



“Preserving the Past while Building the Future.”



Celebrating 127 Years of Service

Economy issues in the news....

The Highest Prices in Richmond

Some of you have said this and we, at Siewers, know this is an image that we have. On one hand some of our prices are high. We buy high quality products which will sometimes be higher priced than our competition. Our framing is Weyerhaeuser's Framer Series which is guaranteed to be straight with arrows pointing to the crown, slightly more upfront, but better framing with reduced labor time. Our millwork (mouldings, doors, windows, columns, etc.) which may be stock or custom made is superior quality. When price is an issue, let us know. As an example, a 3/0 x 6/8 – 1 3/8 6 panel door is in stock in Fir and sells for \$178. It's beautiful with vertical grain, but it is not for everyone or every job. We can special order a 6 panel Radiatta Pine for \$122, a White Pine for \$165 or a solid core elite for \$86. This example works on many products, just let us know. Thanks for reading and educating yourself. As always, thanks for your business. We hope to see you at our Architectural Products show on September 22nd.

The Siewers Family

CNBC Survey Ranks Best, Worst States for Business

Virginia is for lovers, and folks who like to get the job done too. CNBC, in its annual ranking of states for business competitiveness, gives Virginia the No. 1 spot over No. 2 Texas. CNBC's Scot Cohn writes, "Our fifth annual study once again puts all 50 states to the test, measuring them on 43 different metrics in ten key categories of competitiveness. We weight those categories based on how frequently the states use them as selling points to attract business. That way, we hold the states to their own standards, and tell you how they measure up." Business, jobs, homes . . . a lot to look at here.

North Carolina ranked #3 just behind Texas. Tennessee ranked 18th and South Carolina ranked #37th. (www.cnbc.com/id/43381920)

IRS Increases Mileage Rate

The Internal Revenue Service announced an increase in the optional standard mileage rates for the final six months of 2011. Taxpayers may use the optional standard rates to calculate the deductible costs of operating an automobile for business and other purposes.

The rate will increase to 55.5 cents a mile for all business miles driven from July 1, 2011 through December 31, 2011.

Fun Fact

It is generally accepted that for every \$.10 drop in a gallon of gasoline, consumer spending increases \$39 Million per day in the United States.

Contractor issues in the news....

Go Ahead, Ask

Customer satisfaction, any remodeler will tell you, is the key to his success; the key to repeat business and referrals; and his absolute top priority. It comes as a bit of a surprise, then, that one-third of remodelers said they do not regularly survey clients at the end of a job to determine their satisfaction.

Basically the survey is a fairly low cost, not terribly labor-intensive thing that returns benefits in terms of testimonials. It can also give you information on clients to use as references.

One remodeler sends a Thank You note when the job is completed and includes a short survey that the party can return by mail or email.

The best surveys are created using simple overview questions such as price, timeliness, cleanliness, and general satisfaction with the job. A common mistake is to make the survey too long.

To get more information concerning surveys, go to www.qualifiedremodeler.com and look up the May 2011 magazine.

A Way to Make your Team Smarter.....Add More Women

There's individual intelligence and team intelligence, and the sum of the former often doesn't equal the total of the latter. It's the assertion of Harvard Business Review contributors Anita Woolley and Thomas Malone that "There's little correlation between a group's collective intelligence and the IQs of its individual members. But if a group includes more women, its collective intelligence rises." Fact is, most home building organizations, be they father-and-son, mom-and-pop, small outfits, medium-sized firms or Fortune 100 public enterprises, have too few women in the ranks, particularly on the

design, operations and management front. This is a good challenge to address when times are slow and each head count spot is critical.

House Committee Votes to Stop EPA Lead Rule Enforcement

The House Appropriations Committee adopted an amendment which would prohibit the agency from enforcing its Lead: Renovation, Repair and Painting (LRRP) Rule until the agency approves a reliable lead test kit as mandated by the agency's own regulations.

When EPA implemented the final LRRP Rule the agency was supposed to have approved a commercially-available lead test kit which produced no more than 10% false positives and 5% false negatives. As of today, no such kit is available on the market and some new kits produce false positives as high as 60% of the time. The Rehberg Amendment would lift the burden of LRRP compliance and its costs from thousands of consumers in homes that otherwise would have tested negative.

