

**SOLUTIONS  
FOR ALL YOUR FLOORING NEEDS**



Over a million homes have been built with TJI Joists and Structurwood panels from Weyerhaeuser. It's easy to see why more and more builders are choosing TJI Joists: Longer, uninterrupted spans with joists that resist bowing, twisting or shrinking. Structurwood panels: Designed for faster installation. Dependable delivery from locations all across the country. Plus, there's a guarantee backing the entire floor system. TJI Joists and Structurwood panels are just part of the total flooring package offered by iLevel. As your solutions provider, iLevel has everything you need for your next flooring project.

iLevel.com

1-888-iLevel8



**ABC 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

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**Arrow Building Center**  
"Dependability from the ground up"  
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## The Importance Of Good Business Partnerships

Tough times can bring out the best in people. What's the old adage? *Whatever doesn't kill us, makes us stronger.* The building market has certainly been tough on all of us lately, but there has been some good that has come out of it on the personal side. What good, you ask? How about partnerships.

True, this environment can bring out some cut-throat mentality. But for those of us who choose to build partnerships and alliances, we'll be much better off when the market turns up. (And it will ... it always does).

Arrow Building Center has always prided ourself on providing our professional customers with construction solutions, quality building materials, and superior service. Today, experienced and well trained employees at our 14

retail locations are ready to offer the best up-to-date products at an affordable price and to extend the personalized professional service customers have come to expect from Arrow Building Center.

We work with our professional customers to help them manage their projects. Our CAD service is just one such example. We offer a complete system of CAD services for any project. We offer flexibility combined with extreme accuracy for

your residential, commercial and industrial projects. Our 14 locations also provides a wide distribution area and delivery of building materials to your job site.

Tough times can also bring out the worst in people. But we choose to remain positive, not only about building and sustaining good business partnerships, but the overall health and well being of the local building market. You, our professional customers, are very important.



## Take Control Of Your Cash Flow

Many experts believe the housing market has reached bottom, and we are beginning a gradual recovery. However, the slowdown in construction spending means everybody has had to tighten their belts. Here are some tips to help you through the lean times:



Arrow Building Center  
President David Majeski

❑ **Go after overdue money:** it's your money, go after it; be respectful, but be persistent. Continually showing leniency is probably the biggest hindrance to cash flow. Paper profits look great, but if you don't have the money when the bills hit your mailbox, paper profits won't do you much good. You're a builder, not a lending institution.

❑ **Collect deposits:** before starting a new job, demand a deposit for one-third the contract amount. With this up front cash, pay your suppliers early and take advantage of prompt pay discounts they offer; or you may be able to borrow the money, take a prompt pay discount, and pocket the additional cash. It would be worth your time to do the math on this one. We do offer a prompt pay discount. Check with your local Arrow Building Center for details.

❑ **Cut expenses where you can:** pay-off any short-term or high-interest debt to free up cash flow; consider consolidating debts to lower payments; consider raising deductibles to decrease premiums; cancel unneeded services such as multiple cell phones or subscriptions.

❑ **Stretch your money to its limit:** consider renting instead of buying new; buy in bulk whenever possible, but don't overstock your inventory; put your operating capital in an interest bearing account, such as a money market.

❑ **Stay in touch with customers:** many consumers are "shopping" but holding tight to their money. Don't just write them off, keep talking, and when confidence returns, you'll be the first they call.

As always, thank you for your business.

The benefit of energy efficiency is sometimes difficult to visualize; unlike an attractive siding project, energy efficiency can seem rather abstract. So, how do you quantify (or sell) the benefits of energy efficient windows and doors to a skeptical homeowner?

Fortunately, when it comes to windows, researchers have already done the heavy lifting, with a host of studies that analyze energy and cost savings, as well as thermal comfort and other benefits of energy efficient windows. You'll find these studies at [www.efficientwindows.org/benefits.cfm](http://www.efficientwindows.org/benefits.cfm).

## Selling Energy Efficient Windows To A Skeptical Homeowner

In one study, researchers with the "Center for Sustainable Building Research" analyzed the annual heating and cooling energy cost for a typical 2,000 square foot house in Boston, MA, and Phoenix, AZ, and found some astonishing cost savings!

In Boston, they discovered a 27% savings by upgrading from a clear single-glazed aluminum frame window to a clear double wood/vinyl frame window; furthermore, a 32% savings was realized with clear double high-solar-gain low-E wood/vinyl frame windows, and a 39% savings with clear triple moderate-solar-gain low-E insulated frame windows.

