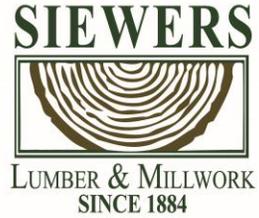


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*“Preserving the Past while Building the Future.”*



*Celebrating 130 Years of Service*

*A note from the Siewers Family...*

*Fall is upon us!*

The temperatures are getting a little cooler, the leaves are beginning to change and drop from the trees – it must mean fall is here! As we all prepare for the colder months, please let us know how we can help you in any way to prepare for the last push before winter arrives.

This month’s newsletter is filled with great tips to help you personally and also to help your business. Find some time to read this month’s articles and hopefully you will find some of the information helpful!

Again, we want to thank you for your relationship with Siewers Lumber. We treasure our working relationships and always welcome any feedback on how we can better serve you.

*-The Siewers Family*

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*Contractor News*

**7 Non-Sketchy Ways to Stay In Touch With Your Contacts** by [Laura Vanderkam](#)

From finding a job to meeting your next business partner or new client, you know that there are countless ways that your network can help you when you need it.

The problem is that reaching out, especially out of the blue, can feel awkward and inauthentic. You want to establish regular communication so that any requests are just part of the conversation.

So how do you reach out without feeling sketchy about the whole thing? “The key is if you strive to provide real value in your outreach, people will look forward to hearing from you, every time,” says [Jenny Powers](#), founder of the professional women’s networking group, [Running With Heels](#). “Soon enough, they’ll be reaching out to you as well and it won’t feel like a one way street.” Some ideas:

- 1. Make it a habit.** If staying in touch with people is a priority, then set aside 15 minutes a day to do it. The good news is that once this is a regular part of your life, you’ll automatically start looking for reasons to contact people. People will start responding, too. Reaching out feels like less of a chore when there are “Great to hear from you!” emails in your inbox every morning.
- 2. Social media is your friend.** Twitter, LinkedIn, etc. are practically made for low-key conversations. Scroll through your contacts, and when you see a post that makes you smile, respond. You probably spend a lot of time on social media anyway. You may as well get something useful out of it.
- 3. Get a life.** Going to events has many upsides. First, you may run into acquaintances, and re-establish your rapport. But beyond that, Powers points out that you can always use the occasion of a networking event to invite people you’d like to see. If you’re going to a conference in a different city, get in touch with people who live there to mention you’ll be around. You may wind up with extra coffee dates that are as useful as the event you’re attending.
- 4. Know everyone’s birthday.** In the Facebook era, people can get hundreds of birthday messages. But they still matter, and going outside the structures of Facebook makes you stand out. “Everyone loves when the birthday phone rings or when they get a birthday email,” says Lauren Berger, CEO and founder on the internship job board [InternQueen.com](#). “This is a great way to stay in touch and just drop them a quick email.” This is particularly true for people you’re unlikely to be Facebook friends with (like former bosses).
- 5. Sign up for Google Alerts.** Google will send you an email when certain words appear in news stories. “I track all of my previous bosses and internship coordinators on Google Alerts,” says Berger. “If they get a promotion or their

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company is in the news--I shoot them a quick congratulations email.” LinkedIn can likewise keep you informed of promotions or job changes. These are always good reasons to reach out.

6. **Be helpful.** Everyone is busy, so focus on what the other person needs. Introductions? Ideas? Industry news? “Really, anything that says, ‘I’m thinking of you and want to help,’ is a good way to stay in touch with someone,” says Powers. Sure, the person may have read the article or study you’re forwarding, but no one can read everything, and since it’s easy to delete an email, it’s the thought that counts. “Once you’ve proven you’re trustworthy and an asset and operate with a generosity of spirit, people will go out of their way to help you and reciprocate whenever they can.”
7. **Look at the big picture.** “I always suggest letting your intuition guide you on how often to follow up with people based on the response you receive at the onset,” says Powers. “Don’t give up if you don’t receive a reply the first time you reach out. People are busy and most of us are inundated with emails so don’t hesitate to follow up on an email. If you don’t hear back after that, move on.” There are lots of people to keep in touch with, and if some contacts don’t work out now, that’s fine. Lives and careers are long. Someone who’s too busy now may bend back around in the future.

