

The Ford Forum

Building a Better Carolina

A Word from the Builder



Michael A. Ford

How quickly another year is coming to an end! It seems that we just started our newest neighborhood, Mayfield, yet we welcomed our first homeowner in October 2018. The pace has really picked up in Mayfield, with almost half of our inventory already under contract. We are looking forward to starting our next communities by the beginning of 2019. We would like to remind you that you can always find more information on our website at www.homesbyford.com.

As the holiday seasons approach, I hope you enjoy spending time with family and friends and fellowshiping with one another. Let's remember what the seasons are truly about and be thankful for the blessings in our lives. It's also an opportunity to appreciate our own blessings and share some of what we have with those less fortunate. May the upcoming New Year bring you all peace and happiness. I'll see you again in the Spring issue of *The Ford Forum*!



Galaxy Award Winner

Michael Ford, President of Homes by Michael Ford was recently awarded with the North Carolina Home Builders Association (NCHBA) Nova Builder of the Year Award. The NCHBA crowned its champions of sales in residential construction excellence at the Galaxy Awards on Wednesday, September 12, 2018.

The Galaxy Awards are an opportunity to recognize top achievers in new home sales in North Carolina. NCHBA has more than 14,000 members and is the largest residential construction trade association in the United States. Congratulations to Michael and to all those recognized at the Galaxy Awards!



P.O. Box 9
Clayton, N.C. 27528
TEL 919-553-1055
info@homesbyford.com
www.homesbyford.com



Trivial Matters

- Which of these U.S. cities never served as the nation's capital?
 - Philadelphia
 - New York
 - Boston
 - Washington
- Which of these particles of matter has a negative charge?
 - proton
 - neutron
 - electron
 - neutrino
- Which type of artisan commonly employs a kick wheel?
 - potter
 - carpenter
 - diamond cutter
 - glassblower
- Who invented the mercury thermometer?
 - Anders Celsius
 - William Kelvin
 - Daniel Fahrenheit
 - Galileo Galilei
- Sable*, *corkscrew* and *sickle* are terms used to describe which part of a dog's body?
 - tongue
 - ears
 - hair
 - tail

—from *mental floss*

Answers: 1) c; 2) c; 3) a; 4) c; 5) d.

And The Most Popular Dream Car Is ...

Is there a car you dream of owning? A Ferrari, a Porsche, or even the Batmobile? Gold Eagle, an automotive lubricant conglomerate, recently surveyed Americans to identify their dream car. The winner? The Ford Mustang, followed by the Tesla Model S, the Jeep Wrangler, the Corvette, and the Camaro. Here's how the findings shake out by gender:

Mustang

39% Male

61% Female

Tesla Model S

63% Male

37% Female

Wrangler

19% Male

81% Female

Corvette

59% Male

41% Female

Camaro

48% Male

52% Female

“Imagination is everything. It is the preview of life's coming attractions.”

—Albert Einstein

Stand Out On The Job

You'll never get ahead at work if no one knows you're there. Here are three simple tactics for being recognized for your skill and hard work:

- **Go beyond your job description.** Seek out and volunteer for tasks that show what you can do. Demonstrate that you're willing to go the extra mile for your boss, team, and organization.
- **Connect with higher-ups.** You don't have to be a sycophant, but making connections with the leaders in your organization is always a good idea. Talk to them about their goals and the organization's objectives. Show that you have the good of the organization in mind.
- **Find something you love.** Develop expertise in a specific area that you enjoy. Let people know you're available to help them with duties related to your specialty. Show your enthusiasm for your work. Managers and coworkers like to deal with a positive, skilled professional.



“Consistent hard work leads to success. Greatness will come.”

—Dwayne Johnson

Build Innovation Into Your Culture

How can you build a culture of creativity and innovation in your organization? Vicki Huff of PwC offers these suggestions on the Strategy + Business website:

- **Support a sense of pride.** Make sure your coworkers and employees know what good things your organization does for your customers and community. When they feel proud of their work, they'll try harder to find new ideas for improvement.
- **Don't punish failure.** As long as people are trying their best, don't make failure something to fear or be ashamed of. Let people know you want them to take risks and fail occasionally on the road to greater success.
- **Empower people.** Let them make decisions about how they work best. Encourage flexible scheduling and telecommuting to show you trust them to make their own decisions.
- **Put the customer first.** For every idea that comes up, start by asking, "How does this help our customers?" Focus on long-term value so you can create loyal customers who'll keep doing business with you for years.



