

**SEALANTS: YOUR SILENT PARTNER ON THE JOB** P.14

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**PRODUCT  
PROFILE:**

Walk/entry  
doors & related  
hardware

**p. 22**

# SEALING the DEAL

/// MARKETING THROUGH INFLUENCE /// HOW TO WIN MORE CUSTOMERS

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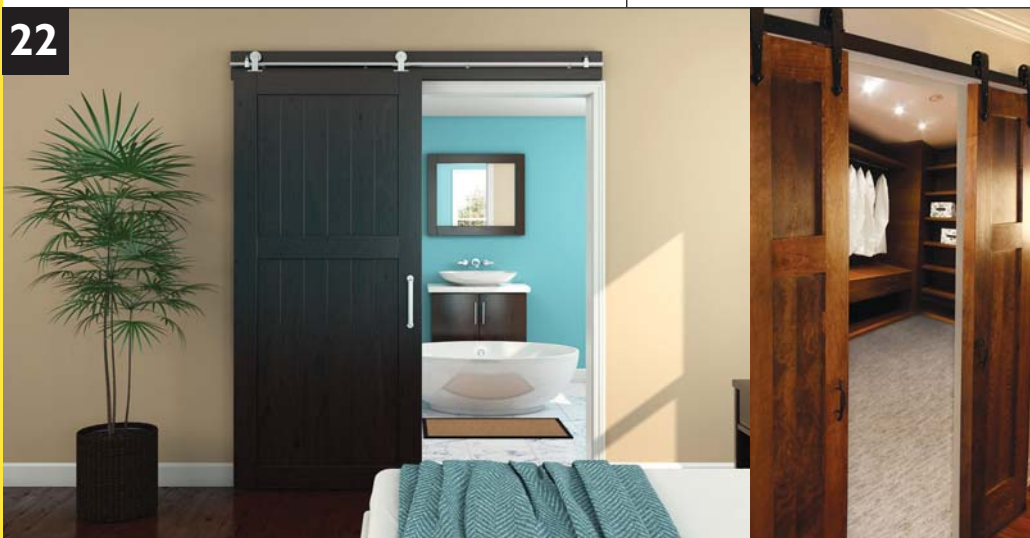
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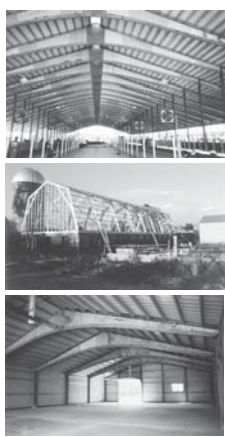


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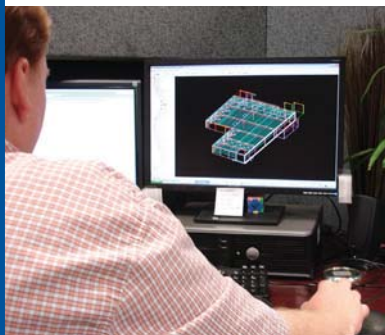
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## editor's note

BY SHARON THATCHER

# Winning ways

**AN IMPROVING ECONOMY AND THE ARRIVAL OF BUILDING SEASON MEANS THAT YOUR COMPETITION WILL BE GEARING UP THEIR MARKETING MESSAGES, AND SO SHOULD YOU.** To help out, this month we're focusing on marketing ideas that will help you win by sealing the deal.

We start with Steve Hanes, a speaker at the 2016 Frame Building Expo, who shares ways to inspire prospective clients into trusting you with their building projects. He uses the Dale Carnegie Training approach, briefly explaining the process, then offering a free ebook download. Read his article on page 6 to learn more.

Another approach is offered by our own advertising sales representative Gary Reichert. Gary was a speaker at previous expo workshops and offers specific ideas for overcoming the common objections given by customers for why they don't want to buy what you're selling.

An ad rep by day, a world-record powerlifter by night, Gary previously sold professional fitness equipment prior to joining our staff several years ago. He has owned and managed businesses, so he understands the relationship of marketing from both buying and selling perspectives. He shares his ideas on page 10.

It may seem like a strange correlation, but sealing the deal can also mean building a reputation by doing the job right. Sealants play a critical role in sealing a building envelope properly. Like me, you might be amazed at the evolving science. Read about it starting on page 14.

Also in this issue we feature the 2016 Rural Builder Hall of Fame inductees. Learn more about Dave Brakeman, Mike Brugger and Jim Simon on page 28.

Enjoy! **RB**



*Sharon Thatcher*

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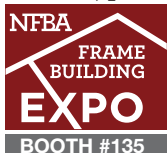
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## SEALING THE DEAL [PT.1]

# Marketing through influence

Using Dale Carnegie Training methods



PART 1

**EIGHTY YEARS AGO DALE CARNEGIE WROTE THE BEST SELLER *HOW TO WIN FRIENDS AND INFLUENCE PEOPLE*.** The

success of this book launched him into the global spotlight in help-

ing people understand how to be more successful/influential in business and personal relationships through the use of good interpersonal skills. Some of the many recognizable graduates of Dale Carnegie Training are: Warren Buffet, Dr. Sanjay Gupta, Emeril Lagasse and J.W. Marriott, Jr.

The difference between commitment and compliance is maximum effort versus minimum effort. When we use power and authority over someone to get something done, the result may be compliance. Influence comes into play when we don't necessarily have power or authority over someone to do something, but they do it anyway. Studies show that when people want to do something, they are more committed to getting it done, they are more productive and efficient, thus creating a greater impact on the bottom line. So where would it be beneficial to be more influential? The answer is, with... our customers, our colleagues, our vendors, our neighbors, our family, etc.

*How to Win Friends and Influence People* evolved from Mr. Carnegie's person-centered training program now called "Skills for Success." It focuses on helping people to increase their self-confidence, reduce their stress, understand and better relate to people, communicate their ideas more clearly, be better listeners, and enhance their ability to get people to want to get things done. Consider how all of these things are interwoven. If I am confident, I am probably not self-focused, thus allowing me to focus on others and be a good listener. When I am not stressed, it allows me to be less reactive and more proactive. Being proactive is a leader's charge. Good leaders communicate clearly. The more effective I am in one of these areas, helps me to be more effective in every area.

Thirty different principles can be found in *How to*

*Win Friends and Influence People*. These 30 principles are grouped together into three different categories. The first category of principles, of which there are nine, are designed to create rapport—and even more importantly—a relationship of trust and respect. Some of the principles are:

- Don't criticize, condemn or complain (A common human trait. We all violate this more than we realize.)
- Give honest, sincere appreciation
- Be a good listener
- Make the other person feel important and do it sincerely

Once we have established respect and trust, then we can begin our ability to 'Get Willing Cooperation' by using the second category of principles, of which there are 12. Again, this is the difference between getting commitment versus compliance. Included in the 12 principles are these four:

- Show respect
- If you're wrong, admit it
- Let the other person feel the idea is his or hers
- Throw down a challenge

Some people look at these as "motivational" principles. We all know that no matter how good we may be as a "motivator" there are times when someone just won't get on board with us. This brings us to the final nine principles designed to change a person's attitude or behavior without giving offense or creating resentment. Some of these principles are:

- Talk about your own mistakes (on the learning curve) before criticizing the other person (Dale Carnegie realized that as leaders there are times when we need to be critical, but there is a correct way to do it.)
- Ask questions instead of giving direct orders



Steve Hanes

## Power Skills

The difference between commitment and compliance is maximum effort versus minimum effort.

