



“Preserving the Past while Building the Future.”



Celebrating 132 Years of Service

A note from the Siewers Family...

If you have been into our showroom recently, you've noticed the new, re-vamped Hardware Section. We've added a number of new product lines, all to better serve you! On Thursday, November 3rd from 8:00 am to 1:00 pm, we will be hosting a Grand (re)Opening of The Siewers Hardware Department. During our Open House, we will have Vendor Reps from many of our Hardware Product Lines to answer all of your questions! We will also serve light food and refreshments.

To date, we will have Vendor Representatives from the following companies: GRK Screws and Fasteners, OSI Quad Max, Woodlife, Penofin, Imperial Blades, Rustoleum, Fasten Master, Zinsser, Wooster Paint Brushes, and Old Masters Stains!

Additionally, Mike Hartsfield with OSI – Quad Max will provide a training/certification course on the proper use and application of Quad Max products. This class will take place at 11:30 am in the showroom with box lunches provided for all attendees. To make sure we have plenty of lunches and to take advantage of door prize give-aways , PLEASE RSVP at: http://lms.360-biz.com/osi_lms/lms/register.php.

OSI - Quad Max products are amazing! The caulk has 5 times the stretch of ordinary caulks, wet surface application, 24 hour cure/ 1hr paintable, UV Resistant, 0 – 140 degree application, no Shrinkage, and a 24 month shelf life! The Quad Foam has very low pressure, minimal expansion, cold application (down to 14 degrees), closed cell structure, quick setting (10 minutes), and very flexible – will not crack or dry out! Please take a moment to register for the Certified Training Class at the website above!!!

We look forward to seeing you on Thursday, November 3rd! Thank you for your continued business and support!

-The Siewers Family

Contractor News

Talk the Talk *By Kacey Larsen*

Good communication with a client is essential to the customer's experience. Ninety percent of the problems you hear about on projects is the lack or breakdown of communication between the customer and the contractor.

Listen and Ask: From the first meeting, discuss what they are looking to do, so you can give them a rough idea of time at the first meeting and they can take it all in before the bidding process.

Be Specific: Give the customer a job calendar, contract, plans and a daily log so the customer can see and visually understand the process.

Be Personal: Introduce the project manager that will be on-site. Communicate that all final decisions come back to the contractor.

Interpret: Smartphones have made life easier in some aspects and worse in others, but you work in a service industry and you build your business on responding fairly quickly to all calls, texts and emails so the customer feels special.

It's Not About You: It is fairly important to communicate on a daily basis, even if it's only the daily log of what's being done or if the weather is a problem.

The advancement of technology has changed the face of communication, both in terms of how communication takes place and the instantaneous nature of it all. People want a response quickly and if you don't, they will find someone else that will.

Change for Angie's List *By Welton Hong*

Have you heard about the changes on Angie's List? The site's paywall was recently removed, providing homeowners free access to Angie's List—what used to cost about \$40 per year. As the owner of a window and door company, this change could have a direct impact on your online presence.

Angie's List is a hub for businesses in the home services market and is a great place to connect with potential customers. Consumers visit the site to look for general information about and see reviews of service providers and contractors in their local area.

Service providers have the option to post information about their businesses. But, even if a contractor hasn't proactively set up a presence on Angie's List, it is possible that there might be a listing anyway. This is because customers can post reviews, and Angie's List creates an area where all of the reviews can be consolidated for a specific contractor.

Now that the pages on Angie's List are available to the public, it is possible that the listings could hold weight in search engine rankings. Since the best way to grow your company is by increasing your presence in the search results, it's important to make sure that your listing is optimized with the right keywords and good, accurate information.

The posted customer reviews can also help with brand management, creating the right reputation to help you attract more customers. You might even consider a proactive approach to ask customers to leave reviews on Angie's List so that you can develop a stronger reputation.

Five Mistakes Remodelers Commonly Make When They Write Estimates

By Chris Hogan

As remodelers, our work is truly unique. Even though a lot of our projects might resemble other projects we have recently completed, no two projects are alike. Strong estimates reflect this thinking, and help differentiate your company from the competition. Here are five critical mistakes we've all made, and advice on how to avoid them.