Better Posture Leads To Better Health

Poor posture can have a negative effect on your physical and mental health, doctors say. An article on the *Health* website suggests that getting up and moving can have these healthy benefits for your body and your mind:

- **More energy.** Research suggests that poor posture, whether you're standing and sitting, can cause fatigue and stress. Sitting upright in a comfortable position—not slumped over—has been seen to improve people's moods in clinical studies.
- **More confidence.** You'll appear more self-confident by standing and walking upright, creating a self-fulfilling prophecy. People respond positively to people who exude confidence through their posture and physical behavior.
- **More openness.** Slouching in a chair or while walking tends to make you more guarded. People will be reluctant to interrupt you or chat with you. An open posture invites people in, giving you the opportunity to talk with and learn from them.

Discarded Tech Adds Up

Chances are you've got a few old cell phones sitting around your house that you haven't used in years. A recent survey by *Decluttr.com* found that Americans have some \$33 billion worth of discarded technology lying around, with the average U.S. home hanging onto \$264 worth of unused tech. That includes:

- Almost 60 percent of U.S. homes with more than two unused cell phones (Apple and Samsung, mostly).
- Thirty percent of people who say they keep their old phones for backup, and 30 percent who don't want to risk losing control of their personal information.
- Other devices, such as cameras (40 percent), PCs (25 percent), consoles (10 percent), and iPods, tablets and more (10 percent).

Make A Commitment To Safety In The Workplace

Your employees' safety is a paramount concern, but you can't protect them all by yourself. They should assume some responsibility for taking care of themselves. Here's how to motivate employees to create a safe workplace:

- **Make safety an organizational value.** Emphasize safety from Day One. Include it in your employee handbook. Address it on a regular basis. Showing your commitment to safety will help employees take it seriously.
- **Involve upper management.** Make sure the CEO supports employee safety in a visible way—by talking about it, listening to employees' concerns, and following safety procedures him- or herself.
- **Involve your workforce.** Don't just hand down rules and procedures from on high. Ask employees for their input. What problems do they see? What works, and what doesn't? Listen to and act on their opinions.
- **Set high expectations.** Don't settle for the bare minimum when it comes to safety. Let employees know they're expected to follow procedures without exception. Work with them on setting goals that protect them fully.

SPEED BUMP

Dave Coverly



Are You Prepared to Purchase Your First Home?

Buying your first home is a major step. Make sure you're ready by checking out *NerdWallet's* list of things to think about:

- **Know how much you can afford.** Look at your finances so you can decide how big a down payment you can make and how much you can afford in mortgage costs.
- **Check your credit.** Make sure you have a solid credit score before you start shopping for a house. Don't apply for a new credit card or a loan while you're looking for a mortgage—a lender's hard inquiry can make your credit score drop.
- **Don't forget closing costs.** Closing expenses can add up to 5 percent to your home purchase. Shop around to find the rate you can afford, and include that in your budget.

- **Save money for ancillary expenses.** Once you've bought a house, you'll undoubtedly have to pay for movers, new furnishings or appliances, painting, or any other changes you want to make before and after you move in.

- **Think long-term.** If you're planning to start a family, choose a home with that in mind so you have the space and accommodations you need. You don't want to have to move just a few years after buying your first house.



Reduce Your Utility Bills This Holiday

Holiday time usually means higher utility bills for most households, especially if you are preparing large meals. But you can help reduce those extra costs with the following practices:

- **Don't preheat your oven.** Roasting a turkey or ham is a long, slow process, so preheating is usually unnecessary.
- **Keep the oven closed.** When you open your oven door, a significant amount of heat can escape and your oven temperature can drop. Use the oven light to peek inside.
- **Bake more than one item at a time.** Just make sure you leave enough room around each dish for air to circulate in your oven. If you use glass or ceramic pans in your oven instead of metal ones, you can reduce your temperature by 25 degrees.

- **Match the pan to the burner on electric stoves.** If you use a 6-inch pan on an 8-inch burner, you can waste up to 40 percent of the energy used.
- **Keep your refrigerator closed.** Your refrigerator can account for up to 15 percent of your home's total energy use. Keep the door closed as much as possible. It is more efficient to keep the door open a little longer and retrieve several items at once than it is to open the door several times for shorter periods.
- **Use your dishwasher efficiently.** When you use your dishwasher, run it only when you have a full load, and use cold water to rinse the dishes before you put them in the dishwasher.

Visit our website today at www.homesbyford.com



Building a Better Carolina

P.O. Box 9
Clayton, N.C. 27528
www.homesbyford.com