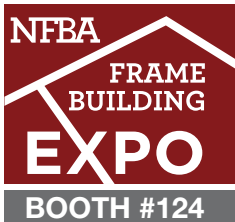
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BY STEVE HANES

- Let the other person save face (Don't embarrass the person. We want to give praise in public and critique privately.)

Our consistent use of these principles will help us accomplish more in less time, and create even greater success for ourselves and

those around us. We will lead by example of how we are to interact with one another and thereby help to create team chemistry.

The most successful teams throughout history—athletes, NASA, rock & roll bands, the military, etc.—all have great team chemistry. Take care of your team

and they will take care of your customers.

Bob Dylan wrote a song back in the 1960's titled, *The Times They Are a Changin'*. I'm not sure even Bob Dylan could have guessed the amount of changes that we would be experiencing. One of those changes is the way we market ourselves and our businesses. What works today won't necessarily work tomorrow.

One thing that has been consistent is the effectiveness of word-of-mouth marketing. Now it is even easier for our customers to tell others how they feel about their experience in doing business with us. This solidifies the notion that satisfying the customer isn't good enough anymore. We need to exceed their expectations, not just in the delivery of the products or services that we offer, but also in how we connect with the people purchasing them.

I purchase a lot of things from Amazon.com. It's convenient and the customer ratings tell me which companies I can count on and which ones to avoid. I buy books from Amazon.com for my Kindle. The reviews/ratings from people who have read any particular book carries far more weight to me than what the publicist says about it.

What does this have to do with influencing others and taking care of the customer above and beyond their purchases? It has everything to do with it because consumers want value and a good experience along the way. It is our ability to fulfill both sides of that equation that will keep customers and drive new business to our doors.

I have a friend that has owned a successful restaurant and bar in Indianapolis for over 25 years. I remember him saying that, "People don't come in to eat dinner, they come in for a dining experience."

What kind of experience are we creating for our customers?

*Steve Hanes is president of Strategies 4 Success based in Indianapolis and was a guest speaker at the 2016 Frame Building Expo. He has more than 30 years experience offering Dale Carnegie Solutions workshops, which aim to increase revenues and productivity. To download a free booklet go to [www.dalecarnegie.com/ebook/secrets-of-success/](http://www.dalecarnegie.com/ebook/secrets-of-success/). **RB***

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# SEALING THE DEAL [PT.2]

## How to win more customers

Overcoming objections in the sales process



**FOR A LOT OF CONTRACTORS, BUILDING A BUILDING IS A LOT EASIER THAN BUILDING A BUSINESS.** But there are tricks to selling your services. Gary Reichert, sales representative for

*Rural Builder* has spent 30 years in the sales and marketing field, at various times as both a buyer and a seller. He shares his views on how to overcome the primary obstacles in marketing.

To market properly, he noted, you need to know something about your customers and their objections. What objections are they likely to give you as a reason for not buying from you, and how can you use that information to convince them to change their minds?

Reichert explained that there are eight potential causes for objection:

- Lack of perceived value in product or services: resulting in price negotiations
- Lack of urgency in purchasing: they want to think about it
- Perception of inferiority of the product: misunderstandings about post-frame and metal buildings
- Political issues: a bad economy, high interest rates, etc.
- Lack of funds: they can't afford it
- An issue with the decision makers: he wants it, she doesn't
- An issue with an external party: competitors and referrals
- It's safest to do nothing: they really don't need a building after all

Reichert believes all of these objections except one can be overcome through proper marketing. "The only legitimate deal killer is if the customer definitely just doesn't have the money and can't

afford it," he noted. Short of this, the most effective course is to identify the most common objections of your potential customers and design your marketing message accordingly. Once that is determined, drive the message home often and consistently in all your marketing materials.

### A PLAN OF ACTION

Reichert offers these ideas for helping you build your marketing brand.

#### Develop a free planning guide

"Most people have never built a building before. They have no idea of the process. A free planning guide will walk them through the process. By giving them a planning guide—a resource in their hands—you can manage all their expectations," said Reichert.

Your guide should be something the customer values enough to keep for future reference. Things you might want to include: examples of floor plans; information about what makes your buildings different (for example, the potential for a larger span than your competitors); glamour photos of your finished buildings; a page of graph paper so the customers can sketch out what they want; budgeting guidelines (price per square foot); an estimate of how long a customer might need to wait for their building (for example: 'Allow 6 months for planning time'); your contact information; and testimonials from happy customers.

#### How to get testimonials

Testimonials in particular are one of the must-haves for your planning guide and other marketing materials, Reichert believes. "People are generally joiners and they want their ideas reinforced. They want to be identified with good things," he said.

But, don't expect your customers to sit down and write something. Instead, during that final walk-through, take note of what they like about their new building and the work you've done for



Gary Reichert



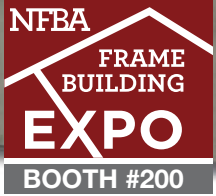
### Managing beliefs:

"The earlier you get into the process the better off you are. People form preconceptions quickly. Once they think something is true, it's a lot harder to change their minds—you not only have to instill an opinion, you have to erase the old one."

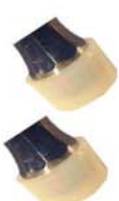
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BY SHARON THATCHER

them and suggest a specific testimonial that matches their opinions and beliefs with your message. An example: “So you are saying the clear span creates an open space that doesn’t limit you and allows you to use your space your way? Can I quote you on that?”

**Advertising your message**

In addition to a planning guide, advertising is an essential part of promoting your business. But what types of media are available for your message and what are the most effective for your particular business? Reichert says that can vary depending on what is available in your area and what resonates most with your customer base. The most commonly used media today includes: radio, TV, print (newspapers, magazines, flyers), websites and social media. Each has its strengths and weaknesses.

*Radio:* Unless you are being interviewed on a program, radio advertising is great for

# “ Marketing targets:

“You don’t want your sales person to be in an adversarial relationship with your prospect. To have intellectual objections overcome, you need to find out what they are and specifically overcome them. When you get the exact same objection over and over again, that’s a marketing target.

“If you can provide information in a simple, precise, easy-to-understand way, that will help shape preconceived notions so an objection doesn’t even come up in the sales process.”

emotional messaging and excitement but not for sharing a lot of factual information. “If you notice, a telephone number is repeated over and over in a commercial segment, because if you hear it once, you’re not going to remember it. They have to spend 15 minutes of a 30-minute commercial repeating the number.”

*TV:* Reichert believes TV advertising has the same weaknesses as radio. “If you

need to explain the competitive matrix between you and your competitor, or explain the length of your spans, or the diameter of your posts and why it matters, or what kind of moisture protection you use, that’s not the place for it,” he said.

*Social media:* “There are a number of things it can do positively. You can sit down and open up an account for nothing and away you go. It’s a good way to keep in contact for customer service and follow-up afterwards. On the negative side, it’s a crummy way to generate leads. You’re either preaching to the choir to people who already know who you are and already love you, or you’re opening up to everybody and their brother with no absolute control over what’s going on. It’s an open format. It’s out of your control.”

*Emails:* Reichert said email campaigns can be good, but “you have to be cautious of not overusing it. It’s too easy for people to ignore.”

*Print:* Reichert has experience with all forms of advertising and prefers print, whether it’s a weekly shopper, handout literature, a local paper or magazine. “Something people can look at and go back to and look at again,” he explained, “because every time they go back and look at it, the more likely they are going to accept it as a fact.”