**QUICK TIP: Don’t Forget to Measure** by Shawn McCadden

**Find out where (and who) your new customers are coming from.** Ask for feedback on service and quality and make sure that you integrate the feedback into your business practices if they prove to be relevant. **Committing to constant improvement shows your current and past clients that you care.**

**How to Attract the Best Employees to Your Small Business** by Rieva Lesonsky

Recent research has found that the main types of corporate culture are clan, adhocracy, hierarchy or market. These are some of their findings:

Almost 50% of job seekers prefer a clan culture, which is defined as a collaborative and team-oriented environment with a leader who is a facilitator, mentor and team builder and which values communication, commitment and human development.

About 21% prefer a market culture, which is oriented to competition and has a leader who is a hard-driving producer and values profitability, market share and achieving goals.

Nineteen percent prefer an adhocracy, which is oriented toward creativity, with a leader who is an innovator, entrepreneur and visionary.

Finally, 11% prefer a hierarchy, which is oriented toward control; has a leader who is a coordinator, monitor and organizer. They value efficiency, timeliness and consistency.

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Over 40% of those surveyed say they want to be managed by someone who is more like a coach or a mentor. Thirty percent prefer a manager who is hands on.

Good news for small businesses – the survey found that workers of all ages are slightly more interested in working for small employers. In particular, workers age 45 to 60 are more apt to work for small employers.

That means there's a big pool of experienced talent out there for you – if you know how to tell your company culture the right way.

### **More tips for how to start your morning:**

Every morning Benjamin Franklin asked himself, “What good shall I do today?”

- Eat a good breakfast (it can be fast and easy).
- Listen to your body clock. Do creative work when it feels best.
- Set an alarm to wake up and an alarm to go to sleep.
- Track your habits to better understand yourself.
- Develop a morning routine that works on weekends, too.
- Zero notifications from apps and phones at night.

The founder of Craigslist says that he starts his day, “Customer service”.

### **Give Your Best Customers ‘Patron’ Status By Paul Winans**

When we ran our remodeling company, we had two different clients for whom we worked with over 20-plus years. These good folks watched me and our business change and grow over time.

For each of these clients we did more than six projects, with most of the projects being in the hundreds of thousands of dollars. They were among our most special patrons.

These clients had a relationship with me and our company that transcended business transactions. They were helping us as we continued to mature. They saw something that attracted them to our company, to the exclusion of others.

Here are some examples of what we used to do to engender a feeling of mutual respect and attraction:

- Asking lots of questions during the sales process to help the client see that we were committed to solving all the problems she had with her home, often discovering issues that were troubling her that were not on her radar.
- Having a systematic way of doing the handoff of responsibility for the project from the sales side of the company to the production side so clients truly felt we were on their side. This included meeting in the office with sales and production staff but without the client present so we could talk about things that were inappropriate to bring up in the client's presence.
- For some projects, we would do a simple ground-breaking ceremony. A little bit of demo would be done by all present, after which we would celebrate finally being able to start construction.
- Once the project was more or less ready for drywall, we would do a topping off ceremony, to acknowledge having reached this major point in the progress of the

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- job. As with the ground-breaking ceremony, we would encourage the client to invite friends to join in. We would put the spotlight on all the folks present who had helped get the project to this point.
- As the project moved along into the finishing stages, my wife, Nina, and I would take the clients out to dinner at a favorite restaurant of ours. By taking the time to talk with the clients, we were letting them know how much we appreciated their business.
  - After the project was completely done, I would visit with the client, bringing a gift that Nina had selected, something that complemented the design elements that were part of the project. We wanted to give them something like a vase, a gift that the client would see over and over, instead of a gift basket or the like that would be consumed and then no longer exist.

What does your company do to help the patrons who feel so positive about having your company work with them? Remember to make these clients feel special or they might decide they need to meet a different remodeling company!

