



“Preserving the Past while Building the Future.”



Celebrating 132 Years of Service

A note from the Siewers Family...

Save the Date! Siewers Lumber Company has set a date for our Bi-annual Architectural Products Show. This year’s show will be held Thursday, October 12, 2017. As in past years, we will host Architects & Designers for lunch and Contractors for dinner. This year’s show will be our best yet with over 30 vendors in attendance and our meals will be catered by Champagne Taste. It’s never too early to RSVP so if you know you will be able to attend, call/email Lauren with your RSVP!

New Products! This past weekend, we attended the Emery Waterhouse Hardware Product show and are excited to tell you that we will be adding several new products to our inventory. Be on the lookout for the Trim Clip www.trimclip.com and the Winbag Inflatable Shims www.winbagusa.com .

Jam Packed Newsletter! This newsletter is jam packed with great articles. Make sure you check out “Ordering Trim” and “Safety as Second Nature” for some great tips.

Continuing Education! Please keep the morning of March 14th open and join us for a Fasten Master Impact Event. Aaron, with Fasten Master, will be here beginning at 8:00 to answer all your questions and demonstrate the product line. You won’t want to miss it!

Thank you again for your continued patronage and please know how much we value your business. Please keep in touch with us and let us know how we can continue to better serve you.

-The Siewers Family

Contractor News

Safety as Second Nature *By Kacey Larsen*

We tend to talk about accidents after they happen. You really learn something by being exposed to it, but if you hear about it anecdotally from someone, you can put it in your memory bank of safety related things and think, ‘maybe that’s not the smartest thing to do.’ You don’t have to actually experience it to learn from it.

Education is important for homeowners too. Here are three tips to share with your clients:

- * “Your home may soon have temporary holes in the floors or walls, open electrical boxes, nails, loose boards and other hazards. We will keep things as neat and safe as possible, but suggest you educate children and visitors about the dangers and risks of playing and walking through construction areas.”
- * “We don’t want Fluffy to get her tail in the saw or Rover to slip out an open door, so please make arrangements to contain pets for their safety and ours.”
- * “Our policy is not to use your tools. Since many look alike, we might grab the wrong one, break it or even haul it to another job-site, so it is best if you put yours away or mark them boldly. Because of our concern for your safety, we cannot allow you to use our tools either.”

Architectural Elements – Ordering Trim *By Ellen Cheever*

I hope these ideas help enhance your Contemporary or Transitional rooms, adding a level of sophistication and layering that leads these simple rooms to be “complex”. When ordering trim, keep in mind the following tips that will help ensure you order the right product in the right amounts.

- * All pieces that add depth to the interior need to be considered to ensure the installation has correct reveals. Casings need to be deeper than baseboards. Architraves need to be deeper than casings. The depth of all build-ups need to be calculated for the correct reveal.
- * Always order at least 10 to 15 percent additional product than your final wall measurements. This accounts for cutting of the product to fit the space.
- * Always round up your amounts to the nearest full length of product available. For example, trim is typically supplied in lengths from 8’ to 16’. Check with the supplier to verify lengths available.
- * Understand that, in some cases, crown moulding or base-boards need to be spliced together for larger runs or if it is difficult to deliver product into the

space. Order extra material to compensate for these cuts.

- * At doorways, order casing 12” longer than the door opening. For example, an 8’ high door needs a casing at least 9’ long to allow for one continuous piece of trim that is mitered at the top. A 16’ length of casing will give only one full-length side to an 8’ high door.
- * Finally, trim (especially crown) should be acclimatized for at least 48 hours prior to installation. This should be done in the room that it will be installed in, with as many surfaces exposed to the air as possible.

Your expertise in interior finishings provides a sustainable competitive advantage by distinctly separating your proposals from those supplied by less professional, more price-conscious competitors.

6 Killer Apps for Contractors *By Gary Thill*

By now, you’ve heard the expression, “There’s an app for that.” But you may not be aware that when it comes to some of the most difficult aspects of contracting — time tracking, presentations and estimating — there’s an app for that, too.

Here’s a look at some of the apps top contractors are using and why they recommend them:

1. **Penultimate.** This is an app that works with the popular Evernote app. With Penultimate, a picture in your Evernote file can be written on and then used as a presentation tool in client meetings, said Eugenia Marshall, customer experience manager at Contract Exteriors. Just as with Evernote, Penultimate photos and the accompanying notes can be accessed from anywhere whether on computer or mobile device. That way customers can see photos anytime they want as well as progress being made, ideal for busy or out of town customers. “We deal with a lot of people with second homes and rentals,” Marshall said. “This really makes it easy to work with them.”