*Websites:* Reichert considers websites comparable to print because “it’s basically print that sticks around, that you can control.”

In today’s business world it’s essential. “You need one, and you need to take care of it. Yes, it’s a big deal,” he said.

Before just slapping one together, however, Reichert cautioned, “You need to

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decide what you want it to do or it's not going to achieve it."

Your website can contain many of the same elements as your planning guide but you also have the space to include white papers from industry resources, and additional options and facts for customers to consider.

Be cautious not to include everything including the kitchen sink, however. As Reichert cautions: "Sometimes it gets more complicated than what it needs to be. Be specific. Know exactly what you want to address. If you try to address the broad spectrum, it's not going to work, it's not going to be remembered, it's not going to do what you want it to do."

If you employ someone to set up your website, it can get very expensive, so pre-planning to determine what you want and the message you want to convey, can lessen the cost.

Just having a website, however, is not enough. With the Internet crowded with websites, you still need a way to let people find you. "That can mean the URL (the website address) you select, or making sure it's in all of your print literature so people can find you," Reichert said.

Marketing you can't see

Beyond the obvious advertising strategies, good marketing really comes down

The intellectual vs emotional sale:

"Every sale is actually two sales, there is the intellectual sale and the emotional sale. The emotional sale is something you see mostly on radio and TV: 'You can lose 20 pounds in 10 weeks using my product.' It's creating an emotional image.

"In contrast, the intellectual sale is all the facts, the features, it's the price, the details, the stuff you can write down ... You have a 20x20 building with 16 foot ceiling height, and a hydraulic bifold door. You can spell out all the specs.

"Emotion goes up and down through the sales process. Intellectual objections, however, need to be handled as early in the sales process as possible."

to good, simple business practices. Are you presenting a good image and attitude to customers?

"Marketing includes everything from the way you leave the job site when you're done, to how your crew foreman greets the person when they show up, any adver-

tising you do, whether your trucks are clean. People pick up on details," Reichert said, adding, "You want to make sure all of your details reinforce the message you're trying to get across. Find the best message, find the best media, pound it with a hammer and keep it going." RB



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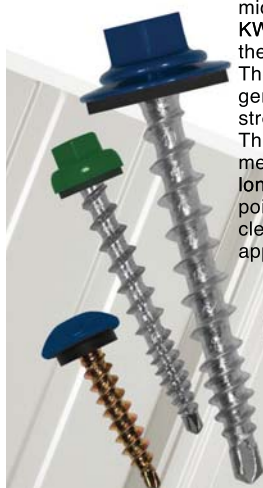
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Circle Reader Service #429

# Sealants

## Don't get stuck using the wrong product or application

### THINK ADHESIVES, SEALANTS AND CAULKS ARE SIMPLE?

In many respects they are, but don't get fooled by the false notion that you can just slap anything between two materials and magically it works. We went to manufacturing experts to find out what you should know when selecting and using these products.

We started with Joe Borak, Vice President of Pro Construction for Novagard Solutions. *Rural Builder* readers are familiar with the company's NovaFlex roofing sealant. Borak starts by explaining the differences between sealants, adhesives and caulks before focusing on sealants, which are more commonly used by rural builders.

"Sealants provide a long-lasting weather-tight, flexible seal.

Adhesives bond two substrates and can either be a hard set or a soft set. Caulks just fill holes and can shrink and crack over time," he explained.

There are generally five types of sealant/caulk chemistries in the construction industry:

- Silicones
- Polyurethanes
- Modified Silicones/Urethanes
- Solvent Based Caulks
- Acrylic/Latex Caulks

"All of the chemistries except silicones have carbon in their chemical makeup," Borak said. "UV lights are attracted to the carbon and break it down over time. The degradation compromises the overall effectiveness of the seal and will cause the caulk or sealant to fail over time."

### PROPER SELECTION

There are some general rules builders should follow for choosing the proper sealant for a particular job.

"Always choose your sealant or caulk based on the performance requirements for the application," said Borak. "In the rural building industry, the substrates are often dissimilar and a higher performing sealant is always a good rule of thumb to have on hand. At the end of the day, the difference in price between a low-end caulk and high-end sealant is usually only pennies on the dollar. It pales in comparison to what it costs to go back on a job for a callback."

Unfortunately, too many builders go to a big box store and grab a product off the shelf without knowing how it will perform in a given situation. It's not entirely the builders' fault.

"The big box stores and some lumberyards often make the same mistakes with their stocking decisions," Borak explained. They stock many different varieties of the same sealant/caulk chemistry—different brands but basically the same type of performance, and all too often not even recommended for the applications of products they sell."

Today's breed of high-performance sealant chemistries have been around for several years, so the impetus has been on educating contractors and the building community to understand the current generation of sealants and how to get the most from them.



The correct high-end sealant applied properly will provide years of worry-free service. Photo courtesy of Novagard Solutions.

“The higher performing sealant chemistries have been brought to the forefront in the last 5-10 years,” Borak said. “When you couple that with the increasing availability of colors in sealants and PVDF coated paints, you can find a solid matching color system for the consumer that will last for years.”

**PROPER APPLICATION**

Of course, application is relatively easy, but you will only get the desired performance if you work *with* the science not against it.

“Don’t use a sealant or caulk just because your granddaddy did 30 years ago,” said Borak. “Seek out better alternatives! Don’t be misled by general terms such as “silicone or caulk.” Do a deeper dive into understanding what the differences are between the options that are available in the marketplace.”

The fact is, there can be many varieties of the same thing, each created to do something different. For example Borak said builders might be surprised to learn that a topic such as silicone has four different varieties that make up its chemistry. “The version that everyone thinks of is the acetoxy version that doesn’t adhere to many substrates and emits an obnoxious odor during the curing process. On the flip side is a neutral/oxime cure silicone. This version adheres to many different substrates and is very user friendly,” he said.

One of the most critical aspects to proper application involves temperature and environmental conditions.

“Temperature and environmental conditions play a huge role in the sealant/caulk’s performance,” Borak noted. “Extremes in temperature can make a caulk react differently depending on the temperature; either really stiff in a cold environment and almost fall out of the tube in a hot environment. A sealant will give the user a better opportunity for a consistent gunnable product. Silicones work best in both ends of extreme temperatures. A dusty environment will wreak visual havoc with all caulks and sealants during the curing process.”

**WHAT IS THE FUTURE OF SEALANTS?**

“The builder community will see the less favorable high VOC chemistries go by the wayside,” Borak said. “In their place will be high perform-

ing greener substitutes. The education of the construction community will continue to evolve. Understanding the role that carbon plays in the caulk and sealant chemistries is vital to achieving a long-lasting weather tight seal.” **RB**

# Sealants

## Your silent partner on the job

**SEALANTS ARE A HIDDEN PART OF WHAT GOES ON INSIDE AND OUTSIDE OF A BUILDING, BUT THEY HAVE BECOME AN INTEGRAL SILENT PARTNER IN THE BUILDING PROCESS.** As a builder, you could choose the wrong one or apply it the wrong way, and find yourself kissing your profits goodbye if the sealant fails.

Paul Majka, applications engineer for Henkel Corporation-North America, parent company of OSI Adhesives & Sealants, explained the importance of making good choices.

“As far as sealants go, the builder/contractor and window/siding installer play a critical role when it comes to making the right choices,” he said. “This is crucial to sealant

application and performance. Consider the multitude of exterior finish materials and coatings that are used in building design, then combine that with variations in window frame cladding types. The sealant that is used to seal out air, moisture and water between these materials must provide reliable adhesion, flexibility and durability against a wide range of weather conditions.

