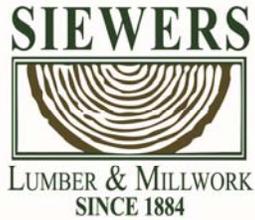


March 19, 2013



“Preserving the Past while Building the Future.”



Celebrating 129 Years of Service

A note from the Siewers Family...

Bring on the Spring!

We are all anxiously awaiting the arrival of spring! Warm weather, sunny and longer days are a good recipe for building.

A few things you will find in this edition of our newsletter: A pricing warning and the Katz Road Show.

A warning regarding the escalating prices of building materials, please see the article in Economy News section.

The Katz Road Show will be April 8th from 7:30 AM to 2:30 PM. Hopefully you have had the opportunity to read Gary Katz's articles in Fine Homebuilding Magazines and other Taunton Press Publications. Gary is well known throughout our industry not only for his Road Show but for his innovative ideas regarding our industry which he openly shares through these articles AND his Road Show. Siewers Lumber Company has hosted several Road Shows and they are always hugely successful. This show is FREE and includes a hot breakfast and box lunch with numerous giveaways throughout the day. Consider using the show as a company retreat for your crew! Please call us at 358-2103 to register! Hope to see you at the show on April 8th.

-The Siewers Family

March 19, 2013

Economic News

Homeowners Less Likely to DIY

The latest findings by the U.S. Remodeling Sentiment Report documents strong growth in higher end home remodeling projects where a homeowner will hire a general contractor and do little or none of the work themselves.

58% of homeowners report that the economy is having minimal effect of their plans for remodeling, which is up from the low of just 33% in the middle of the recession. Average estimated cost for the planned remodels has reached \$114,000, which is up \$80,000.

Homeowners planning to hire a general contractor for their project are up to 73%. 55% will hire an architect and 80% report they will do little or none of the work themselves. Kitchen remodels and bathroom remodels tie for the most popular projects with 57% of homeowners. (www remodelormove.com)

Nationwide Housing Affordability Increases at Year-End 2012

Exceptionally low interest rates helped ensure a slight gain in nationwide housing affordability amid relatively stable house prices in the final quarter of 2012, according to the National Association of Home Builders/Wells Fargo Housing Opportunity Index (HOI).

In all, 74.9% of homes sold between the beginning of October and end of December were affordable to families earning the U.S. median income of \$65,000.

Visit www.nahb.org/hoi for tables, historic data and details.

Warning * Please Read**

Prices are escalating. Unfortunately, it is beyond our control. The random lengths lumber and panel composite price index is almost at an all time high. Rising prices are mostly based on supply and demand with demand being higher than supply forcing prices up. Because of mostly unprofitable years from 2007 to 2012, mills have been reluctant to reopen or to add another shift. It takes up to a year to reopen a mill (to find and train employees and to bring machinery back on line).

Beware when you quote a job; we have seen price increases on some products as much as 5% in a week. Framing lumber and plywood have had the highest increases, but doors, windows and other millwork have seen increases also. Since July 2012, OSB has increased over 100% and framing lumber is up over 40%. Communicating this with your customer should prevent any conflicts on the job. We hope that future increases will not be as volatile. We will keep you informed on this. Some contractors have used an "Escalation Clause" in their contract. For an example of an "Escalation Clause" go to www.google.com and bring up the doc. #1473346 Escalation Clause Specified Bldg. Materials. If you have any problems just ask us for a copy. SIEWERS MANAGEMENT

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Contractor News

Portable Guide to 2012 Residential Code

Answers to the most frequently asked residential construction jobsite code questions can now be found in a guide published by the National Association of Home Builders (NAHB) and the International Code Council (ICC). The guide includes a reference guide, glossary and more than 100 illustrations, tables and figures to further explain specific code requirements.