2. **Skitch.** Another option for electronically annotating and drawing on photos is Skitch. The app can be particularly useful to help clients better understand project parameters, said Dan Dragomir, president of D Remodeling. We do a lot of repairs,” Dragomir said. “Sometimes it’s difficult to detail exact locations of the repairs. Ultimately this provides better customer satisfaction because they can see exactly what we’re repairing.”

3. **TimeSheets.** One of many different time tracking app solutions, TimeSheets is a cloud-based time sheet, tracker and expense-tracking app. It also tracks mileage and time off accruals. Dragomir said he loves the app because he can immediately check on workers’ hours. “It’s especially useful for when we do deliveries,” Dragomir said. “I would suggest it to any contractor.”

4. **ExakTime.** Another time tracking app, ExakTime is a suite of services that includes a mobile app. The mobile app uses photo verification to eliminate so-called “buddy punching,” in which employees check each other in even if they’re not on the job site. Like other apps, it uses GPS to track employees so you know which workers at which jobs. Brian Hogan, owner of Hogan Design and Construction, says the app has given his company a new accuracy — and a new way to incentivize workers. “If someone’s ExakTime is perfect in a week, they get an extra hour on their paycheck,” Hogan said.

5. **HoverPro.** This app is designed to easily create an interactive 3D model of a property. Using photos snapped from a smart phone, the app promises to generate measurements for a variety of materials such as siding and roofing. The app can also show users what different materials would look like on the home. “It really helps expedite the proposal process,” said Meghan Ritchie, marketing director for Superior Pro Exteriors.

6. **RenoWorks.** This app is somewhat similar to HoverPro. It also allows users to see what different design features would look like on a home based on an uploaded photo. But this app shows customers what specific products would look like rather than just general colors or styles. Ritchie says her team is still trying it out, but it looks promising.

While there are plenty of off-the-shelf app solutions, some contractors are taking another route — developing their own. For example, PCS Residential is developing an app to streamline the sales, ordering and installation process, said Eric Kollauf, the company’s marketing manager.

Working with a company out of Australia, PCS Residential has been developing the app for about 2 ½ years. When it’s completed, Kollauf said the app will have the ability to provide measurements and pricing for different products right from a smart phone.

Kollauf said that will reduce lead times from as long as nine months to as little as a few days. If it’s successful, Kollauf said the company plans to license it to other contractors.

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Product of the Month



Fein Multimaster

With a motor 3x faster and 35% more powerful than the original model, the Fein Oscillating Multimaster is easily a grade above the rest. Combining maximum and effortless work output with limitless functionality, the multimaster is the only choice for all your cutting, sanding and scraping work. The ultra-soft grip zone and lightweight build allows for optimal handling and minimal torque. To significantly increase comfortability, the beautifully German engineered Fein Multimaster is equipped with a gearbox built separate from the motor. This decreases the vibration and operating noise substantially. This also allows for an increase in swinging degrees so that more work is done at a quicker pace. Whether you're a novice or a professional, put all worries to rest with the simple but adequate operating system of the Fein Oscillating Multimaster.



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 Jon Lillyman our February winner!

Continuing Education Opportunities Please join us here at Siewers.

March 10th (8:00am – 10:00am)

Fasten Master Impact Event  **FastenMaster.**

“Give us 10 minutes of your time & we will save you an hour on your next job!”

www.fastenmaster.com Free coffee & donuts.



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>
Jan. 2017	4.8%	111.8	1,246,000
Prior Month – Dec. 2016	4.7%	113.7	1,279,000
Prior Year – Jan. 2016	4.9%	97.8	1,128,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	<u>National Avg. Mortgage Rate</u>
Jan. 31, 2017	\$2.28	N/A	4.15
Prior Month – Dec. 2016	\$2.35	5,450,000	4.20
Prior Year – Jan. 2016	\$1.81	5,470,000	3.87

Market Summary

	<u>Feb. 16, 2017</u>	<u>1/01/17</u>	<u>1/31/16</u>
DOW	20,627	19,762	16,466
NASDAQ	5,831	5,383	4,614
S&P 500	2,349	2,238	1,940

Long & Foster Market Minute / Jan. 2017

New Listings	1,927	Median Sales Price	\$216,000
Current Contracts	1,520	Days on Market	59
Sold vs. List	98.5%	Months of Supply	4.8

Company Mission

To serve the needs of contractors and remodelers.



“I think the person who takes a job in order to live – that is to say, for the money – has turned himself into a slave.” Joseph Campbell

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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 March 17th

