	2,535
2026	42,755,000	73	585,684	2,222

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	299,267,669	932	321,102	2,578
2017	325,534,465	972	334,912	2,628
2018	342,713,000	977	350,780	2,616
2019	334,427,774	926	361,153	2,676
2020	391,927,720	984	398,300	2,797
2021	466,840,000	1048	445,458	2,875
2022	494,377,590	1013	488,033	2,836
2023	465,469,900	967	481,354	2,744
2024	518,287,261	986	525,646	2,560
2025	522,370,787	953	548,133	2,406
2026	487,488,636	847	575,547	2,367

(T) = Township
Prepared by MTD Marketing

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dan.lallensack@mtdmarketingwi.com

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MUNICIPALITY MARKET REPORT

Federal Proposals Target Regulation and Building Costs

Market Intel	Trend	Rate	Prior
Single-Family Housing Permit Starts (YTD Sept 26' v. Sept 25')	Down	847	953
Single-Family Housing Permit Starts (YOY Sept 26' v. Sept 25')	Down	73	97
Ave. Permit Value-New Construction (YTD Sept 26' v. Sept 25')	Up	$575,547	$548,133
Month's Supply of Inventory (July 26' v. July 25')	Up	2.5	2.3
Median Price - Current Stock (YOY July 26' v. July 25')	Up	$389,950	$378,400
WI Consumer Price Index (Sept 2026)	Up	2.9%	2.4%
U.S. Interest Rate (Sept 2026)	Up	3.75%	3.63%
30yr Fixed Rate Mortgage (Sept 2026)	Up	6.86%	6.67%
10yr U.S. Treasury Note (Sept 2026)	Up	4.94%	4.68%
Lumber Futures (Oct 9th v Sep 11th)	Down	$534.00	$569.00
Builders Confidence Coming Soon...	-	-	-

Material Availability & Cost Updates

Compared to a year ago, steel is up 56.5%, aluminum is up 21.1% and copper is up 34.5%. Looking at the month change, steel is up 3.2%, aluminum is down 6.8%, and copper is down .8%.

Lumber: Lumber futures are down from last month to $534.00 per 1,000 board feet, compared to $569.00 on September 11th.

On the regulatory front, the Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers have proposed additional changes to the definition of "waters of the United States" (WOTUS) under the Clean Water Act. The alternative proposal would limit federal jurisdiction primarily to perennial waters and wetlands with a continuous surface connection, replacing the previously proposed "wet season" standard. The changes could provide greater clarity for builders and developers when evaluating land, determining wetland jurisdiction, and navigating federal permitting requirements. NAHB has remained engaged in the rulemaking process, advocating for clearer and more predictable standards.

Meanwhile, NAHB is supporting the Housing Tariff Exclusion Act (H.R. 10416), which would exempt many commonly used construction materials from tariffs while creating an expedited process for businesses to request additional exclusions. The legislation would also allow businesses to seek reimbursement for qualifying tariffs already paid. NAHB continues to push for policies that reduce material costs, improve supply chain stability, and help make new housing more affordable.

Together, these proposals address two major challenges facing the housing industry: regulatory uncertainty and rising construction costs. While neither proposal has been finalized, both could provide meaningful relief to builders and developers by improving permitting predictability and reducing material expenses.

THE IMPACT THAT YOU MADE

MABA Foundation Building the Next Generation

The MABA Foundation is helping build the future of residential construction by giving students hands-on experience and introducing them to rewarding careers in the skilled trades.

Through The Foundation Build, a partnership between the MABA Foundation, Middleton High School, and Encore Homes, 16 high school juniors and seniors are gaining real-world experience building a home from the ground up.

Working alongside industry professionals throughout the 2026–27 school year, students are learning about the different stages of home construction while developing practical skills, confidence, and connections within the industry. The experience also introduces students to the wide range of career opportunities available in residential construction.

The MABA Foundation is funding the project and providing essential tools, equipment, and a jobsite trailer, while Encore Homes serves as the general contractor. The completed home will be featured in the 2027 Spring Parade of Homes.

