



THE

HOME SHOW

2021



January 16 & 17 | MS Trade Mart | [HomeShowJackson.com](http://HomeShowJackson.com)



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#### Show Times

Saturday, January 16 • 10am – 5pm

Sunday, January 17 • 10am – 5pm



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***CHECK OUT THE WEBSITE***  
***FOR MORE INFO ABOUT THE SHOW***

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**KIM COLE**  
PROSOURCE WHOLESAL

Welcome to this year's HOME SHOW! I've been working on this committee for several years now – we work all year to create new and fresh ideas for the show. Back again this year is the 5k Giveaway! One lucky attendee will win \$5,000 towards their next home project. Also, joining us this year is Todd Tilghman, 2019 winner of NBC's The Voice. He and his wife will be at the show on Saturday, January 16 where he will sing and sign autographs around the exhibit floor. Enjoy the show! ProSource Wholesale: a home remodeling showroom for flooring, kitchen and bath. Located at 6370 Cole Rd, Ridgeland, MS. Visit [prosourcewholesale.com/jackson](http://prosourcewholesale.com/jackson) for more info.

– *Kim Cole*  
HOME SHOW COMMITTEE CO-CHAIR



**RACHEL WILLIAMS**  
SMARTCHOICE MS - ATMOS ENERGY

This is my second home show to co-chair, even though I've been a show exhibitor in the past. Our committee is a great team and I would like to thank everyone for the time that they've spent during the last year planning for this year's show: Susan Hogue/Stages Mississippi, Neal Mashburn/Atmos Energy, Shane McLendon/Builder, Michael Jacobs/Ridgeland Specialty Hardware, Lindsey Davis/Cowboy's Kitchens and Mildred Nelson/Atmos Energy. Kim and I have enjoyed working together this year. Please let us know if you have ideas for a future show! Atmos Energy/SmartChoice MS customers in Mississippi can take advantage of valuable financial incentives by purchasing high efficiency natural gas appliances for their home. *Save Money. Lower Your Energy Bill.* Call SmartChoice MS at 877-616-6267 for details or visit [atmosenergy.com/smartchoicems](http://atmosenergy.com/smartchoicems).

– *Rachel Williams*  
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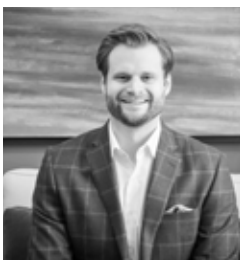
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## THE 2021 HBAJ OFFICERS WELCOME YOU TO THE HOME SHOW

The Home Show is produced by the Home Builders Association of Jackson. HBAJ helps our builder and associate members make improvements to the home building industry to better our communities.

If your company is interested in joining our Association or would like to know more about HBAJ, please contact us at 601-362-6501 or visit [hbajackson.com](http://hbajackson.com).

