

# LBM JOURNAL<sup>®</sup>

MARCH 2024 | \$15 U.S. | LBMJOURNAL.COM

## DEALER OF THE YEAR 2024

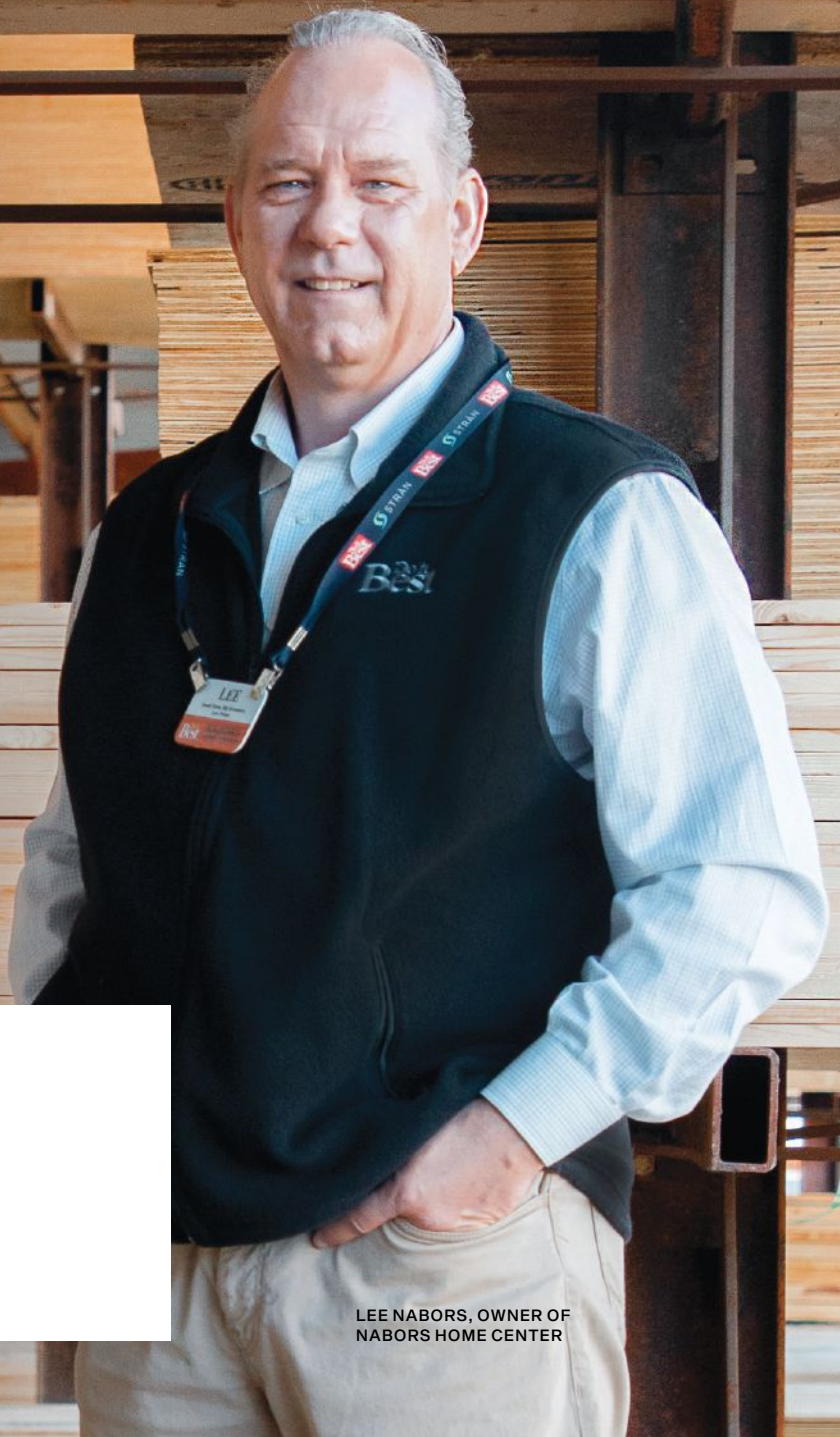
CATEGORY: \$10MM-\$50MM

## NABORS HOME CENTER

RESILIENCY IS ON THE RISE IN THE  
EVER-EVOLVING ROOFING SEGMENT

HOT PRODUCTS FROM IBS  
INNOVATIONS ABOUND AT THIS  
YEAR'S SHOW

DEALERS SHARE THEIR INSIGHTS ON  
MANAGING INVENTORY LEVELS



LEE NABORS, OWNER OF  
NABORS HOME CENTER

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YOUR BACK  
LIKE NOBODY ELSE  
IN THE BUSINESS.**



**Unrivaled dealer support** comes from understanding a high-quality product means nothing if it means headaches to get it on your shelves. For five decades now, we've built a trusted reputation for going above and beyond to deliver on the extras that make a difference. Like near-by facilities for timely product deliveries. A seasoned sales support team. Or stand-out advertising that drives higher demand for products. That's just the beginning of a very long list that only we do. **See all the other ways the YellaWood® brand has your back. Visit [yellawood.com/for-dealers](http://yellawood.com/for-dealers)**



IF IT DOESN'T HAVE THIS **YELLA TAG**, YOU DON'T WANT IT.



# INSIDE

MARCH 2024

50

# HOT PRODUCTS 2024

NAHB IBS™



32



44



64

## FEATURES

**32 REAL ISSUES. REAL ANSWERS.**  
Dealers share their insights on managing inventory levels.

**40 LBM JOURNAL DEALER OF THE YEAR**  
CATEGORY: \$10MM-\$50MM  
Like many in the LBM industry today, Lee Nabors has spent much of his life around lumber and hardware stores. Now as a third generation owner of Nabors Home Center, Nabors still has fond memories of growing up in his family's store.

**44 IN DEPTH | ROOFING**  
Resiliency is on the rise in this ever-evolving building segment.

**50 HOT PRODUCTS FROM IBS**  
Innovations abound at this year's show.

## DEPARTMENTS

**8 THE BUZZ**  
LBM updates, news, and events. Plus, the latest from lumberyards across the country, and responses to our January issue Tough Call survey.

**14 5 QUESTIONS**  
With Kim Guimond Dellarocca of Modern Mill.

**64 TOUGH CALL**  
You've prepaid to advertise in a direct mail piece that may never reach its audience. What would you do?

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# DEALER OF THE YEAR 2024

CATEGORY: \$10MM-\$50MM



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## INDUSTRY LEADERS

### 16 BUILDING SALES

Closing is incremental. Sales success is a journey.  
RICK DAVIS

### 18 SALES + OPERATIONS

Keeping plateaued managers' morale high.  
BILL LEE

### 20 CREDIT Q+A

Reining in interest rates.  
THEA DUDLEY

### 22 MERGERS + ACQUISITIONS

Is high market share a plus to an acquirer?  
JOHN D. WAGNER

### 24 LEADERSHIP

The dark side of leadership: When strengths become weaknesses.  
RUSS KATHREIN

## LBM EXTRAS

### 26 40 UNDER 40 Q+A

Featuring Crystal Pieschel of Mid-Cape Home Centers. A 2023 40 Under 40 inaugural award winner.

### 28 GIVING BACK

Wilson Lumber creates space for women in LBM.



Leading Suppliers Council



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## FROM THE PUBLISHER

**FOR MINNESOTANS**, March is not just the official beginning of spring. It's also, often, the single snowiest month of the year. Weather adventures aside, March marks the unofficial start of a new building season. I believe 2024 is going to be a very strong year for our LBM community. That belief is based on three things:

**1. Shrinking interest rates.** According to Investopedia, 30-year mortgage rates peaked at 8.45% on October 17, 2023—which is believed to be the highest they've been since 2000. No one knows for sure where they're going to land, but every forecast I could find has them at or below 7% for 2024. Forbes reports that the Mortgage Bankers Association forecast for mortgage rates to end 2024 at 6.1% and reach 5.5% at the end of 2025. It may not be the historic lows of 3% from a few years ago, but it's enough to make a significant difference for families looking to buy a home.



A handwritten signature in black ink, appearing to read 'R. Schumacher', written in a cursive style.

**2. Strong innovation in building products.** As was evident to anyone attending the recent International Builders Show (IBS) in Las Vegas at the end of February, manufacturers are dialed in to what the market needs—and they're delivering. Driven by a chronic shortage of skilled labor, the predominant trend over the last decade for easier-to-install materials has gotten stronger than ever. Today's building products are not only easier to install, but they're also intentionally engineered to minimize callbacks. It's no secret that most construction defect claims are caused by faulty installation—not defective products.

As a judge of the Most Innovative Building Product category in the Best of IBS Awards again this year, I was impressed with the thoughtful engineering that's behind so many of today's new products. Whether or not you attended IBS this year, I urge you to check out our Hot Products from IBS roundup beginning

on page 50. This year, for the first time, we also included the seven finalists for the Most Innovative Building Product category. Check it out—you may just discover a product that could be a game changer for your customers.

**3. The foundational strength of the LBM Community.** I've been part of this industry for more than 30 years, and each time there's a devastating economic event that "experts" believe is going to effectively be the end of the world as we know it ... life goes on. When I first joined this community in 1990—I'll never forget how business media portrayed big box stores as an existential threat to local LBM dealers. Those "sky is falling" headlines made it that much more satisfying to write about building material dealers who not only survived, but thrived when a big box store opened its doors across the street.

There's always a fresh challenge. And if past is prologue, then the LBM Community will always find solutions. Because that's how we're wired. And because, in the words of Rick Davis, "we build the homes that people work in, live in, play in, and pray in." We take that responsibility seriously.

And that, my friends, is the primary reason why I believe 2024 is going to be a very strong year for the LBM Community.

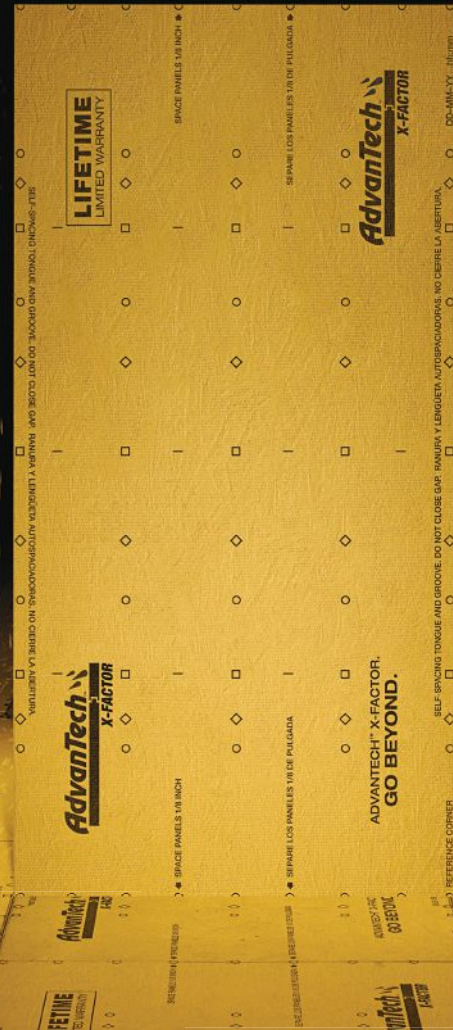
— Rick Schumacher  
Executive Editor & Publisher

HAVE A QUESTION FOR RICK?  
RICK@LBMJOURNAL.COM

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Request a sample at [AdvanTechXFactor.com](https://www.AdvanTechXFactor.com).



## FROM THE EDITOR

**MARCH IS FINALLY HERE**, and with it comes an array of special holidays: the return of Daylight Savings Time, the Vernal Equinox that marks the official beginning of spring, National Corn Dog Day (who knew?), and of course, St. Patrick's Day.

Whether you're of Irish heritage or not, there's a lot to enjoy about St. Patrick's Day, much of which is centered around ensuring good luck. For example, the wearing of a shamrock—especially the four-leafed variety whose leaves represent faith, hope, luck, and love—is believed to repel bad luck and to protect the wearer from evil spirits.

Then there's the "drowning of the shamrock." According to some legends, Saint Patrick himself went into a bar and ordered a glass of whiskey, but it was served to him partially empty. The saint warned the bartender about the scant pour, telling him that the devil comes for the dishonest. Apparently the admonition had its effect, for the next time Saint Patrick visited the pub, everyone's whiskey glasses were full. Today, at closing time on St. Patrick's night, shamrocks are dunked into the final glasses of whiskey as a toast to the saint and to ensure good luck.

And let's not forget the Irish leprechauns. Often described as tiny, wizened, bearded old men dressed in green or red and wearing buckled shoes along with a leather apron, leprechauns were believed to be the shoemakers of the fairy realm. To find one, all you needed to do was listen closely for the tap of their cobbler's hammers and then follow the sound.

According to Irish legends, people lucky enough to find and capture a leprechaun can then demand from him his pot of gold along with three wishes in exchange for his freedom, which is why the diminutive creatures have become associated with good luck.

While it might be fun to indulge in get-rich-quick good-luck fantasies, fortune rather favors those who make their own good luck. Just take a look at the story of Nabors Home Center on p. 40. As one of our Dealers of the Year, the company epitomizes how generations of hard work can lead to a legacy that's truly great. On p. 28 you'll read about how Wilson Lumber Company is enabling women in the LBM industry to build rewarding careers in an industry that is rife with opportunity.

If you need another example of dedication leading to self-made luck, turn to p. 26 and read about Crystal Pieschel from Mid-Cape Home Centers. As a member of the inaugural class of LBM Journal 40 Under 40 Awards, she shows how the opportunity to enter the LBM industry proved to be life changing.

So this month, raise a glass of your favorite beverage, drown the shamrock, and follow these examples to set your own path for success. But if you do hear the tapping of a cobbler's hammer, I wish you nothing but the best of luck in your leprechaun hunt.

— Mike Berger  
Editor



*Michael J. Berger*

HAVE A QUESTION FOR MIKE?  
MIKE@LBMJOURNAL.COM

# LET'S GET GROWING

“ We have an aggressive growth strategy, and Do it Best makes it happen.

Do it Best is partnering with Ryan and his team to re-envision the Cascade store brand.”



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Best CHOICE.



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Our merchandising and LBM expertise, distribution, retail insights, store design, and growth-driven mindset have propelled member-owner Ryan Ringer's family business into an eight-location powerhouse.

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▶▶ Read about Ryan's success story at [doitbestonline.com/GoldBeach](http://doitbestonline.com/GoldBeach).



TEAM MEMBERS OF HPM BUILDING SUPPLY, MAUI



MELACO SISTERS HARDWARE & SUPPLIES



WALKER LUMBER & SUPPLY

PHOTO: OLIVIA ADAM, NHPA

## BY THE YARD

**HPM Building Supply** announced the expansion of its retail operations with a new store and drive-through lumberyard on Lānaʻi. The 5,000-sq.-ft. space was previously known as Lānaʻi Hardware and Lumber store, which closed in 2023. The store is currently being renovated and is slated to open this April.

**Melaco Sisters Hardware & Supplies** has been certified as a Women's Business Enterprise by the Women's Business Enterprise Council South, a regional certifying partner of the Women's Business Enterprise National Council.

**Walker Lumber & Supply** announced in February the company will celebrate 75 years of business this year. The company opened in 1949 and operates in Nashville, TN.

**Short & Paulk Supply Company** will open a new retail location in Tifton, GA. The strategically-chosen site is located on Hwy. 82 West at the corner of Hwy. 82 and Marshall Drive.

**84 Lumber** announced the opening of its new component plant in Winter Haven, FL. The plant opened its doors for operation at the end of January.

**Page Lumber, Millwork, & Building Supplies**, originally known as H. G. Page & Sons, announced its 100th anniversary.



## MERGERS + ACQUISITIONS

**Stine Lumber** reports that the Sulphur based company has acquired the Bossier City assets of **Cassity Jones Lumber**, located in Bossier City, LA.

**Nation's Best** announced the acquisition of **Malone Home Center** in Greenville, KY, adding to its growing family of businesses, bringing their store count to 52 locations across 16 states.

**Bliffert Lumber** has merged in **Portage Lumber Do it Best** in Portage, WI. Portage Lumber was founded in 1953 and has been in the Portage market for the majority of their 70 years in business.