This initiative builds on MABA's ongoing workforce development efforts, including Career Day events and support for the McKenzie Regional Workforce Center.

With a three-year partnership established, the Foundation hopes to expand similar opportunities to additional schools, creating lasting pathways into the trades while strengthening the industry's future workforce for generations to come.





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THE IMPACT THAT YOU MADE



Building the Future: The Impact of the McKenzie Regional Workforce Center

The McKenzie Regional Workforce Center (MRWC) continues to make a lasting impact by introducing young people to rewarding careers in the skilled trades and providing hands-on training opportunities.

To date, the MRWC has introduced 6,460 youth to career possibilities in the trades and served 377 youth through programs focused on pre-apprenticeship, entrepreneurship, soft skills, and experiential learning.

Through six Youth Pre-Apprenticeship cohorts serving ages 16–18 and four NextGen Builders Academy cohorts serving ages 16–24, the center is preparing the next generation of skilled workers. The NextGen Builders Academy alone has provided 1,656 hours of training!

Across all programs and participants, the MRWC has delivered an impressive 3,988 total training hours, reaching 157% of its goal, with a remarkable 98% completion rate.

These numbers represent more than milestones. They reflect young people discovering career opportunities, developing valuable skills, and taking meaningful steps toward their futures.

The MRWC is building a stronger workforce and a brighter future for the building industry!





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THE IMPACT THAT YOU MADE

MABA Members Make a National Impact for St. Jude

MABA members are making a difference far beyond our local building community, demonstrating how the residential construction industry can come together to support an incredible cause.

At the St. Jude Builder Summit in Memphis, Tennessee, Victory Homes of Wisconsin was named St. Jude Builder of the Year, recognizing its exceptional commitment to fundraising, community involvement, and supporting St. Jude Children's Research Hospital.

Tim O'Brien Homes received the Golden Hammer Award, recognizing its outstanding dedication to the St. Jude program.

Behind these successful builds are industry partners making significant contributions. Drexel Building Supply, last year's St. Jude Supplier of the Year, donated more than $650,000 in building materials and supplies between the Victory Homes and Tim O'Brien Homes projects.

These accomplishments highlight the generosity, collaboration, and commitment of MABA members who use their expertise and resources to make a meaningful difference. We're proud to see our members making such an incredible impact on families and communities nationwide!



Victory Homes of Wisconsin, Ken Nelson; St. Jude Representative, Erin Eslinger; Victory Homes of Wisconsin, Phil Morgan; MABA, Lisa Kratz & Chad Lawler; Drexel Building Supply, Keith Batenhorst



Ribbon cutting at the 2026 Madison Area St. Jude Dream Home Showplace.

BLAZE Camp Builds Little Free Libraries

BLAZE Camp participants put their skills and creativity to work, building and painting six beautiful Little Free Libraries donated to the Madison Reading Project. Campers gained hands-on experience in woodworking, construction, and teamwork while giving back to their community. They even had the opportunity to install one of the libraries themselves! These colorful creations will help promote literacy and make books more accessible throughout the community.







COMMITTEE UPDATE



Building the Future Workforce

MABA's Skilled Trades Development Committee continues to make an impact by connecting students with hands-on experiences, industry professionals, and career opportunities in residential construction.

October's Fall Career Day welcomed 200 students from nine schools, highlighting opportunities in the skilled trades. Meanwhile, the Foundation Build is providing Middleton High School students with real-world construction experience following OSHA and first aid training.

Other initiatives are making a difference throughout the community. The Serving Sammy home remodel is underway, while the McKenzie Regional Workforce Center continues expanding opportunities through programs like the Next Gen Residential Builders Academy and Grow Academy.

Looking ahead, MABA is strengthening partnerships with local schools, pursuing industry-recognized credentials, and developing sustainable workforce programming.

Together, these efforts are doing more than introducing careers. They're building skills, creating opportunities, and developing the next generation of construction professionals.

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FINANCIAL STATEMENT UPDATE

Investing in Our Members, Strengthening Our Future

Through September 2026, MABA continues to maintain a strong financial foundation while investing in programs and initiatives that provide meaningful value to our members and the building industry.