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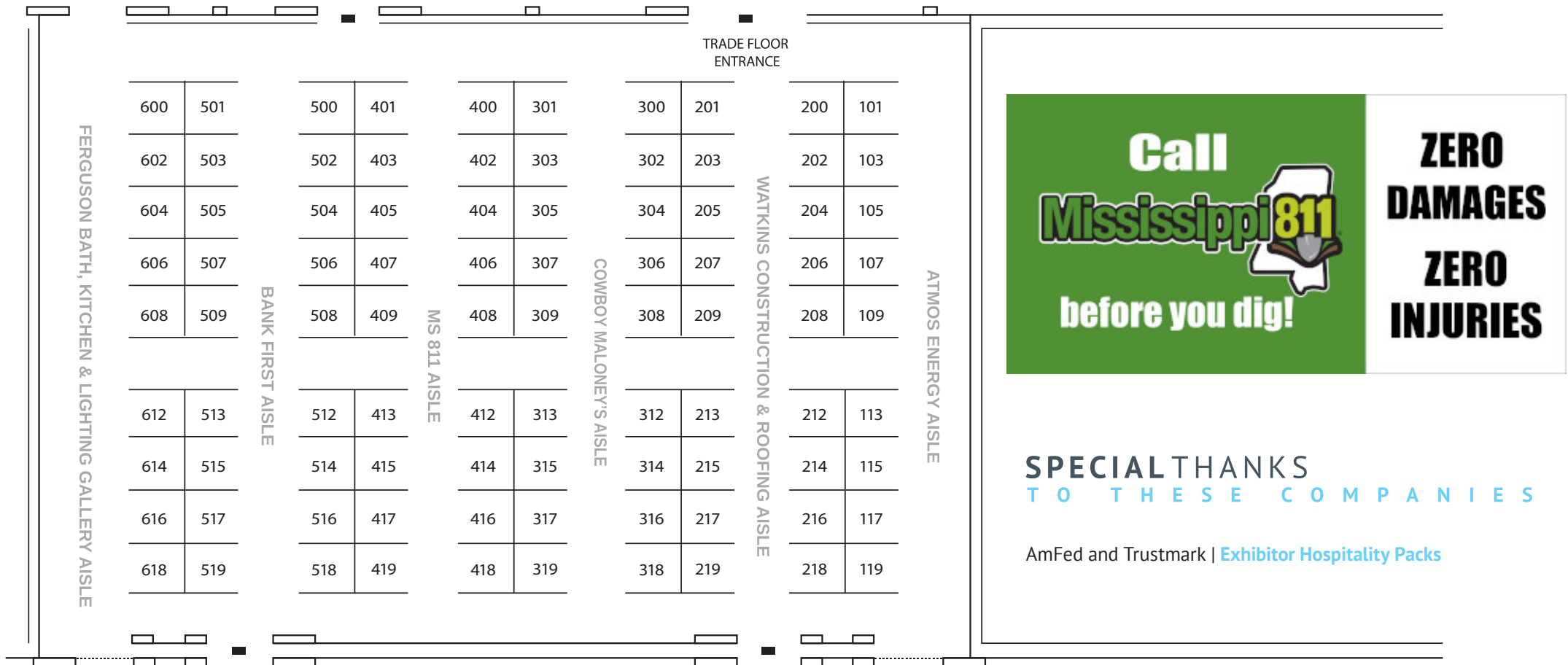
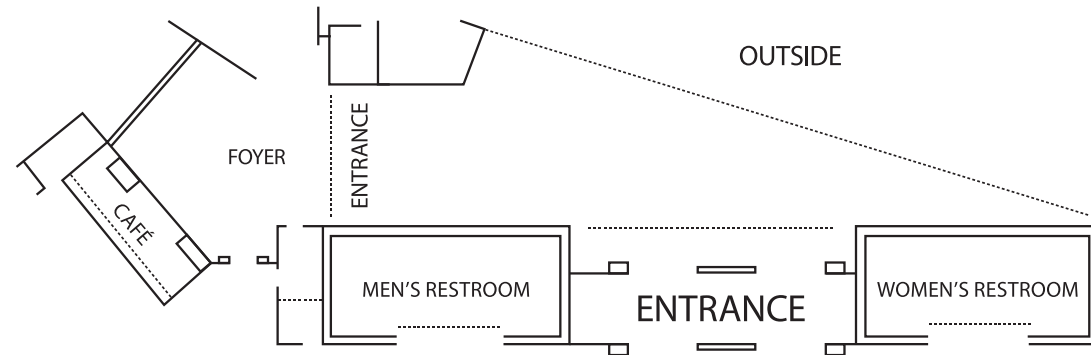


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FIND IT AT THE [SHOW](#).



\*\* The Home Show is following MS Trade Mart guidelines for social distancing. Hand sanitizer and masks will be provided. 20,000 square feet to spread out attendees.





# ***LIVE FROM THE HOME SHOW***

On Saturday January 16th, see Mississippi's own, Todd Tilghman the 2019 Winner of NBC's "The Voice." Join Todd and his family as they explore improvements for their busy home. Meet Todd & his wife Brooke, he will sign autographs and sing in pop up concerts around the exhibit floor from 11:00am – 3:00pm.



***TODD TILGHMAN***  
2019 WINNER OF THE VOICE



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ABC Coatings .....	513, 612	Servpro of Jackson .....	503
ABTS Consultants .....	405	Shane McLendon Builders .....	203
Acme Brick .....	500	Stages Mississippi .....	213
AquaTech Pools & Spas .....	501, 600	Stevens Concrete & Surfaces .....	209
Bacallao Granite & Marble .....	314, 316	Strength Roofing & Siding .....	313, 412
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CA Construction .....	409, 508	The Mosquito Authority .....	119
Cherokee Brick .....	218	Torshel Storm Shelters .....	319, 418
Chief Purification .....	401, 403	Two Men And A Truck .....	416
Climate Masters .....	308	Watkins Construction & Roofing .....	101, 103, 105
Concrete Creations .....	304	Watkins Construction & Roofing .....	200, 202, 204
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Cowboy Maloney's Electric City .....	201, 300		
Cutco Cutlery .....	318		
Design Studio .....	207		
Douglas Floors .....	415		
Dun-Rite Gutters .....	215		
Earthscape Supply .....	505, 507		
Edward Jones Investments .....	606		
Elks Lighting .....	117		
Energy Insulation .....	413, 512		
Ewing & Ray Foundation Services .....	400		
Generator Technologies .....	419, 518		
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Kitchen Tune-Up .....	407		
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Martinson's Garden Works .....	305, 307		
Mississippi Housing Institute (MHI) .....	404		
MGT Films/Midwest Glass Tinters .....	205		
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Second To None Beauty .....	602, 604		