**MANS Lumber & Home** announced the successful acquisition of the builder and contractor division of **Kurtis Kitchen & Bath**, effective Feb. 9, 2024.

**US LBM** has acquired **Old Mission Windows**, located in Traverse City, MI.

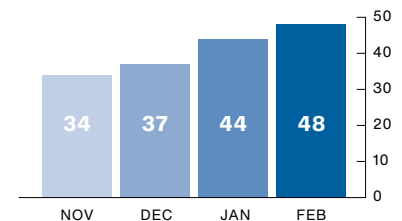
**Hayward Lumber** announced the acquisition of **Economy Lumber**, a lumberyard in Campbell, CA.

**Banning Lumber & Millwork** in Largo, FL has been acquired by Tampa, FL-based **Gulfeagle Supply**.

**Owens Corning and Masonite International Corporation** announced Feb. 9 they have entered into a definitive agreement under which Owens Corning will acquire all outstanding shares of Masonite. The implied transaction value is approximately \$3.9 billion.

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## BUILDER SENTIMENT POSTS 3RD CONSECUTIVE MONTHLY GAIN



Builder confidence in the market for newly built single-family homes climbed four points to 48 in February, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI). This is the highest level since August 2023. Buyer traffic improved at the start of 2024, as even small declines in interest rates produce a disproportionate positive response among likely home purchasers.

And while mortgage rates still remain too high for many prospective buyers, we anticipate that due to pent-up demand, many more buyers will enter the marketplace if mortgage rates continue to decline this year.



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James Hardie® Smooth Fiber Cement Trim Board with ColorPlus Technology® has no woodgrain finish making it ideal for exteriors where a modern look is desired. Trim board features ColorPlus Technology® in Midnight Black, for a sleek and brooding finish, with dramatic flair.

Call us for a quote today!

## FEATURES

- ✓ Resists UV damage
- ✓ Engineered for Climate - holds up to harsh weather conditions
- ✓ Smooth, sleek trim has no woodgrain appearance
- ✓ Installs horizontally or vertically



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## PEOPLE IN LBM

**Nisbet Brower Building Materials** announced the appointment of **Tom Vezdos** as the company's new President and Chief Operating Officer.

**Davis-Hawn Lumber Company**, part of the family-owned **Reichert Woodworks** family of companies, is proud to announce industry veteran, **Wayne Tarver**, recently joined its outside sales team.

**Hancock Lumber** announced that Chief People Officer, **Wendy Scribner**, is set to retire in April following nearly 40-years at the company. Team Hancock is excited to announce and welcome her successor, **Anna Russo**.



HOFFMANN



JOHANSON



RICHARDS

**Spahn & Rose Lumber Co.** has made the addition of a Vice President of Human Resources and a new Director of Purchasing. **Lori Hoffmann** fills the newly created position of Vice President of Human Resources, and **Ivy Su Johanson** has joined Spahn & Rose as the new Director of Purchasing, stepping into the role due to a retirement.

**Marvin** has named **Chris Stith** as vice president of human resources. Stith joins the company's leadership team and will support Marvin's evolving human resources function from its facilities in Fargo, ND.

**Ambassador Supply** has appointed **Tim Richards** as its new director of post frame construction (PFC) and pole barns, effective immediately.



STITH

**Yesler Solutions, Inc.** on Jan. 25 announced the addition of **Adrian Blocker** to the company board of directors.

**84 Lumber** has announced area manager **Mark Ingersoll** will be moving to its Western Division, overseeing facilities in California, Nevada, and Arizona.

**LBM Advantage** has hired **Rob Andren** as Information Technology Director.

**Kodiak Building Partners** named four newly appointed executives:

- **Matt LaScola**, senior vice president, corporate strategy and real estate
- **Darius McCurty**, senior vice president, corporate controller
- **Brian Huss**, senior vice president, finance and treasurer
- **Monte Bride**, vice president of marketing

**Do it Best** announced the following additions and promotions in early February:

- **Pete Baldrige** as a Territory Sales Manager
- **Christina Bechtoldt** as a Forest Products Trader
- **Isaac Corbrey** as a Software Engineer
- **Dan Keesling** as an IT Security Analyst
- **Melissa Kizer** as an Ecommerce Program Specialist
- **Sean McMorrow** as a Territory Sales Manager
- **Jef Murray** as a Territory Sales Manager
- **Robert Peacock** as a Territory Sales Manager
- **Todd Pletcher** as a Supply Planner
- **Alla Vovnenko** as an Ecommerce B2B Specialist
- **Corbin Prows** as Divisional Manager of Ecommerce: Platform Operations
- **Brianna Wells** as Divisional Manager of Ecommerce: Marketing & Merchandising

After nearly 13 years of dedicated service at **Do it Best** and over 35 in the independent home improvement industry, **Rich Lynch** has retired from his role as Vice President of Marketing at Do it Best.

## TOUGH CALL SOLUTIONS

THE JANUARY ISSUE SURVEY RESULTS FROM LBMJOURNAL.COM AND LINKEDIN.

### QUALIFIED BUT UNPREDICTABLE

A former coworker is a perfect fit for a job opening. But a negative experience from the past has you wary. Here's how readers would handle this Tough Call.

#### TALK IT OUT

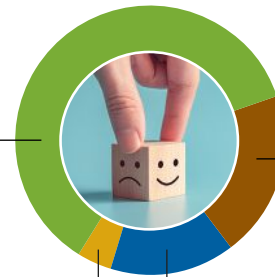
Have a heart-to-heart talk with Pat, share your concerns and why you're hesitant to work with him again. Decide what to do after having a good conversation.

#### KEEP LOOKING

Pat created a full-blown crisis out of nothing, and his outrage was so extreme that many don't trust him. Better to hire someone without the baggage.

61%

20%



4%

15%

#### HIRE PAT

As a proven operations pro, Pat has the expertise you need. And you're unlikely to find another candidate with the same skills. Give Pat another chance.

#### SHORT LEASH

Hire Pat on a trial basis, with the understanding that the smallest sign of unprovoked outrage toward your team or customers will mean immediate termination.

# Heavy-duty fastening just got easier.



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Precision Placement™ nosepiece for connector fastening.

**Introducing the Simpson Strong-Tie® Timber Drive™ structural screw fastening system.** Timber Drive is the revolutionary tool designed for ergonomic, standup operation while driving structural screws. It's ideal for heavy-duty jobs that require repetitive fastening, such as bridges, docks, boardwalks and mass timber. You can use Timber Drive with corded or cordless driver motors to install Strong-Drive® structural screws in a wide variety of sizes, thread types and heads. Save time and effort on your next heavy-duty fastening job with Timber Drive.

To learn more about Timber Drive, visit [go.strongtie.com/timberdrive](https://go.strongtie.com/timberdrive) or call (800) 999-5099.



## DISTRIBUTION NEWS

**Parksite, Inc.** offers the **Silvermine Stone** brand of mortarless stone veneer, in its New York and New Jersey geographical territories.

**Orgill** has made partnerships with **Simpson Strong-Tie** and **Libman**, offering a significantly expanded range of Simpson Strong-Tie, including more than 800 new items and assortments ranging from connectors, construction fasteners and anchors to advanced power-faster systems, as well as Libman's range of products including household cleaning products and items needed for professional or commercial end users.

**Westcap** announced an investment in **Timber-Tech Truss Limited Partnership** completed by Westcap MBO III Investment LP.

**BlueLinx Holdings Inc.** and **Huber Engineered Woods LLC**, announced an expansion of their distribution partnership to include Huber's assortment of AdvanTech subflooring and ZIP System building enclosure product lines in BlueLinx's Denville, NJ, and Pensacola, FL service areas.

**Lumberman's Wholesale Inc.** will offer decking and railing from **Envision Outdoor Living Products** from a second location—Montgomery, IL.

**Wolf Home Products** announced its expansion into Colorado, which will equip area building professionals with a comprehensive, high-quality kitchen & bath portfolio that meets varying style preferences and budgets.



BARRETTE OUTDOOR LIVING

**Barrette Outdoor Living**, a division of Oldcastle APG, recently expanded storage capabilities for aluminum products manufactured at its Egg Harbor City, NJ facility by leasing a 57,000-sq. ft. warehouse in nearby Millville, NJ.

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## INDUSTRY UPDATES

**Boise Cascade Wood Products** debuted plans to invest \$75 million to expand and modernize key machine centers at its Oakdale facility in Allen Parish. These projects will increase veneer production capacity by 30% and allow the facility to produce up to 400 million sq. ft. of dry veneer annually.

**Superior Plastic Products, Inc.**, a New Holland, PA-based manufacturer of vinyl fencing and railing, will make strategic changes for 2024. Effective Jan. 1, the company operates under the name **Superior Outdoor Products**.

**Cornerstone Building Brands** unveiled its newest brand, Fortify Building Solutions. The new brand is an integration of three of the company's heavyweights—Heritage Building Systems, Metal Depots and Reed's Metals.

**Key-Link** announced its continued pursuit of new patents for a variety of high-quality, American-made products including applications covering their unique line of cable products, specifically their horizontal and vertical cable systems.



LOUWS TRUSS

**Louws Truss** will replicate the success of its robotic roof truss assembly plant with a new robotic floor truss line in the coming years. The company is working with House of Design to build one of only a few robotic roof truss assembly plants in the United States.

**Digger Specialties Inc.** launched an extensive contractor rewards program effective Feb. 1. Developed for deck builders and remodelers, Westbury Pro Rewards provides cash rewards, marketing support, job leads and other benefits for professionals who purchase Westbury aluminum railing systems.

**Hillman Solutions Corp.** is celebrating its 60th anniversary. Since its founding in 1964, Hillman has grown from a small distributor of fasteners and hardware serving independently owned hardware stores in Southern Ohio and Northern Kentucky to a North American leader in hardware solutions, protective solutions, and robotics and digital solutions.

**PWT** has made two new initiatives to empower decking professionals: its membership to the North American Deck and Railing Association and a new American Institute of Architects accredited course through Hanley Wood University.

**4-Horn Trench & Shoring** will expand to the Midwest with the opening of a new facility in Inver Grove Heights, MN.

**Trex Company** announced it has been named "2024 America's Most Trusted Outdoor Decking," according to a nationwide study conducted by Lifestory Research. This is the fourth year in a row the company has received this recognition.

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And send us your feedback to [Rick@LBMJournal.com](mailto:Rick@LBMJournal.com). Letters may be edited for length and clarity.

**BlueTape** announced its partnership with **Buildxact**, uniting the power of BlueTape financing with Buildxact's intuitive construction management.

**Derby Building Products** has announced its Tando division has been officially renamed Tando Composites. Tando Composites offers two exterior cladding solutions—Beach House Shake and TandoStone, a brand of composite stone.

**YKK AP** America introduced the newly designed StyleView Classic window series for new construction. The new StyleView Classic combines builder-favorite features including a removable top sash and a sloped sill with a flat frame design, which improves the window's integration into a wider variety of materials.

## INDUSTRY EVENTS | 2024

### MAR 21

BLD CONNECTION—WISCONSIN CONNECTION CONFERENCE  
Baraboo, WI | [bldconnection.org](http://bldconnection.org)

### MAR 23-25

DO IT BEST SPRING MARKET  
Houston, TX | [doitbestonline.com](http://doitbestonline.com)

### APR 28 - MAY 1

LBM ADVANTAGE 2024 NEXTGEN LEADERSHIP CONFERENCE  
Denver, CO | [lbmadvantage.com](http://lbmadvantage.com)

### JUL 25-28

BMSA 2024 SUMMER CONFERENCE  
Chattanooga, TN | [mybmsa.org](http://mybmsa.org)

### AUG 14-16

ALLIED BUILDING STORES FALL MARKET  
Grapevine, TX  
[alliedbuildingstores.com](http://alliedbuildingstores.com)

### SEPT 6-9

DO IT BEST FALL MARKET  
Indianapolis, IN | [doitbestonline.com](http://doitbestonline.com)

### SEPT 25-27

CONSTRUCTION SUPPLIERS ASSOCIATION CONFERENCE & TRADESHOW  
Miramar Beach, FL | [gocsa.com](http://gocsa.com)

### OCT 16-18

LBM STRATEGIES CONFERENCE 2024  
Costa Mesa, CA | [lbmstrategies.com](http://lbmstrategies.com)

### OCT 23-25

LMC EXPO 2024  
Philadelphia, PA | [lmc.net](http://lmc.net)

### OCT 28-30

LBM ADVANTAGE FALL PLANNING CONFERENCE  
Boston, MA | [lbmadvantage.com](http://lbmadvantage.com)

## 2025

### FEB 25-27

INTERNATIONAL BUILDERS' SHOW  
Las Vegas, NV | [buildersshow.com](http://buildersshow.com)

SEND INFORMATION ABOUT YOUR COMPANY'S EVENTS TO [WENDY@LBMJOURNAL.COM](mailto:WENDY@LBMJOURNAL.COM)

# Great Minds Build Alike

Before Naples Lumber & Supply began designing their newest location in Venice, Florida, they brought in the only team they could trust to know what they were thinking – and then seamlessly bring it to life.

**“Clint and his team took my vision and rolled with it. Without much explanation, they understood what I was looking for and made it even better.”**

**Ron Labbe**, Owner - Naples Lumber & Supply



» Scan for the full story and video



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## KIM GUIMOND DELLAROCCA

Kim Guimond Dellarocca is Chief Marketing and Chief Administrative Officer for Modern Mill. Kim leads marketing, brand, lead generation, and sales enablement as well as key operations including Investor Relations, Human Resources, Customer Experience and Business Planning. Kim is an adaptable business leader with more than 25 years of marketing, strategy, and consulting expertise for Wall Street firms and consumer brands.

### **How have wood alternative products changed in recent years?**

In the beginning, wood offered beauty and easy workability. Then, PVC and composites introduced durability and low maintenance. Wood alternatives were embraced for their longevity, less maintenance, and sustainability.

Yet, full adoption was hampered by product realities: many remain difficult to work with, have limited color selection, and sub-par aesthetics. These limitations kept wood the “gold standard”—until now with technological breakthroughs like ACRE by Modern Mill.

ACRE offers the performance of traditional wood alternatives while bringing back the same warmth and workability as real wood. It’s a brand-new material engineered from upcycled rice hulls that combines convenience, durability, beauty and sustainability.

### **Considering the continued impact of diminished workforces, how can alternative wood products help builders and remodelers increase efficiency?**

One of the best ways wood alternatives can help builders and remodelers be more efficient is that they are easy to install. Look at product through the installers’ eyes. Is this product easy to work with? Easy to install? Is it lightweight? Does it require special tools or training?

Builders, remodelers, and installers are also looking for products that perform as promised, limiting callbacks and time spent managing unhappy homeowners.

Focusing on employee retention and keeping our teams engaged is another aspect of efficiency (beyond the job site). Thinking about ways to help our teams find success, identify new business, learn on the job, work with products and partners they are proud to affiliate with, are other examples of activities that can drive employee retention and satisfaction and ultimately business efficiency and growth.

### **With sustainability becoming increasingly important to builders and homeowners, how do alternative products like those from Modern Mill relate?**

The name ACRE comes from our North Star, and our desire to save acres of trees! ACRE is a practical, ready now, and exciting solution for deforestation offering unmatched sustainability. For example, ACRE is made from upcycled rice hulls that would normally sit in landfills. It’s 100% tree free, with no wood chips, saw dust, or fillers.

### **How can LBM dealers best position themselves to succeed in this segment?**

Many builders and homeowners first approach a lumber dealer asking for a sustainable product. However, the winning product is not usually chosen by the product itself or by comparing lists of features and benefits. The story behind it (the product) matters too.

Today, consumers crave authentic companies that operate with a clear sense of purpose, and know how to make that story relevant for the person they’re talking to.

ACRE’s value proposition contains many sub-narratives that can be fleshed out for maximum relevance. A green-minded designer may want to dig into the sustainability qualities of ACRE. A furniture maker or builder may be drawn more to the story of how ACRE is capable of fine craftsmanship and its durability qualities. Others may be drawn to how Modern Mill operates and its commitment to quality job creation in rural America.

### **What can LBM dealers emphasize to overcome customer hesitancy to make the switch to a wood alternative product?**

Overcoming resistance to wood alternatives can be achieved through a combination of education, demonstrations, and addressing concerns head on. Give customers the opportunity to see and touch the product, and share success stories by asking existing customers to speak with potential customers, providing references and testimonials.

