



YEAR-END RECAP

2024

THANK YOU FOR SUPPORTING MOBA IN 2024

A Message From Our Board President

Thank you for supporting MOBA in 2024. Your commitment enables us to fulfill our mission of promoting and safeguarding the home building industry. The Metro Omaha Builders Association (MOBA) has been a cornerstone of the home building and remodeling industry since its charter in 1946. Our membership includes builders, remodelers, developers, and trade partners united by a shared dedication to upholding integrity and lifestyle standards through high professional ethics and sound business practices.

Renowned for our commitment to excellence, MOBA takes pride in organizing signature events such as the Street of Dreams, Remodel Omaha Tour, Outdoor Living Tour, and the Spring and Fall Parade of Homes. These events showcase the industry's innovation, craftsmanship, and the latest trends, contributing to the beauty and diversity of homes that define the heart of the Omaha community.

Looking ahead to 2025, we are eager to build on this momentum. This year brings fresh opportunities to innovate, collaborate, and grow our industry even further. From new member resources to expanded professional development programs, MOBA is committed to supporting your success.

Together, let's make 2025 another remarkable year for builders, remodelers, developers, and trade partners in Omaha. Here's to a year of continued excellence and progress!



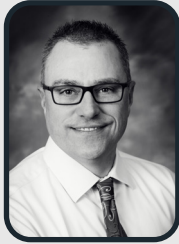
Matt Kronaizl
MOBA President



BOARD OF DIRECTORS



Chartered in 1946, MOBA's mission is to promote and protect the home building industry.



PRESIDENT
Matt Kronaizl
Sierra Homes



VICE PRESIDENT
Dave Tewes
Thomas David Fine Homes



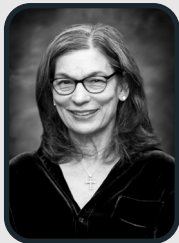
IMMEDIATE PAST PRESIDENT
Brett Clarke
Frontier Builders



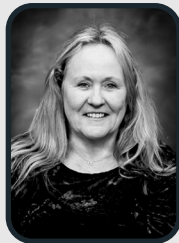
TREASURER
Dave Vogtman
The Home Company



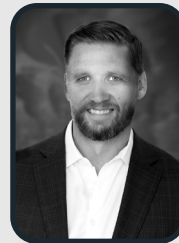
SECRETARY
Steve Janicek
Regency Homes



DIRECTOR
Nikki Diamantis
Platinum Builders



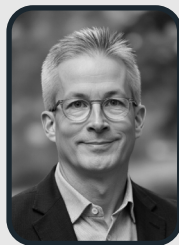
DIRECTOR
Kelly Fleming
Omaha Public Power District



DIRECTOR
Christian Kloster
Falcone Land Development



DIRECTOR
Ryan Krejci
Ideal Design Custom Homes



DIRECTOR
Joel Russell
Millard Lumber Inc.



DIRECTOR
Kent Therkelsen
KRT Construction



DIRECTOR
Kyle Vohl
E & A Consulting Group, Inc.

MOBA's Board of Directors is made up of nine builder members and three associate members, each serving a three-year term.

MOBA'S PURPOSE



THE PURPOSE OF THIS ASSOCIATION, AS PERMITTED BY LAW, ARE TO:

- Unite businesses in the building and remodeling industry to foster mutual benefit and cooperation.
- Collaborate with all sectors related to the building industry to benefit the industry as a whole.
- Meet the educational needs of its members.
- Promote the advancement and improvement of building products and techniques.
- Develop and uphold a strong commitment to the objectives and responsibilities of its members in fully serving the public.
- Operate as a nonprofit, ensuring no part of its income benefits individual members.
- Support and protect the right to home ownership.
- Advocate for the standardization of building codes.
- Work to eliminate government regulations that unnecessarily restrict the building industry while supporting beneficial legislation and reforms.
- Publish information valuable to its members, the public, and government bodies.
- Serve, advance, and protect the building industry to ensure adequate housing is available through private enterprise.
- Comply with all federal, state, and local laws.



MOBA'S COUNCILS

MOBA

BUILDERS COUNCIL
— Maintain Industry Knowledge —

BUILDERS COUNCIL

Committee Chair: Nick Dolphens | Home Company

To maintain industry knowledge and integrity by serving as an overall watchdog for MOBA members and the home building/remodeling industry. Our goal is to address code/legislative issues, OSHA regulations, and products/defects.

