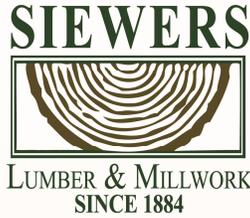


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“Preserving the Past while Building the Future.”



Celebrating 131 Years of Service

A note from the Siewers Family...

It's Showtime.....

*The Siewers Architectural Products Show
will be held Thursday, October 1st!!!*

Siewers Lumber will be hosting our bi-annual products show on Thursday, October 1st. This year we will have 30 vendors working the event to answer any and all of your questions. As in previous shows, Siewers will provide a catered meal prepared by Champagne Taste! We will host Architects from 11:00 AM to 1:00 PM and Contractors from 5:00 PM to 7:30 PM. Please make this a company event -- The entire crew is invited, just let us know how many will be attending!!!

For the architects and designers, we will host two AIA Certification Classes with a complimentary breakfast! Classes will begin at 9:00 AM and 10:00 AM respectively. In addition to FREE breakfast, you will also receive 1 LU Hour Credit for each class!

For the contractors and business owners, we will host our Keynote Speaker for this year's show, Attorney Turkessa B. Rollins. Ms. Rollins will be speaking on the use of Contract Forms, Change Orders, Mechanic's Liens, DPOR & other compliance issues. All that attend will receive an invaluable Construction Law Survival Manual. The program and manual are all free of charge! Join us at 2:30 PM in the showroom!!!

***Remember, mark your calendars for the show on October 1st!!!
Please call Lauren at 358-2103 or email laurenf@siewers.com and reserve your spots!***

-The Siewers Family

Contractor News

Profit Is Not a Happy Accident *By Melanie Hodgdon*

Start with the most reliable, predictable number you can access:

<i>Income -</i>	Money collected as a result of producing jobs
<i>Cost of Goods Sold -</i>	Money spent as a result of producing jobs
<i>Gross Profit -</i>	Leftover money to use for covering overhead and contributing to Profit
<i>Overhead -</i>	Expenses required to maintain the company
<i>Net Profit -</i>	The “bottom line” dollars of profit when all costs are paid

A simple P&L includes income, production costs, overhead and profit. It suggests that profit is what’s left over. But profit shouldn’t be something you simply hope for.

Profit should be a target. Start with the overhead you know you’ll have and then add the profit you’d like to achieve. “Gross Profit” equals production income minus production cost.

Gross Margin is a Better Comparison

In order to understand what’s practical for your company, you need to have more information about key numbers associated with your completed jobs. Namely, you need to know: What was your average achieved gross margin over the past 12 months?

Gross margin is related to gross profit but is expressed as a percentage rather than dollars. You get gross margin by dividing the gross profit in dollars by income in dollars. Gross margin is really the percentage of your income that’s due to gross profit. The higher the gross margin, the more profitable the job.

Once you know what gross margin your company can realistically achieve (assuming no major changes in your production process), you can estimate the sales volume and markup required in order to meet your objectives.

115 Years of American Home Consumer Trends *By Jennifer Goodman*

The following is a list of the biggest trends for home building in 2015:

- 2 Master Bedrooms – One upstairs and one downstairs
- Water & Energy Conservation Systems
- Replacing Extra Bedroom – For specialized storage (i.e. bigger pantries & closets)
- Home Automation – Remotely controlling locks, lights, HVAC and appliances

To take a stroll down memory lane and view how housing has changed over the last 115 years, go to www.builderonline.com.

Key Difference Between Carpenter and Great Lead Carpenters

By Shawn McCadden

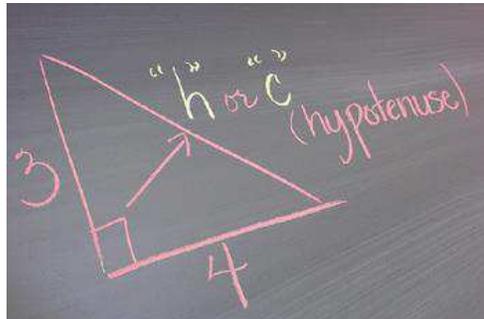
Skilled Carpenters are assumed to have the trade skills needed to do the work at hand and to understand construction. But just because a carpenter has these skills doesn't necessarily also mean he or she has the rest of **what it takes to be a successful Lead Carpenter.** Below is the first half of a list of key skills a carpenter should have or will need to acquire to become a great Lead Carpenter. We will be discussing this list at our **Lead Carpenter System Workshop for business owners** to help carpenters and construction business owners improve their chances of **success developing Lead Carpenters and a true Lead Carpenter System.**

This first list describes the basic skills and thinking skills a carpenter must possess to be eligible to become a Lead Carpenter. These are skills that should be inherent to the carpenter already, **learned from an early age through schooling and practical application** as a person evolves from childhood to adulthood. If a carpenter does not already possess these skills, **the chances of success as a Lead Carpenter will be greatly compromised.**

In my next article, I will discuss the people skills and personal qualities a great Lead Carpenter must learn and develop.

Basic skills needed to be a Lead Carpenter:

- **Speaking:** Ability to speak clearly including selecting language, tone of voice, and gestures appropriate to a specific audience.
- **Listening:** Listens carefully to what people say, noting tone of voice and their body language, then can respond in a way that shows a true understanding of what is said.
- **Reading:** Ability to identify relevant facts and locate information in books or manuals. Ability to find the meanings of unknown words and use computers to find information.
- **Writing:** Ability to write ideas completely and accurately with proper grammar, spelling, and punctuation. Also able to use computers to communicate information in writing.
- **Mathematics:** Ability to use numbers, fractions, and percentages to solve problems and communicate solutions.