Educate and incentivize by emphasizing the durability, longevity, and lower maintenance requirements of wood alternatives. Provide cost comparisons of the wood alternative to a lifetime of wood maintenance. As well, engage the experts. Ask early adopters of wood alternatives to share their experiences. Stakeholders like these tend to be trusted advisors to homeowners and developers and can often guide a conversation in a thoughtful, non-salesy way. ■

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BY RICK DAVIS

**THIS IS A TRUISM** that many salespeople and managers overlook in the world of business-to-business (B2B) selling: Professional sales trainers are fond of reminding salespeople they must “ask for the order.” Managers, in lieu of an understandable process of client engagement, also default to pressuring salespeople for results and orders.

## CLOSING IS INCREMENTAL. SALES SUCCESS IS A JOURNEY.

“Joey Bagadonuts,” a sales character of ill-repute did, in fact, attend one of my presentations a couple years back. As you might expect, Joey had some choice words for salespeople who didn’t aggressively close deals. I questioned him about his results and he admitted that many of the deals he closes often fail to reap long-term results. In other words, he got people to fill out credit applications, register accounts, and even generated a few transactions...but discovered that their commitment to him and his company was short-lived.

You wouldn’t expect it, but Joey changed. That’s right! The obnoxious, self-centered salesperson who famously delivered donuts and jokes to prospects at jobsites realized he might have to change. The first thing he noted was that his efforts to be liked overshadowed his interest in customers

and prospects. He said that he was so busy trying to be liked that he forgot to listen. More importantly, he realized he was rushing to get orders. He felt that every interaction should result in an order or a conversation about a future order.

Then he changed. He started conversations with prospects about their favorite subject—i.e., themselves. He learned about their business models and operational practices. In doing so, he learned about how they created profits and how he might help.

He became more consultative with customers by sharing the common practices for business success he was observing. Serendipitously, he discovered that asking for the order wasn’t as important as helping his customers succeed. One prospect simply said, “Joey, you’ve helped me in ways that my current supplier never has. That marketing idea has helped us close more deals and up our profits. You’re getting my next 10 houses!”

Joey kept going. He continued to network in the market and added another big change when he started to carefully listen to his teammates at the branch. He discovered there was a gap in communication between his builder customers and the branch, and that he was a part of the problem.

His builders had come to expect quick, unrealistic turnaround times on orders. Industry capacity, transportation, and allocation to other customers of his branch limited the opportunity for emergency deliveries. Formerly, he pressured his branch associates to overcome supply chain glitches. After more dialogue, he realized that it would be better to educate his customers during dialogues earlier in the process. Instead of overcoming problems, he started to prevent them.

Most notably, Joey learned that every *first* transaction with a new customer came only after a series of meaningful interactions that educated and inspired the buyer. He took one order only after a series of eight meetings with a prospect. The meetings evolved from an introductory dialogue of discovery to a presentation of marketing resources, to a joint call with a vendor rep, to a facilitated dialogue with his credit team, to a meeting at the branch with his branch manager to a first “test” order.

The buyer was so thrilled with the experience and the diligence Joey displayed that he told Joey’s branch manager, “No other sales rep even remotely measures up to him.”

If Joey can change and embrace a realistic sales journey, then it would seem anyone can. By the way, Joey still brings donuts. Ain’t nothing wrong with donuts! Donuts are *always* a good idea...if they are sprinkled with a little kindness and professional concern for your prospects’ and clients’ businesses.



Rick Davis is the Sales Education Leader for ABC Supply and the President of Building Leaders. You can buy his books or learn more about his online sales training platform at [buildingleaders.com](http://buildingleaders.com).

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BY BILL LEE

# KEEPING PLATEAUED MANAGERS' MORALE HIGH

**IN MY** first executive level job, I read “The Plateauing Trap” by Judith M. Bardwick. The insights Bardwick shared in this book were invaluable to me, both in my corporate life and in my consulting practice. The reason: Plateauing is inevitable.

When you accept a job with a company, you envision doing well, receiving a raise in pay after a reasonable amount of time. After several years, you might be offered a promotion, maybe to a supervisor position with responsibility for the performance of several employees.

At some point, however, virtually all workers plateau; they stop receiving all but cost-of-living raises. There are no more promotions. Even owners plateau. Owners may carry a prestigious title for most of their careers, but they soon experience monotony after having to perform the same duties year after year.

Being there is not nearly as satisfying as getting there. Since plateauing is rarely discussed between a boss and their subordinate, the employee tends to feel that, “Somewhere along the line, a test was given, and I failed.”

There are three kinds of plateauing: **Structural, Content and Life**. *Structural plateauing* refers to the end of promotions. People are *content plateaued* when they know their jobs so well that they become profoundly bored. People are particularly vulnerable to *plateauing in life* when work becomes the most significant factor in their lives. Being plateaued in life is more profound, more total, and consequently more serious than the other forms of plateauing.



Bill Lee is a respected sales and business consultant in the LBM industry. For more information, contact Bill at [leeresourcesinc@gmail.com](mailto:leeresourcesinc@gmail.com).

## Facts to remember about career plateauing:

- It is inevitable.
- It eventually happens to everyone.
- It is a normal phase in every career.
- It is caused by the organization’s structure.
- It’s rate is determined by huge impersonal demographic and economic factors that no individual can change.
- It is a normal phenomenon and, as such, it is emotionally neutral.
- It generates significant problems only when promotion is the overwhelmingly important motivator in an organization’s or an individual’s life.

Remember the rule of 99%—in every large and complex organization, the number of positions at the highest decision-making level is always less than one-percent of the number of employees. Only the 1% at the top are not plateaued.

Top management is frequently insensitive to the impact plateauing has on middle managers who have not had a promotion in years. The middle manager is thinking, “I don’t understand why they brought someone in from the outside to fill that job.”

It is often difficult for a middle manager to understand why an outsider is perceived to be more qualified than an existing manager. Existing managers feel better about the decision if they were at least interviewed; that is, considered for the position.

## Ways to boost plateaued people’s self-esteem and keep their productivity and morale relatively high:

- Call them in for an interview, ask their advice about the way the new position is going to be structured.
- Reward the veteran employee and spouse by letting them represent the company at an industry convention.
- Ask the company’s CEO to write the “overlooked” managers a letter thanking them for their willingness to be interviewed for the position.
- Invite them to a brainstorming weekend retreat with other highly respected managers.
- Send them to a university-sponsored educational workshop, such as Harvard’s Extension School, to earn a professional certificate.

While plateaued people cannot be avoided, top management can often do a better job of nurturing them.

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BY THEA DUDLEY

**Hey Thea,  
What interest rate can I charge on an account?  
— Thanks, Color Me Interested**

Dear Interesting Color,  
That has got to be the absolute shortest question I have received in all the years I have been writing this column. I would love to give you an equally short and straightforward response, but alas, as with all things credit and collection, it is not that simple and it is not my style. My head would literally explode.

I assume we are talking about what interest rate to put on your credit application as part of your terms and conditions. Most companies stick with a 1.5%, some are 2% or 24% annum. The real issue here is usury laws. If you are not familiar with usury laws, settle in—we're just getting started. You cannot charge more than is legally allowed in your state. If you are multi-state, it gets a little more complicated but not impossible to maneuver.

Usury laws are primarily state-by-state with more than half, as of the date of this column, having usury laws in place, and each dictates its own maximum legal limit. Ironically, this does not apply to most credit cards thanks to aggressive deregulation that kicked off in the 1970s. Apparently, it is ok to do legal loan sharking if you are a credit card company. There are some federal laws, but we are keeping it simple.

All that usury law fun is why most credit applications in our industry stick to the 1.5% or 18% annum, adding the verbiage, "or the highest amount allowed by law," to keep from running afoul of this issue. For a more precise answer, look at the usury laws and rates in your state or the states

you do business in, gather your information, then call your attorney and ask for your interpretation and choice of rate keeps you legal. Or you can skip the self-education step and just call your attorney for the short down-and-dirty answer.

If you violate usury laws, the penalties are all over the board from a slap on the wrist, having to return all the interest collected—usually with some additional fees piled on to make it painful—or jail time, in some cases a felony charge and possible imprisonment of up to 5 years. It depends on if you "willingly or knowingly" did it. That is a little vague for me, but I don't make law.

Moving past the amount you can charge, let's chat about when you can charge. You can't charge what you don't disclose. Meaning just because an account went tragically past due and they are blatantly ignoring your requests to be paid, doesn't mean you can slap down interest charges on said joker.

You are required to disclose these types of charges prior to charging them. The customer has to be aware and have agreed to those interest fees. All the more reason to have them in your terms and conditions on your credit application and on your bill of lading or delivery tickets.

If you don't obtain the blessing and have to go the collection or litigation route to collect your past due account, the collection agency, in most cases, will not be able to add interest to the debt, and your attorney can ask for pre- and post-judgment interest but it will be up the judge's discretion to grant it or not.

Back to your super short question with a super short answer: Sure. You can do anything you like. You just aren't free of the consequences. Welcome to adulting.

## REINING IN INTEREST RATES



With more than 30 years of credit management experience in the LBM industry, Thea Dudley consults with companies on a wide range of credit and financial management issues. Contact Thea at [theadudley@charter.net](mailto:theadudley@charter.net).



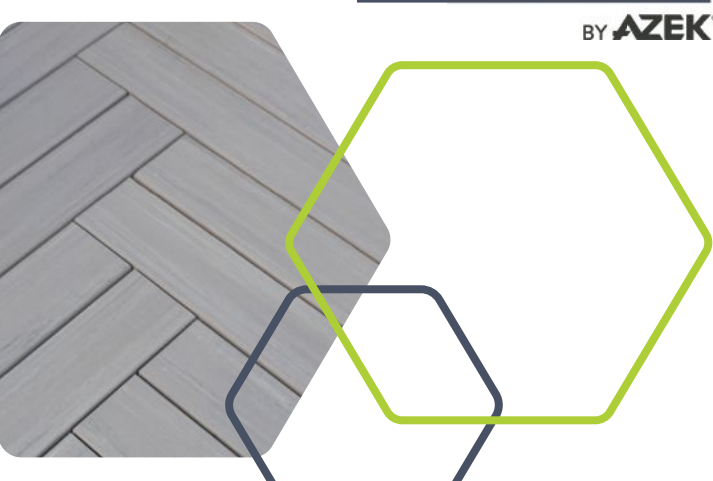
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 **Weyerhaeuser**

BY JOHN D. WAGNER

**FAIRLY OFTEN**, our clients will highlight their company's success by pointing out that they have "domineering market share" in their service area. Or that they "own their market." Or that they "get 90%+ of the area's business" for, say, windows, trim packages, framing kits, components, and more.

That's certainly a point of pride for any business owner. Through a combination of hard work, careful attention to competitive pricing, and unrelenting customer service, these market share dominators have patiently grown—and fiercely protected—their own backyard.

Now, take a minute to put yourself in the position of the acquirer on that call. The deal lead on the private equity team might hear the seller's comment about domineering market share and make an internal note for their team, privately jotting something like this: "High market share = potential risk they can't grow without capital expenditures (CAPEX) into new regions?"

## IS HIGH MARKET SHARE A PLUS TO AN ACQUIRER?

Make no mistake, acquirers welcome high market share positions, but they also take that attribute with a grain of salt. Here's why: Private equity acquirers—which are the vast majority of acquirers in the LBM sector—are acquiring companies *for growth*. If a private equity acquirer bought your company at five times of an adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) of \$2 million, they paid \$10 million for your operation. But if you, the seller, already have market share domination, it's fair to ask: "Does the \$2 million of adjusted EBITDA represent all that can be rung out of your service area?"



John D. Wagner is a managing director at 1stWest Mergers & Acquisitions, which offers a specialty practice in the LBM sector. [j.wagner@1stwestma.com](mailto:j.wagner@1stwestma.com).

After three to five years under new ownership by the private equity group (a typical hold time), if there is no growth, the private equity group would be selling your company, more or less, for what it paid...*unless*, of course, the private equity group combined your \$2 million adjusted EBITDA with five or 10 others, improving the portfolio holdings along the way, and sold the combined operations.

If you, the seller, have dominant market share the private equity team will likely be building financial models to predict how much CAPEX it will take to set up a satellite location in a new market; that CAPEX will almost certainly come from the balance sheet of the NewCo created by the acquisition.

The object of this expansion model is to clone the successful anchor location, and drive to dominate the new market in similar fashion. When the satellite location achieves a similar adjusted EBITDA (all things being equal) the *combined* adjusted EBITDA of NewCo is now \$4 million. The private equity group can sell the combined locations for \$20 million, doubling their money.

If you are preparing your company for acquisition, and you are lucky enough to have dominating market share, here is something to consider putting in your "deal book" (a.k.a. the CIM or confidential information memorandum): Work with your investment banker to create a 3-year growth plan for setting up operations in a new market, or even multiple new markets.

This plan should model real estate expenses, all expansion costs (new staff, required inventory, rolling stock, OPEX), and a market analysis of housing starts and repair-and-remodel regional forecasts. A key part of this plan should be realistically listing leverageable capabilities in the legacy anchor store that can serve the new store, thereby saving CAPEX. If you have done this work even before offering your company for sale, *then* you can loudly champion your dominating market share, while pointing out that it's a great model on which to expand to the new location No. 2, and then, perhaps, to No. 3 and No. 4. The private equity group will likely recognize, and reward, the anchor location's adjusted EBITDA, while having confidence that the go-forward growth plan (operated by the skilled legacy leadership that's staying on) is already in place.

I'm sure a fair number of business owner readers of this column will think that it's unfair that private equity acquirers will look askance at companies that are killing it on market share. But one of the reasons that successful private equity companies have the resources to acquire companies like yours is their dispassionate empirical analysis of your performance, what it will be, and what parts of your operation can be leveraged elsewhere.

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BY RUSS KATHREIN

**WRITING ABOUT** leadership normally involves identifying the qualities it takes to be a great leader. We all love the leader with charm, vision, and confidence. While leadership stereotypes often focus on these and other positive attributes, they can become negative in certain contexts or when taken to extremes. Here are some ways in which typical leadership stereotypes can turn to the dark side:

**Overemphasis on vision without execution:** Leaders who are highly visionary but lack attention to detail can struggle to translate their grand ideas into actionable plans. This might result in unrealistic expectations or projects that never take shape, causing frustration and dissatisfaction among team members. Many of us have worked with or for this person. You love the ideas but never seem to see the results.

**Risk of ego-driven decisions:** Leadership stereotypes often glorify charismatic and dominant personalities. However, when a leader's ego drives decisions more than rational analysis or team input, it can lead to poor decision-making and alienate team members. Your ego can also manifest itself when you start getting frustrated with your team and decide that you will just "do everything yourself."

## THE DARK SIDE OF LEADERSHIP: WHEN STRENGTHS BECOME WEAKNESSES



Russ Kathrein is with the LBM Division of Do it Best Corp. based in Fort Wayne, Indiana.

**Neglecting day-to-day management:** Leaders who focus solely on inspirational aspects may neglect the practical, day-to-day management tasks necessary for organizational success. This can lead to operational inefficiencies, overlooked details, and failure to meet short-term objectives. Remember the phrase, "A day's work in a day's time." It highlights the importance of staying organized and on top of things.

**Resistance to feedback:** The stereotype of the leader as an all-knowing figure can create a culture where feedback is not sought or valued. This can prevent innovation and growth, as team members may feel their insights are not appreciated or considered. After a while, your team will not feel comfortable, or even safe, giving you feedback.

**Overemphasis on charisma:** Charisma is often seen as a key trait of leaders, but over-reliance on personal charm can overshadow substance and competence. Leaders who depend too much on charisma might struggle with aspects like critical thinking, strategic planning, and analytical decision-making. Smooth talking will only take you so far.

**Creating dependency:** Leaders who are perceived as saviors or the sole source of inspiration can inadvertently create a dependency culture. Team members may become too reliant on the leader for direction and motivation, hindering their ability to think independently and take initiative. Some leaders deliberately create scenarios to encourage this.