MOBA

ASSOCIATES COUNCIL
— Building Networking Opportunities —

ASSOCIATES COUNCIL

Committee Chair: Steve Persigehl | Window Innovations

The Associates Council's purpose is to enhance the goals of the Metro Omaha Builders Association by creating networking opportunities through high profile events and programs. MOBA's Associates Council engages all builder and associate members by giving them a unified voice in the building community.

MOBA

**PROFESSIONAL
WOMEN'S COUNCIL**
— We Contribute —

PROFESSIONAL WOMEN'S COUNCIL (PWC)

Committee Chair: Betsy Purcell | E&A Consulting

The Professional Women's Council's purpose is to support MOBA and promote good will among its members and the community.

MOBA

REMODELERS COUNCIL
— Provide Guidance & Promote Remodelers —

REMODELERS COUNCIL

Committee Chair: Kent Therkelsen | KRT Construction

The Remodelers Council's purpose is to provide events for our remodeling members to promote their business, showcase their craftsmanship, and network with others in the industry.

MOBA'S COUNCILS



FINANCE COUNCIL

Committee Chair: Dave Vogtman | Hubbell Realty Co.

The Finance Committee was established by the MOBA Board of Directors to provide guidance and oversight to the financial resources of the association. The Finance Committee includes the Treasurer of the MOBA board of directors and committee members.



EDUCATION COUNCIL

Committee Chair: Ron Ulrich | Hallmark Building Supplies

MOBA's Education Council's purpose is to provide opportunities for members to improve their skills, advance their business and network with industry peers. Through MOBA's CEU Days our members are connected with relevant industry partners who provide continuing education opportunities for builders, remodelers and contractors.



LEGISLATIVE COUNCIL

Committee Chair: Kelly Fleming | OPPD

The Legislative Council's purpose is to support candidates who support the home building/remodeling industry. The PAC Committee was established by the MOBA Board of Directors to identify local political entities that have an impact on the building industry and provide financial support and endorsements to candidates and incumbents that benefit the association and our members.



JOINT AGENCY LIAISON COUNCIL

Committee Chair: Mark Westergard | MOBA

The JAL council provides a single, direct link and point of communication between MOBA and the associated trade organizations with the area municipalities and public utilities. The JAL identifies contemplated revisions to existing and new ordinances, resolutions, plans, and initiatives that impact the development and home-building industry.



ABOUT US

Chartered in 1946, MOBA serves the entire home building, development, and remodeling industry. We are Omaha's largest network of licensed professionals dedicated to promoting, educating, and advocating the advancement of the residential construction industry while serving the community. We continuously work together to build and remodel great homes, strong communities, and better businesses.

Renowned for our commitment to excellence, MOBA takes pride in organizing signature events such as the Street of Dreams, Remodel Omaha Tour, Outdoor Living Tour and the Spring and Fall Parade of Homes. These events showcase the industry's innovation, craftsmanship, and the latest trends, contributing to the beauty and diversity of homes that define the heart of the Omaha community.

