

December 19, 2012



“Preserving the Past while Building the Future.”



Celebrating 128 Years of Service

A note from the Siewers Family...

During this hectic time of the year, we just want to take this opportunity to “Thank you” for your business and your patronage throughout this past year. 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. And please, remember in your thoughts and prayers those who are unable to be with their families during this time, especially our troops who are safeguarding our liberties and our freedoms! Also, please keep the families of the Connecticut tragedy in your prayers.

As we say goodbye to 2012, we look forward to all that 2013 has in store for us, and we wish you and your family a very happy, healthy and prosperous New Year!

Again, Thank You, Merry Christmas and Happy New Year!

-The Siewers Family

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Economic News

Foreclosures down, repossessions up in area....

Foreclosure filings in the Richmond area fell year-over-year for the 24th straight month in November. This is a good sign that the housing crisis is subsiding, according to a report released by an online researcher of foreclosure.

Unfortunately, lender repossessions in the area rose 61% over a year ago for the same month. This is a good sign that banks are finally clearing out shadow inventory.

The state figures saw repossessions drop 8% in November from last year. Nationally the filings fell 3% in November from October and 19% from a year ago.

The news comes just as banks are adjusting to new foreclosure ground rules.

Complete story can be found in the December 13, 2013 Richmond Times Dispatch Business Section.

Apartment and Condominium Market Remains Steady

The Multifamily Production Index (MPI), released by the National Association of Home Builders (NAHB), remained steady with an index level of 52. It is the third straight quarter with a reading over 50.

The MPI, which measures builder and developer sentiment about current conditions in the apartment and condominium market on a scale of 0 to 100, was essentially unchanged in the third quarter, only dropping two points from 54 in the second quarter.

Historically, the MPI has performed well as leading indicators of U.S. Census figures for multifamily starts and vacancy rates, providing information on likely movement in the Census figures one to three quarters in advance.

From December 6, 2012 www.forresidentialpros.com/news.

Contractor News

Service after the Sale

What happens after the sale ultimately is what determines a dealer's success. No matter how good it might be, always becomes secondary to the process that follows the sale. That service will determine the long-term viability and success of your business. Here are keys to what you should provide.

- What makes you unforgettable? On time service as agreed upon. The customer who receives more than expected will be back for more because it is unusual.
- Operate with honesty and integrity. Always do what you say you are going to do. There is no substitute for fulfilling the commitments made during the sale.

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- Build long-term relationships. Know your customers better than anyone else. Respect and trust can elevate you in the eyes of a customer as long as you never take it for granted or exploit it in any way.
- Fix problems and mistakes immediately. Do not waste time in placing blame; just react to the problem and correct it immediately. Take time to contact an unhappy customer and sincerely communicate your interest in solving the problem.
- Happy people create happy customers. You must capture hearts and minds. Excellent service after the sale will only be achieved when your staff catch the vision and understand their very existence in your company relies on it. Do the right things right all of the time and success will follow.

Criminal Background Checks Updated

The Equal Employment Opportunity Commission (EEOC) guidance on criminal background checks in hiring issued in April was necessary to update guidance last issued more than 20 years ago. Among reasons for the update were the increase in the number of people with criminal records in the working-age population, employers' increased access to criminal history and recent studies that have found a number of criminal record databases are inaccurate or incomplete.

It was found that many of the background checks list arrest. Under the EEOC guidance, arrests are not grounds for excluding a candidate because arrests do not establish that criminal conduct occurred. However, an arrest may trigger an inquiry into whether the conduct underlying the arrest justifies adverse employment action. Employer's use of a person's criminal history in making employment decisions could violate the Civil Rights Act's Title VII prohibition against employment discrimination.

It is recommended that companies eliminate policies that impose an absolute bar to employment that is based on any criminal record. Refine job screening procedures to ensure that they are job related and consistent with business necessity. Keep information about applicants' and employees' criminal history confidential.

Have HR-related questions and concerns, get essential forms, policies and guides from www.ToolkitHR.com.

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Made in the USA!

EUROPA by Wolf

Siewers is proud to carry Europa by Wolf, manufactured in Liberty, North Carolina. Europa is a cabinet line with 15 to 20% more storage space, large drawers and easy to align doors and drawerheads. They offer full depth shelves in base cabinets with no cumbersome center stiles to 42". They offer two distinct product families suited to any price point, design requirement or timeline.

Come by and check our growing showroom and ask for Kellene to show you our newest lines.

Quick Contractor Tip

When glue is wet or you quickly need a third hand, you reach for clamps. There is nothing more annoying, though, than finding a clamp either completely open or closed and having to spin it quickly one way or the other just to get started.

Setting clamps at the halfway point when you hang them back on the tool rack will help save time. This can be done for all clamps, including C-clamps, bar clamps and pipe clamps. With each clamp in the midpoint of its travel, you never have to go too much in either direction. From Erich Rose, Austin Texas

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](#).

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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 2012	7.7%	73.7	861,000
Prior Month – October 2012	7.9 %	73.1	888,000
Prior Year – November 2011	8.6%	55.2	708,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
November 30, 2012	\$3.40	N/A
Prior Month – October 2012	\$3.52	4,790,000
Prior Year – November 2011	\$3.30	4,400,000

Market Summary

	<u>December 18, 2012</u>	<u>1/01/12</u>	<u>11/30/11</u>
DOW	13,350	12,217	12,045
NASDAQ	3,054	2,605	2,620
S&P 500	1,446	1,257	1,246

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Company Mission

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



“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.” Vince Lombardi

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**Hours:
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