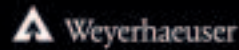


# introduction

THE TRIED AND TESTED HAVE PARTNERED WITH THE BOLD AND INNOVATIVE.

Welcome to iLevel™, a new business from the three most respected names in residential framing: Trus Joist, Strukturwood and Weyerhaeuser. We've made the latest product technologies and design services available under one roof, helping you manage costs while minimizing jobsite waste. Go to iLevel.com today, or call 1-888-iLevel8 (1-888-453-8358).



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## Arrow Building Center

*"Dependability from the ground up"*

Division of Consolidated Lumber Company

Fourteen stocking locations, twice-a-week inner-company shuttle delivery, and an Integrated Network System allow us to have the availability of the building materials you need for your project. Our system also allows you to purchase these materials at any of our locations using your existing Arrow Building Center account.

- **Amery, WI**  
843 State Rd. 46 N  
715-268-8161
- **Hudson, WI**  
876 County Rd. U  
715-386-2371
- **Rice Lake, WI**  
2120 W Knapp St.  
715-234-6932
- **Big Lake, MN**  
14813 162nd Ave. SE  
763-262-1440
- **Hastings, MN**  
755 31st Street E  
651-437-8555
- **Milltown, WI**  
101 Industrial Ave.  
715-825-3287
- **River Falls, WI**  
188 County Rd. U  
715-425-7245
- **Stillwater, MN**  
2000 Tower Drive W  
651-439-3518
- **Kasson, MN**  
102 1st St. SW  
507-634-2471
- **Hayward, WI**  
15914 US Hwy 63  
715-634-8941
- **Red Wing, MN**  
170 Cannon Bottom Rd.  
651-388-6741
- **Spooner, WI**  
102 Pine St.  
715-635-2199
- **Webster, WI**  
7454 Elm St. W  
715-866-4345
- **Chippewa Falls, WI**  
500 E. Park Ave.  
715-723-4716



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A **NEWSLETTER** for the  
Professional Builder & Remodeler.

# THE CONTRACTOR

MAY 2007

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VOLUME NINE NUMBER TWO

**Arrow Building Center**  
*"Dependability from the ground up"*  
Division of Consolidated Lumber Company



## Local Housing Market in a Better Position than Most

To deny that the local housing market has not been stymied by the same conditions that are affecting housing across the country is to deny the economic realities of the situation, and to deny the burden forced on local businesses as well as some of our builder customers.

But with that said, there are positives, and the Upper Midwest may actually be in a better position to weather the housing slowdown than other areas of the country; this comes from a recent report issued by the Federal Reserve Bank of Chicago.

Ironically, the fact that home price appreciation grew more slowly in this area of the country than others bodes well for future growth. Simply put, slow and steady growth is better.

"Given all of the popular concerns about a



home price bubble, steady appreciation helps abate those worries here. If a sharp run-up in prices is a warning sign of a potential bubble, that sign is largely absent in the Midwest," reports the Federal Reserve Bank of Chicago.

It's almost impossible not to feel threatened by all the negative national news regarding the hous-

ing market. But locally, once homeowners realize that the value of their homes have not plummeted off the side of a cliff, they will grow more confident in tapping their equity to remodel or, instead, decide to take that next step of building a new home.

Indeed, many builders are taking advantage of niche opportunities in the remodeling market. And if you're looking for an even more positive note in regards to the housing market on a national basis: the Housing Market Index (a statistical gauge produced by the National Association of Home Builders that measures builder confidence) made it's biggest leap forward in almost 18 months, reversing what had been a steady downward trend. Obviously, somebody knows something.

## Good Advice For Fishing and Business

I've heard customers joking recently that the slowdown in construction will allow them to do more fishing this year. Maybe so, but that reminds me of a story. Two men were fishing a trout stream and came across a group of other men fishing the same spot along the stream.

Figuring the fishing was good, the first man set up to join the other men. But his friend decided to move further up stream, away from the crowd. It was a difficult stretch of wilderness further up stream, and it took a lot of work to get where he was going. But he came back with six of the biggest, most beautiful trout the first man had ever seen. The other men didn't catch anything.