“In regards to exterior steel cladding, on our post and frame agricultural buildings, there are a number of coatings and finishes—Galvalume, Zinalume, Kynar—and the sealant we use must bond to each one without failure.”

Bill Sobonya, brand manager for Henkel, agrees. “The substrates that have evolved in our industry have put a ton of pressure on the performance of sealants and a lot of the brands and technologies haven’t kept pace with the change in those materials,” he said. Builders today need to know “the relevant substrates that the sealant has to stick to not just from a short-term standpoint but from a long-term standpoint.”

It’s a challenge. “Builders and installers are approached with new products and innovations for exterior and interior applications constantly,” said Majka. “People that represent these products promote their specific design and performance features, and how they will possibly offer ease of install or cost savings. Maybe it does have all the things that can work for the project’s design but ... if there is any caveat or caution to contractors: make sure ... that any new product will not only work with the application used for the design of that building envelope. Consider all the products that will be used to integrate that system, and that together the assembly of all parts provide the reliability and durability that is expected.”

Not taking the precaution can have consequences. “A contractor is at risk if that



Today’s ever-increasing number of new finishes and substrates require due diligence in selecting compatible sealants. Photo courtesy of OSI/Henkel Corporation.

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building fails,” Majka said. “So the contractor should take the performance of the zipper (which is really the sealant) of the building into account. Make sure they have the right product that will perform well, that includes the sealant’s compatibility, adhesion, flexibility and durability, because it’s their liability and it’s their integrity and it’s their credibility that’s on the line.”

**Sealant vs Application**

There are primarily two ways that a sealant can fail:

- A high quality sealant installed incorrectly
- A low quality sealant that won’t perform regardless of how well it’s installed

Sobonya offers more specifics. “If we just look at windows, for example, one of the most difficult materials to bond to a window is fiberglass. When you look at cladding, in the traditional cladding market fiber cement is a difficult material to stick to. In [the metal] industry, the paint coating, the Kynar, the Galvalume on the substrate, is very difficult to stick to.

“With metal, there is a lot of expansion and contraction, especially at the window penetration where you want the sealant to bond properly, but also you want it to expand and contract with the temperature changes as the metal expands and contracts. There are a couple of things that can happen. You can have loss of adhesion to the substrate or you can have loss of adhesion through the sealant itself where the sealant tears itself apart ... That’s where you can get water to start to flow into the building and cause damage, or air infiltration and exfiltration which will compromise the energy efficiency of the building.”

Majka breaks down the most important areas that installers need to pay attention to into 18 different parts. Without identifying each one separately, they primarily relate to what types of finishes or surfaces the sealant is expected to bond to; the movement of the wall system or materials and the sealant’s flexibility (being able to adapt to the wall assemblies expansion and contraction); the type of joint, the climate during the application process; and the environment the sealant and sealant joint will be exposed to after

application (water, air or UV light).

“If the wrong sealant is applied or applied incorrectly it can fail,” he said.

In regards to movement, Majka gives this example: “Say for instance you’re installing panel steel siding. Steel panels can move a lot, especially on a south side of a building with sun exposure. Then add vinyl windows that are installed into that wall ... The builder should ask, what sealant should I use here? The contractor needs to ask these questions: will the sealant provide me with the compatibility, movement, adhesion and durability expected considering all the wall assembly, joint design and also the environment in which it’s going to be exposed to?”

Once determined, the builder needs to make sure the sealant he chooses meets all the needed criteria.

Bottom line, do your homework

ahead of time and don’t discount the science of sealants.

Concluded Majka: “When a builder looks at a plan, it could be an agricultural building or it could be a precast masonry building, it doesn’t matter, they have to think about exactly what they are applying that sealant to, and to make certain they understand whether or not that sealant is going to perform, and if not the ramifications they’re going to be exposing themselves to.” **RB**

**For more information on sealants, the following companies manufacture products for the rural construction industry:**

GSSI Sealants | **Circle 101**

Novagard Solutions | **Circle 102**

OSI/Henkel Corporation | **Circle 103**

RM Lucas | **Circle 104**

## OTHER CONSIDERATIONS

Majka and Sobonya offer some additional points for consideration.

**Shelf life:** Using a sealant after it’s effective shelf life can affect its long-term durability. Many sealants only have a 12-month shelf life. OSI, which introduced Quad Max in 2014, extended theirs to one of the longest at 24 months.

**Penetration areas:** sometimes a builder needs to attach a fastener that penetrates a building’s basic envelope, creating a weak area for potential moisture or air leakage. It should be avoided, but that isn’t always possible. “Stop yourself and say, how do we make sure we’re enforcing that or sealing that off well enough,” Majka said. “So on the exterior side they’ve always got to consider how they’re

addressing any termination points or penetrations to that exterior cladding.”

**Strengths and weaknesses:** There are strengths and weaknesses to every sealant. Each type of sealant, at its highest quality, can be useful, but knowing some of the general weaknesses can be helpful for selection and proper application. Sobonya cites these:

**Latex:** “If you apply a latex sealant in wet weather, or a latex sealant in dry weather and it rains before it cures, it can cause a phenomenon called ‘sealant washout’ where there’s no sealant left in the joint. Latex sealant is water-based, so as the water evaporates that’s what cures the sealant. If you add more water you dilute it and there’s no sealant left in

the joint to protect the building.”

**Silicones:** “One of the drawbacks to silicone sealants is that it collects a lot of dirt and dust and it becomes an issue for the building owner.”

**Polyurethanes:** UV degradation can occur. “If you expose polyurethane to the sun, it starts to degrade. When you start to see a sealant change color, that’s the first sign it’s starting to lose its basic characteristics of adhesion and flexibility.”

**Solvent-based:** “with solvent-based sealants, what you put down in the joint isn’t necessarily what’s left after that sealant has had a chance to cure. Higher-grade solvent-based sealants shrink at a rate of 20 percent. Lower grades can shrink at 30-40 percent.”

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## supplier news

BY RURAL BUILDER STAFF

### ■ MILL STEEL LOCATIONS ON THE MOVE

Mill Steel Co., has decided to move its Building/Painted Products Midwest operations from its Jeffersonville, Indiana plant to its recently acquired service center in Anderson, Indiana. Mill Steel expects to complete the move by the end of April.

This relocation is in concert with the company's earlier announcement that it would be consolidating its Steel Structural Products (Louisville) steel framing and accessory operations to its Ports of Indiana-Jeffersonville footprint. That move was expected to be complete by the end of March.

Both moves are being taken by the company to take advantage of distribution, processing and logistics capabilities relative to its Mid-South and Midwest markets.

Mill Steel acquired the Anderson plant in early January 2016, retaining its skilled labor force, with an eye on growing it further.

Mill Steel expects to reorganize the 220,000 square-foot Anderson steel service center plant's capabilities creating up to 100,000 square feet of processing and distribution space for its painted products division.

The company promised that the reorganization will not eliminate any of the plant's current slitting, cut-to-length, or level capabilities, which will be provided by the location's remaining 120,000 square feet. **For product information Circle 110**

### ■ MFM ISSUES WEATHERPROOFING & SEALING SYSTEMS BROCHURE

MFM Building Products recently issued its 2016 Weatherproofing & Sealing Systems brochure which outlines the company's full complement of exterior, self-adhering waterproofing products.

