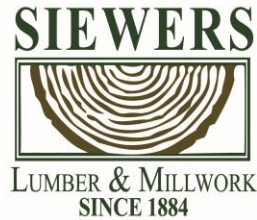


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*“Preserving the Past while Building the Future.”*



*Celebrating 130 Years of Service*

*A note from the Siewers Family...*

It is hard to believe that summer is winding down and school is getting ready to begin. What an amazing summer with all the cool days – very rare – but VERY welcomed!

We want to remind you about a few new products we have. On display in our showroom, is the Feeney Cable Rail System. It is the hot – new rail system – that so many people are looking for which allows you minimal visual obstructions from your railing system. Also available are 5/8x4x8 OSB, 4-5/8 Finger Joint Primed Crown and 5-1/4 Finger Joint Primed Beaded Base, Primed Paulownia boards in 16’ lengths (1x4, 1 x6, 1x8, 5/4x4, 5/4x6), 5/4” S4S Poplar (5/4x4, 5/4x6, 5/4x8, 5/4x10), Plywood Clips (15/32”, 1/2”, 5/8”), additional Simpson Fasteners, Aluminum Thresholds, Weather-stripping and Door Sweeps. Please ask any of the salesmen to show you any of these new products!

We have had a great August here at Siewers Lumber! A group of about 15 of us volunteered at Grace Fellowship. This is a ministry at First Baptist Church led by our own Charlie Ball that serves the homeless of our community every Thursday night. It is a humbling experience as we serve the meal and then sit down and fellowship with them. Besides being such a moving experience, it is a great reminder to be thankful for each and every day.

After 26 years of service, we say goodbye to one of our counter salesmen, Bob Williams, who will retire at the end of August. Bob has been a huge asset to our team and will surely be missed! We wish Bob and his wife, Marilyn the very best on their future adventures! Please stop by and wish Bob your best before the end of the month.

Thank you for reading our newsletter and for your feedback on ways of making it better. Please continue to let us know your needs and that your needs are being met!

*-The Siewers Family*

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## Contractor News

### *Two Kinds of People You Should Never Negotiate With*

by Judith White | 9:00 AM June 18, 2014

The first thing negotiation experts teach is to “separate the people from the problem”. The vast majority of the time negotiation strategies just don’t work. Here’s how to recognize that rare situation and what to do about it.

First, determine what sort of person or people you’re trying to negotiate with (i.e. your counterparty). Here are two types of counterparties you should negotiate with.

**1. Emotional counterparties.** Emotion in and of itself shouldn’t preclude you from reaching a successful agreement – it’s natural for people to feel strong emotion in a conflict situation. Once the conflict is identified and addressed and parties are allowed to vent, emotion usually dissipates. Keep in mind that some people (and cultures) simply express more feelings than others. Also, some negotiators use emotion strategically to influence the other party. Recognize the emotion, but don’t let it stop you from negotiating.

**2. Unreasonable counterparties.** We often think people are being unreasonable when they don’t agree with our logic and evidence. But more often, people who disagree with us are simply seeing different problems, and even different sets of facts, than we are. Even if you think the other party is being unreasonable, it’s still possible to bridge the gap and close a deal.

But here are two types of counterparties you *should never* negotiate with:

**1. A counterparty who alternates between conciliation and provocation.** People are usually more provocative, or difficult to deal with, at the outset of a negotiation. Then they become more conciliatory as the outlines of a settlement develop. Beware the person who is conciliatory at first, then becomes provocative — and then when you’re about to walk away becomes conciliatory again, and then provocative again. This behavior suggests that he will never be satisfied, nor finished, with the negotiation. What he wants is not a negotiated settlement, but control — over the process and over you. The time and energy it will take to continue will eventually outweigh any potential gains you could achieve through negotiation.

**2. A counterparty who persists in seeing people in terms of absolute good and evil.** Negotiation is a method for resolving conflicts of interest, not for adjudicating who is at fault. Most people, once they understand this, are willing to exchange concessions in order to satisfy their underlying interests. Watch out for someone who describes people as absolutely good and blameless, or as absolutely evil and responsible. This behavior suggests that he or she lacks the mindset necessary for negotiation. What this person wants is for evil people to be held accountable and punished, and because you are in a

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conflict with her, you may fall into that category. Walking away would deprive her of the opportunity to punish you. Therefore, if you negotiate, you can expect the process to be painful. You can also expect not to receive meaningful concessions, because this type of person does not believe you deserve them.

Even the best negotiators cannot reach a win-win outcome with people like this, as their underlying interests can't be addressed with a settlement. The best negotiation advice and practice will not help you in these rare situations. Instead, here are four steps you should take:

**Be realistic.** This person is not going to change. There is no negotiation strategy you can use to make him or her change. Your goal should be to extricate yourself with the most gains (or least losses) possible. Let's say you have a tenant behind on the rent. It's worth negotiating with an emotional, even unreasonable tenant. Deep down, her primary interest is to keep the apartment. She can ultimately be trusted to act in her own interest. On the other hand, it's not worth negotiating with an alternatively conciliatory, then provocative tenant who blames his neighbors and the property manager for his situation. Deep down, his primary interest is not the apartment; it's his need to control the people around him.

**Stop making concessions.** The purpose of concessions is to reach an agreement, but since you'll never do that (no matter how much you're willing to give up!), don't waste your time. That doesn't mean you won't incur significant losses. Your goal should be to minimize those losses. For example, if someone on your team fits the description of a no-win negotiator, you may already have made many concessions and picked up her share of the work, while she has yet to follow through on her promises to you. Enough! Do whatever is necessary to get the project finished, but stop making offers to her.