The man that caught the most fish did so because he separated himself from the crowd and made his own way. The same can be said in business. Have you noticed the ads and fliers in your local paper? Businesses are placing ads that never advertised before. I've noticed some new home construction companies are now advertising for remodeling. These builders are doing what it takes to survive, and I congratulate them.

Arrow Building



Arrow Building Center  
President David Majeski

Center started a campaign in 2006 urging anyone contemplating a new home or remodeling project to seek professional advice from our experts with over 103 years of experience! The ads offer a free report: "How to Choose the Right Contractor." The ad also calls attention to our Referral Program and drafting services.

If you want to get on our Referral List at any of our 14 yards, simply call our manager. All of us at Arrow Building Center are excited about helping our customers grow their business.

At times like these, you can continue fishing an unproductive hole, or you can find your own way. It might take a little more effort, and you might not always succeed, but at least you're leading and not following. Good advice, I think, for fishing and business.



## When It Comes To Decks, There is More Than Meets the Eye

Homeowners have increasingly chosen to bring the outdoors in (or vice-versa). Just compare the typical deck of yesteryear with the elegant amenities and functional built-ins of today's decks: attached gazebos, built-in benches, planters, swings, hot tubs, sunrooms, cooking grilles with piped in gas or propane, electricity and lighting.

Decking demand is expected to remain fairly constant; that's because decking is largely driven by the repair and remodeling market, which continues at a very healthy growth rate.

Indeed, **Professional Builder** recently reported that homeowners are opting to enlarge their existing decks by 20-40% when remodeling.

U.S. demand for

decking is projected to advance 2.8 percent per year through 2009 to 5.7 billion board feet, valued at \$5.8 billion. But it is composite decking that will provide the strongest growth opportunities; in fact, composite decking has captured nearly 20% of the market over the last 3-4 years, a trend expected to continue.

Today, homeowners have more choices when it comes to their decking than ever before; and it's not just the decking material; it's the amenities and built-ins.

Decks, sunrooms and porches have become an extension of the interior of the home reaching out. There's more to a deck than meets the eye. Talk to us when you have questions about decks, deck design, and the products that go with them.

## Introducing 'Smart Walls'



More and more builders are discovering the Smart Wall difference – it's what separates the exceptional from the ordinary when it comes to panelization contractors.

With over 25 years of experience in panelized construction, the Smart Wall Company has more than double the experience of their competition. Emphasizing quality and value are their top priorities.



After producing over 5,000 homes in the last 15 years (yes, 5,000!) they know what works and what doesn't. They offer every option a builder wants, but they look closely at each option and use their expert knowledge to identify if there are issues. They do not just build as drawn; they make a conscious effort to see if what is drawn will work correctly today and in the future.

Smart Walls can save you time and money at the jobsite. And no job is too small and no project too large. Plus, training is available for setting panelized walls. Smart Wall panelized products are available through Arrow Building Center. Contact your Arrow Building Center today.

### The Smart Wall is:

A Premium quality factory built wall built to the highest qualities in the industry.

- Built with State of the Art equipment.
- Semi-automatic squaring tables.
- Indoor stored lumber.
- Shrink-wrapped to protect from the elements.
- Custom built to YOUR specification.

### The Smart Wall has:

Factory installed INCELLation.

A Two-part closed cell foam insulation containing:

- A 7.2 per inch R-value
- A perm rating of .10 @ 1 inch in depth
- The LOWEST cost in the industry.

### The Smart Wall has:

Factory Installed Windows

- Flashing properly installed every time.
- Pan Flashing and Butyl style tapes installed on dry substrates and house wraps.
- No more installing off ladders.
- No more unloading in the mud.
- No more storing windows in the garage awaiting for damage or theft to occur.

## Customer Loyalty is Something Built Over Time

The overall structural integrity of any building is determined by the individual characteristics of its structural components: the roof system depends on the wall framing system, and everything rests on the foundation. A well-built, structurally-sound home will last for generations.

Customer loyalty is built much the same way: quality products supported by competitive prices

depend on knowledgeable, convenient and helpful service. Treating customers honestly and fairly builds loyalty that can span generations. Customer loyalty is built over time.

Loyalty is something earned, and it shouldn't be something that is given lightly. Loyalty comes with a lot of responsibility, because if it is lost, it's almost impossible to earn back again.

We work hard every day to earn your loyalty. Thank you for your business.