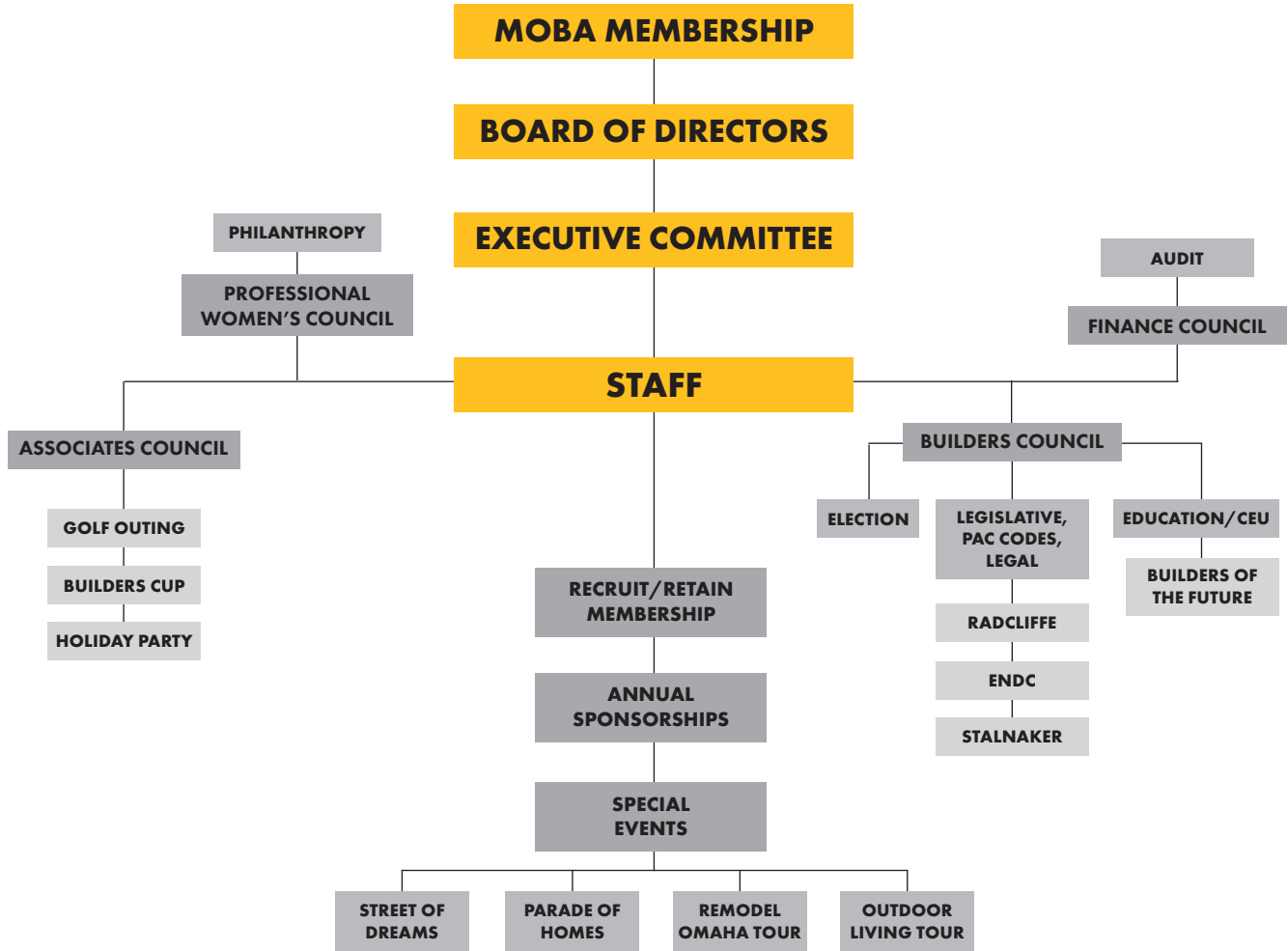
MOBA STAFF

- Jaylene Eilenstine, Executive Director
- Emily Wemhoff, Marketing Coordinator
- Mark Westergard, Joint Agency Liaison
- Lauren Henning, Accountant