## **Proposal Writing: How to Create Proposals That Will Get You The Job: Episode 49 Podcast:** [Play in new window](#) | [Download](#)

We all know how diverse the construction industry is. We have service providers, contractors, suppliers, architects, owners, government entities, engineers, carpenters, electricians, food trucks, catering and serving construction projects around the world. Yet there is one thing that, regardless of our place in this industry, we all have to deal with... And that is the proposal. We either need to be writing proposals to get contracts, or evaluate proposals to award contracts.

According to my guest today, there are ways we can leverage the proposal writing process to help increase our chances to be awarded contracts. Listen to my conversation with Matt Handal by pressing the “play” button on top of this post.

### **OSHA Announces New Reporting Requirements**

There are now changes in requirements for reporting severe injuries. OSHA also ruled that all employers are required to comply.

For more information about the new rule, visit OSHA’s website at <http://www.osha.gov/recordkeeping2014>.

### **5 Success Limiting Actions That Limit Long Term Profitability**

*Click above link for the full article.*

### **Randolph-Bundy can help you beat the cold**

### **Seal out the weather with the Lemieux Torrefied Door**

The Torrefied Collection is the most revolutionary idea to be introduced to the door industry in years! Have you been told you should have an overhang over your door? Have you been told you should not paint or stain your door a dark color? Have you been

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told your door faces the wrong direction for a wood door? Now with Lemieux Door's Torrefied Collection, you can forget all of that! The Torrefied Collection also comes with a 20 Year Warranty! [Click here for a brochure](#)

**Quick Contractor Tip**

**Building Basics: Installing Baseboard**

by GARY KATZ on FEBRUARY 21, 2014

The joinery in baseboard forms the foundation for nearly all the joinery in finish carpentry, which makes perfect sense because baseboard is meant to replicate the foundation—the plinth—of a classical column. Though casing is the first molding profile noticed in a home, and often the first molding installed in a home, baseboard is usually the first molding that an apprentice carpenter learns to cut, and for good reason. For the entire article go to: [www.thisiscarpentry.com](http://www.thisiscarpentry.com) .

**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 *Kyle Harris* your October winner!



*Be careful, spooky creatures come out for Halloween on the 31<sup>st</sup>.*

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**Siewers will be closed, Thursday & Friday, Nov. 27<sup>th</sup> & 28<sup>th</sup> for Thanksgiving. We will reopen Monday Dec. 1<sup>st</sup>, at 7:30 am.**



**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>
Sept. 2014	5.9%	86.0	1,017,000
Prior Month – August 2014	6.1%	92.4	957,000
Prior Year – Sept. 2013	7.2%	80.2	863 ,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
September 30, 2014	\$3.34	N/A
Prior Month – August 2014	\$3.43	5,050,000
Prior Year – September 2013	\$3.42	5,260,000

**Market Summary**

	<u>October 20, 2014</u>	<u>1/01/14</u>	<u>10/01/13</u>
DOW	16,117	16,576	15,129
NASDAQ	3,765	4,176	3,771
S&P 500	1,862	1,848	1,681

**Long & Foster Market Minute / September 2014**

<b>New Listings</b>	<b>Current Contracts</b>	<b>Sold Vs. List Price</b>	<b>Months of Supply</b>
<b>2,116</b>	<b>1,343</b>	<b>98.0%</b>	<b>6.0</b>
<b>Median Sales Price</b>		<b>Days on Market</b>	
<b>\$210,000</b>		<b>70</b>	

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“Since early summer, builders in many markets across the nation have been reporting that buyer interest and traffic have picked up, which is a positive sign that the housing market is moving in the right direction,” said NAHB (National Association of Home Builders) chairman Kevin Kelly.

*Confidence in the market for new, single family homes reached 59 in September, a four point gain since August.*

### Company Mission

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



**“Either write something worth reading or do something worth writing.” Ben Franklin**

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**Visit our website for product and general information.  
[www.siewers.com](http://www.siewers.com)**

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

### **Share with others. . . . .**

***If you know someone that would like to receive our  
“Siewers Newsletter”, have them email us at  
[laurenf@siewers.com](mailto:laurenf@siewers.com) and we will add them to our  
distribution list.***

**....Next issue November 20th**