**Ignoring process and structure:** Leadership stereotypes often involve challenging the status quo and being innovative. However, constantly ignoring established processes and structures can lead to chaos, confusion, and inefficiency, especially in larger or more complex organizations. Create structure and standardize the 80% of your work that doesn't create any value by being done differently. Then focus on the 20% of your work that gives you the opportunity to be unique and create additional value by making exceptions to the standard.

These negative aspects highlight the importance of balance in leadership. Effective leaders must blend visionary thinking with practical management skills, ensuring that their approach is grounded in the realities of their organization and the needs of their team. Too often we knock those leaders who focus too much on the management side of things, when the truth is you, or your combined team, need to be effective and diligent at both.

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## CRYSTAL PIESCHEL

DIRECTOR OF MARKETING  
MID-CAPE HOME CENTERS

In addition to being named as one of LBM Journal's 40 Under 40, Pieschel has won a number of awards during her career, including the Northeastern Retail Lumber Association Rising Star award, multiple Home Builders Association Cape Cod BRICC Awards for best marketing program, several Builders and Remodelers of Greater Boston Prism Awards, and led the team to community spirit awards five years in a row. She also serves on the Cape Cod Young Professionals board of directors.

### How did you become involved in the LBM industry?

I grew up with a close eye on the industry through my dad. He started working at my grandfather's lumberyard in Bayfield, WI, when he was 12 and has been in it ever since. While I admired his passion for the industry in my youth, I never thought twice about entering it myself. Fast forward through my college years and initial roles in marketing and business development, an opportunity presented itself to enter the industry on the marketing side. Eight years in, I couldn't be happier about making that career move. This truly feels where I was meant to be.

### What is your favorite part of your job?

The people and relationship side of the business. As I immerse myself further in the industry, I've had the privilege of connecting with incredible professionals from across the country. Working closely with our building material vendors, media partners, and local community leaders is a genuinely enjoyable part of my role. What excites me even more is collaborating with my team and customers, contributing to our growth, and cultivating customer relationships.

### What advice would you give to companies looking to attract young professionals like yourself?

Give your people opportunities to grow, and invest in their potential. Prioritize qualities like initiative, communication skills, and eagerness to learn in young talent over mere industry experience. Be supportive of career-driven parents, especially those with young children as it can build long-term loyalty with the right individuals.

### What is your personal mission statement?

To be the best mom, wife, and professional I can possibly be, providing continuous value to my personal and professional "stakeholders," while growing, enjoying, and remaining true to myself in doing so. ■

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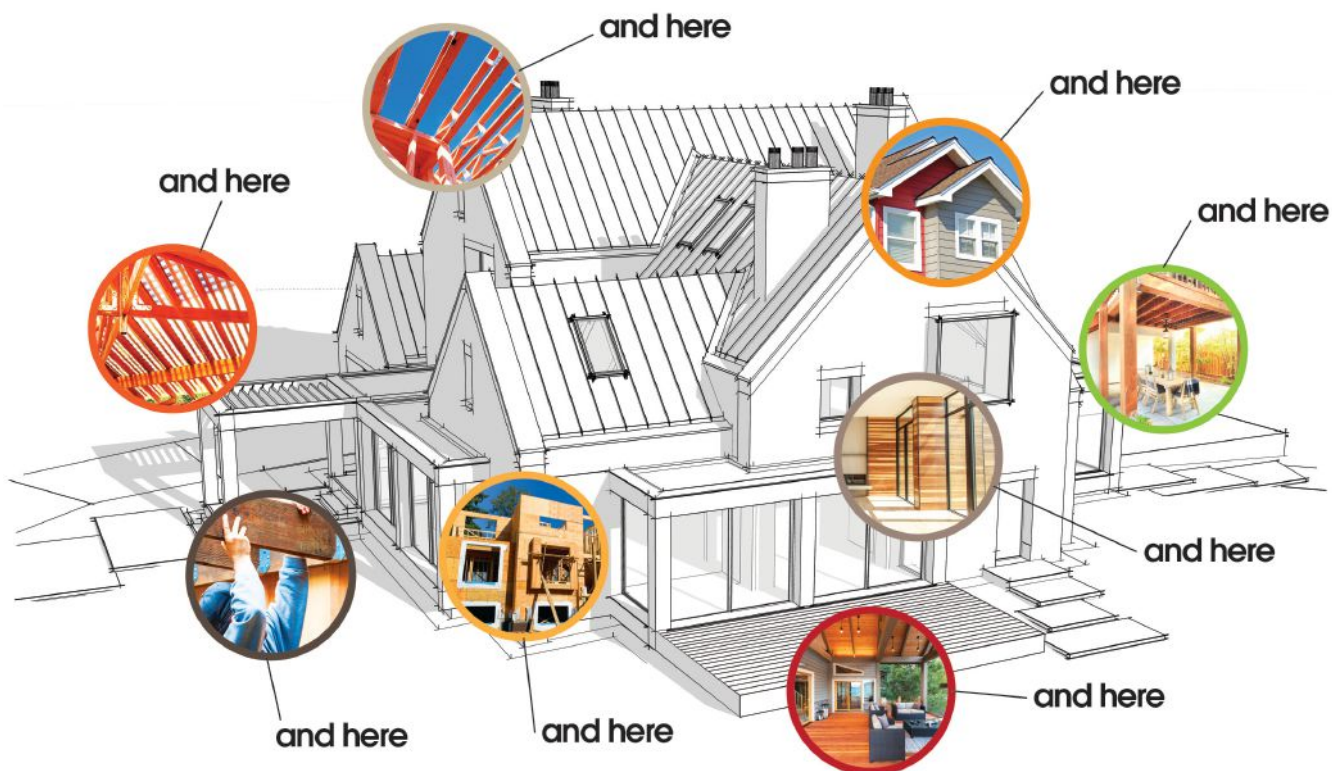
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# WILSON LUMBER CREATES SPACE FOR WOMEN IN LBM

BY WENDY STURGES

**WHILE THE** LBM industry has long been seen as male-dominated, several companies across the country are working to change that view. Wilson Lumber Company, based in Huntsville, AL, is continuing its tradition of celebrating and supporting women in the LBM community with its annual Wilson Lumber Women in Construction Celebration. The event was held March 7, during International Women's Month.

Business Development Representative Sallie Keene Denton, who helps to organize the luncheon each year, said the company wanted to recognize not just the women at Wilson Lumber's five locations, but throughout the community.

"This will be our third year and it started out as really just a way to celebrate the women that work here at Wilson Lumber. We have always made sure that it focused around having our employees there and having separate events at our separate locations to support and encourage those women as well. But we've also always included customers, our female employees, and ladies industry-wide."

The event features networking opportunities, speakers, and the chance for women to have a space to discuss challenges and opportunities in the industry. This year's luncheon fell in the middle of National Women in Construction Week—from March 3-9—and featured Alicia Huey, chairwoman of the board for the National Association of Home Builders.

"The theme of Women in Construction Week this year is 'Keys to the Future,' and it's really about celebrating the vital role that women play in growing the construction industry and moving it forward," Keene Denton said. "That is something that we're always interested in. One of our core values at Wilson Lumber is challenge yourself to grow. We want to challenge not only our current employees but women in the construction industry to grow in their roles, to grow in the industry, and to help make continued strides."

Keene Denton said Wilson Lumber's workforce is approximately 27% female, up from 21% over the past few years. Industrywide, women account for about 10.9% of the construction

industry workforce, per U.S. Bureau of Labor Statistics data. However, in a survey from the National Association of Women in Construction, about 71% of respondents agreed that opportunities for women in the industry are increasing.

"We're trying to move the industry forward, not just Wilson Lumber," said Russ Wilson, owner of Wilson Lumber Company. "The inclusive nature of the event has been helpful to show the range of options for careers for women in this industry, which is endless."



For those not able to attend the event in person, videos from this and previous years' luncheon can be found on Wilson Lumber's Facebook page ([facebook.com/wilsonlumber](https://facebook.com/wilsonlumber)) and via YouTube.

Keene Denton said other companies that may want to find ways to celebrate women could consider hosting a similar event, but being more thoughtful about women's experiences within the industry can make a big impact as well.

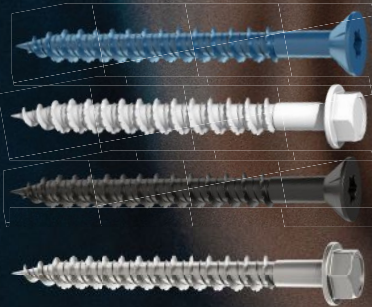
"I think starting small is always a good way to ensure longevity of an event, and starting with your female employees, making them feel really celebrated. You want to make sure that they feel like they're also an important part of this industry. If you can't host an event, making sure that your female employees have the correct PPE, having things that help their specific needs get met during the workday, those kinds of things are helpful as well." ■

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**NewTechWood**

## EXPLORING THE DURABILITY AND AESTHETIC APPEAL OF NEWTECHWOOD'S EUROPEAN SIDING IN HAWAIIAN CHARCOAL

NewTechWoods, a prominent player in the construction materials industry, has recently unveiled its European siding product line featuring the captivating hue of Hawaiian Charcoal.

### **MATERIAL COMPOSITION AND CONSTRUCTION:**

NewTechWoods European siding in Hawaiian Charcoal is crafted using a proprietary blend of recycled wood fibers and high-quality polymers. This fusion results in a robust composite material that offers the natural look of wood with enhanced durability and minimal maintenance requirements. The siding is meticulously engineered to withstand harsh environmental conditions, including moisture, UV exposure, and temperature fluctuations, making it an ideal choice for regions with diverse climates.

### **DURABILITY AND WEATHER RESISTANCE:**

One of the primary selling points of NewTechWoods European siding in Hawaiian Charcoal is its exceptional durability. Through advanced manufacturing techniques and quality control measures, the siding exhibits superior resistance to rot, warping, and insect damage, ensuring long-term structural integrity. Additionally, its weather-resistant properties make it impervious to fading, cracking, and discoloration, thereby preserving its aesthetic appeal over time.

### **AESTHETIC CONSIDERATIONS:**

Beyond its functional attributes, the Hawaiian Charcoal variant of NewTechWoods European siding offers a striking visual presence that complements modern architectural styles. The deep, rich tone evokes a sense of sophistication and luxury, enhancing the curb appeal of residential and commercial structures alike. Moreover, the authentic wood grain texture adds depth and dimension to facades, creating a seamless blend of natural beauty and contemporary design.

### **INSTALLATION AND MAINTENANCE:**

NewTechWoods European siding in Hawaiian Charcoal is engineered for straightforward installation, employing a simple yet efficient interlocking system that facilitates seamless alignment and secure attachment. Unlike traditional wood siding, which requires regular painting, sealing, and upkeep, this composite alternative demands minimal maintenance, significantly reducing long-term costs and labor commitments for property owners.

### **ENVIRONMENTAL SUSTAINABILITY:**

In line with growing environmental consciousness, NewTechWoods prioritizes sustainability in its manufacturing processes. By utilizing recycled materials and minimizing waste generation, the company aims to mitigate its ecological footprint while delivering high-performance building solutions. Furthermore, the longevity of NewTechWoods European siding in Hawaiian Charcoal contributes to resource conservation by reducing the need for frequent replacements and associated material consumption.

NewTechWoods European siding in Hawaiian Charcoal represents a compelling fusion of aesthetics, durability, and sustainability in the realm of architectural cladding. With its resilient composition, captivating appearance, and ease of maintenance, this innovative siding solution is poised to redefine standards of excellence in exterior design and construction practices. As the demand for resilient and visually appealing building materials continues to rise, the introduction of Hawaiian Charcoal siding underscores NewTechWoods' commitment to meeting evolving industry needs and elevating the built environment.



**BRAND: NEWTECHWOOD**  
**PROFILE: UH46**  
**COLOR: HAWAIIAN CHARCOAL**

# PREDICTING INVENTORY NEEDS

For many companies, predicting inventory needs can feel like taking a shot in the dark these days. In the absence of a crystal ball, many are turning to a combination of analyzing pre-pandemic reports, constant monitoring, and gauging future needs.

BY LBM JOURNAL READERS

Nearly 150 readers responded to our Real Issues survey email (let us know at [operations@lbmjournal.com](mailto:operations@lbmjournal.com) if you'd like to be on the list). **THE QUESTION:**



After the widespread product shortages and supply chain issues of the past few years, we've been carrying higher inventories because demand is still there and product shortages are still a reality. We have plenty of cash on hand with little-to-no debt, but I somewhat fear being caught with too much cash tied up if the market takes a sudden downturn. How are other dealers managing their inventory levels in these uncertain times?

### Responses from lumberyards, full-line building material dealers, and specialty dealers/distributors:

"We have no choice if we want to keep customers. Larger inventory, excess cash, short term CD, and let some of the better, dependable customers ride 90-120 days and pay interest."

"Trying to estimate the need for large projects sold at a fixed number and buy or cover with futures depending on the best place to cover."

"Thirty to forty-five days is average for us. With the mess that was caused with COVID and the recent rate drops, we are looking at more of a position on volatile commodities for spring. We have multiple EWP vendors, because of the mess with single distribution during COVID. We feel like we are positioned well."

"We are easing back on our inventory levels on a product specific basis, but not forcing it."

"Managing inventory levels is always a challenge. Seasonality, projected economic conditions and activity levels, cost of money calculations, lead times and your stomach for speculative moves all play a role in procuring inventory. The more experience you have had over the years, including your painful mistakes, the better your judgment will be as you look out into your crystal ball. Having a lot of cash on hand is a great position to be in, as you should be getting about a 5% return on your money right now, with no risk at all. Anyone who has been doing this long enough has, on more than one occasion, taken it on the chin. In order to win this game, you have to be right more often than wrong."

"Can't be out of stock. Know what jobs you have coming up and cover them."

"We have been caught with products purchased when the price was high, and having to take a loss when the price dropped suddenly. The volatile market of the last few years has been impossible for us to predict."

"Don't overfill the shed and keep an eye on the markets."

"We ride the wave. When costs are going up our prices go up with them. Even though our current inventory was bought at a cheaper price we increased our retail. This will help when the market falls and you have to sell below your costs. Be consistent and keep doing it the same way and it will help to reduce the losses."

"Same situation. Not worried about it."

"We are in the same boat. Our market has a housing shortage, and our builders are not slowing down. Stay in touch with the customer base and gauge the economy as best as possible."

"Need to stay in contact with suppliers as to their supply chain and adjust on the fly as needed. If lead time increases, we will need to be ready to add to inventory as needed to avoid shortages."

"We're looking at purchase history and asking our sales staff to give us plenty of lead time on large projects they have coming up so we can minimize what we are keeping on hand."

"Have a little more faith in the supply chain this year as issues should be getting better, but also don't let next-day customers change your whole purchasing philosophy. If a customer threatens to take their business somewhere else because they can't think past their own nose, maybe it's time to let that customer discover that other yards can't get it any faster."

"We are slowly tapering down our inventory levels and communicating with dealers more to coordinate demand. We're not carrying excess inventory or ordering out of fear anymore, but it's taking some time to get inventory investment down to stable levels."

"Keep an eye on all items."

"Post-pandemic is a different world today. More special orders are the way to go."

"In my opinion, we have not felt the constraints on the supply chain."

"Trying to keep moderate inventory levels."

"In order to keep our will-call turnaround times fast and our delivery lead times short, we must keep our inventories full. 'Just in time inventory' sounds good and in theory it ought to work, but we have never been good enough to execute it."

"You have to maintain good amounts so you are not forced into buying at an extreme level or when prices are declining." ►

“We are moving towards just-in-time inventory.”

“We typically use last year’s sales numbers to help guide us on inventory levels. For our main product lines, we try to keep at least three months on hand.”

“We try to focus on the items that we sell the most, and what the competition doesn’t offer.”

“Our philosophy is to always be in the market. We take some strategic positions on key items, but generally are turning our inventory especially in the more recent stable market conditions.”

“We try to maintain an inventory level that is in line with the market demand. With interest rates in the high single digits, we must watch our inventory level and minimize the interest on our line of credit. However, if we had cash on hand, we would play the market and purchase inventory heavily on certain products.”

“We are maintaining about an 80% level until spring.”

“We’re in a similar situation and we’re trying to shed inventory; we were quite heavy during the COVID period. We are a small specialty dealer dealing in products with a long shelf life and a well-stocked inventory has been a strength for us. Even so, why stock more than the big movers? We’re blessed with a distributor that has very visible stock availability, which makes it easier to share some of the stocking burden.”