In Arizona, researchers discovered a 6% savings by upgrading from a single clear aluminum frame window to a single tint aluminum frame window; while a 16% savings was realized with double clear wood/vinyl frame windows, and a 32% savings with double clear low-solar-gain low-E wood/vinyl frame windows.

Do the math and you'll see it doesn't take long for energy efficient windows to pay for themselves! Talk to us when you have questions.



## Fiber Cement Siding Shows Gains In Every Region

The choice of exterior siding material is determined by a number of factors. Visual appeal and installed cost are two such factors. But insulation, the climate in which the exterior cladding is exposed, and the architectural style of a region are other factors. It's these factors that tend to align a preferred siding material with a geographic area.

Brick has, for a long time, been a popular choice in the humid South, while stucco dominates in the sunny West. And vinyl has been a top choice in the colder Northeast and Midwest. But there has been one siding material that has shown

growth in virtually every region of the country, and that siding material is fiber cement.

According to the most recent U.S. Census Bureau, fiber cement has shown particularly strong growth in the West, where its market share has nearly doubled in recent years. Fiber cement also holds a strong third position in the South behind the aforementioned brick and vinyl. Although it holds less market share in the Northeast and Midwest, fiber cement still has shown solid growth in these regions. On a national basis, fiber cement holds approximately 10 percent of the market, according to man-

ufacturers. This is impressive considering it is relatively new.

Fiber cement has a lot going for it. Fiber cement siding has the look of wood siding, at a comparable cost, but with lower maintenance. Fiber cement is resistant to termites and fire, and it will not buckle or warp, and holds paint for several years longer than conventional wood siding.



## Building Your Customer's Dream Home? Don't Forget To Look Behind The Walls



Imagine the excitement and anticipation of your customer as you build their new home. They spend months choosing all the right details: the color of the paint and carpets, the style of the light fixtures, even the landscaping to welcome them and their guests. After a long wait and hundreds of thousands of dollars, the day arrives when they unlock the door and step inside. As they walk in, the floor creaks and feels bouncy. Everything else seems perfect, but a squeaky floor makes them wonder about the quality of the home. You can avoid this and similar disappointments by taking time upfront to ask your customer some simple, yet critical, questions about the home's structural framing.

Structural framing includes wall studs, rafters, floor joists, beams and headers, floor panels and sheathing. The quality of these materials and how they work together is critical for the long-term value and comfort of their home. In addition to avoiding annoying floor squeaks and bounces, the framing impacts how straight and even the walls are and how well cabinets, doors and windows function.

While most people don't think about

their new home's structural framing, good decisions upfront can save a lot of hassle and thousands of dollars of rework later. Different materials offer different performance characteristics. Many builders use TimberStrand® laminated strand lumber (LSL), TJI® floor joists and Structurwood Edge Gold® floor panels from iLevel, because of their strength, consistency and resistance to warping, shrinking and buckling. Engineered wood can be used throughout the home, or in areas where extra straightness and strength is needed, such as kitchen and bathroom walls, or two-story entry foyers and great rooms.

iLevel offers a 25-year to lifetime limited warranties on the framing materials, an important consideration as structural framing is one of the single largest costs in building a new home. Consider the following questions you might want to discuss with your customer:

**For floors:** Will the material manufacturer provide a rating number of the floor's anticipated performance, such as a TJ-Pro™ Rating from iLevel, and will materials be used that help reduce potential squeaks? Such ratings can help predict how stable the floor will feel based on the materials used and how they are assembled in the frame. You should also ask about any specific floor warranties available,

such as the lifetime guarantee offered by iLevel by Weyerhaeuser, the manufacturer of Trus Joist TJI's, Microllam, Timberstrand, and Parallam.

**For walls:** Will engineered wood studs be used where strong and straight walls are critical, such as those supporting kitchen cabinets and kitchen and bathroom tiles, and in walls taller than 10-feet high? Engineered wood studs can help cabinets hang straight and avoid unsightly cracks and nail pops in walls. And, the long lengths of such studs eliminate the need to stack walls to form tall walls, which can create a "hinge" point and lead to leaky windows and cracked finishes.

**For roofs:** What type of sheathing will be used? A range of options is available, including high quality oriented strand board (OSB) that can protect against buckling, warping and sagging. As your customer dreams and plans for their new home, remember that everything in it depends on a strong structural frame. Taking time to ask a few key questions shows that you care about all aspects of their new home and provides a way for you and your customer to work together to help ensure it will meet their family's needs from the first day and into the future.

**For more information on home structural framing products and services, contact your local Arrow Building Center, visit [www.ilevel.com](http://www.ilevel.com) or call 888-iLevel8 (888-453-8358) to speak to an iLevel by Weyerhaeuser representative.**