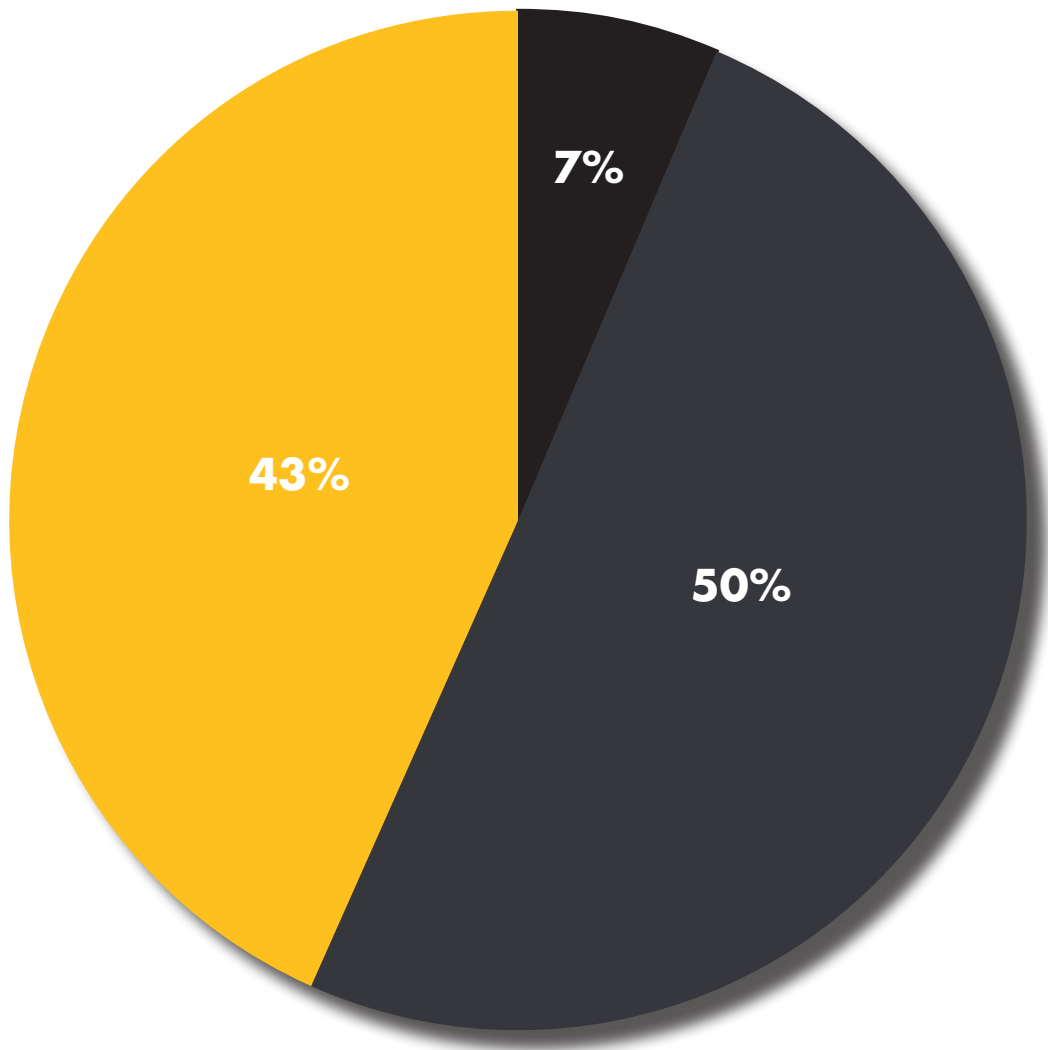
2024 MOBA SNAPSHOT

- Hosted 14 Special Events.
- Membership Count: 475.
- Testified against seven legislative bills that would have negatively impacted Omaha's home building industry.
- Brought in NAHB's Disaster Operations Team to assist members in rebuilding homes after the April tornadoes.
- Added Tornado Resources on MOBA.com to guide homeowners affected by April tornadoes on choosing reputable builders, avoiding scammers, and accessing financial assistance for rebuilding.
- Brought in a national economist to provide members with housing market insights and trends.
- Participated in the state's "No New Taxes Nebraska" coalition to oppose the EPIC Consumption Tax.
- Active member of the "Nebraska Housing Coalition."
- Active member of Omaha's Housing Advisory Committee, focusing on affordable housing solutions.
- Organized high-quality community events, such as the Street of Dreams, Parade of Homes, and Outdoor Living Tour, allowing members to showcase their products and services to the public.
- Served as a key resource for local jurisdictions and utilities regarding code changes, plan updates, and policy revisions.
- Supplied monthly builder permit reports to members.
- Offered complimentary education classes for members needing CEU credits to maintain their contractor licenses.
- Partnered with the NRD to deliver 2,000 tree seedlings to local third-grade students to promote Arbor Day, highlighting how trees contribute to sustainable home building.

MOBA'S ORG CHART



MEMBERSHIP



ASSOCIATE MEMBER



BUILDER/REMODELER MEMBER



AFFILIATE/REAL ESTATE PROFESSIONAL MEMBER

MEMBERSHIP

MOBA is the voice of Omaha's home building and remodeling industry. Chartered in 1946, we are Omaha's largest network of licensed professionals dedicated to promoting, educating, and advocating the advancement of the residential construction industry while serving the community. Each year, our builder members construct over 80% of new homes in the Omaha metro area. We work together to build and remodel great homes, strong communities, and better businesses.