The eight-page brochure highlights each of MFM's product categories which include roofing membranes, roofing underlayments, window tapes and flashing, waterproofing membranes and construction tapes. Each of the 27 individual brands are featured with photos and overview descriptions plus a product comparison chart which details roll width and length, color availability, thickness, application temperature range and warranty information.

This year MFM is celebrating its 55th anniversary of manufacturing waterproofing membranes. **For product information Circle 111.**



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## supplier news

BY RURAL BUILDER STAFF

### ■ ESP LOW-E THERMA SHEET EARNS ICC CERTIFICATION

Therma Sheet made by Environmentally Safe Products Inc. (ESP), has been certified by the International Code Council Evaluation Service (ICC-ES). The designation means Therma Sheet meets the code requirements of a stand-alone roofing underlayment for the building industry. Previously, code required roofers to install Therma Sheet over a layer of felt paper or other underlayment. The ICC designation confirms that Therma Sheet can be used without any underlayments.

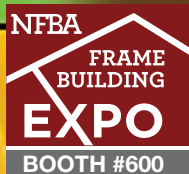
Therma Sheet is used as a thermal and moisture barrier under metal roofing, stone coated steel, concrete, clay tile and more. It is constructed of 99 percent pure polished aluminum facings and heat laminated to a closed cell polyethylene foam core. **For product information Circle 112**

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## product profile

BY RURAL BUILDER STAFF

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1



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### 2. RICHARDS-WILCOX / CIRCLE 116

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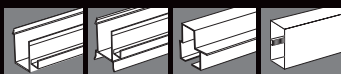
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# GOLD KEY

*of Excellence Awards*



In July, *Rural Builder* magazine will present its **Gold Key of Excellence Awards** for the 34th time. Help us determine the names of suppliers of building materials and/or construction equipment who do the best job of providing you with all of the services and products you need to run your business successfully. **Take a minute to submit your vote today.** You can select up to three previous award-winning suppliers from the following list or nominate someone new in the spaces provided.

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Can't find your favorite suppliers among previous award winners above? Then write-in up to three choices in the spaces provided.

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**product profile**

BY SHARON THATCHER



**3. A.J. MANUFACTURING / CIRCLE 117**

A.J. Manufacturing builds high quality steel walk doors with flush 6-panel cross-buck, 2-panel and textured skin panels along with several lite options. AJ doors are built with G60 galvanized steel, pre-hung in steel or aluminum frames with 4 inch x 4.5 inch fixed pin or ball bearing hinges. The 1-3/4 inch doors are polyurethane foam injected for an R-12 insulating value. AJ doors have been independently tested and meet Florida coastal and Texas wind-load requirements.

**4. EXTRUTECH PLASTICS INC. / CIRCLE 118**

Extrutech All Weather Doors are corrosion proof with a smooth, flat, bright white surface, 1-3/4 inch thick PVC door panel and solid PVC frame. They are available as single and double doors, in standard or custom sizes, as well as replacement door panels.

**5. CANNONBALL:HNP / CIRCLE 119**

CannonBall's entry door offerings meet a wide range of building needs. The new 1900-Series provides high aesthetics, steel construction and multi-use functionality in agriculture, commercial and metal building settings. 2000-Series specialty doors offer thermal breaks, fire-rated models, increased durability and a full range of door accessories. Value line 1700-/1800-Series doors have rolled and capped-edge looks and a variety of available panel skins for agriculture projects.

**6. NATIONAL HARDWARE / CIRCLE 120**

National Hardware's interior sliding door hardware can transform any opening or doorway. This unique, innovative design saves space and creates a decorative enclosure for any room. Interior sliding door hardware kits are ideal for creating a versatile sliding door system that only takes up a few inches of floor space.





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**7. MWI COMPONENTS / CIRCLE 121**

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HALL  
2016  
OF FAME  
*Inductees*

Three new members of the Rural Builder Hall of Fame were inducted at the 2016 Frame Building Expo in Indianapolis. Rural Builder oversees the nomination and balloting process, with inducted Hall of Fame members voting to select new members to join them. Following are the new inductees.

**DAVID BRAKEMAN**

Engineering Director/Vice President,  
Alpine, an ITW Company



Physics and architecture captured the interest of Ohio native David Brakeman as a young man, but it was construction and engineering that ultimately captured his soul.

Originally from the Central Ohio community of Granville, Brakeman moved to Lawrence University, Wisconsin to study physics. “My first undergraduate degree was in

physics, but I figured out that I didn’t want to go to graduate school for physics because I knew the employment opportunities were scarce,” he said. Instead he gravitated towards architecture.

“I was always interested in buildings, construction. I thought maybe I wanted to be an architect, so I explored that when I was a student at Lawrence University. I spent my junior year in New York City at an architectural institute, but I met a structural engineer there ... I figured out right then that, no I was more interested in the engineering side of building than I was the architectural side.”

Armed with a physics degree but a new mission, Brakeman moved on to Washington University at St. Louis to study civil engineering. He also started working part-time for Lumbermate Company, a manufacturer of metal connector plates for wood trusses.

His work with Lumbermate—designing and testing wood trusses—was a good fit, so good that he essentially remains at the same company today.

“Alpine acquired Lumbermate in 1989,” he explained. The Lumbermate name disappeared, but his work continued under the Alpine Engineered Products brand. Today Alpine is owned by ITW Building Components Group.

Part of what Brakeman enjoys is being part of a niche business. “You need to get pretty good in some area to do well in the industry, whether it’s steel or concrete or wood...

and engineering with wood is a bit of a niche. It’s rare even to find civil engineering graduates who’ve had a course in wood engineering so I liked being able to be an expert in something that most weren’t.”

His expertise was in demand at Washington University, his alma mater, and for 23 years he was an adjunct professor there teaching classes in design of timber structures. “I was a little leery at first because everybody in the course was older than I was. They were graduate students and evening students, engineers who were coming back to take this course.”

Looking back over his career, Brakeman said he is proud to have been part of the standards that govern truss plates in the construction industry. “The Truss Plate Institute is the organization that writes the design standards for wood truss construction. So if you want to engineer a wood truss, then you have to follow the standard. It’s referenced in the Building Codes as TPI-1.”

Brakeman has chaired the TPI committee through three cycles.

During his tenure, the organization also established the HIB-98 Post Frame Summary Sheet, a warning guide governing the handling, installing and bracing of metal plate connected wood trusses used in post-frame construction, the forerunner of today’s BCSI-B10.

Brakeman also served as a member of the Technology and Research Committee for the National Frame Building Association, and during that time authored or coauthored a number of papers.

Even on the job, Brakeman’s work has helped to advance the post-frame industry as a whole.

“My company and myself have intersected a lot with the post-frame industry in the testing that we’ve done, testing some of those big trusses,” he noted. “Very few people have the equipment to do that, testing 50- and 60-foot roof trusses.”

While much of the work is proprietary, the knowledge gained “has worked its way into the standards,” helping to push the industry from conventional 2 foot on center to 8 foot on center construction.

“What I think our biggest contribution has been is in keeping [post frame] on a solid technical foundation to where now you see post frame used for virtually any kind of building, any

kind of purpose: commercial, residential, institutional, not just ag," he said.

Though still heavily involved in his career, Brakeman enjoys spending time with his wife, Nancy, their four kids and two grandchildren, and when time allows noncompetitive, endurance cycling.

**MICHAEL BRUGGER**

Professor Emeritus, Ohio State University, Wooster, Ohio



You never know what might inspire a kid. For Michael Brugger it was his dad and a printed flyer from his high school guidance counselor.