EPA Will Not Require Lead Clearance Testing

The EPA announced July 15, 2011 that it will not add additional clearance testing requirements to the current rule. The EPA states that although it is not imposing clearance requirements, it has changed the final rule that "clarifies and strengthens the current lead-safe work practices, including requiring that a vertical containment system or equivalent measures be used when outside renovations are performed within 10 feet of a property line, and that HEPA-vacuum filters be changed at regular intervals."

EPA also states that it will "aggressively enforce" the LRRP rule and continue its education and outreach program to ensure lead-safe work practices and to reduce lead poisonings across the country.

Note: Some websites are time sensitive. If you have any problems opening the site or you wish to recommend an idea for a future story contact Lauren Fields at 358-2103 or email laurenf@siewers.com.

DID YOU KNOW?

Pressure treated wood is the only material strong enough to support itself.

In the latest edition of Fine Woodworking, there is an article on how to Tune Up Your Tools. It goes over table saws, routers, miter saws and more. Remember that keeping your tools clean can save you money and lower your construction cost.

New to you....

NOT ALL WALLS ARE CREATED EQUAL

With the Framer's Series Lumber, you can be assured every piece of framing lumber will be straight. No longer do you have to figure a waste factor that affects your bottom line. The Framer's Series Lumber is the only structural framing lumber on the market that provides a warranty for straight lumber. A patented computer grading system, which is far superior to the competition's visual grading, ensures that every piece starts straight and stays straight. The computer marks each board with an arrow indicating the board's crown to further eliminate guesswork on the jobsite. Finally each board is treated with "AntiBlu" a mold inhibitor that provides mold control and keeps the product looking fresh. Siewers only handles the Framer's Series Lumber for its structural yellow pine lumber and it is continuing to build momentum and loyalty among builders in the Central Virginia building community.

We will have this on display at our Architectural Products Show.

Quick Contractor Tip

For sanding in tight spots that even an oscillating multitool can't get to, apply pressure-sensitive adhesive-backed sandpaper to a wide reciprocating-saw blade, and use your reciprocating saw as a sander. Mark L Chason

How would you like to be published in a future issue of Siewers Newsletter?

Be sure it is a quick tip that can help another contractor and one that is simple to understand ("Even I need to understand it!") It also must be economical to create. Submit your tips to me at laurenf@siewers.com.



SIEWERS 2011 ARCHITECTURAL PRODUCTS SHOW

HAVE YOU SENT IN YOUR RSVP?

Sept. 22, 2011 – 5:00 to 7:30 p.m.

DON'T MISS OUT ON THIS GREAT EVENT!



Check out the July/August edition of Richmond Home. The Hot List of the top 10 Favorite Places for Windows & Doors, Siewers Lumber & Millwork is the number one choice.

HOLIDAY ALERT:

Siewers will be closed September 5th in honor of Labor Day. We will reopen at 7:30 a.m. on September 6, 2011.

Be sure to check out our safety tip on the last page. We want everyone safe out there.



Economy Snap Shot.....

	<u>Unemployment Rate – Entire U.S.</u>	<u>Consumer Confidence (Indexed to value of 100 in 1985)</u>	<u>Total Housing Starts /Seasonally Adjusted Annual Rate</u>
July 2011	9.1%	59.5	604,000
Prior Month – June 2011	9.2 %	57.6	613,000
Prior Year – July 2010	9.5%	51.0	550,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales (in Millions)</u>
July 31, 2011	\$3.71	N/A
Prior Month – June 2011	\$3.57	4.77
Prior Year – July 2010	\$2.78	3.86

Market Summary

	<u>August 15, 2011</u>	<u>1/01/11</u>	<u>8/1/10</u>
DOW	11,482	11577	10,466
NASDAQ	2,555	2653	2254
S&P 500	1,204	1257	1101

Company Mission

To operate and maintain a genuine state-of-the-art lumberyard and mill for Richmond remodelers, with service that is second to none.



“Tell me and I forget. Teach me and I remember. Involve me and I learn.”
Benjamin Franklin

**Siewers Lumber & Millwork
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**Visit our website for product and general information.
www.siewers.com**

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**Hours:
Monday – Friday
7:30 a.m. – 4:30 p.m.**



Don't Do This.....