“We try to maintain a 2-3 month supply of the products we sell the most. It gives you a little buffer when distributors are out of the product you need.”

“Just-in-time purchases.”

“If it sits on the shelf too long, it has to move by cutting a better deal and getting it moving.”

“Strong relationships developed over the years have proved to be the key to sourcing products.”

“If they are ‘A’ items, I don’t think it will hurt to be too heavy on them. Like any other time, stay on top of it.”

“We are a different yard; we stock a lot in decking and railings. That is our main business.”

“Supply chain issues are largely gone. Be selective on building inventory!”

“In certain product lines that continue to be on allocation or experiencing long lead times, we are buying and stocking as much as possible. When we see availability of certain products loosening, we focus on lowering our orders and inventory on those items.”

“Demand is there but supply has also come back. Caution is applied to fast moving items.”

“Our advice would be to monitor your inventory levels constantly but try not to be too heavy. Shortages are a reality but to have too much inventory dollars tied up is not the route we want to go.”

“One to three months on easier-to-get products, 3-6 months on those with supply chain issues. Keep a close eye on market costs in between purchases.”

“We feel we must buy into the market to support our sales and not be overly concerned with sudden downturns with the exception of OSB, which we try to time our purchases at low levels or buy on contract at levels we think are less risky.”

“We use the customers as our barometer to stay reasonably in stock, and to see what they are seeing for the future by listening to their concerns and predictions.”

“Once the supply line improved, we returned to our original standard of turning inventory.”

“There are supply challenges but nowhere near the problems during the pandemic. Do not be over-inventoried as the carrying cost will kill you. Take the money and invest back in your business.”

“Less inventory, more cash.”

“Different product groups are handled differently based on lead time, supply, and if we can get it from multiple suppliers or not. Overall, I would say our inventory levels are higher now than pre-2020, because we’re always fearful of things going sideways again and not being able to get product. When it comes to commodities, we do the best we can to stay abreast of the market and try to mitigate losses from any sudden downturn.”

“Being conservative.”

“We went through an exercise to determine who our core customer base is and what items we needed to support their business. This helped us streamline our item categories and reduce unnecessary items and increase the items needed to support our customer base.”

---

### Responses from wholesale distributors, manufacturers, and service providers:

“Stay in touch with your primary vendors to be on top of lead times to try not getting caught short on items. ‘Can’t sell out of an empty wagon.’”

“Look at your present turns; if your Turn X Earn is less than 120, (a wholesaler distributor metric learned at a NAWLA seminar years ago with Bruce Merrifield), you should either increase your margins, or (preferably) decrease your inventory.”

“We are not keeping extra inventory because then when the market comes down, our customers do not like paying the prices based on what we paid before.”

“You can’t be all things to all people—maintain the inventory required to service your best customers.”

“Our company will continue to keep extra inventory.”

“The pipeline is quite empty for wood products. Keeping a moderate inventory in 2024 would be a more prudent strategy to handle any temporary shortages. Prices seem stable for the 1st quarter.”

“Think positive or let some business slip because lean is too mean to be able to deliver on time.”

“Keep the inventory level up.”

“Being very cautious.”

“Smart purchasing—buying large when the market goes down. Keeping an analysis of the top movers and eliminating items that don’t or have slowed quite considerably.”

“We look at and depend on our past usage findings. Try to maintain those levels.”

“Our business is specialty products. Have little \$ in commodities. Will keep higher inventory.”

“This is a necessary risk, that if correct, you will reap the rewards of being in stock.”

“Depend on your distributors.”

“We are heavily invested in the millwork portion of the industry and are continuing to keep inventory levels high so as to make sure we have plenty of product on hand for a quick response to our dealers needs. Being cash rich is something we are very proud of and realize that it has turned a lot of heads and helped us grow dramatically. Can’t say the same for people heavily invested in the lumber and panel market...good luck. Glad to have transitioned out of most of those products!”



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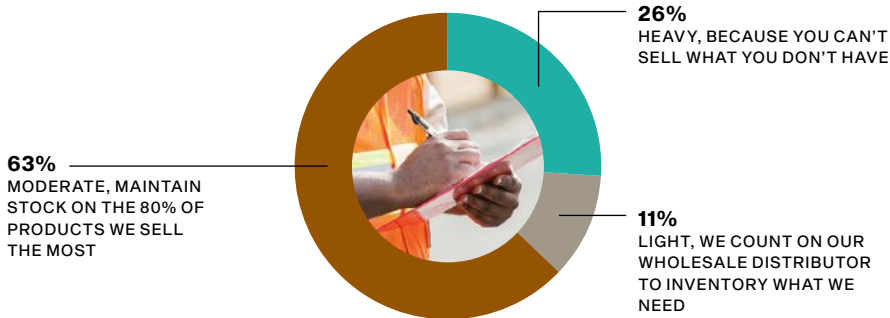
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**Which one of the following best describes your company's philosophy on inventory levels?**



"With the reduction in lead times, we're bringing windows and doors in on a just-in-time cycle. Almost zero stock."

"Cannot depend on the supplier to keep stock. Must keep excess inventory."

"Buy heavier in dimension lumber if we have big projects ahead and if cash is cheaper than futures."

"Lead times and seasonality play a big role in inventory planning."

"We keep our stock levels low, watching for purchasing opportunities when the market moves."

"We use a combination of trade show commitments for commodities and full truck purchases to help maintain best purchase prices. We do not buy by units. Even with an aggressive purchase policy we maintain product turns given our current business."

"We want to make sure we have the inventory when our customers need it. We don't want to open the door for them to start shopping with other suppliers. One thing we have done was reduce the number of colors we offer in shingles and make sure we are stocked heavy on those. The contractors know what colors we stock and those are the ones they push."

"Inventory flexes with the volume of sales and moves throughout the year."

"We keep heavy inventory or commodity items. As we move forward we will rely more on distribution."

"Depends on whose philosophy wins out: purchasing team or sales team."

"We try to balance keeping as little as possible in stock, with suppliers delivering in 1-2 days and keeping our customer's immediate needs on hand."

"Our distributed products have 12-16 week lead times. We need a heavy inventory to maintain sales."

"We stock a wide range of items, many of them in small quantities, with the hope of replacing them shortly after we sell out of it from our supplier."

"We are located in a rural area but service about a 100-mile radius; We must stock heavily as we cannot count on just-in-time from our suppliers. We also make a lot of speculative buys."

"Thirty to 56 days on the ground."

"Stock the 20% of SKUs that are 80% of your sales."

"Weekly cycle counts / 6-month inventory analysis allows us to maintain correct quantities on best sellers while not purchasing items that don't."

"While we would like to be heavy because you can't sell from an empty cart, we try to look at sales history to leverage seasonally specific items."

"With delivery of items finally catching up, we have 5-6 trucks a week for delivery of commodity items and weekly hardware deliveries. We watch turns and replacement costs daily."

"Heavy on the top sellers, moderate on slow turn-over items. Special order on no stock items. Special order items are 25% of our LBM sales, mostly in trusses, I-Joist, and composite decking."

"Distribution and delivery problems exist."

"We try not to depend on two-step distribution due to price. Thankfully, our stores have a customer base that allows us to buy direct and still get turns. We do use distribution on our slow moving items."

"We have always stocked deep. Our dealers depend on us to carry the inventory so they don't have to."

"If an item is special ordered on a regular basis, we'll bring it into stock."

"We were light but got hurt last year when our vendors couldn't supply us on time. Heavier inventories this year."

"Maintain a 2-3 week supply."

"Our inventory method revolves around usage reports and future projects in our open orders. We are focused on relieving slow moving inventory and replacing it with high volume products."

"We are in a high competition area, Jersey Shore. If we are out of stock, there are too many options for a competitor to immediately satisfy that customer. We also like to leverage early, show special buys and go heavy on the ones that we know will have financial gains." ▶



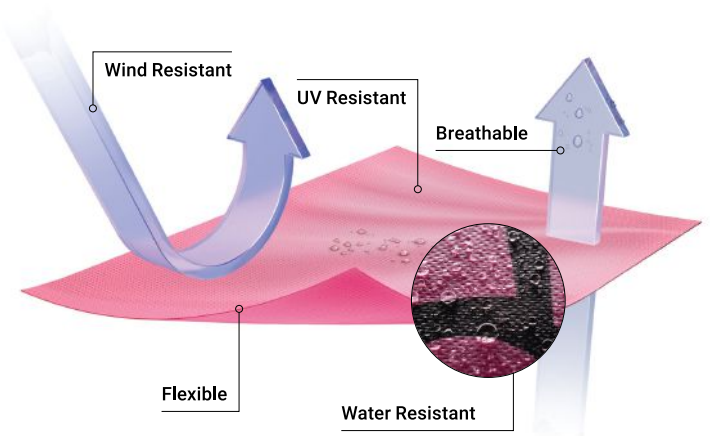
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"We take advantage of specials offered in the off-season, which served us well over the COVID response. We are trying to dial back on held inventory now due to elevated interest rates."

"Probably more 'Moderately Heavy' as far as stock inventory levels. We maintain an appropriate level (3-4 weeks in average sales) of all our stock items."

"We maintain moderate stock on all items, with heavy buying only if the market suggests market appreciation in the coming weeks."

"We are not shy to take advantage of the market, we [increased] our physical inventory during COVID just so we would not run out, and made a little extra money too. Now it's different. We are finally out from under all of that material and getting lean on inventory."

"We maintain higher levels now than pre-pandemic as we haven't been able to rely on wholesalers to have material on hand."

"Selling to both multi-family customers and tract builders, we are expected to have a high level of customer service and on time in full deliveries to maintain their business."

"We never want to run out of inventory. In the pre-pandemic years we would run leaner because if we were too heavy and prices fluctuated down, that is never a good situation. Now we run a little heavier to make sure we have enough and it takes constant monitoring to keep inventory where we would like it."

"Somewhere between heavy and moderate depending on the time of year."

"We make-to-order, in general."

"Zero to light."

"We believe in turns along with quick service to our customers. We have an inventory specialist on staff to work with our purchasing office." ■

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Lee Nabors, third generation owner of Nabors Home Center.

# FAMILY-OWNED COMPANY STAYS READY TO ADAPT

**LBM JOURNAL'S DEALER OF THE YEAR AWARDS** recognize LBM companies of different sizes that epitomize the entrepreneurial spirit. By our definition, a Dealer of the Year describes a company in which leadership excels at identifying underserved—or emerging—markets, satisfying customers, and constantly working to grow and improve business. While these companies represent vastly different operations, the common thread is their fierce commitment to finding ever-better ways to serve their customers and their communities.

BY WENDY STURGES

**L**ike many in the LBM industry today, Lee Nabors has spent much of his life around lumber and hardware stores. Now as a third generation owner of Nabors Home Center, Nabors still has fond memories of growing up in his family's store.

"As a child I can remember I would get my toys off the hardware truck, a baseball bat or a bicycle or skateboard or whatever. It would come off the hardware truck and I can remember being there waiting on the truck runs to get my toy. The aroma of the van when it pulled up and we'd open the door...I can still remember that smell."

Founded in 1962 in Vardaman, Mississippi, Nabors Home Center—known then as Nabors Hardware—was started by Lee's grandfather, who passed down ownership of the store to Lee's father in 1969, who in turn passed it to Lee in the 90's after he retired.

Now with his wife, Millette, and his five sons, Nabors continues his family's legacy in Houston, Mississippi, offering everything from lumber and building materials to power tools, hardware, and home goods. With revenues of just under \$25 million last year, the company is focused on creating incremental growth while preparing for any future uncertainties in the industry.

### Steady growth

Since its founding, Nabors Home Center has grown to include three additional stores in central and northeast Mississippi in Eupora, Amory, and Ackerman. Nabors said the store's business breaks down to a nearly 50/50 split between pro and retail customers. But regardless of the type, he said he's always happy to see his regulars and to welcome newcomers, whether it be a casual DIYer or a homeowner coming in with a host of issues, as seen following tornadoes in the region or during the winter storms from earlier this year.

Nabors Home Center carries a wide inventory for flooring, roofing, tiling, siding, and decks, as well as molding, millwork, windows, and doors. The company is also a certified Stihl dealer, in addition to its rental center.

The business has been through a lot in Nabors' three decades of ownership, although the major market fluctuations seen by many in the last 15 years have been tempered by his stores' locations. ▶

A major aspect of Nabors' growth has been the company's partnership with buying group Do it Best. The store joined the group under his father's ownership in the 80's.



“Store to store, it’s been steady. In our last acquisition, we took a store that was doing just under \$2 million and grew it to almost \$8 million, and that is the fuel for a lot of the growth. But all of our stores are in rural markets, and in the rural markets, we don’t necessarily see the highs. But on the good side, we don’t see the big lows.”

However, a major aspect of Nabors’ growth has been the company’s partnership with Do it Best. The store joined the member-owned co-op under his father’s ownership in the 1980s.

“Do it Best is a great company, I highly recommend it,” he said. “I’m fortunate enough to serve on the board of directors, and that’s quite an honor. If you do what Do it Best says, you’ll be successful.”

Nabors said the partnership, specifically the Best Rewards program, has also helped the business compete against big box stores. The program allows customers to rack up points on purchases that they can use towards future purchases.

“I had a customer the other day, a contractor customer that had \$750 in rewards. That was the biggest one I’ve seen. So he bought items that he wanted, not just items that he needed. The rewards program has been phenomenal, and it just drives customers back to the store.”

Do it Best has also been instrumental in one of the business’ biggest challenges: the rise in online shopping. The company has invested significantly in ecommerce through the guidance of COO Jackie Strong, creating a space for online shopping and options for in-store pick-up. The company is “married” to Epicor, and utilizes their Eagle POS software, as well as Margin Master through Do it Best.

“We are committed to ecommerce. We’re committed to putting our inventory and pricing online so that our customers can shop the way they prefer.”

### Staying flexible

Nabors said one aspect of his overall business strategy has been to stay ready to adapt, a tack that has served the company through the ups and downs over the last several years. He said that can look like jumping on an opportunity when it arises, but also being able to let it go when it no longer serves the long-term plans for Nabors Home Center.

“We were exiting the Great Recession of 2008, and we opened a concrete batch plant, and that was very successful for many years. However, we did sell that plant last year; it was just the right time to get out of that business. It wasn’t part of our growth strategy.”



Nabors said one key to Nabors Home Center’s longevity is the positive culture they have created with their 60-person team, which has not only made the company a great place to work, but creates an environment customers want to return to often.

The company is slated to announce an additional acquisition later this year, an achievement Nabors credits to his team for creating an environment workers want to stay in.

“Our team makes the difference and we just created a culture within our business that has lasted for a long time and it continues to get better year in, year out,” he said. “We hold true to our mission statement and our core values, and we’ve done a fabulous job for a long time holding true to those values. Very few people leave once they become a team member.”

However, Nabors said he recognizes there are challenges ahead for the industry, namely the changing workforce.

“The younger generation wants flexibility. They value their personal time off. And in order to make that happen, we have to go to our mission statement which is ‘Work together as a team to best serve our customers.’”

Nabors said what concerns him more is the projected shortage of builders coming into the industry. “There’s going to be a shortage of quality builders that are learning the trade, and it’s going to be an uphill battle for quite some time,” he said. “The local community colleges are seeing the problem, seeing the need. And they’re on it, but we’re just a little late. We got a lot of catching up to do.”



**THE STORE'S CUSTOMERS BREAK DOWN TO A NEARLY 50/50 SPLIT BETWEEN PRO AND RETAIL. BUT REGARDLESS OF THE CUSTOMER TYPE, NABORS SAID HE'S ALWAYS HAPPY TO SEE HIS REGULARS AND TO WELCOME NEWCOMERS.**

Regardless of the challenges the future may bring, Nabors remains determined for Nabors Home Center to meet them head-on.