"I was raised on a small dairy farm outside of Westfield, Pennsylvania, and had a dad who was very good with construction," he said. "My high school guidance counselor introduced me to the

agricultural engineering profession when she received a flyer on a New Holland Scholarship for Agricultural Engineering.

That started me down the road of an agricultural engineer who focused on structures and environment."

Awarded one of those New Holland scholarships, he pursued bachelor and master degrees in agricultural engineering at Pennsylvania State University then moved to the University of Wisconsin - Madison for his doctorate.

"While an Extension Specialist at the University of Wisconsin, I worked with Robert Graves (Rural Builder Hall of Fame - 2000) on starting educational programs for rural builders and equipment suppliers," he said. "The meetings led to the Wisconsin Chapter of the National Frame Building Association."

Brugger also helped to establish the Ohio Chapter of the NFBA. Both chapters are among the most vibrant yet today.

Brugger moved to Ohio in 1979 to work in the Agricultural Engineering Department at the Ohio State University. "I taught the agricultural structures course which included facilities design and wood structural design and spent the balance of my time in extension," he said.

Education for rural builders has remained paramount for Brugger. Readers may recognize him as a former Frame Building Expo speaker, but Brugger considers education a two-way street. It was by working together with builders and farmers that he identifies one of the greatest achievements of his career.

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## hall of fame

BY SHARON THATCHER

“The biggest achievement was going to the curtains for dairy freestall barns,” he explained. “This happened when working with a dairy farmer to design a replacement for a barn that burned. I and others had been looking at economical ways to improve the openings in the sidewalls and still close them up in winter.”

While on a drive to the farmer’s property, Brugger and the builder discussed the idea of curtains, which were being used for poultry barns in the South. “We discussed a 4-foot high opening with curtains ... and [the farmer] agreed to it. He was very happy and the cows were very healthy. The second curtain that was installed was 6 foot. It was not long before the entire sidewalls were curtains.

“I worked with many farmers following an approach that I can say is conscious compromise,” Brugger said, suggesting for anyone entering the industry today it pays to “work with your clients.”

He continued: “I like to start with defining what the building objectives are and what is required to achieve them. Once this has been fully defined, then we look at what they have and how it fits into the plan and how future plans will fit into the initial plans,” he explained.

It can have some peculiar but effective results.

“An interesting example was when I worked with a farmer who wanted to start milking. He had an old tie stall barn. His main question was how to put an upright silo [beside] the barn. After discussion and planning, he put the silo in the middle of a field. All his neighbors thought him crazy. A couple of years later, he had the money to build the freestall barn and milking center around the silo. Neighbors wonder how he did that.”

Although Brugger is now retired from the Ohio State University, he continues to work part-time for two Ohio engineering firms and serves as needed for an Arkansas engineering firm. The future of post-frame is important to him. “I am working with a young engineer at one firm to assure that there continues to be engineers who can do post-frame design,” he said.

He plans to fully retire in a couple years but in the meantime still enjoys helping others make informed decisions for their building plans.

In his spare time Brugger enjoys photography and amateur radio. He is currently the Wayne County Emergency Coordinator for the Wayne County Amateur Radio Emergency Service in Ohio.

He and his wife, Jean, have three grown children: a daughter and two sons.



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Circle Reader Service #469

**JIM SIMON**

President, Tailored Building Systems  
Grand Rapids, Michigan



Interested in putting things together, Jim Simon started down the road to his future career in construction while in high school. At every opportunity he learned about the trade, and discovered his greatest talent was for architectural drafting. He worked part time in all areas of construction, however, from wielding a hammer to

wielding carpet and tile tools. He tried his hand at college, but soon discovered that he preferred to learn on the job from the inside out. His path led him to work for a small contractor that did everything from renovation to concrete work.

In 1973, coming home from work frustrated, he answered an ad for a draftsman/estimator for Borkholder Buildings of Michigan. "I've been here ever since," Simon said, noting that the company would become Tailored Building Systems two years after his arrival, and become a division of Pioneer Construction in 1996. Simon worked his way into his current position as president of Tailored in 2005.

Raised in the suburbs, Simon had a lot to learn about post frame, that included his aversion to the term 'pole barn.'

"When people say pole barn, I cringe," he said. "There's nothing round about them and most of them don't have animals in them, that's what I tell people."

Simon has good reason to cringe. The company was building the typical ag post frame when Simon arrived, but it soon evolved into commercial post-frame long before it became the rallying cry of the industry.

"Most of our work is commercial. We still do a good deal of big dairy complexes. We have one guy in our office that does focus only on that, but we've evolved from when I started," he said.

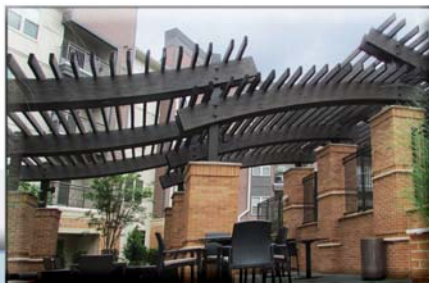
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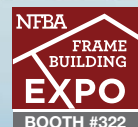
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## hall of fame

BY SHARON THATCHER

offering full turnkey projects from conventional wood or steel stud, to brick and block, to pre-engineered steel, to post frame. “Whatever it takes,” Simon noted.

He believes the post-frame industry itself has made significant progress over the years, even while the term ‘pole barn’ remains ingrained in the consumer’s mind. “We’re always trying to raise the bar to be recognized as a comparable tier in construction groups, that we can build anything,” said Simon. “Educating the public is a big thing. By the same token it’s such an ingrained phrase, the old pole barn phrase. Like Kleenex or Crescent Wrench, it stuck.”

Simon never considered changing jobs or careers since arriving at Tailored. “I look forward every day to coming to work,” he said. “I never had a job or position where I’ve dreaded going to work. I’ve enjoyed having that.”

The construction industry has moved away from manual drafting, of course, but Simon still manages his own projects and enjoys the creative aspects of initial project sketching. Much of his time is spent overseeing the drafting engineers, project managers, superintendents and work crews that make up Tailored Building Systems. Over the years, Tailored has garnered at least a half dozen Building of the Year awards



When people say ‘pole barn’ I cringe. There’s nothing round about them and most of them don’t have animals in them, that’s what I tell people.

from the National Frame Building Association.

Simon has been active in the NFBA for more than 40 years. He is a former chairman of the board and has served several terms on its board of directors. 2016 marks what he says will be his final retirement from the board.

In his spare time, he and his wife, Kendra, the parents of two daughters, enjoy spending time with their five grand kids, all under the age of 3-½ years. “They keep us hoping,” he said. He also enjoys traveling and boating.

