

\$ PINK PAYS!



ATTENTION CONTRACTORS
Take advantage of a huge opportunity to build your business. Put the power of PINK to work for your bottom line. Tax incentives and soaring heating and cooling costs have made homeowners more energy conscious than ever before.



Regarding tax incentives consult your tax advisor or visit www.energystar.gov for more information. THE PINK PANTHER™ & © 1964-2011 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. © 2011 Owens Corning.

We'd like to earn your loyalty with unmatched service guarantees

Contact the Arrow Building Center Representative in your area to learn more!

Locations to serve you...

- Amery • Big Lake • Chippewa Falls • Hastings
- Hayward • Hudson • Kasson • Milltown • Red Wing
- Rice Lake • River Falls • Spooner • Stillwater • Webster

Cabinet Gallery
Jesse Barr: 651-207-5196
Jbarr@abc-clc.com

Post Frame Buildings
Pete Herman: 715-556-7656
pherman@abc-clc.com

Stop by or visit us online at www.abc-clc.com



Can Your Current Building Products Supplier Promise You All This?



Work with you on your time schedule and provide construction solutions?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain agreed upon pricing for each item in your job - not just first time shipments?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provide on-time estimates on the agreed date - or give you a \$100 credit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give a \$100 credit to Priority Club* Members that don't receive same day delivery on confirmed orders?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give you a \$100 credit if pick-ups of returns aren't made within 24 hours of request?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer you office space with phone, fax, copier and a friendly cup of coffee?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer Builders Club Points to qualifying contractors?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Not responsible for typographical errors.

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Consolidated Lumber Company
808 North 4th Street
Stillwater, MN 55082

THE CONTRACTOR



A NEWSLETTER for the Professional Builder & Remodeler.

16 Locations at your service!

- 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
- Cabinet Gallery
779 Bielenberg Drive
Woodbury, MN
651-207-5196
- Post Frame Division
808 N. 4th
Stillwater, MN
715-556-7656

AUGUST 2011

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VOLUME THIRTEEN NUMBER THREE

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Remodelers Have Reason For Optimism

The residential remodeling industry can expect sustained growth of about 3.5 percent per year for the next five years, suggests a recent report from Harvard University's Joint Center. After a bleak five years, this is good news for remodelers.

According to the report, owners whose homes have fallen in value will have a tendency to invest in energy-efficient rehabs and adaptive "aging in place" retrofits, while a growing percentage of homeowners who do move will find themselves in distressed or foreclosed homes that require improvements, on average, 15 percent more than new owners of nondistressed properties.

"As these properties work their way through the foreclosure pipeline," the authors write, "home



improvement expenditures will increase."

The report also suggests that the recession has benefitted larger remodeling firms at the expense of smaller firms (those with no full-time employees), who have likely been driven out of business. "This has opened up opportunities for larger and more stable remodeling firms to capture a larger share of spending as the market recovers," the report says.

The report, "A New Decade of Growth for Remodeling," can be found at www.jchs.harvard.edu/publications.

Staying In The Game

A look at any online builder-related message board reveals much frustration out there on the part of contractors. Some of the disappointment stems from the anemic pace of the housing recovery, but interestingly, more seems directed at fellow contractors.

One contractor remarks how colleagues make “no apparent efforts to get business.” Another relates the story of a customer telling him how one contractor never returned his calls. Many, including the ones that haven’t “given up” admit bouts of depression. But as one contractor writes: “these are tough times, but they will pass.”

The messages are not without optimism. “I’ve been very slow,” writes one contractor, “but never gave up bidding jobs.” Another admits not getting as many calls, but adds “I am still getting work when I get the calls.”

One contractor wrote that he wished his colleagues shared and exchanged business cards, working together for referrals. A second, long-experienced contractor wrote he had “lowered his standards” for taking a job, worked much harder on a daily



Arrow Building Center
President David Majeski

basis, but has “made more money in the recession than ever before.”

Read between the lines, and you’ll find a common theme: persistence pays.