“The next big thing might be another tornado. It may be a major industry opening in our area. And you always need to be ready for it. And when I say ‘ready,’ I’m not meaning just having the inventory, but having your fleet ready, having your people ready, your infrastructure. When something hits and you’re not ready, then you’re behind.” ■



**GET TO KNOW NABORS HOME CENTER**

FOUNDED:	1962
OWNERSHIP:	Family
LOCATIONS:	4
EMPLOYEES:	60
CO-OP/BUYING GROUP:	Do it Best
ERP SOFTWARE:	Epicor
TOP THREE BRANDS SOLD BASED ON REVENUE:	Yellowood Atlas Roofing Channellock

**Resiliency is on the rise in this ever-evolving building segment.**

# ROOFING

BY MIKE BERGER

**MOST PEOPLE** don't think much about the roof over their head. Once it's installed, and as long as it's not leaking, the roof is "out of sight, out of mind." Such was the state of affairs on Dec. 12, 2010. A very large weather event dumped over 17" of snow on Minneapolis, causing the collapse of the roof over the Hubert H. Humphrey Metrodome—home of the Minnesota Vikings.

The Metrodome's air-supported roof consisted of a two-layer system: an exterior layer of Teflon-coated fiberglass material and inner layer of fabric that served as the stadium's visible ceiling. The entire construct weighed approximately 580,000 lbs. and required 250,000 cubic feet/per minute of air pressure to support it. Unfortunately, the combined weight of the accumulated snow proved too much for the roof system, and just after 5 a.m. on a game day, the roof gave way, dumping all that snow onto the playing surface.

While very few structures will ever need to support the levels of stress as the Metrodome's, each roof installed is nonetheless as important to the people who live or work under it. It's why, with increasing numbers of severe weather events in the U.S., LBM dealers need to stay as informed as possible about roofing products so that you can not only provide the best options to your customers, but keep up with a potentially growing market.

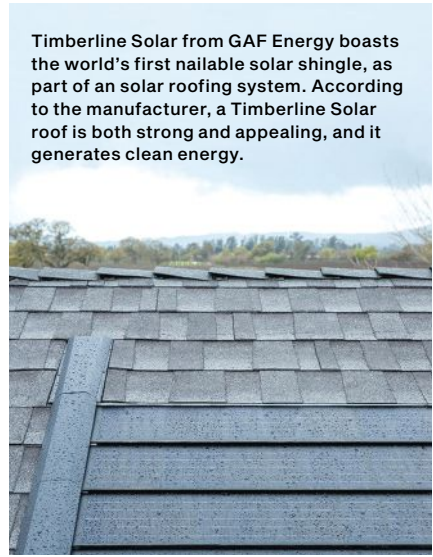
Metal Slate Roofing from ProVia mimics the looks of rustic slate shingles but offers the strength and durability of steel. Using 26-gauge galvanized steel, ProVia has designed its metal roofing to be up to 33% thicker than other metal roofing products, while also weighing up to three times less than asphalt shingles. ProVia Metal Slate Roof Panels are constructed of recycled U.S.-sourced steel and the finished roofing material is entirely 100% recyclable.





Huber Engineered Woods' new ZIP System peel and stick underlayment features a pull cord, split-liner application. It meets ICC-ES AC48 and ASTM D1970 requirements as an ice barrier and roof underlayment, and when applied in combination with ZIP System sheathing and tape, eligible projects can register for a Leak-Free Guarantee. ZIP System peel and stick underlayment is also ideal for use with metal roofing, which is the fastest-growing roof covering option today.

MFM Ultra HT Wind & Water Seal is a 45-mil, self-adhering roofing underlayment composed of a white, non-slip, cross-laminated polymer film, laminated to a high-temp rubberized aggressive asphalt adhesive. According to MFM, it can be used under shingle, tile, shake, and metal roofing systems. It bonds to the substrate and seals around fasteners to limit damage caused by water penetration or leaks.



Timberline Solar from GAF Energy boasts the world's first nailable solar shingle, as part of an solar roofing system. According to the manufacturer, a Timberline Solar roof is both strong and appealing, and it generates clean energy.

According to the U.S. Census Bureau, new authorized building permits in December 2023 for privately-owned housing units were at an annual rate of 1,495,000—that's 6.1% above the same time in 2022. Similarly, housing starts in November 2022 were at an adjusted annual rate of 1,460,000, a statistic that's 7.6% above the year before. Considering these statistics, it's no wonder LBM dealers are cautiously optimistic about what's to come over the rest of the year, especially if inflation and interest rates drop as some financial experts predict. Still, roofing manufacturers aren't taking anything for granted.

"The roofing sector is expected to show resilience amid concerns about inflation and interest rates in the upcoming year," comments Chance Shalosky, ProVia Roofing & Stone product manager. "The enduring qualities of metal roofing, along with its extended lifespan and energy efficiency, position it favorably for consistent demand. In the current economic climate, homeowners prioritize products with longevity, as it contributes to a reduction in overall life cycle costs."

Brad Halley, product manager of ZIP System Roof for Huber Engineered Woods, agrees that 2024 has the potential to be a positive one for the roofing segment. "We anticipate continued steady growth primarily due to extremely low existing home inventory and the need for new construction to meet the housing demands of the population." Additionally, he points out that re-roofing

is more relevant than ever because of increasingly destructive storms damaging existing roofs.

David Delcoma, operations manager of MFM, hasn't seen any downturn in business for Q1, and is optimistic about what the rest of the year may bring. "Our thoughts at the first of the year was a flat Q1 and Q2, then ramping back up to 2023 numbers or even a bit higher in Q3 and Q4," he explains.

It's not enough, however, to simply experience an uptick of growth, Tony Rocha, senior field representative for RoyOMartin and Lacy Townsend, RoyOMartin's product marketing analyst point out. "We look for it to continue to grow for us," they say. "Volume is growing and we expect that to continue, but the challenge we see is getting more in sync with the buying practices and habits of the roofing channel." ►



Available from PrimeSource Building Products, Grip-Rite ShingleLayment-HT is an all-synthetic 8-layer lamination underlayment that combines a non-woven non-skid walking surface with high-performance hot-melt butyl. By moving from traditional asphalt (bitumen) adhesion to a butyl adhesion, ShingleLayment-HT is half the weight per roll and has twice the performance ratings of many similar products in the market.

Nevertheless, the uncertain future of the economy has left other industry experts cautious in regards to roofing growth. “I think for now the industry is holding on, but for how long?” ponders Alexander Barrego, product manager for PrimeSource Building Products. “If rates drop and we get a large real estate push again then I would expect the industry to do very well. Same for new home starts.”

Eric Miller, vice president of sales for Westlake Royal Roofing Solutions, echoes Barrego’s concerns. “The nation’s economy remains a continuing concern for construction and roofing industry pros, as well as for homeowners. Interest rates remain elevated and unsurprisingly this is having a negative impact on new home construction and housing affordability. The hope is that the Federal Reserve will continue to succeed in slowing inflation and, in turn, begin to instate incremental rates cuts this year. Should interest rates begin to decline, builder confidence will improve and an uptick in new construction activity should follow. Additionally, housing affordability will improve, at least a bit. These factors will make it easier for roofing contractors to secure additional projects, increasing demand for roofing materials.”

### Distinctive styles and materials

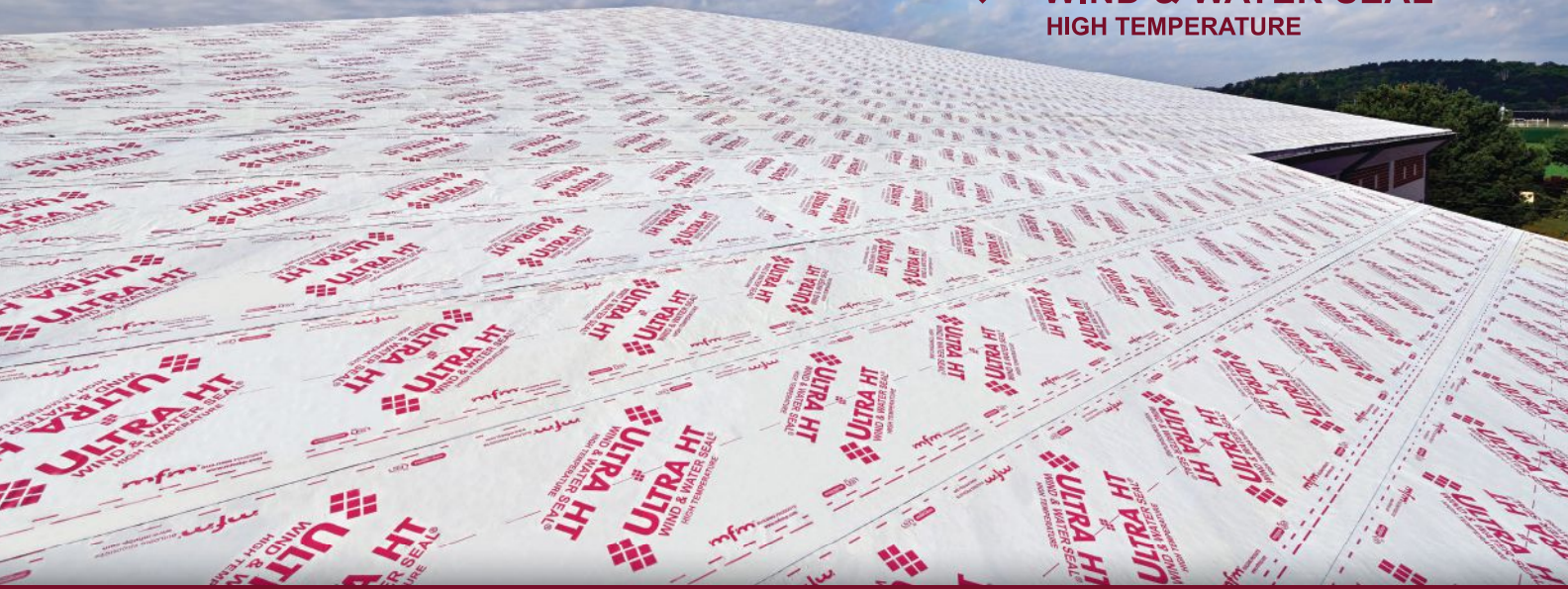
To best prepare for the potential wins 2024 may bring, LBM dealers need to position themselves to offer roofing products that tap into rising consumer trends. As ProVia’s Chance Shalosky puts it, “Dealers should be attentive to emerging trends such as increased demand for sustainable roofing materials, nature inspired colors, and advancements in installation techniques. Products emphasizing energy efficiency and eco-friendly features are gaining traction in the market.”

So what’s in for 2024? Dimension is in, and muted colors are out, says Jim Durkin, senior vice president of Steep Slope Sales for GAF. “Homeowners see their roof as a major aesthetic component to their curb appeal, instead of just an accent. GAF Timberline UHDZ shingles have our Dual Shadow Line, which offers a heightened shadow effect. This makes the roof shingles look thicker and more polished, for a distinct visual difference compared to standard shingles.”

In addition to color and dimension, the demand for alternative roofing products is also on the rise. In some cases, this demand is being driven by Mother Nature and the increase in severe weather events says Durkin. “Many parts of the United States are still affected by hailstorms, and roofs tend to endure substantial damage from them,” he explains. “SBS polymer-modified asphalt technology helps protect roofs and homes. Polymer modification makes asphalt more durable, rubber-like, and flexible, ultimately reducing stress when impacted. When this material is used to make roofing shingles, it creates a shingle that has excellent flexibility and durability as well as increased impact resistance.”

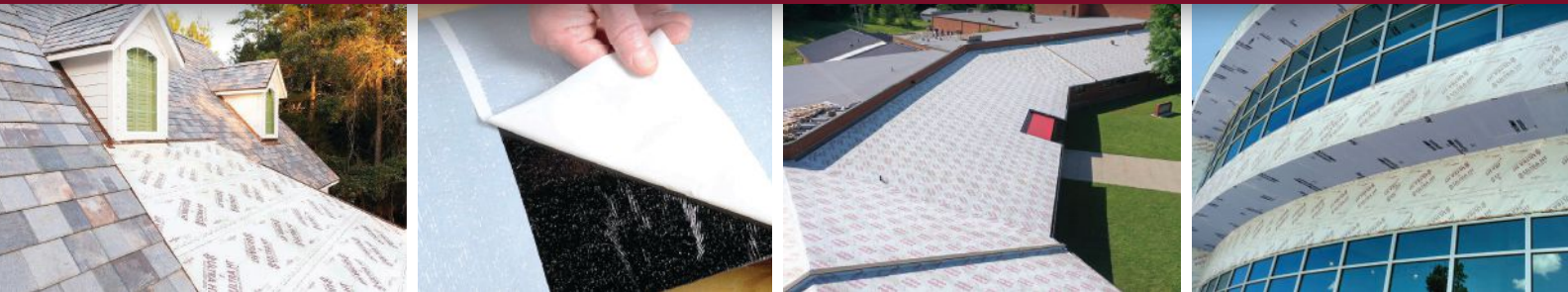
In other cases, consumers are looking for roofing products that are more energy efficient and longer lasting. “We are seeing demand for both stone coated steel and concrete tile roofing grow,” says Westlake Royal Roofing Solutions’ Miller. “Both materials are incredibly durable, offer a lengthy lifespan, as well as help protect from fire, hail and other inclement weather conditions. Both also offer a wide range of color and profile options and can visibly mimic the look of various traditional materials. Therefore, they can be used to complement a range of architectural styles. The curb appeal is strong and so is the ultimate value to the customer.”

“Metal roofing and composite materials have been a game changer for the industry and has grown faster than the rest of the category,” says Mike Engle, with PrimeSource Building Products. “With these categories emerging more in the space there have been new products that are needed such as hi-temp underlayments. With different materials comes different requirements for the installer, having metal or composite on the roof means that the underlayment material is going to become a lot hotter, your typical asphalt roofing products will melt in these temperatures.”



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## Sustainability and resiliency on the rise

One of the fastest-growing areas of the roofing segment, sustainable and resilient roofing is most certainly on the minds of manufacturers. Rather than being defined by a single characteristic, sustainable roofing comprises many factors: they're made of eco-friendly materials; they keep homes cooler in summer, warmer in winter; and they may serve other functions such as stormwater catchment.

"Sustainability has become a key focus in our industry and in the roofing segment in particular," explains Huber's Halley. "Many companies are starting to shift focus to the use of more sustainable materials. You can see it everywhere, from shingles and plastic components being made from recycled materials to an increase in insulation and PV panels used on roofs to reduce the energy costs of the home."

According to GAF's Durkin, sustainability is a growing topic across the roofing and overall construction industry. "At GAF, our promise to Protect What Matters Most includes our people, our communities, and our planet. For us, sustainability is an opportunity to invest in the shared future of our business and our planet."

He points to the fact that about 75% of U.S. roofs are asphalt and each year millions of torn off asphalt shingles end up in landfills. "Closing the loop on shingle waste and diverting used shingles from landfills is a transformative opportunity for our industry and one GAF is proud to be leading." To that end, the company has developed its patented GAF RoofCycle manufacturing process that is used to produce asphalt shingles that contain recycled shingle content. "This process has the potential to help significantly reduce the 13 million tons of shingle waste that enter landfills each year. By incorporating recycled asphalt material, known as briquettes, in the production of new roofing shingles, as well as other asphalt-based products, the industry can be part of redirecting end-of-life shingles to support the creation of new, more sustainable products," he explains.

If you were to look at sustainability as one side of a coin that represents on-the-rise roofing concerns, resiliency is the other. With the ability to withstand and limit the impact of a disruptive weather event such as large-sized hail or extremely high winds while maintaining function under that stress, resilient roofing products are on the radar screen of roofing manufacturers, and that should come as no surprise.

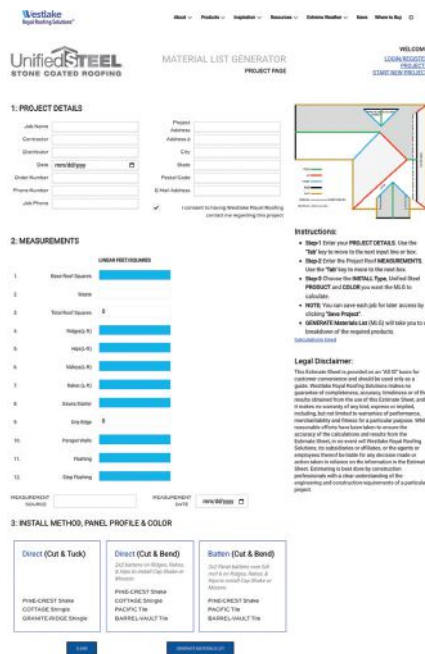
According to the NOAA National Centers for Environmental Information (NCEI), there were 28 weather and climate disasters in 2023, exceeding the previous record of 22 in 2020, resulting in a price tag of at least \$92.9 billion.