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1982	Ed Bahler	1988	Calvin Baird	1995	Paul Hinshaw	2002	Rich Paul, Jr.	2010	Tom Koch
1982	John Pedersen	1988	Bill Bickert	1995	Virgil Hartje	2003	Jay D. Harmon	2010	Daniel Hindman, Ph.D.
1982	Marvin Hall	1989	Doug Deniston	1996	David Bohnhoff	2003	Ron Sutton	2011	Kenneth K. Kistler
1982	Russell Lehe	1989	Frank Woeste	1996	Dick Zimmerman	2003	Steve Mikkelson	2011	Rick Bragg
1982	Walter Behlen	1989	Jim Frame	1996	Roger Oimoen	2004	Jerry Wille	2011	L. Bynum Driggers
1983	Bob Rowe	1989	Jon Schwichtenberg	1997	Clyde Wynn	2004	Leo Shirek	2012	John R. Darrah
1983	Walt Keller	1990	Ben Klauer	1997	Gary Anderson	2004	Vince Draper	2012	Steve Eversole
1984	Art Muehling	1990	Bill McMahon	1997	Randy Wanta	2005	Bill Koenig	2012	Ted L. Funk
1984	Carl Kroh	1990	Brian Holmes	1998	Gerald Riskowski	2005	Bob Lee	2013	Dwayne Borkholder
1984	Freemon Borkholder	1990	Frank Lessiter	1998	Jim Peters	2005	Earl Erickson	2013	Stephen Pohl
1984	George Squires	1991	George Eberle	1998	Robert L. Skaggs	2006	Pat Murphy	2013	Wayne Schrock
1984	Jim Picha	1991	H.B. Manbeck	1998	Tom Boston	2006	Stan Brickl	2014	John Hill
1985	B. G. Perkins	1991	Leo Souder	1999	David Pogrnt	2006	Tim Royer	2014	Al Geisthardt
1985	Ben Boehler	1992	Dwayne Bundy	1999	James Walter	2007	Glen Thomsen	2014	Rick Stowell
1985	Bill Friday	1992	Jack Walters	1999	David Kammel	2007	Bill Thul	2015	Larry Edema
1985	Gayle Merrill	1992	Pete Loveland	2000	Pat McGuire	2007	Steve Hoff	2015	James T. Knight
1986	Bruce McKenzie	1993	Henry Getz	2000	Robert Graves	2008	Gerald Richardson	2015	Douglas Overhults
1986	Don Farris	1993	Neil Meador	2000	Robert Resch	2008	Arthur Shirk	2016	David Brakeman
1986	Pete Kohl	1993	Thomas 'Tem' McElroy	2001	Gil Friesen	2008	Louis Albright	2016	Michael Brugger
1987	Dave Maupin	1994	Calvin O. Cramer	2001	Jerry Johnson	2009	Ray Bucklin	2016	Jim Simon
1987	Don Jedele	1994	John F. Wick	2001	Kifle Gebremedhin	2009	Tom Wick		
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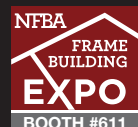
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The image shows a computer monitor displaying the website [www.constructionmagnet.com](http://www.constructionmagnet.com). The website interface includes a navigation menu with categories like NEWS, PRODUCTS, MAGAZINES, BUYERS' GUIDES, SPECIAL ISSUES, IN THE INDUSTRY, EVENTS, NEWSLETTERS, SUBSCRIBE, and VIDEOS. A search bar is visible at the top right. The main content area features a sign-up form for email newsletters, a featured article titled "Metal roofing ground the world" with a photo of a red-tiled roof, and a "Compare Roofing Estimates" tool. Below these are sections for "CONSTRUCTION INDUSTRY NEWS" (PPG Announces Licensing Agreement For KYNAR ADS II Resin) and "NEW PRODUCTS" (Green Span Profiles Introduces New RidgeLine Roof Panel). The monitor is surrounded by various construction tools including a yellow crane, a hammer, a level, a shovel, and several rolled-up blueprints.

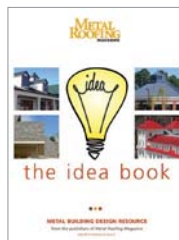


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## new products

BY RURAL BUILDER STAFF



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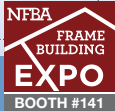


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After spending a week bending metal for a large house, remodeling contractor Lee Buck knew there had to be a better way than continually re-measuring the same repetitive lengths of metal for the windows. His answer came in a dream, and is now the patented Brake Accelerator, a durable, high-quality aluminum and stainless steel attachment that can be used with any Tapco or Van Mark brake with one stop in the rear to facilitate cutting metal and three stops in the front for bending. Buck said a laborer can complete any metal bending job in a quarter of the time or less than other options. The Brake Accelerator is manufactured and sold by Buck's company, Game Changer Innovations LLC in Coopertown, Tennessee.

► For more information circle 129.



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# Related parties and the IRS

Related doesn't work with taxes

**ALL TOO OFTEN UNSUSPECTING RURAL BUILDING BUSINESS OWNERS FIND THEMSELVES FACING PENALTIES, FINES AND SUBSTANTIAL TAX BILLS BECAUSE THE EVER-VIGILANT IRS HAS IGNORED A PAST TRANSACTION IT VIEWS AS HAVING BEEN CONDUCTED BY "RELATED PERSONS."** Below-market rate loans, sales of property, installment sales, like-kind exchanges, intercompany transactions, etc. all may suffer from special tax treatment. Making things more difficult, there isn't just one definition of "related persons," "related parties" or "related taxpayers" to be found in our tax laws.

That's right, different transactions have different definitions. In fact, related persons or parties can include much more than an immediate family member such as parents and children. Ancestors and lineal descendants, a partner and a partnership, a shareholder and a corporation, etc. are all considered "related" by the IRS. Sometimes indirect ownership, such as where an individual may be deemed to own an interest in a corporation merely because a brother owns shares is included.

Transactions between related persons are generally defined as a business deal or arrangement between two parties who are joined by a special relationship prior to the deal. An example would be a business transaction between a major shareholder and his or her business, such as the shareholder preparing tax returns for the building operation. Since both parties are "related" this would be deemed a transaction between related parties.

Although the majority of related-party transactions are acceptable, the special relationship inherent between the parties involved can create potential conflicts of interest. Thus, companies trading on the U.S. stock exchanges are required to disclose all transactions with related parties such as executives, associates and their family members. A similar view, involving more than stock transactions is taken by the ever-vigilant IRS.

Parents and grandparents often lend money to their children or grandchildren to help with major expenditures such as education, a wedding or the purchase of a new home. Similarly, a closely-held business may lend money to a shareholder-employee. And owners may lend money to their building business. All of these transactions are examples of related-person loans.

Not surprisingly, the IRS requires that loans be structured in a business-like manner with terms that reflect current market conditions. If the terms of a loan are too favorable in the view of the IRS, they can re-

characterize the loan as a gift, additional compensation or as a corporate dividend or distribution with all the tax implications re-characterization implies.

For no-interest or below-market interest loans, the IRS can make adjustments to reflect the current "market" interest rate by requiring the lender to treat as income all interest, including the amount actually received under the terms of the loan as well as the difference between that amount and the current market interest rate. For tax purposes, the interest is calculated based on the Applicable Federal Rate (AFR).

The IRS publishes AFRs each month. They represent the minimum acceptable interest rates for the majority of loans. If the interest rate on a loan at its inception is equal to or exceeds the relevant AFR, the IRS cannot challenge whether the rate is appropriate during the term of the loan.

In general, if an employer lends an employee more than \$10,000 at an interest rate that is less than the current applicable federal rate (AFR), the difference between the interest paid and the interest that should have been paid under the AFR is considered additional compensation to the employee. This rule also applies to loans of \$10,000 or less if one of its purposes is tax avoidance.

