



“Preserving the Past while Building the Future.”



Celebrating 127 Years of Service

A note from the Siewers Family...

Merry Christmas and a Healthy and Prosperous New Year.

During this time of hustle and bustle we just want to say “Thank You” for your business and your patronage throughout this past year. We are all in this economic recession together and although the past few years have been particularly difficult, we still have much to be thankful for. We look forward to a better economic climate and the opportunity to serve your building needs in the months to come.

As this holiday season approaches, it is our sincere hope that you are able to spend some quality time with your loved ones and friends and that you will enjoy a very merry holiday season! Please remember in your thoughts and prayers those that are unable to be with their families during this time, especially our troops who are safeguarding our liberties and freedoms!

As we say goodbye to 2011, we look forward to all that 2012 has in store for us and we at Siewers Lumber wish you and your family a very happy, healthy and prosperous New Year.

Again, Thank You and Happy New Year!

-The Siewers Family

Economy News

New Market Trends

Single-family homes this year accounted for a greater percentage of new home sales over last year. New home sales belonging to single-family homes rose from 68.6% in August 2010 to 91.2% of sales in August 2011.

The average unit size of newly sold homes fell 10.1% in July and August of 2011. The average size for new homes in August 2011 was 2,058 square feet. This and additional market numbers can be found by subscribing to the Richmond Virginia Builder Online or emailing them at HWLM@bldr-media.com.

Contractor issues in the news....

146 Out of 337 Metro Areas Lost Construction Jobs

Construction employment declined in metropolitan areas between October 2010 and October 2011, increased in 146 and stayed level in 51, according to a new analysis of federal employment data released December 5th by the Associated General Contractors of America. Association officials noted that many communities continue to lose construction jobs even as a federal program to invest in highway, transit and other infrastructure construction have been stalled in Congress for years. This was from the AGC of America December 5th, 2011 Press Release.

What the Health Care Law Will Mean for Your Small Business

By now you would have heard all about the new “Health Care Provisions” that will take effect in January 2014. How the new provisions impact you, if at all, depends on the outcome of the Supreme Court and, potentially, on the results of the 2012 election.

The following article will help to answer some of your basis questions. It is from the December 7, 2011 Wall Street Journal business:

http://online.wsj.com/article/B10001424052970203413304577084293643038210.html?mod=WSJ_SmallBusiness_LEFTTopStories

Effective Cash Flow Management

A common problem affecting small businesses is cash flow. If you are expanding or even doing less business, it will be a major factor. It is common to find that even though successful companies made money in the preceding year, they still don't have sufficient capital to pay their bills on time, pay adequate compensation to the owner or expand their business.

Here are simple, effective methods to correct this:

1. *Don't employ checkbook management.* Use your balance sheet or a cash-flow statement to determine cash availability.
2. *Spend less money than you take in.* Spending less than you earn enables you to accumulate cash.

Each month we will include additional suggestions to help your cash-flow management.

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.

New to you....

Home Energy Tax Credits Still Available for 2011

Sometimes just some simple advice to your homeowner customer that creates a financial return could possibly be the best gift they receive during this holiday season. In 2010, many homeowners took advantage of the \$1,500 energy tax credit but many people are not aware that there is still an energy tax credit available for 2011. The energy credits are aimed at homeowners installing energy efficient improvements such as insulation, doors, windows and furnaces. The credit is more limited than last year but still provides substantial tax savings. See the following link <http://www.irs.gov/newsroom/article/0,,id=249922,00.html> and pass this along to your customers. It may be the best gift they receive this season.

Quick Contractor Tip

An electrical wire nut makes a great replacement for a damaged or lost round glue-bottle cap. They are available in many colorful sizes at any hardware store. *Roger S. Apted*

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 by email to laurenf@siewers.com or in person.

End of Year Tip:

Don't be afraid to contact those customers you either lost or whose jobs you didn't get. You might find out they didn't get the work done giving you another chance to bid it – or you might find they are dissatisfied with the contractor they did hire.



*Siewers will be closing at 3:00 p.m. on the 22nd.
We will reopen at 7:30 a.m. on the 27th. We will also be closed on the 2nd
of January and reopen at 7:30 a.m. on the 3rd.*

Merry Christmas and Happy New Year from Siewers Lumber & Millwork!

New In January

We will start a new expose on “Made in America”.



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>
November 2011	8.6%	56.0	685,000
Prior Month – October 2011	9.0 %	40.9	627,000
Prior Year – November 2010	9.8%	57.8	551,000
	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	
November 30, 2011	\$3.30	N/A	
Prior Month – September 2011	\$3.45	4,970,000	
Prior Year – October 2010	\$2.88	4,640,000	

Market Summary

	<u>December 20, 2011</u>	<u>1/01/11</u>	<u>12/1/10</u>
DOW	11,996	11577	11,006
NASDAQ	2,579	2653	2,498
S&P 500	1,231	1257	1,180

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.



“To achieve, you need thought. You have to know what you are doing and that’s real power.” Cyn Rand

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www.siewers.com**

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