Top 10 Remodeling Trends for 2013

1. Healthy Home, Healthy Living
2. Living in Your Home Longer/Multi Generational Living
3. Texture & Sparkle
4. Bathroom Stone
5. Color Palette (Charcoal is the new Black)
6. Stylishly Simple Sinks
7. Glass Backsplashes
8. Hardwood Floors
9. Countertops
10. Kitchen cabinets

You can find these trends in the January 2013 issue of Building Products Digest or ask us for a copy.

Check out this blog:

There are some great places out there for informative articles that pertain to our profession. Subscribe to receive articles at www.shawnmccadden.com.

5 Tips for a good manager to go by:

- * Proofread your e-mails before you send them.
- * Old but good advice: under-promise and over-deliver.
- * Do unto others as you would have them do unto you.
- * The most powerful words in the English language are “free” and “you”.
- * Be humble.

Dealing with your customers.....

Effective hearing and reading techniques are key in dealing with your customers. Studies show that most of us only hear half of what is said and retain only half of what we hear. It is believed that this is due to the fact that once a point is made; it triggers a thought process that takes several minutes to assimilate.

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When dealing with customers, you might want to make a statement and give several examples of how it could apply to the listener or readers own situation. Make eye contact and wait for a response. If you don't receive one, you might need to reinforce your proposition with additional examples.

Gray Poehler is a volunteer with the Richmond Chapter of SCORE, Counselors to America's Small Business. To ask a question or request counseling, go to www.richmondscore.org or call 771-2400 ext. 131.

Time to start using new Form I-9

U.S. Citizenship and Immigration Services announced March 7, 2013, that the official revised Employment Eligibility Verification Form I-9 will be made available in the March 8, 2013, Federal Register.

Employers should begin using this new form immediately. The new Form I-9 will contain a revision date of 3/08/13. The revision date is located on the bottom right-hand corner of the form.



Made in the USA!



Top Knobs

Top Knobs USA was founded in 1994 and began its remarkable climb to leadership in the North American decorative hardware industry. Today Top Knobs is the #1 manufacturer of decorative hardware for the professional market.

Top Knobs offers the industry's most extensive fine or premium quality cabinet, drawer, bath knobs, pulls and other hardware, created to suit all tastes and styles. The company's wide selection of traditional and modern decorative hardware is the product of a creative design staff and talented craftsmen. Each Top Knobs piece has the quality look and feel of custom made, at an affordable price. Top Knobs is the #1 leader and #1 trend-setter for the professional decorative hardware industry.

Be sure and check out our display of Top Knobs in our showroom.

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Quick Contractor Tip

From a Hunter to a Contractor

If you are a hunter you probably shoot a rifle. Take the empty plastic bullet holder and screw it to any wall, door or even your truck and you have an instant pencil holder. This is a fast and inexpensive way to always have a pencil and/or your safety glasses handy. *This idea came to us from Doug Beck of Becks Quality Home Repair in Sandston Virginia.*



Doug Beck with his new quick pencil holder.

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.

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Happy Easter March 31st



[April 8th, 2013](#)

Reserve your spot by contacting [Lauren](#) today!
Breakfast and Lunch Provided!

April 20th LSP French Food Festival
www.lspfrenchfoodfestival.com

2013 Greater Richmond Business Hall of Fame May 16, 2013

John C. Siewers, II
Frederick W. Siewers, Jr.

March 19, 2013



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>
February 2013	7.7%	69.6	917,000
Prior Month – January 2013	7.9 %	58.4	910,000
Prior Year – February 2012	8.3%	71.6	718,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
February 28, 2013	\$3.77	N/A
Prior Month – January 2013	\$3.39	4,920,000
Prior Year – February 2012	\$3.74	4,600.000

Market Summary

	<u>March 18, 2013</u>	<u>1/01/13</u>	<u>3/01/12</u>
DOW	14,452	13,104	12,952
NASDAQ	3,237	3,019	2,967
S&P 500	1,552	1,426	1,365

March 19, 2013

Company Mission

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



“I am easily satisfied with the very best.” Winston Churchill

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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.**

**If you wish to receive our newsletter each month, forward your email address to
laurenf@siewers.com or call us at 804-358-2103.**