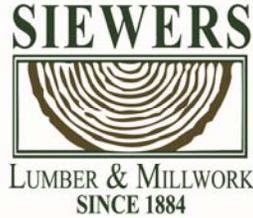


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*“Preserving the Past while Building the Future.”*



*Celebrating 128 Years of Service*

*A note from the Siewers Family...*

*Happy Thanksgiving*

As we approach the Thanksgiving holiday, we take this opportunity to reflect and give thanks. All of us at Siewers Lumber Company remain thankful for the long-lasting relationships developed over many years with our customers, architects, vendors and with each other.

Living in this great country gives us so many reasons to be proud and thankful: especially our Armed Forces. Like many of you, we have extended family members that will not be at home this Thanksgiving because they will be serving our country, protecting all of the freedoms that we enjoy each and every day. Please remember our troops in your prayers of thanksgiving this holiday. Also, let us remember all those who have been affected by Hurricane Sandy. May God be with them through this difficult time.

Again, we want to thank you for your relationship with Siewers Lumber. We value our working relationships and always welcome any feedback on how we can better serve you. We wish you and your family a safe and bountiful Thanksgiving and hope it is a great start to a wonderful holiday season.

*-The Siewers Family*

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### *Economic News*

#### *Richmond Tri-Cities Home Sales Moving On Up*

A number of home sales in Richmond, Chesterfield, Hanover and Henrico rose 16% in the third quarter compared with the same period a year ago, indicating that the area's housing market continues to show improvement. Sales totaled 2,577 in the third quarter and that is an increase of 17% from the third quarter last year for the tri-cities area.

“We have been in a recovery and that continues. And that is really good news,” said Laura Lafayette, chief executive officer of the Richmond Association of Realtors. “This shows continuing health of the market.”

But the median price dropped 5% with only Hopewell having a price gain – of 27%.

The number of pending sales, a sign of future activity is up 14% in the third quarter from a year ago. But the number of new contracts is down slightly from the second quarter of 2012.

“We have seen growth throughout the year, but from May to this point, it is as if someone turned on the spigot when it comes to sales activity.” Lafayette said.

*Article was in the Richmond Times Dispatch 10/25/12.*

#### *NAHB: Remodeling Market Index Back to 2005 Levels*

The Remodeling Market Index (RMI) climbed five points to 50 in the 3<sup>rd</sup> quarter of 2012, according to the National Association of Home Builders (NAHB). The RMI is at its highest point since the 3<sup>rd</sup> quarter of 2005, tracking the positive trends recently seen in the rest of the housing sector. “A lot of homeowners have just gotten tired of putting things off and are now undertaking projects to make their homes more attractive and comfortable.” Paul Emrath VP for Survey & Housing Policy Research, NAHB.

*Story from ProSales October 25, 2012.*

### *Contractor News*

#### *Demand for Luxury Items, Services, On Rise*

Luxury is making a comeback, according to a report issued by RemodelOrMove.com. The site's Fall 2012 Remodeling Sentiment Report reveals an uptick in the scale of planned home remodels.

Key points revealed in the survey include:

- Homeowners are describing the materials they will use in their remodel as “expensive” at the highest rate since 2008.
- 35%, the highest percentage since 2008, of respondents are reporting that the economy is not affecting their plans to remodel

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- 73%, the highest percentage since the Report started in 2006, are planning to hire a general contractor. As the scale of the projects increase, the use of a general contractor typically increases as well.
- The scope and scale of remodels is the largest since 2007, with an average remodeling cost estimated at \$100,000.
- Kitchen remodeling takes over as the #1 favorite remodeling projects for the first time since 2008.

### **More Passwords, More Problems**

It's easy to remember one username and password. Keeping five or ten straight is much harder. Password overload has long afflicted techies, but as we spend more time doing everything from shopping to banking to playing games on the Web, it's become a more widespread problem.

A 2007 study by Microsoft Research explored the strength, frequency and usage of passwords belonging to 500,000 computer users. The study found that each person had an average of 6.5 passwords that they used for 25 different online accounts. Five years later, most of us have many more accounts that we access across desktop computers, smart phones and tablet computers.

The most common tool for organizing a glut of passwords is the password manager, but few people use them. A startup called Dashlane is hoping to change this, with a simple password management and automated form-filling tool that it says can make it easier to shop online. Dashlane encrypts and stores passwords on a user's computer or Smartphone. Then only the master password – which is not stored on Dashlane's servers – can be used to access the information.

Marlinspike thinks that in order to get users to change their behaviors, developers will need to keep working to make security as invisible as possible. But, he says, passwords will likely be with us for a while. *Technology Review published by MIT 9/21/12*

### **LOL, Laugh Out Loud**

Build your immune system through laughter! Health-increasing hormones like endorphins are released into your body when you laugh. Additionally, laughter works your abdominal muscles.



**Made in the USA!**

### **Designer's Choice Cabinetry**

Designer's Choice Cabinetry is located in Rockledge, Florida. They make and sell face-frame and European style cabinets through kitchen cabinet dealers. They produce all of

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their doors and wood mouldings. Wood products represent over 85% of their total volume with Thermafoil and Melamine products making up the additional 15%. They buy the majority of their hardwoods from 2 main suppliers located in the northeastern part of the country.

Designer's Choice Cabinetry offers a great selection of cabinets and vanities for every room in your house. They also provide great storage cabinets for every area in your home.

Siewers has recently agreed to be a dealer for Designer's Choice Cabinetry. Just ask Kellene to show you this great new product in our showroom.

### *Quick Contractor Tip*

#### Preventing damage to internet wires.

As a drywall installer, I get to see firsthand what happens to stiff internet-coaxial cable wires when installers use a router to cut the openings for electrical boxes. Unlike electrical cables, which can be folded to the back of the box where the router bit can't hit them, these cables are stiff. They won't stay put when folded to the back of the box. As a result, the cables can be damaged by the drywaller's router bit.

The electrician on a recent job ran the wires through the holes on the other side of the box, and then held the ends in place with loosely fit staples. This worked great, saving me some time and eliminating the risk of the wires getting damaged. *Myron R. Ferguson*

#### 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 [us](#)



**It's the Season for Carbon Monoxide Hazards**  
**Be Extra Careful When Working Inside**



**Stop by our front office for Toys for Tots.  
Bring your gifts by the 7<sup>th</sup> of December**



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>
October 2012	7.9%	72.2	894,000
Prior Month – September 2012	7.8 %	70.3	863,000
Prior Year – October 2011	9.0%	40.9	630,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
October 31, 2012	\$3.55	4,790,000
Prior Month – September 2012	\$3.79	4,690,000
Prior Year – October 2011	\$3.45	4,320,000

**Market Summary**

	<u>November 19, 2012</u>	<u>1/01/12</u>	<u>10/31/11</u>
DOW	12,795	12,217	11,955
NASDAQ	, 2,916	2,605	2,684
S&P 500	1,386	1,257	1,253

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Company Mission

To serve the needs of contractors and do-it-yourselfers.



**“When your work speaks for itself, don’t interrupt.” Henry J. Kaiser**

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7:30 a.m. – 4:30 p.m.**

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[laurenf@siewers.com](mailto:laurenf@siewers.com).**