



*“Preserving the Past while Building the Future.”*



*Celebrating 127 Years of Service*

*A note from the Siewers Family...*

**Do What You Love**

This past month we lost Steve Jobs. He has been referred to as the “Thomas Edison of our times”. Like many who pass away, you often learn more about the person after their deaths. It has been amazing to read all of the news stories about this truly creative inventor. Many of his successful traits can be used in all types of business.

In a recent article about Steve Jobs in Entrepreneur Magazine they listed the “Steve Jobs 7 Rules of Success.” One of his rules is to “**do what you love**”, which, Jobs explained: “People with passion, can change the world for the better.” Another one of the rules is to “**Sell dreams not products.**” The article states that Jobs taught us that if you help your customers reach their dreams, you’ll win them over.

<http://www.entrepreneur.com/article/220515>

Working the sales counter each day, it is apparent that most of those we serve truly love what they do. It is great for us because it becomes almost contagious and truly spreads in a very positive way. We often state how fortunate we are to have such amazing customers and vendors. It is these relationships that make it easy for us to truly love what we do here at Siewers Lumber. Thank you again for giving us your business.

*-The Siewers Family*

### *Economy issues in the news....*

#### **Latest Richmond Sales Numbers**

In June, there was a fall year-over-year in new home sales in the Richmond market. In percentage terms it was not as severe as May 2011, giving signals of market improvement. New home sales saw a 35.9% fall from a year earlier.

Out of all housing sales, new home sales made up 12.5%, down from 14.1% of sales a year earlier. Sales of new and existing homes dropped year-over-year in June after also falling last month year-over-year.

The average price of new homes rose 7.1% year-over-year in June. This is a reversal from the 3.0% decline last month from a year earlier.

Single-family homes accounted for a greater percentage of new home sales than last year. The share of new homes in this category rose from 77.7% in June 2010 to 84.1% in 2011.

Foreclosures and real estate owned (REO) sales stayed a drag on the market. They made up 36.2% of sales. *This article was found in the Sept. 29<sup>th</sup> edition of Builder Online*

#### **Interest Rate Roundup**

Mortgage rates dropped again last month, as the Federal Reserve announced the much anticipated Operation Twist, which analysis say should help keep rates low for now. The 30 year fixed –rate mortgage fell 3 basis points. *From October 2011 SBMA Management Newsletter.*

### *Contractor issues in the news....*

#### **NARI Calls for Reinstatement of Energy Tax Credits**

The National Association of the Remodeling Industry (NARI) has called for the full reinstatement of the 25C tax credit program for residential energy-efficient improvements as a means of stimulating job growth in the industry. *This is from the Qualified Remodeler – Sept 16, 2011.*

#### **Multigenerational Living**

Families congregate in kitchens for myriad activities, but today a different dynamic occurs in homes across the country. In 2008, 16% of the population lived in a household containing two adult generations, a 4% increase from 1980's data. These statistics reinforce the importance of implementing universal design concepts while creating a functional and aesthetically pleasing space. Remodelers must learn how these multigenerational families live and function on a daily basis through a thorough interview. One critical aspect is recording each household member's comfortable reaching and bending distances throughout their daily routine. Every set of abilities must be considered so the environmental experience is pleasurable and presents no challenges.

Include multiple counter heights or 30-, 36- and 42-inches with rounded or beveled corners. With children and seniors in the family unit, it's important to include knee space in multiple areas with seating close at hand. Install a drop-leaf surface at the end of a cabinet run or a pull-out shelf in place of a drawer as possible options. *This and other great ideas can be found in the August 8<sup>th</sup> Qualified Remodeler.*

### **Have You Hugged Your Supplier Today?**

Smart companies recognize that key suppliers are partners, very much in the same circle of importance as the other stakeholders. Thinking this way, and acting accordingly - - being open, accessible and responsive, paying on time, letting suppliers make a fair living, and treating them as contributors to your success—can give you a major competitive edge. *From the October 2011 SBMA Newsletter.*

And don't forget the jellybeans, hard core proof we care.....

**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.

### **New to you....**

#### **Arch Moulding**

Today, there are many options available for your mouldings on radius windows and doors. For years the most common mouldings have been provided in wood only. But, with the introduction of synthetic materials, you now have other options. PVC has become a popular option for exterior and some interior moulding applications on radius windows and doors. Unlike wood which can have several joints, PVC under a heat source, can be shaped to most contour applications with one continuous piece. Another popular option for years has been flexible trim made from polymer resins. The flexible trim is also available in one piece and is available to match your popular crowns, casings and bases. The polymer resin will not deteriorate and is a great option for exterior brick mouldings. Siewers currently keeps in inventory the standard 2" brick moulding in sizes up to a 72" diameter and flexible shoe moulding for curved starter treads that can be painted or stained to resemble oak. For further information refer to [www.resinart.com](http://www.resinart.com).

#### **Quick Contractor Tip**

For a good installation tip when putting in vinyl windows; never paint a vinyl window; dark colored paint is especially dangerous because it can cause the window to overheat and soften.

#### **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 [laurenf@siewers.com](mailto:laurenf@siewers.com) or in person.



***Thanks to everyone for participating in our 2011  
Architectural Product Show!  
Please let me know any suggestions you might have for  
2013.***



***The History of Halloween***

Irish and Scottish immigrants carried versions of Halloween to North America in the 19<sup>th</sup> century. The ancient Gaels believed that on October 31<sup>st</sup>, the boundaries between the living and the dead overlapped.



***Have a fun and safe Halloween!***

***Marvin Windows Remodeling & Installation Clinic @ Siewers Lumber***

November 1<sup>st</sup> from 11:00 to 1:00 p.m. – Lunch Provided

RSVP to [Lauren](#) or 358-2103. Marvin Installation Specialist will conduct the clinic.



**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>
September 2011	9.1%	45.4	658,000
Prior Month – August 2011	9.1 %	45.2	572,000
Prior Year – September 2010	9.6%	48.6	597,000
	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	
September 30, 2011	\$3.42	N/A	
Prior Month – August 2011	\$3.51	5,030,000	
Prior Year – September 2010	\$2.70	4,410,000	

**Market Summary**

	<u>October 18, 2011</u>	<u>1/01/11</u>	<u>10/1/10</u>
DOW	11,577	11577	10,783
NASDAQ	2,656	2653	2368
S&P 500	1,223	1257	1141

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.



**“It is better to offer no excuse than a bad one.” George Washington**

**Siewers Lumber & Millwork  
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**Visit our website for product and general information.  
[www.siewers.com](http://www.siewers.com)**

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