Thinking skills needed to be a Lead Carpenter

- **Creative Thinking:** Has the ability and is not afraid to use imagination freely to combine ideas or information in new ways. Can easily make connections between ideas that seem unrelated to others.

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- **Problem-Solving:** Can easily recognize a problem, identify why it is a problem, create and implement a solution, and naturally watches to see how well attempted solutions work so they can be revised as needed.
- **Decision Making:** Can identify goals, suggest alternatives and gather information about them. Can identify and weigh pros/cons and choose the best alternative along with a plan to follow through.
- **Visualization:** The ability to imagine, strategize and sequence the construction of a building, object or system by looking at a blueprint or drawing.

3 Simple Principles to Succeed in Everything you do By Paul Winans

ON-TIME

I worked a variety of jobs starting when I was 14. One of the most important requirements for most of these jobs was to show up on time. Pretty basic, right? You would think so.

However, as an employer, I was surprised by how many people had never learned it.

Remember, with pretty much anything, showing up (ideally on time) is required to be able to succeed at anything.

LISTEN

Many young people are at times a bit too full of themselves. Learning to talk at the appropriate time is a necessary skill in the world of working.

Perhaps even more important than not talking needlessly and/or endlessly is learning to listen.

A good listener is more concerned with understanding the person who is talking than with thinking of the response he/she is going to make. Being able to do that is a powerful skill to get as a young person.

WORK HARD

Most of the employers I had, whether they were a business owner or a manager in a larger company, wanted employees who knew how to stay focused and work effectively. That is what I mean by “work hard”. Doing this all day, every day you are at work.

I learned to do the task I was assigned as well as I possibly could while paying attention to what the other employees were doing. I wanted to learn how to do other things.

All the above are simple principles that seem obvious. The sooner you learn them, the more likely you are to succeed at most of what you do in life.

Give a young person a chance. You could become a difference-maker in their lives.

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America's Housing Stock Starts Showing Its Age

According to the latest report from the National Association of Home Builders (NAHB), the median age of homes is now 37 years. About two thirds of all homes in America were built before 1980 and within that figure, 40% were built before 1970. New homes built after 2010 is about 2% of the overall stock.

Quick Contractor Tip

When trying to tie down a short stack of osb on a van roof rack or in the undersized pick up, take a couple of C-clamps and clamp the stack and then tie to the clamps. This works great! *(This was found on the Contractor Talk – Tips and Tricks)*

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 me at laurenf@siewers.com or in person.

NOTE FROM THE EDITOR: If for any reason you can not open any of our links, please contact me at 358-2103 or laurenf@siewers.com, and I will resend or copy the link information. Thank You!

What's Up with Kitchen Design

Business optimism for kitchen design is at an all-time high. Close to 8 out of 10 kitchen designers feel their business will improve in the coming year.

Budgets for 10 out of 10 product categories have increased compared to two years ago. Major appliances, storage features, countertops, cabinetry and lighting have experienced the biggest increases. Designers are saying budgets are up relative to other project costs. Consumers are looking for transitional, clean and simple designs with open floor plans and a more efficient use of space. Coinciding with a rise in casual and eclectic kitchens, about two in five designers across all segments predict open shelving will be more prevalent in the coming year.

Kellene Gordon, Siewers Cabinet Guru, would be happy to design your customer's next kitchen.

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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 David Woods our September winner!

Reserve your spot for the
2015 Siewers Architectural Product Show
October 1st, 5:00 pm to 7:30 pm.

Get Your Flu Shot

Reserve your spot for October 6th starting at 7:30 am.
Call Lauren at 358-2103 or email laurenf@siewers.com.

Siewers T-Shirt Contest



The Siewers T-Shirt is on the move again. It has been seen on a lake, checking out some reggae in Jamaica and making friends with a Minion. It's up to you where it will be seen next!! Get your camera, snap a pic and send via our Facebook page, email us or bring your picture to us. Details can be found in our June Newsletter at www.siewers.com.

Don't have a Siewers T-Shirt?? **Special contest price of \$5.00 ea.** (adult & children sizes available). Stop in and get a shirt for you and your family.

Keep those "Siewers Selfies" coming!



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>
August 2015	5.1%	101.5	1,126,000
Prior Month – July 2015	5.3%	90.9	1,161,000
Prior Year – August 2014	6.1%	93.4	966,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	<u>National Avg. Mortgage Rate</u>
August 31, 2015	\$2.44	N/A	3.91
Prior Month – July 2015	\$2.67	5,590,000	4.05
Prior Year – August 2014	\$3.43	5,000,000	4.12

Market Summary

	<u>September 17, 2015</u>	<u>1/01/15</u>	<u>8/31/14</u>
DOW	16,739	17,823	17,098
NASDAQ	4,889	4,736	4,580
S&P 500	1,995	2,058	2,003

Long & Foster Market Minute / August 2015

New Listings	Current Contracts	Sold Vs. List Price	Months of Supply
2,173	1,658	98.9%	4.4
Median Sales Price		Days on Market	
\$219,000		53	

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Company Mission

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



“If you really attack a fire, you put it out. But if you attack it cautiously and fearfully, you get burned.” Dio Chrysostom, Greek Philosopher

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**Visit our website for product and general information.
www.siewers.com**

Phone: (804) 358-2103 Fax: (804) 359-6986

**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 me at
laurenf@siewers.com and we will add them to our
distribution list.***

....Next issue October 21st