Renowned for our commitment to excellence, MOBA takes pride in organizing signature events such as the Street of Dreams, Remodel Omaha Tour, Outdoor Living Tour, and the Spring and Fall Parade of Homes. These events showcase the industry's innovation, craftsmanship, and the latest trends, contributing to the beauty and diversity of homes that define the heart of the Omaha community.

BUILDER MEMBERS



SCAN TO VIEW

REMODELER MEMBERS



SCAN TO VIEW

ASSOCIATE MEMBERS



SCAN TO VIEW

AFFILIATE & REAL ESTATE MEMBERS



SCAN TO VIEW

**BE A PART OF THE BEST
& JOIN MOBA TODAY!**



Follow us on social!





MOBA TAKES ON LEGISLATIVE BILLS

MOBA is represented by one of Nebraska's top lobbying firms, prioritizing housing issues with local regulators and policymakers. MOBA closely monitors all legislation impacting the home building industry, specifically focusing on bills related to Housing Affordability, Workforce Development, Government and Regulatory Reform, and Taxation.

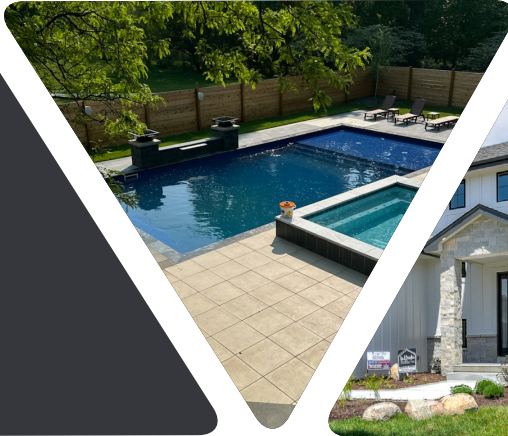
In 2024, MOBA acted on the following bills:

- **LB716** - Revised provisions related to the National Electrical Code, licensing, registration, and state inspection fees under the State Electrical Act.
- **LB1186** - Updated regulations in the One-Call Notification System Act.
- **LB1363** - Changed rules for documentary stamp tax, the Military Base Development and Support Fund, the Economic Recovery Contingency Fund, and the Health Care Homes for the Medically Underserved Fund, and modified inheritance tax rates.
- **LB1219** - Adopted updates to building and energy codes.
- **LB947** - Authorized virtual inspections for certain building permits and required that inspection records be made public under the Building Construction Act.
- **LB1414** - Established the Property Tax Growth Limitation Act and amended budget limitations.

Additional key actions included:

- **EPIC Consumption Tax** - MOBA joined the "No New Taxes Nebraska" coalition to inform Nebraskans of the potential negative impact of the EPIC Consumption Tax.
- **Nebraska Housing Coalition** - MOBA joined this coalition, founded by Radcliffe and Associates, which tracks and addresses housing-related bills, including the Rural Workforce Housing Act, Middle Income Housing Act, Affordable Trust Fund, LIHTC/AHTC funds, property valuations, ARPA funds, regulatory changes, and developer risk reduction.
- **City of Omaha Housing Advisory Committee** - MOBA joined the city's Housing Affordability Action Plan to address the shortage of affordable housing in Omaha.
- **Affordable Housing Trust Fund** - MOBA urged members to contact committee members to oppose the transfer of \$25 million from the Affordable Housing Trust Fund by the Appropriations Committee. MOBA advocates for increasing funds for rural workforce and middle-income housing and fully utilizing the affordable housing trust fund.
- **Electrical Code Discussions** - MOBA and HBAL held discussions with the Electrical Board about proposed code changes, presenting a pricing analysis to show the impact on the industry. The Electrical Board expressed interest in ongoing conversations to enhance communication with MOBA and HBAL.

MOBA'S PUBLIC EVENTS



OUTDOOR LIVING TOUR

From kitchens and whole house remodels, to exteriors and outdoor living, MOBA's Outdoor Living Tour is the place to go for remodeling and landscaping ideas.

2024 Event Recap:

- 6 landscapers, 8 projects in Omaha, Papillion, Bennington, Elkhorn, and Valley.
- Event magazines were distributed at each location and at the Watkin's showroom.
- Marketing campaign to promote sponsors and participants.