Net operating income remains positive at $73,858, although below our budgeted $102,804. Key areas, including the Build & Remodel Expo, Membership, and Programs & Education, exceeded expectations, reflecting strong member engagement and successful events.

While some revenue categories fell short of projections and operating expenses exceeded budget, making a meaningful impact takes time, effort, and resources. Our investments in workforce development, government affairs, member services, and industry initiatives remain essential to advancing MABA's mission and delivering long-term value.

Our investment portfolio experienced some fluctuations during September but continues to provide substantial financial reserves and stability.

As we enter the final quarter of 2026, we remain mindful of financial performance while balancing fiscal responsibility with our commitment to making a difference. MABA remains well-positioned to finish the year on a positive note.



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EVENT RECAP

Auction Raises $22,056!

What an incredible night! Thanks to the generosity of our members and supporters, MABA's annual Silent Auction raised an impressive $22,056, nearly tripling our Wisconsin Builders Association (WBA) goal of $7,800! With 105 auction items donated by 68 generous donors, this year's event was a tremendous success and a testament to the dedication of our members and their commitment to supporting the building industry.

A huge THANK YOU to everyone who attended, donated items, placed bids, and helped make the evening possible! Special thanks to Ferguson for hosting the event and serving as our Premier Sponsor, Axley Attorneys for sponsoring the Mayor's Club, and Sierra Concepts for sponsoring the Live Auction. Your support helps strengthen our advocacy efforts and ensures the voice of the home building industry continues to be heard!











SILENT AUCTION RESULTS

105 AUCTION ITEMS

66 DONORS

WBA GOAL FOR MABA
$7,800

TOTAL RAISED
$22,056

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EVENT RECAP

MABA Career Day Inspires Future Builders

More than 200 students from nine area high schools explored careers in residential construction at MABA's Fall Career Day on October 14 at Veridian Homes' Hill Valley neighborhood in Madison.

Marking MABA's 16th Career Day and its first partnership with the NKBA Wisconsin/Upper Michigan Chapter, the event gave students an up-close look at the homebuilding process.

Students toured eight homes and lots in various stages of construction, meeting MABA members and industry professionals who demonstrated their trades, shared career opportunities, and discussed education and training pathways.

Stations highlighted land development, surveying, concrete, framing, mechanicals, insulation, building, and design, along with opportunities through Madison College and the McKenzie Regional Workforce Center.

Beyond technical skills, presenters shared personal experiences and valuable life advice, leaving a lasting impression on students and educators.

"What an absolutely great day!! Every time it is amazing, but today's speakers/contractors were exceptional. Each one provided 'life advice' that I don't think the kids were expecting. So well done!" shared Stacy Gloede of Deerfield High School.

A huge thank you to our MABA members, presenters, volunteers, and partners for making this one of our best Career Days yet and helping inspire the next generation of residential construction professionals!









MABA Happy Hour at Ashley HomeStore

MABA members gathered at Ashley HomeStore for a fantastic Happy Hour filled with networking, great conversations, and plenty of fun! Guests enjoyed delicious food and drinks while reconnecting with familiar faces, meeting fellow members, and exploring everything Ashley HomeStore has to offer. To top it all off, many lucky attendees went home with some amazing door prizes!

A huge thank you to Ashley HomeStore for hosting MABA and providing such a welcoming space for members to connect, unwind, and enjoy a great evening together!







EVENT RECAP

MABA Fall Sporting Clay Shoot Hits the Mark!

It was an absolutely beautiful day at Milford Hills for MABA's Fall Sporting Clay Shoot! Members enjoyed a fantastic day of networking, friendly competition, and plenty of fun in the great outdoors. The excitement continued with our raffle, where four lucky winners took home firearms!

Congratulations to our winners! Victory Homes of Wisconsin took home the Top Team honors, Megan Zukowski of Maverick Homes earned Top Female Shooter, and Ken Nelson of Victory Homes of Wisconsin claimed Top Male Shooter!