Consistency IS Crucial:

Being consistent in the way you approach every opportunity or project is essential for success. You will not succeed each and every time you present a proposal, mind you, except it will aid you on winning the next project from what you have learned.

Many think in terms of absolutes: you either win or lose. In sports that may be the case, but in business, staying in the game and remaining competitive is a winning attitude.

Reader Feedback: We would like to hear from you! Do you have ideas about what you would like to see or hear more about in The Contractor Newsletter? Got an article you would like to share? Please contact me if you have any questions or concerns, or if you need more information about any of our products or services. I can be reached at (651) 439-3138, extension 201, or by Email at: dmajeski@abc-clc.com



Kreative Kitchens Combining Form & Function

Everybody wants a beautiful kitchen, but that kitchen needs to be functional, as well. What good are attractive cabinets if the countertop is cluttered or there isn’t enough cabinet space? Offer your customer some of these (K)reative Kitchen ideas.

Dishwasher Drawer – This uses about half the space of a regular dishwasher and can be fitted with cabinets. It’s easy to operate and looks just like a regular kitchen drawer.

Appliance Garage – Blenders, coffee makers, a George Forman, these things can clutter a countertop; plus, if they’re stored above or below the counter, they can be a hassle to reach. A work-level countertop cabinet solves this problem.

Microwave Drawer – This works just like the dishwasher drawer. Position it away from the stovetop to avoid greasy splatters.

Builder Tip: Design & Drafting Services

Our many drafting and design services include interior space planning and remodeling, residential and commercial handicap accessibility design, Green Build design, heat-loss calculations, wall bracing, structural beam analysis, and on-site field measuring and consultation. We provide contractors accurate and timely blue prints, plans, drawings, and the necessary documents for material estimates, building permits, and actual construction process.

By partnering closely with Arrow Building Center’s experienced sales people and trusted vendors, our Design & Drafting Team has a competitive edge by knowing where and how materials can and should be used.



They have the unique opportunity to work with and learn from industry experts about engineered lumber, pre-engineered trusses, rafters, I-joists, and countless other products that affect the design of a structure. Combining our design solutions with extensive product knowledge and accurate in-house estimates allows us to offer our customers the best products that suit their individual project at competitive pricing.

For creative solutions that meet your designing challenges, please visit any of our Arrow Building Centers, or contact your local Arrow Building Center yard manager or sales representative for further details on any of our professional services.

2011 Tax Credit Windows, Doors & Skylights

Qualifying Products: All ENERGY STAR® qualified windows, skylights and exterior doors are eligible. Products must be installed in a consumer’s existing primary residence; new construction is not eligible.

Credit Amount: Consumers can claim a credit of 10% up to \$200 of the purchase price of qualifying windows and skylights and 10% up to \$500 for qualifying exterior doors. Installation costs are not included.

Lifetime Cap: There is now a lifetime limit of \$500 (\$200 for windows/skylights) in total credits that a homeowner can claim from Jan 1, 2006 to Dec. 31, 2011. It is not on top of the \$1,500 limit in 2009-2010. So if they have already reached or exceeded the \$500 limit, they are no longer eligible to claim the credit in 2011. The \$500 aggregate lifetime limit is for any combination of all tax credit qualifying products (HVAC, insulation, roofing, etc), not just windows, doors and skylights. If they have claimed less than \$500, they can claim the difference up to the \$200 cap for windows and skylights and \$500 for exterior doors.

Duration: The revised tax credit is in effect for products installed in a consumer’s primary residence between January 1 and December 31, 2011.



Bring your customers home to

COMFORT

Proper insulation helps:

- Increase home comfort and energy savings¹
- Increase customer satisfaction
- Increase your bottom line

Homeowners who insulate before December 31, 2011, may be able to claim up to \$500² in federal tax credits.



¹http://www.energystar.gov/index.cfm?c=home_energy_efficiency_methodology_savings_vary
Find out why in the seller’s fact sheet on R-values. Higher R-values mean greater insulating power.
²For qualified energy efficiency improvements. The federal tax credit cap is now \$500.
Consult your tax advisor or visit www.energystar.gov for more information.
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