A builder or contractor may plan to either sell property to, or acquire property from a family member or an affiliated business. Both parties are often surprised by the tax consequences. Quite simply, a loss on the sale or trade of property (other than a distribution when a corporation is completely liquidated) cannot be deducted if the transaction is between related entities such as:

- Members of the builder's family. This includes brothers and sisters, half-brothers and half-sisters, spouse, ancestors (parents, grandparents, etc.), and lineal descendants (children, grandchildren, etc.).
- A partnership in which one party directly or indirectly own more than 50 percent of the capital interest or the profit interest.
- A corporation in which more than 50 percent of the outstanding stock is owned, directly or indirectly.
- Two S corporations if the same persons own more than 50 percent of the outstanding stock of each corporation.
- Two corporations that are members of the



Mark Battersby has more than 35 years experience in small business issues, tax and financial matters. Contact him at 610-789-2480 or [MCBatt12@Earthlink.net](mailto:MCBatt12@Earthlink.net).

## Basic rules

The IRS and courts question whether a transaction is commercially feasible. That is, would an unrelated party advance money in the same situation?

same controlled group (under certain conditions, however, these losses are not disallowed but must be deferred).

- Two partnerships if the same persons own, directly or indirectly, more than 50 percent of the capital interests or the profit interests in both partnerships.

Fortunately, our tax rules contain a special “non-recognition” rule for exchanges which require related parties exchanging property with each other to hold the exchanged property for at least two years following the exchange. If either party disposes of the property received in the exchange before the two-year period runs out, any gain or loss from the original exchange must be taken into account on the date the disqualifying disposition occurs.

Remember those loans to the building business? Whether loaning money as an investment to a college buddy starting a business, advancing funds to your business, or lending money to your brother for a new car, it is always wise to make sure the IRS will accept it as a bona fide debt. Otherwise, a loss cannot be claimed if the borrower defaults.

The IRS and the courts examine a number of things such as a written instrument, repayment terms, how the parties treat the transaction on their books, etc. But the IRS and courts also question whether a transaction, particularly a loan, is commercially feasible. That is, would an unrelated party

advance money in the same situation?

Generally, losses from the sale of property between related parties mean the seller’s loss deduction will be disallowed. Of course, should the related-party purchaser subsequently sell the property at a gain, it is only the amount in excess of the previously disallowed loss that must be recognized on the operation’s annual tax return.

Even otherwise tax-free exchanges can be adversely affected where the parties are related. For example, if a builder or contractor exchanges property with a related person in a tax-free, like-kind exchange, the builder or contractor may be forced into recognizing gain if the related person disposes of the property exchanged within two years of the original transaction.

Where the builder’s or contractor’s transaction is part of a deferred exchange with an unrelated purchaser, if the qualified intermediary acquires the replacement property from a related person, the transaction will result immediately as a taxable event.

Our basic tax law is quite clear when it comes to transactions between “related persons,” demanding that any gain recognized be treated as ordinary income. So it is not surprising that the IRS requires that loans be structured in a business-like manner with terms that reflect current market conditions. Obviously, professional guidance is necessary for any builder or contractor hoping to avoid the tax laws’ related-persons pitfalls. **RB**

# Look for the updated **RURAL BUILDER BUYERS’ GUIDE** in the October issue of Rural Builder!

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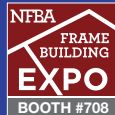


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**22-24**, Mass Timber Conference, Portland, OR.  
[www.masstimberconference.com](http://www.masstimberconference.com)

**30-April 1**, Self-Storage Association (SSA) 2016 Spring Conference & Trade Show, Dallas, TX;  
[www.selfstorage.org](http://www.selfstorage.org)

**04/APRIL**

**16-20**, National Coil Coating Association (NCCA) 2016 Annual Meeting, Orlando, FL;  
[www.coilcoating.org](http://www.coilcoating.org)

**18-20**, Adhesive & Sealant Council (ASC) 2016 Spring Convention & Expo, New Orleans, LA;  
[www.ascouncil.org](http://www.ascouncil.org)

**20-23**, National Insulation Association (NIA) 2016 Annual Convention, Boca Raton, FL;  
[www.insulation.org](http://www.insulation.org)

**05/MAY**

**10-11**, Metal Building Manufacturers Association (MBMA) Spring Meeting 2016, Fort Worth, TX;  
[www.mbma.com](http://www.mbma.com)

**19-21**, American Institute Of Architects (AIA) 2016 National Convention & Expo; Philadelphia, PA;  
[www.aia.org](http://www.aia.org)

**06/JUNE**

**1-3**, International Reflective Insulation Manufacturers (I-RIM) Conference, Hollywood Beach, FL.  
[www.rima.com](http://www.rima.com)

**5-7**, Western Roofing Expo 2016, Las Vegas, NV; [www.wsra.com](http://www.wsra.com)

**07/JULY**

**4-17**, American Society of Concrete Contractors Executive Leadership Forum, La Jolla, CA; [www.ascconline.org](http://www.ascconline.org)

**09/SEPTEMBER**

**15-18**, American Society of Concrete Contractors Annual Conference, Minneapolis, MN; [www.ascconline.org](http://www.ascconline.org)

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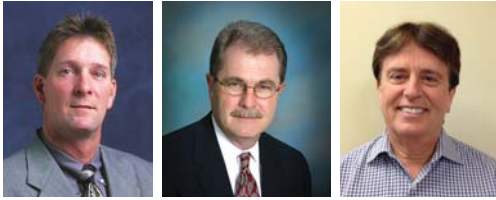
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## people in the news

BY RURAL BUILDER STAFF



LEFT TO RIGHT  
Ken Buchinger  
Mark James  
Randy Allen

**THE METAL CONSTRUCTION ASSOCIATION (MCA) PRESENTED AWARDS TO THREE OUTSTANDING ACHIEVERS** in the metal construction industry at its winter meeting in St. Pete Beach, Florida.

Mark James of Roof Hugger, Inc. and Randy Allen from Triangle Fastener Corporation were honored with MCA's Patrick R. Bush Volunteer Service Award, and Ken Buchinger of NCI Building Systems was honored with MCA's Larry A. Swaney Award.



Scott Bacon

**SCOTT BACON HAS BEEN APPOINTED VICE PRESIDENT OF SALES AND MARKETING** of Metal Sales Manufacturing Corporation in Louisville, Kentucky.

Bacon has extensive experience with metal wall and roof systems in both the architectural and post-frame markets, along

with the distribution channels that service each market.

Bacon most recently was employed as VP of commercial sales for Fabral. In addition, Bacon spent years in sales and leadership roles with HH Robertson, Reynolds Metals Company and Centria.



Justin Graber

**THE BRADBURY GROUP PROMOTED JUSTIN GRABER TO CUSTOMER SERVICE MANAGER AT BRADBURY, MOUNDRIDGE, KANSAS.**

Justin has been with the company since 2003 and has been working in customer service since 2009. Previous to his new role, he has served as a test technician, a field service completion coordinator, and most recently

as the assistant customer service manager working under Don Kaufman who retired after 40 years. Graber has played a key role in expanding the department.

**R. M. LUCAS HAS HIRED MIKE TAYLOR AS THE TECHNICAL SALES MANAGER IN FLORIDA.**

Taylor brings more than 10 years of hands-on installation, repair and restoration of commercial buildings. His primary responsibility will be to expand the R. M. Lucas product offering and help enter new market channels while strengthening the company's core product lines.

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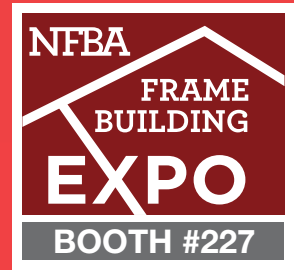
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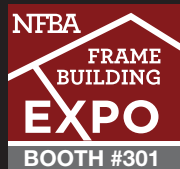
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