"There is movement in the industry toward the creation of more resilient roofing materials to withstand high wind events and severe storms," says Huber's Halley. "We are aligned with this movement and have introduced products such as ZIP System peel and stick underlayment, which is ideal in colder climates to help prevent ice dams. The product is also helpful as an integrated first underlayment layer that helps achieve a continuous air barrier with taped seams and secondary waterproofing for leak-prone areas like valleys and eaves. ZIP System peel and stick underlayment sets up roof assemblies for success during construction and long after, even in wind-driven rain and other inclement weather.

Westlake Royal's Miller echoes Halley's comments on the importance of resiliency. "Weather resiliency is driving a lot of the demand for durable roof systems as well," he points out. "Severe weather events are becoming much more frequent and intense, bringing with them the risk for costly damage. This has, in turn, brought the roof's overall performance into greater focus. Demand for roofing materials that resist or protect from conditions such as fire, hail, rain, snow, wind and more is growing as a result."

## Defeating the challenges

Despite the optimism of potential market growth for the roofing industry and the promise of new on-trend roofing products, LBM dealers will nevertheless need to face challenges as the year unfolds. For example, supply chains continue to cause headaches. It's no secret that supply chain difficulties have plagued the LBM industry ever since the beginning of the COVID-19 pandemic. And while the aftermath of these shortages are improving, roofing product manufacturers are recommending cautiousness



New from Westlake Royal Roofing Solutions, its Unified Steel Material List Generator is an interactive tool that auto-generates a roofing product list. According to Westlake Royal, the system simplifies the estimating process for both Unified Steel Stone Coated Roofing and Westlake Royal Roofing Components. The Material List Generator integrates with roof measurements acquired traditionally or through 3D and geospatial measurement generating software solutions. There is no cost to builders and contractors who use it.

nevertheless. “As we saw last year, we expect product availability to remain tight throughout 2024,” says GAF’s Durkin. “It is extremely important that you forecast your needs several months in advance and maintain a regular line of communication with your supplier base to ensure that your needs are recognized in an ongoing manner.”

MFM’s Delcoma also recommends strong lines of communication to help offset supply chain challenges. “Some dealers may have to place larger than normal orders to offset the longer lead times. MFM works closely with our customers to help them plan in advance what their material requirements are each month and develop a plan from there. Again, I would suggest working closely with your supplier and be as transparent as possible to what you *really* need versus what you *think* you need.

Another challenge for LBM dealers roofing manufacturers point to is the changing face of building codes. “Building codes are becoming more stringent and require things like sealed roof decks in coastal areas,” explains Huber’s Halley. “We have anticipated these changes and have worked to create simple and effective ways to help builders meet FORTIFIED Home standards and get a sealed roof deck.”

Says ProVia’s Chance Shalosky, “The roofing industry confronts challenges related to adapting to new building codes and meeting evolving energy efficiency standards. These factors can impact production timelines and overall industry dynamics. However, the most significant challenge the roofing industry faces, like many others, is the shrinking pool of skilled labor. As a manufacturer, we are doing our best to address this by offering robust installer certification programs, but it is incumbent on dealers to encourage the same level of investment in their workforce as they expect homeowners to put into their homes. Investments in people will generate the biggest ROI in the long run.”

Every manufacturer interviewed for this story all acknowledged the impact of those labor shortages (of which you are no doubt aware). Thankfully, steps are being taken to help minimize the problems labor shortages present.

For example, GAF is working to help address this issue by developing the next generation of roofing professionals through its GAF Roofing Academy, its national, free roofing training program. In 2023 alone, it held over 100 classes and trained more than 1,000 individuals.



“LBM dealers may experience challenges in product availability due to ongoing labor shortages and supply chain disruptions,” says ProVia’s Shalosky. “Building strong relationships and effective lines of communication with manufacturers, practicing proactive inventory management, and diversifying suppliers can help mitigate potential disruptions.”

If the weather were always fair skies, it would be easy to predict. But unfortunately storms such as the one that doomed the Metrodome can come out of nowhere and cause chaos. Still, LBM dealers should take heed of the advice of roofing manufacturers and prepare for what could be a promising year. While interest rates, inflation, and product availability might cause disruption, these factors are just as likely to bring financial wins for the LBM dealer who is, as Westlake Royal Roofing Solutions’ Miller recommends, prepared for whatever may come.

“All of us, whether manufacturer, dealer or customer, must always keep in mind that the supply chain can be impacted at any given time by a variety of unforeseen circumstances such as severe storms, world events and more. While none of us can control these things, LBM dealers should always keep the lines of communication open with manufacturers to plan as much as possible surrounding product needs and availability, etc.” ■

CertainTeed recently announced a partnership with solar roofing manufacturer SunStyle to deliver an array of solar solutions. Combining structural roofing materials with solar modules. SunStyle solar roofing modules are installed edge-to-edge in a patented overlapping diamond dragonscale configuration.

PHOTOS COURTESY OF MANUFACTURERS



RoyOMartin’s new OSB roofing product is designed to withstand the snow loads that roofs experience in the winter, but without adding any weight or additional costs. According to the manufacturer, the panel is 7/16" thick, so it’s lighter than the full 1/2" that is currently required. The product meets the same testing requirements and installs the same as the typical 1/2" OSB roofing panel.

# HOT

## PRODUCTS

### 2024 NAHB IBS™

The 2024 International Builders' Show (IBS), held February 27 through 29 in Las Vegas, Nevada, featured more than 1,300 exhibitors and covered more than 600,000 sq. ft. of exhibit space. Judging from the strong attendance, IBS 2024 delivered on its reputation as the place to see all the latest and greatest building products, tools, and technologies. While the majority of the 70,000 attendees are builders and contractors, IBS has also become known as the single biggest event for LBM dealers to connect directly with leading manufacturers and to learn about the latest product innovations. As we do each year, the following pages include a sample of products that our team believes may help make a difference for you and your company moving forward. The listings are in no particular order.

— The Editors

## SIMPSON STRONG-TIE TIMBER DRIVE

Timber Drive from Simpson Strong-Tie is a revolutionary tool for stand-up operation while driving large structural screws. It's ideal for heavy-duty jobs that require repetitive fastening, such as decks, docks, boardwalks, piers, and flooring, as well as metal straps to wood, engineered wood, or mass timber panels. According to the manufacturer, the ergonomic design of Timber Drive (which works with corded or cordless motors) makes it a faster, easier way to work, with less fatigue on knees, back, and shoulders. It offers more ease of movement and helps to reduce jobsite hazards. [strongtie.com](http://strongtie.com)



## DMSI FRAMEWORKS

DMSi Frameworks is the new end-to-end ERP solution made specifically for LBM dealers. It handles retail POS, contractor sales, purchasing, inventory control, accounting, and reporting. It is 100% web-based and allows dealers to manage their business from anywhere. Users access the program through a web browser such as Chrome or Microsoft Edge; no additional software is required. The mobile-friendly design means Frameworks can be used on a smartphone or tablet as easily as from a desktop computer. Data is easily accessible so you can track multi-job projects from start to finish. The streamlined Point of Sale and intuitive interface allow businesses to provide exceptional service to their customers. [dmsi.com](http://dmsi.com)

## NEW SIDING OPTIONS FROM WESTLAKE ROYAL

Westlake Royal showcased several new colors, profiles and products as part of its Siding & Accessories offerings. Three new colors for the Select Cellular Composite Siding line include Imperial Red (shown here), Deep Pewter and Timberland. Additionally, with its clean modern look in both horizontal and vertical applications, the new V-Groove profile adds elegance to virtually any home style. New colors for the Cedar Renditions aluminum siding line include Burntwood and Blonde Oak. [westlakeroyalbuildingproducts.com](http://westlakeroyalbuildingproducts.com)



## 2024 FINALIST BEST OF IBS MOST INNOVATIVE BUILDING MATERIAL

### TIMBERTECH ADVANCED PVC DECKING

Made of high-performance and recycled polymers (and absolutely no wood fibers), TimberTech Advanced PVC Decking by TimberTech by AZEK is highly resistant to moisture damage such as mold and mildew, and the manufacturer says it won't splinter, crack, warp, peel, or rot. Better for bare feet and paws, TimberTech Advanced PVC decking claims to stay up to 30° cooler to the touch with 40% better traction, wet or dry, than competitive products, and it is protected with a 50-Year Fade & Stain Limited Warranty and Lifetime Limited Product Warranty. [timbertech.com](http://timbertech.com)



## DESIGNRAIL MODERN KITS FROM FEENEY

According to Feeney, its new DesignRail Modern Kits offer a sleek, easy way to install cable railing both indoors and out. New 36" Modern Level and Stair Rail Kits can span 6' with one picket or 8' with two pickets (42" level rail kits with 6' span are also available). New Series 250 Top Rail meets graspable handrail residential building code requirements, and an optional Drink Rail Adapter can be added to level sections. Specially designed post kits include Single Corner and 45 Degree, plus Blank Post Kits for any railing design. All Modern Post Kits are pre-drilled to support 1/8" CableRail Kits with no bottom rail needed. [feeneyinc.com](http://feeneyinc.com)

## SPRUCE ECOMMERCE FROM ECI

Built for the LBM industry, Spruce eCommerce software from ECI is a convenient online shopping solution for lumber, building, and home supply businesses. Fully connected to ECI's Spruce ERP, this solution allows customers to browse and shop products while delivering the same high-quality service they expect, both in-store and online.

[ecisolutions.com](http://ecisolutions.com)



## ZIP SYSTEM RAINSCREEN

As the newest option in the ZIP System Building Enclosures portfolio of products, ZIP System Rainscreen by Huber Engineered Woods is available nationwide and helps builders streamline water and air management in high-performance wall assemblies. Engineered to meet 2021 IRC/IBC code-required 3/16" air gap requirements in stucco and adhered stone assemblies, ZIP System Rainscreen consists of a rigid drainage mat covered by a heavy-duty fabric that can be used as a secondary water-resistant layer required for "absorptive" or "reservoir" cladding assemblies. Combining the high compression strength of the mesh drainage mat with the 5-7-perm water resistive fabric layer, ZIP System Rainscreen strikes a balance of durability and effective moisture management for various cladding systems. [huberwood.com](http://huberwood.com)



## SCREEN ENCLOSURE SOLUTION

Barrette Outdoor Living's DIY-friendly screen enclosure solution—EncloSure—allows homeowners to enjoy being outdoors while offering protection against insects and the elements. Able to be installed into an existing covered patio, deck or upper balcony, EncloSure creates an extra space for entertaining and allows for increased privacy. Made of aluminum framing that features a premium powder coat and high-quality screening, the system's flat spline technology ensures screens stay in place even in the windiest conditions. Additional options like a railing infill kit, screen door and in-swing kit are also available. [barretteoutdoorliving.com](http://barretteoutdoorliving.com)



## CUTEK EXTREME HIGH-PERFORMANCE WOOD OIL

Offering powerful stabilizing protection while enhancing wood's natural beauty, CUTEK Extreme high-performance wood oil penetrates deeply into the wood to protect it from the inside out, displacing water for long-term dimensional stability and significantly reducing cupping, warping, checking, and splitting. CUTEK Extreme protective components stay permanently mobile in the wood, migrating to cuts or perforations with a self-healing action, and it will not form a surface film nor peel or flake for easy maintenance. [cetekstain.com](http://cetekstain.com)



## 2024 FINALIST BEST OF IBS MOST INNOVATIVE BUILDING MATERIAL

### CAMO WEDGE UNIVERSAL DECK CLIPS

CAMO's new grip strengthening deck fastener—Wedge Universal Deck Clips—promises to radically increase the speed of deck building. Engineered to wedge into the grooves of any and all deck boards, the new CAMO WEDGE Clips allow for one-pass, one-handed installation, even with PVC deck products. The 316 Stainless Steel Marine Grade clip offers the best corrosion resistance for coastal applications or projects in highly corrosive environments such as saltwater pool decks. [camofasteners.com](http://camofasteners.com)



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## TIMBERLINE ULTRA HDZ SHINGLES

GAF recently announced its new Timberline UHDZ shingles. This premium shingle is the only one to feature GAF's Dual Shadow Line, which the manufacturer says creates beautiful sunset shadows all day long. All Timberline UHDZ shingles now include GAF's LayerLock technology and the StrikeZone nailing area, the industry's largest nailing area. Timberline UHDZ shingles are also eligible for the 15-year WindProven Limited Wind Warranty with No Maximum Wind Speed Limitation when installed with the required combination of four qualifying GAF accessories. [gaf.com](http://gaf.com)



## AGS STAINLESS CABLE RAIL SYSTEM

AGS Stainless has recently introduced an all stainless steel cable rail system created exclusively for LBM distribution and available as a private label product. Ideal for dealers and distributors seeking an all-stainless steel railing system that they can brand with their own trade name, this cable rail system features 316 stainless (marine-grade) components: electro-polished cable, fittings, lag screws, wood screws, and predrilled and welded posts in 36" and 42" heights. With only five SKUs, the manufacturer claims this new product ensures easy inventory management, and is ideal for both indoor and outdoor applications. [agsstainless.com](http://agsstainless.com)



## PRIVACY SCREEN SYSTEM FROM DECKORATORS

The Deckorators Privacy Screen System offers an innovative way to introduce both definition and seclusion to outdoor spaces. This system enables users to mix and match various components, including screens, slats, and decking, to create a unique and personalized style for their outdoor living space. It features user-friendly installation, versatility, and privacy-enhancing features, while infill options include panels in four styles, double-sided slats in three colors, and all Deckorators decking. [deckorators.com](http://deckorators.com)



## DECKFORCE SCREWS FROM GRIP-RITE

According to Grip-Rite, its new DeckForce premium exterior screws offer superior performance and longevity, thanks to a proprietary PrimeGuard Nano Coating that's engineered for strength, durability, and corrosion resistance. The coating is formulated to provide a seamless seal and smooth finish, making screws corrosion resistant, and the coating carries a lifetime guarantee. The Grip-Rite DeckForce line includes two different models specifically engineered for wood or composite decking. [grip-rite.com](http://grip-rite.com)

## 2024 FINALIST BEST OF IBS MOST INNOVATIVE BUILDING MATERIAL

### SILVERMINE STONE SIDING

Silvermine Stone's Belterra Collection expands the company's offerings of mortarless stone veneer siding. Featuring a patented flashing and fastening system, Silvermine Stone products create a shingling system on the wall to keep water away from the home's substrate while only requiring a single layer of weather resistant barrier. As Silvermine explains, the shingling effect sheds all water to the front, thus eliminating water penetration and minimizing the possibility of insects to get between the stone and the wall. [silverminestone.com](http://silverminestone.com)



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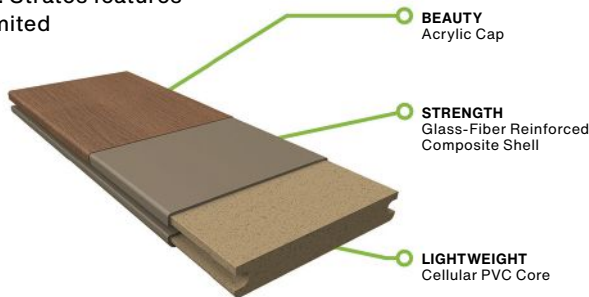
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## MOISTURESHIELD STRATOS COMPOSITE ENHANCED PVC DECKING

MoistureShield's Stratos composite enhanced PVC decking is, according to the manufacturer, designed to be stronger and longer-spanning than any PVC decking on the market. Engineered with a 50% greater span, Stratos provides rigidity and a more solid feel underfoot compared to conventional PVC and composite decking when installed 24" on center. With its TruTexture Surface to provide a true wood grain finish and enriched color variegation and CoolDeck Technology that is reported to reduce heat up to 35%, Stratos' proprietary acrylic cap offers an incredibly strong defense against damage from stains, scratches and impact all while resisting fading. Stratos features a 20-year commercial limited structural warranty, transferable limited lifetime residential warranty, and 50-year fade and stain warranty. [moistureshield.com](http://moistureshield.com)



