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Economist to address area homebuilders group

From press release

Elliot Eisenberg, the Senior Economist for the National Association of Home Builders (NAHB), will be in Mooresville Feb. 5 to address Lake Norman-area homebuilders about "the importance of housing to the recovery and health of our economy."

Sponsored by the Lake Norman Homebuilders Association, the luncheon event is from 11 a.m. to 1:30 p.m. at the Charles Mack Citizen Center in downtown Mooresville. The public is invited. For details or reservations, call 704-664-5622 or visit www.lakenormanhba.com

Holding a Bachelor of Arts degree in economics with first class honors from McGill University, as well as a Master of Public Administration degree and a Ph.D. in Public Administration from Syracuse University, Eisenberg will offer, in his characteristically witty fashion, evidence that homebuilding gives more to the local economy, than it takes in government expenditures.

"There is a "ripple effect" created by the homebuilding industry as goods and services are purchased locally and those employed by the industry spend their income locally," says Eisenberg. He will discuss how newly built or renovated homes often bring jobs, entertainment, and main street infrastructure to areas that may not otherwise have them.

Eisenberg uses a model developed by the NAHB to gauge the economic impact during the construction phase and ongoing occupancy phase as well as a ripple effect caused as money spent by those within the industry circulates through the community. The model is proven to be accurate across the country, regardless of varied demographics. .

His visit marks the first time the NAHB has applied its model to the local Lake Norman/Charlotte market. "The community is anxious to have statistical evidence on how home building is more than paying its own way," offers Lake Norman Homebuilders Association President Chris Ebel.