**Reduce your interdependence.** Take whatever steps you can to reduce your interdependence with this person. You don't want to depend on him for anything, or owe him anything, going forward. This means, for example, that a lump sum payment for services is better than a payment plan. Working independently on separate pieces of a project is better than working together on the whole thing. If you must continue to work with this person, remember that even very immature children can still play nicely side-by-side if each is given his or her own set of toys.

**Make it public, hold them accountable, and use a third party if you can.** Avoid private discussions, if possible. Get everything out in the open and put everything in writing. Try to bump accountability to the next level, so someone higher up has to take action if the other party does not follow through on his or her obligations. If you can utilize a third party, like a mediator, arbitrator, or judge, then do so.

Remember, 99 times out of 100, your counterpart has rational underlying interests that you will eventually discover with patience and the right strategies. The secret to negotiating, after all, is to find out what the other party wants and how much it's worth to him. In those rare cases when your counterpart wants to use the negotiation to control or

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punish you, however, it doesn't matter how much it's worth to him. It's worth more to you to be free of him and able to get on with your business. Isn't it?

### ***How to Spend the First 10 Minutes of Your Day*** by Ron Friedman

What's the first thing you do when you arrive at your desk? For many of us, checking email or listening to voice mail is practically automatic. In many ways, these are among the worst ways to start a day. Both activities hijack our focus and put us in a reactive mode, where other people's priorities take center stage.

A better approach is to begin your day with a brief planning session. Create a plan of attack by breaking down complex tasks into specific actions.

Studies show that when it comes to goals, the more specific you are about what you're trying to achieve, the better your chances of success. Having each step mapped out in advance will also minimize complex thinking later in the day and make procrastination less likely.

Finally, prioritize your list. When possible, start your day with tasks that require the most mental energy. Research indicates that we have less willpower as the day progresses, which is why it's best to tackle challenging items – particularly those requiring focus and mental agility – early on.

By starting each morning with a mini-planning session, you frontload important decisions to a time when your mind is fresh. You'll notice that having a list of concrete action items is especially valuable later in the day, when fatigue sets in and complex thinking is harder to achieve.

*Additional tips on how to start your day in next month's edition.*

### ***The Advantages of Design Build For Remodeling Clients***

*Click above title to see the article by Shawn McCadden.*

### ***Reap the Benefits of a Structured Sales System*** by Jim Cory

*Click above title to see the article*

### **Gain a New Customer Every 8 Seconds**

Did you know that every 8 seconds someone in the U.S. turns 65? This aging population is packed with potential customers who are interested in staying in their homes throughout retirement. AARP, the Better Living Design Institute and other experts have created a how to video at [www.homeforlife2014.com](http://www.homeforlife2014.com) a virtual remodel that has been sponsored by remodeling magazine.

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**Quick Contractor Tip**

**Stop Doing Job Autopsies. Do a Job Biopsy Instead**

**There's a big difference between the two that could make your projects much healthier**

By: Paul Winans

I was facilitating a Remodelers Advantage Roundtable peer group meeting recently. A member, Regis McQuaide, owner of Master Remodelers in Pittsburgh, contrasted doing a “job autopsy” with doing a “job biopsy.”

Like the terms imply, an “autopsy” is done after the project is over. It is about looking back to find the lessons that might help the company do better on future projects. Regis suggested that a “biopsy” done regularly during the job could help ensure the health of the job and the success of the job, because the insights gained in real time would allow the company to make small changes sooner. The “biopsy” would certainly include reviewing job costing (actual costs relative to budget/estimated costs).

What a simple way to term a repeating practice that is likely to make your projects more healthy (profitable with happy clients, in other words) than they would be otherwise!

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

**Feel Lucky!**

*Be sure and bring your business card next time you visit Siewers. Just drop it into the glass fish bowl on the counter to enter a monthly drawing.  
Good Luck!!!*

**Congratulations to *Rick Bancroft* our August winner!**

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Siewers will be closed for Labor Day on September 1<sup>st</sup> and reopen at 7:30 am on September 2<sup>nd</sup>.



**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>
July 2014	6.2%	90.9	1,093,000
Prior Month – June 2014	6.1%	85.2	945,000
Prior Year – July 2013	7.3%	81.0	898,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
July 31, 2014	\$3.52	N/A
Prior Month – June 2014	\$3.68	5,040,000
Prior Year – June 2013	\$3.63	5,380,000

**Market Summary**

	<u>August 20, 2014</u>	<u>1/01/14</u>	<u>8/01/13</u>
DOW	16,926	16,576	15,499
NASDAQ	4,527	4,176	3,626
S&P 500	1,981	1,848	1,685



Focus On: Central Virginia/Richmond Housing Market – July 2014

<u>Units Sold</u>	<u>Active Inventory</u>	<u>Median Sale Price</u>	<u>Days on Market</u>
1,446	7,709	\$208,100	61

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Company Mission

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



**“By working faithfully eight hours a day you may eventually get to be boss and work twelve hours a day.” Robert Frost**

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[www.siewers.com](http://www.siewers.com)**

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**Hours:  
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7:30 a.m. – 4:30 p.m.**

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[laurenf@siewers.com](mailto:laurenf@siewers.com) and we will add them to our  
distribution list.***

**....Next issue September 19th**