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### How to Win:

1. Attend the Home Show on January 16 or 17
2. Fill out the 5K Give Away form
3. Place form in designated area
4. Winner will be drawn Monday, January 18



Winner will be randomly selected by registering at The Home Show on January 16 or January 17, 2021. Winner must have attended The Home Show 2021. Must be 18 years of age or older. Must spend \$5,000 or less with 1 or multiple exhibitors of the 2021 Home Show. Check will be written from the Home Builders Association of Jackson to qualifying 2021 exhibitor(s). Check cannot be used for cash. May be used for product(s) and/or services. Must be used by May 31, 2021. Cannot be used by any employee of an exhibitor or Home Builders Association of Jackson staff member. Specific details of using cash prize will be discussed with winner and HBAJ representative. Winner will be drawn Monday, January 18, 2021.





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The team at Cherokee has a commitment to working closely with the Home Builders Association of Jackson members. Dusty Nance and Rocky Arnold have been members of the Association through Tri-State Brick and Cherokee Brick. They support the Spring and Fall Parade of Homes, as well as, The Home Show, where they can show the latest in brick products.



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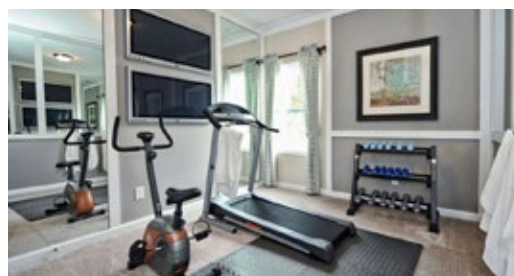
A recent Eye on Housing blog post examines how social distancing orders implemented across the United States to fight the spread of the coronavirus have given rise to more people working from home and engaging in other activities indoors that they would normally do in public spaces. With the major shift in where people spend their time, it is important to examine the data currently available on home buyers' preferences for home offices and exercise rooms, as demand for these specialty rooms may grow.

NAHB's consumer preference study, What Home Buyers Really Want, surveys recent and prospective home buyers about the features they want in a home and community. The most recent survey, conducted in 2018, shows that a majority of home buyers — 65% — want a home office. This share has remained fairly stable in the 60-plus percent range since 2007.

In contrast to home offices, fewer than half of all home buyers are interested in having an exercise room at home, at least prior to global awareness of the virus. In 2018, 40% reported wanting a room dedicated for exercise. That number, however, has been rising slowly over the years, from 27% in 2003, to 35% in 2012, and then 40% in 2018.

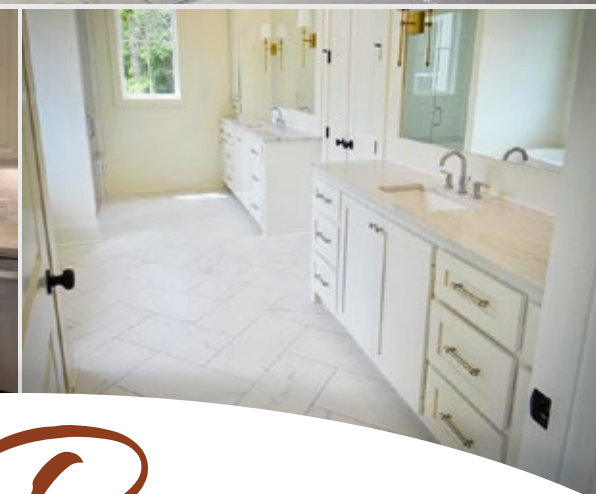
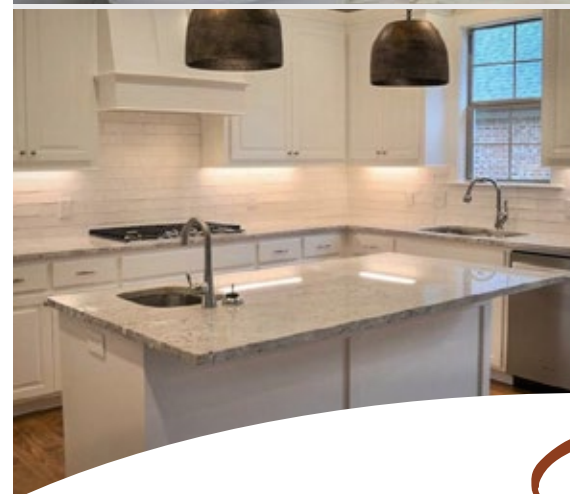
Although the social distancing orders may be eased in the near future, the fact that millions of people were

compelled to spend unprecedented amounts of time inside their homes may have a longer-term effect on people's preferences for home offices, exercise rooms and other specialty rooms.