SPRING PARADE OF HOMES:

For over 50 years, MOBA has proudly produced the Spring Parade of Homes. Showcasing everything from starter to forever homes, this multi-site event spans the Omaha metro area. As always, the Spring Parade of Homes is free to attend.

2024 Event Recap:

- 40 homes priced from \$300,000 - \$3.5 Million were part of the parade located throughout the Omaha Metro Area.
- Marketing campaign to promote sponsors and participants included television, social, digital, magazine, and mobile app.
- 100s in attendance.

STREET OF DREAMS MULTI-SITE LUXURY HOMES TOUR:

For over 30 years, the Metro Omaha Builders Association has proudly presented the Street of Dreams, Omaha's premier home tour event.

2024 Event Recap:

- 5 homes were showcased in this year's Multi-Site Street of Dreams.
- Homes were located in Elkhorn and Valley and priced from \$1 million up to \$3 million.
- Marketing campaign to promote sponsors and participants included television, social, digital, magazine, and mobile app.
- 4,000+ in attendance.

FALL PARADE OF HOMES:

For over 50 years, MOBA has proudly produced the Fall Parade of Homes. Showcasing everything from starter to forever homes, this multi-site event spans the Omaha metro area. As always, the Fall Parade of Homes is free to attend.

2024 Event Recap:

- 42 homes priced from \$300,000 to \$2.2 Million were part of the parade located throughout the Omaha Metro Area.
- Marketing campaign to promote sponsors and participants included television, social, digital, magazine, and mobile app.
- 100s in attendance.

MEMBERS-ONLY EVENTS



ECONOMIC MARKET FORECAST BREAKFAST

Members joined us for an inside look into the state of Omaha’s housing market. National expert, Edsel Charles provided invaluable insights into local home building trends including new home market conditions and future forecasts. John McCoy with the Federal Reserve Bank presented how the rise in interest rates has affected the market and what may be in store for future rate adjustments.

SUMMER MEMBERSHIP LUNCHEON:

MOBA members joined us at Indian Creek to discuss rebuilding after the April tornadoes. Here Jonathan Falk, Director of Disaster Operations and Bailey Thompson, Director of State & Local Government Affairs with NAHB addressed the following:

- The disaster cycle and timelines.
- What builders need to know to help homeowners during the recovery process.
- Best practices for working with insurance while rebuilding.

Omaha City leaders also provided updates on how their departments are addressing the aftermath of the April Tornadoes.

INDUSTRY NIGHT:

Members joined us for an evening to celebrate the Street of Dreams Multi-Site Luxury Home Tour & the home building industry at Barnato.

HOLIDAY PARTY & INDUSTRY AWARDS:

It was a dynamic year for the home building industry, and members joined us for a magical evening of celebration. The 2025 Board of Directors was installed, Industry Awards were presented, and members enjoyed an unforgettable performance by Jeff Quinn, a magician and hypnotist.

MOBA GIVES BACK

The Metro Omaha Builders Association (MOBA) is deeply committed to giving back to the community it serves. Through various programs, partnerships, and volunteer efforts, MOBA strengthens the local community, promotes education, and fosters workforce development. By contributing to Builders of the Future and partnering with community leaders who invest in the next generation of builders, MOBA enhances the quality of life in Omaha and beyond, building not only homes but also a stronger, more resilient community.



2024 ANNUAL SPONSORS

PLATINUM SPONSORS:



**BUILDERS
SUPPLY CO**
Where quality costs less

**METROPOLITAN
UTILITIES DISTRICT**



GOLD SPONSORS:



SILVER SPONSORS:



BRONZE SPONSOR:



Contact the MOBA office to become a sponsor in 2025!

THANK YOU

As we close out another successful year, we want to extend our heartfelt thanks to each of you. Your dedication, support, and partnership have helped make this past year an incredible one for MOBA. From our membership base to our sponsors, each of you has played a key role in advancing our mission and strengthening our community.

Together, we have accomplished remarkable things, from impactful events to community projects that have left a lasting mark. We're grateful for the trust you place in us and for the ongoing collaboration that continues to elevate the building industry in Omaha and beyond.

Thank you for a wonderful year, and we look forward to even greater achievements together in the coming year.





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