A huge thank you to Stoughton Lumber, our Premier Sponsor, for supporting this great event, and to everyone who came out to make the day such a success. We're already looking forward to the next one!









FALL PARADE OF HOMES

By the Numbers

15 Houses
15 Builders

$18,623 in Ticket Revenue

1,207 Average visit per Parade Home

2,196 Tickets Sold

18,105 Visits to Parade Homes

MEMBER NEWS

WPGA PLAN ON PROPANE

Propane Energy for Everyone

When planning a new home or commercial project, choosing the right energy source is an important decision. For Wisconsin builders, propane offers a clean, reliable, affordable, and versatile energy option that deserves consideration.

Propane is a domestically produced fuel, primarily derived from natural gas processing and petroleum refining. It burns cleaner than many traditional fuels and provides dependable energy for homes, businesses, farms, and vehicles throughout Wisconsin.

One of propane's greatest advantages is its flexibility. Unlike natural gas, which requires access to a pipeline, propane can be delivered virtually anywhere and stored on-site in aboveground or underground tanks. This makes propane particularly valuable for rural properties, new developments, and locations where natural gas isn't available.

Propane does much more than heat homes. It powers water heaters, fireplaces, cooking appliances, backup generators, agricultural equipment, and even commercial vehicle fleets. For homeowners, propane offers comfort and convenience. For businesses, it provides opportunities for efficiency and cost savings.

For builders, considering propane early in the design process can expand energy choices, simplify planning, and create additional value for customers.

Plan on Propane! Throughout this series, the Wisconsin Propane Gas Association will share practical information about propane and its many applications, helping builders make informed energy decisions.

Learn more at www.wipga.org.



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MEMBER BENEFIT REMINDER

November is Spike Appreciation Month!

The best spokesperson for promoting the benefits of MABA membership is YOU!

A Spike is an NAHB-recognized member who helps grow the association through membership recruitment and retention.

November is Spike Appreciation Month! It's a time to recognize and thank members who help MABA grow stronger.

Members earn one credit for each new Builder or Associate member recruited and ½ credit for each year that member renews. Earn six credits and you officially become an NAHB Spike!

A Special Perk of Being a Spike!

Beyond the recognition, being a MABA Spike comes with exclusive benefits, including an invitation to our Annual Spike Dinner!

This year, we'll celebrate at Turn Key Supper Club, treating our Spike members to an evening of great food, conversation, and appreciation.

It's a small way for MABA to say a big THANK YOU to the members who continue to help our association grow and thrive!

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VOLUNTEER

- We need Ticket Takers, Seminar Room Attendees, Show Floor Attendees, Expo Entrance Welcomers, Survey Station Helpers
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Interested or need more information, contact Lisa at (608) 288-1134 or lkratz@maba.org

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2027 SPONSORSHIPS BOOK



2027 EVENT CALENDAR

2027 PACKAGE & EVENT SPONSORSHIPS AVAILABLE

- Outdoor Events
- Parade of Homes
- Happy Hours
- Builder-only Events
- WorkForce Development Opportunities
- Golf Outings
- Silent Auction
- Clay Shoots
- Major Membership Events
- Young Professionals Events

2026 Sponsors have first right of refusal for 2027 sponsored events.

Contact Chad Lawler at clawler@maba.org to learn more about available sponsorship opportunities and find the right fit for your business.



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UPCOMING EVENTS CALENDAR

NOV 18

ANNUAL MEMBERSHIP MEETING

The Loft at 132
132 Market Street, Sun Prairie
5–8 PM

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Stoughton Lumber – Home Center – Hardware • Rentals

DEC 15

HOLIDAY PARTY

Kohl Center – Nicholas Club
601 W Dayton St, Madison
6–9 PM

Event Sponsor

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Board Installation Sponsor

Stoughton Lumber – Home Center – Hardware • Rentals

Food Sponsor

LP Building Solutions

Bar Sponsor

Victory Homes of Wisconsin, Inc.

DEC 17

COOKIE DECORATING

Location TBD
5–7 PM

JAN 16/17

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Madison Marriott West
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Saturday: 9 AM–5 PM | Sunday: 10 AM–4 PM

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