Because of this rise it's likely that home owners will be looking to remodel their homes to accommodate for these additions. The Home Builders Association of Jackson has many professional remodelers/contractors who can help. If you are interested in transforming an existing room in your home you might need an interior designer to make the additional space more functional while also insuring your home still looks good enough to show off to your friends and family.

Visit the Home Builders Association of Jackson's online Membership Directory to find all the professional help you need to design/build your home office or exercise room.



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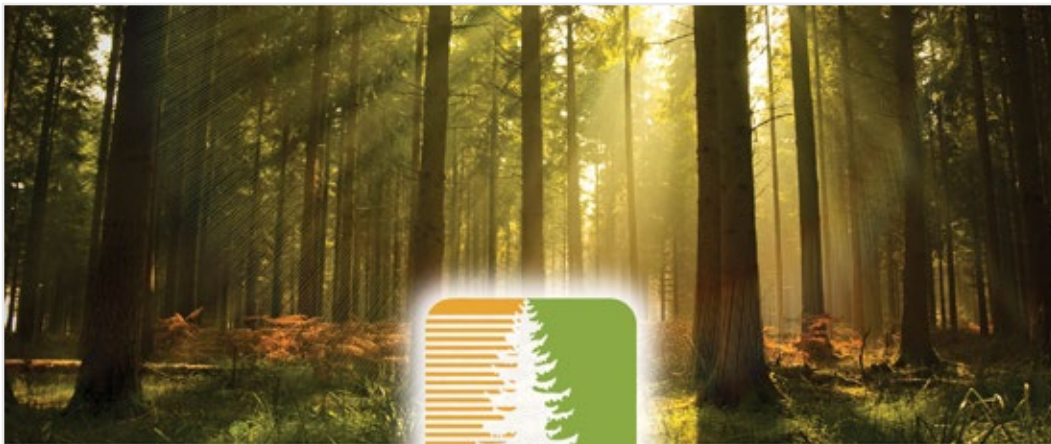
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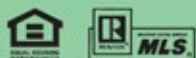


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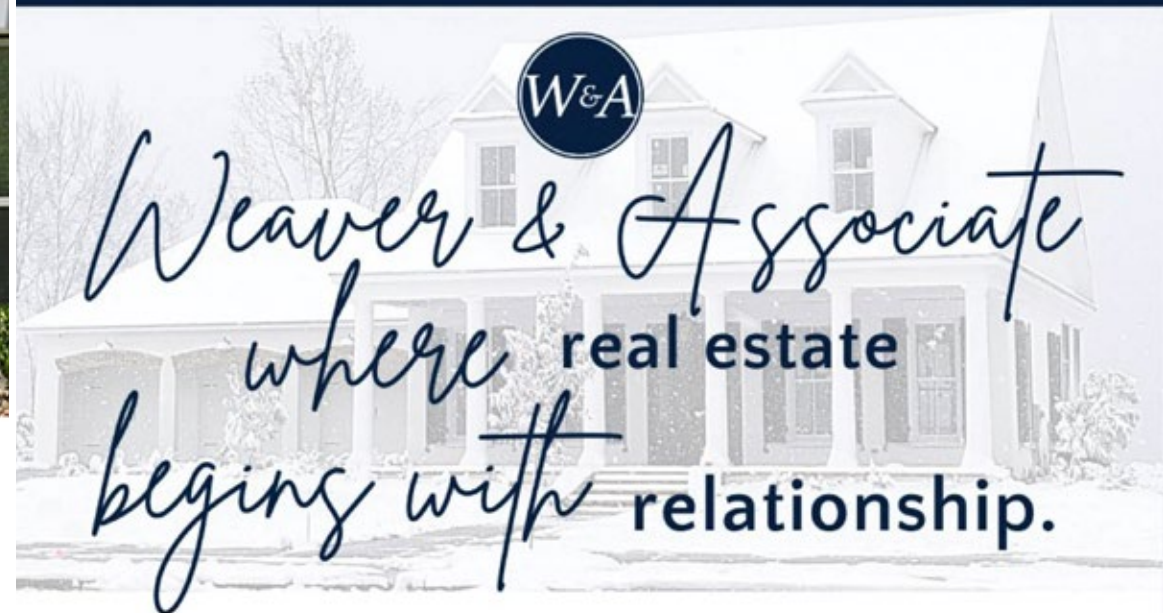
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