1. *Using Square Footage Costs*

Square-footage pricing for most remodeling projects is difficult to quantify because you can't allow for the variables that drive the costs of a remodeling project, such as existing conditions and logistical access. It is always best to build each job piece by piece-on-paper to arrive at a final cost. Otherwise, subtle differences in square footage measurements can produce big cost differences.

2. *Estimating for Subcontractors*

We lose the interest and support of our subcontractors when we try to tell them how to do their job. There is no better way to assemble an effective team than to give the space and the opportunity to inform costs. Taking the time to walk through the work with the subs allows them to provide a clear, written estimate that they will be willing to stand behind when you get under way. As a sales tool, subcontractors walk-throughs show the owner that you see their project as a unique undertaking, and are conscientious in your approach.

3. *Lack of Clarity in Scope*

Owners look to us to be an expert on all things construction, and will not be inclined to take responsibility for any costs that they were not prepared for. Take the time to clearly write out everything you know, and don't know, about the work you are proposing to perform. Simply referencing a plan set is not adequate. The description should include dimensions, specifications, allowances and exclusions. This document can be separate from the budget sheet, allowing you to easily circulate it among subcontractors and employees so they may all share a reference point. A clear scope document also provides for an easier conversation when change orders arise.

4. *Uninformed Scheduling*

Every day spent onsite after the planned completion date means lost money for the remodeler. A clear construction schedule includes two components and production.

Lead time items include any special order parts, but should also include permit review, selections deadlines and related milestones. A start date named upon completion of these milestones helps avoid any lost time onsite due to ordering or approval delays.

5. *Fringe Expenses*

Sometimes we become too focused on the task at hand to see what other work is required to complete a job. Take the time to step back and look at the big picture to identify what you can do to make completion of a simple task great. Oftentimes, this applies to materials and time for site protection and cleaning. Other specific examples include paint touchups after hardwood floor refinishing, or window washing after exterior paint work.

Product of the Month

The Center Aisle: Stanley Hand Tools & Safety Items

STANLEY HAND TOOLS: For over 170 years, Stanley has been synonymous with quality, reliability, innovation and value. From the “do-it-yourselfer” installing a ceiling fan to the professional contractor framing a new home, it’s a safe bet that Stanley has the right tool for the job.



STANLEY

SAFETY MATERIALS: We now offer workbelts, knee pads and contractor bags for your safety needs.

Be sure to check out all our new products when you come by and be sure to let us know if there are any additional ways we can make your buying experience better.



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 Tim Ledford our October winner!

Happy Halloween!

Don't forget to come by Siewers on the 31st and get some goodies! Plus, you never know who will be dressed up☺

Siewers will be closed for Thanksgiving, November 24th & 25th. We will reopen on Monday, November 28th 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. 2016	5.0%	104.1	1,047,000
Prior Month – Aug. 2016	4.9%	101.1	1,150,000
Prior Year – Sept. 2015	5.1%	102.6	1,189,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	<u>National Avg. Mortgage Rate</u>
Sept. 30, 2016	\$2.22	N/A	3.46
Prior Month – Aug. 2016	\$2.22	5,530,000	3.44
Prior Year – Sept. 2015	\$2.28	5,440,000	3.89

Market Summary

	<u>Oct. 19, 2016</u>	<u>1/01/16</u>	<u>9/30/15</u>
DOW	18,194	17,425	16,285
NASDAQ	5,240	5,027	4,620
S&P 500	2,139	2,047	1,920

Long & Foster Market Minute / Sept. 2016

New Listings	2,082	Median Sales Price	\$215,000
Current Contracts	1,544	Days on Market	46
Sold vs. List	99.0%	Months of Supply	3.9

Company Mission

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



“You don’t drown by falling in the water, you drown by staying there.” Louis Cole

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

**Visit our “newly remodeled” website for product and general information at
www.siewers.com
&
also on Facebook at Siewers Lumber & Millwork**

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 November 18th