## KEY-LINK DISCOVERY SERIES RAILING

Key-Link Discovery Series is a new railing profile specifically designed for builders who require simple style and speed of installation. Discovery's posts come with brackets already installed, and the railing and balusters snap together like a panel to make installation easy—even for a crew member working solo. Deck builders can get their railing installed quickly and move on to the next job. And with Discovery, high-volume builders who might normally use pressure treated lumber can offer on-trend aluminum to differentiate themselves from the competition. [keylinkonline.com](http://keylinkonline.com)



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## 2024 FINALIST BEST OF IBS MOST INNOVATIVE BUILDING MATERIAL

### LED NIGHTLIGHT WITH DUPLEX RECEPTACLE BY EATON

New from Eaton, its LED Nightlight with Duplex Receptacle is a 15A receptacle combined with a built-in LED nightlight. It's tamper-resistant and features thermoplastic construction along with flush mounting and both back and side wiring. [eaton.com](http://eaton.com)

**2024 FINALIST BEST OF IBS**  
MOST INNOVATIVE BUILDING MATERIAL

**EVERLAST ADVANCED  
COMPOSITE SIDING**

New from Chelsea Building Products, Everlast Advanced Composite Siding is available in two reveal widths—a standard 7" and a narrow 4-1/2". The Horizontal Lap Siding produces the classic American rough-sawn cedar clapboard aesthetic; Everlast Board & Batten can be used as a primary or accent siding and features a 2" integral batten and 9" face. Everlast Premium Color-Matched Trim is made from the same advanced mineral composite formulation as Everlast siding. [everlastsiding.com](http://everlastsiding.com)



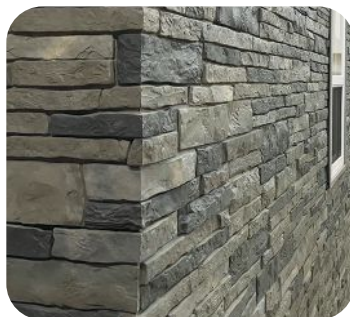
**SUBSEAL SELF-ADHERING  
WATERPROOFING MEMBRANE**

New from MFM, SubSeal-40 is an advanced, 40-mil, self-adhering waterproofing membrane that, according to the manufacturer, is engineered to be a multi-purpose sheet suitable for vertical applications, such as behind stucco panels and other exterior sidewall coverings. This membrane is designed for extreme moisture protection and aggressively bonds to poured concrete and other building materials to eliminate the movement of water under the membrane. Designed for use on features such as through-wall flashings, windows, sills, pot shelves, parapet walls and many other applications. [mfmbp.com](http://mfmbp.com)



**TANDOSTONE ALL-PRO CORNER**

According to Tando Composites, its new TandoStone aLL-Pro Corner is the most realistic stone corner in the industry. To accompany TandoStone, builders can install a beautiful corner with the same ease and confidence as TandoStone panels. Unlike the painted concrete options, there are no seams or repeating patterns with TandoStone or the aLL-Pro Corner. The lightweight composite technology allows for the use of ladders instead of scaffolding. And it eliminates worries about harmful silica dust or falling stones. [tandocomposites.com](http://tandocomposites.com)



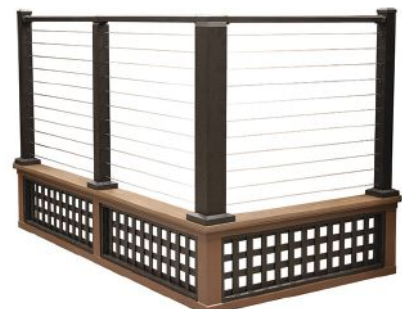
**U2 FASTENERS BLACK FLAT HEAD SCREW**

New from U2 Fasteners, its Black Flat Head Screw is crafted to meet a full range of construction projects. According to the manufacturer, the screw's unique flathead design with Talon Grip ensures increased pull-through resistance and a clean, polished look when drilled into materials. The Tight Star Recess System provides an excellent fit, wobble-free experience, optimal force transmission, and is compatible with regular star drive bits. The Innovative Tapper Point is specially designed for wood connections, featuring a corkscrew-like start and blade-cutting threads for easy piercing and reduced strain during installation. [u2fasteners.com](http://u2fasteners.com)



**WESTBURY BELLA CAVO HORIZONTAL  
CABLE RAILING**

New from Digger Specialties, Inc., Westbury Bella Cavo Horizontal Cable Railing by Digger Specialties, Inc. comes complete with specially designed rails and posts dedicated to this contemporary style. As an integral part of Westbury's product line, Bella Cavo complements a range of railing options, including baluster, glass, and vertical cable railing. According to the manufacturer, Bella Cavo's quick and hassle-free system ensures that the installation stands out for its speed and precision. [diggerspecialties.com](http://diggerspecialties.com)



**THERMA-TRU DOOR DIVIDER BAR AND SIMULATED DIVIDED LITES**

Therma-Tru's new door divider bars blend on-trend Shaker elements with casual style, creating a perfect match for various home styles. Door divider bars and simulated divided lites offer new ways for homeowners to express their personal style. They can choose to maintain privacy with a solid-panel door or let in more natural light with a full-lite door. According to the manufacturer, Therma-Tru door divider bars and simulated divided lites are made with a durable composite material that's engineered to withstand extreme weather and resists warping and shrinking. Engineered for long-term performance, EnLiten flush-glazed designs feature double- or triple-pane glass that is built directly into the door with a high-performance dual adhesive weather seal. [thermatru.com](http://thermatru.com)



**2024 FINALIST BEST OF IBS**  
 MOST INNOVATIVE BUILDING MATERIAL

**ETCHWOOD WOOD PRODUCTS**

EtchWood's artisan-crafted wood products combine the timeless tradition of vintage textures with new wood to create unmatched products for homes and businesses. The company offers unique textures such as hand-hewn, circular-sawn, weathered wood, and more. Combined with a variety of stain options and matching wood products like beams, textured plywood, and shelves, EtchWood products offer the beauty of a timeless era of woodworking. [etchwood.com](http://etchwood.com)



**SCHWEISS**

DOORS

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507-426-8273

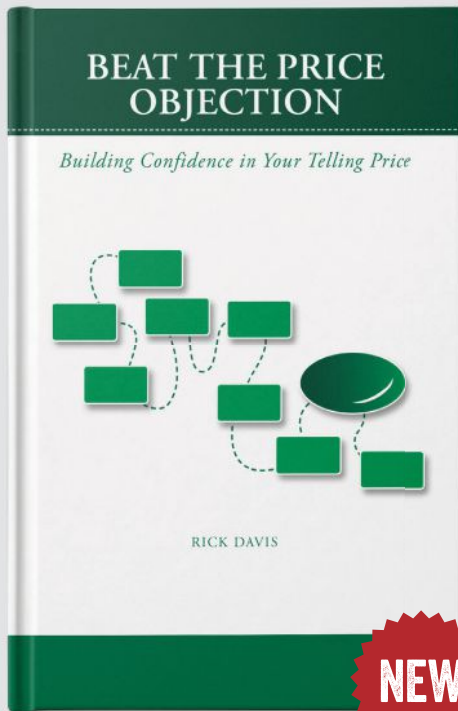
SCHWEISSDOORS.COM

**NEW COLORS FROM NICHIIHA USA**

Nichiha USA is now offering new cladding choices that include new color options for its popular VintageWood AWP in Poplar and Blackwood shades to cater to design and market trends. In addition, it is releasing White Smoke, a new shade of Nichiha's VintageBrick, offering a clean, traditional masonry look, but without the need for specialized installers. Though each product offers a distinct look, all install in the same fashion, utilizing Nichiha's Ultimate Clip System. [nichiha.com](http://nichiha.com)



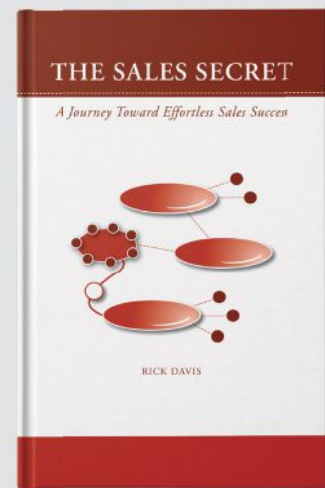
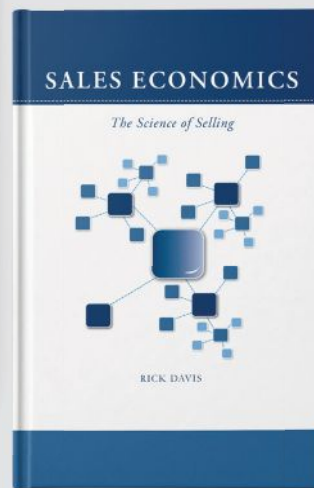
# THE PATH TO MORE PROFITS.



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Visit [buildingleaders.com/store](http://buildingleaders.com/store) to order your book for \$25 or save on the three-book series for only \$60!

*Prices do not include shipping.*



## BEAT THE PRICE OBJECTION

**RICK DAVIS' LATEST BOOK**, illustrates how the wise mentor, Abe, leads Noah on the path to find better customers; develop a game plan that earns his price; and know the right tactics to use in price negotiations. Join Noah as he finds his path.

## ABOUT THE AUTHOR

**RICK DAVIS, CSP, CDT** is a sought-after speaker, trainer, sales consultant, and the president of Building Leaders, Inc. He is also a world class magazine columnist who has been awarded gold and silver medals from the American Society of Business Publishing Editors.



**"Wow! Just wow."**

— **Rick Schumacher**, *Publisher and Editor of the LBM Journal*

**"You nailed it! I don't think there has ever been a book written like it and I've read all of them."**

— **Bill Lee**, *Founder of Lee Resources*

**"Nobody has written a book on sales like this, and I've read all of them."**

— **Tom Latourette**, *Managing Partner and Certified Trainer M3 Learning*

## RABBETED NAIL FIN TRIM AND CORNERS

Diamond Kote Siding System's new Rabbeted Nail Fin Trim and Corners product line promises to eliminate caulking and touching up nail heads. The line includes Rabbeted Nail Fin Trim for use around windows and doors and Rabbeted Nail Fin Outside and Inside Corners. The built-in J-Pocket allows for siding to slide into the trim and corners for a cleaner, crisper look without worrying about caulking all of the seams. The Rabbeted Nail Fin Trim is available in both 4" and 6" widths and 16' lengths, while Rabbeted Nail Fin Outside Corners are available in 4" widths, in both 10' and 16' lengths, and Rabbeted Nail Fin Inside Corners are available in 3" widths and 10' lengths. [diamondkotesiding.com](http://diamondkotesiding.com)



## NOVA I CABLE RAILING SYSTEM FROM ATLANTIS RAIL SYSTEMS

Atlantis Rail is now offering its NOVA I System without a bottom rail. This system features a powder-coated aluminum framework combined with horizontal stainless steel cable infill. The framework is made up of 3" x 3" posts, colonial style top rail and no bottom rail. The cable infill consists of HandiSwage fittings and 1/8" cable. The rail kits are available in 6' lengths and post kits come pre-drilled for 3" cable spacing in heights of 36" or 42". [atlantisrail.com](http://atlantisrail.com)



## 2024 FINALIST BEST OF IBS MOST INNOVATIVE BUILDING MATERIAL

### PROTECTO WRAP CO.

Protecto Wall VP Water Resistant Barrier from Protecto Wrap is a primer-free self-adhering, self-sealing, nonwoven, vapor permeable, microporous polyolefin laminate that provides 98.5% drainage efficiency. No mechanical fasteners are required for the installation—it utilizes the company's Super Stick Technology Adhesive to be fully adhered without mechanical fasteners or seam tape. It can be installed year round, in temperatures as cold as -20°F (-28°C) or as hot as 125°F (52°C), and features 180-day UV exposure and is compatible with and will adhere to most construction surfaces. [protectowrap.com](http://protectowrap.com)



### EVOLVE CABINETRY

Sauder Cabinetry's new Evolve line of cabinets feature fully-assembled, frameless, full access cabinets with slab doors and drawer fronts. All hinges are six-way adjustable and color matched molding and trim are available for a complete installation. According to Sauder, Evolve cabinets feature components that deliver longevity and enduring beauty, innovative design that brings a fresh perspective to builder grade, modern aesthetics and versatile styles that effortlessly complement any kitchen or bath, and durable materials. Evolve wall cabinets, base cabinets, linen cabinets, vanity cabinets and utility cabinets come in four woodgrain and four solid color finishes. [saudercabinetry.com](http://saudercabinetry.com)



### MAZE PRE-FINISHED NAILS

Add richness, sophistication, and eye-appeal to building projects by using Maze pre-finished nails. Save time by eliminating the labor intensive job of touching up nail heads. Many of the sizes and colors of the manufacturer's "Split-Less" Wood Siding Nails, Stainless Steel Trim Nails, and Fiber Cement Siding Nails are kept in stock and are ready to ship. Coil and collated stick nails are painted to match all the major manufacturers' colors. [mazennails.com](http://mazennails.com)





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\$1.3 billion in deal values.**

## ADVERTISER INDEX

COMPANY	PAGE	PHONE	WEBSITE
1st West Mergers & Acquisitions LLC	61	866.489.6604	1stwestma.com
AdvanTech X-Factor Subflooring	5	800.933.9220	advantechxfactor.com
Biewer Lumber	55	810.329.4789	biewerlumber.com
Boise Cascade Engineered Wood Products	17	208.384.6161	bc.com
Building Leaders, Inc.	59	773.769.4409	buildingleaders.com
* Capital Lumber Company	56	602.381.0709	capital-lumber.com
* Culpeper Wood Preservers	53	800.817.6215	culpeperwood.com
Do it Best	7	260.748.7175	doitbestonline.com
GAF	25	877.423.7663	gaf.com
Great Southern Wood Preserving, Inc.	IFC-1	800.251.0836	yellowood.com
Hillman Solutions	29	800.800.4900	hillmangroup.com
Humboldt Sawmill Company	27	707.764.4472	getredwood.com
Krauter Auto-Stak	35	800.992.2824	ks-ka.com
* LBM Century Club	53		lbmjournal.com/lbm-century-club
* Manufacturers Reserve Supply	BB, 9	973.373.1881	mrslumber.com
MFM Building Products Corp.	47	800.882.7663	mfmfbp.com
NewTechWood America	30-31	866.728.5273	newtechwood.com
Orgill	23	800.347.2860	orgill.com
Owens Corning	37	800.438.7465	owenscorning.com
ProVia	19	800.669.4711	provia.com
* Rollex Corp.	9	800.251.3300	rollex.com
Sakrete	15	866.725.7383	sakrete.com
Schweiss Doors	58	507.426.8273	schweissdoors.com
Simpson Strong-Tie	11	800.999.5099	strongtie.com
* Starwood Rafters	56	888.525.5878	starwoodrafters.com
Sunbelt Rack	13	800.353.0892	sunbelt-rack.com
Uline	38	800.295.5510	uline.com
Unified Purchasing Group (UPG)	39	801.784.8744	upg.org
Westlake Royal Building Products	OBC	800.521.8486	westlakeroyalbuildingproducts.com
Weyerhaeuser	21	800.525.5440	weyerhaeuser.com
* YKK AP America	9	866.348.9091	ykkap.com

\* Denotes regional distribution.

Note: last-minute changes will affect the accuracy of this listing.

IBC=inside back cover, IFC=inside front cover, OBC=outside back cover, BB=belly band, INS=insert, PB=polybagged, WP=white paper.

# LBM JOURNAL DAILY

The **LBM JOURNAL DAILY** e-newsletter is built for pros in the lumber/building material industry, delivering the latest news and insights on market trends, new products, sales and marketing tips and more into your inbox every business day. This free daily e-newsletter complements the robust, **LBMJOURNAL.COM** website.

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THANK YOU TO OUR PREMIUM PARTNERS



Engineering What's Next  
in Outdoor Living



# TRUST, BUT VERIFY

You've prepaid to advertise in a direct mail piece that may never reach its audience. What would you do?



**AS THE GENERAL MANAGER** of a LBM dealer serving an even mix of pros and DIYers, you wear many hats—and have many responsibilities. For example, while you have a sales manager who reports to you, revenues are still ultimately your responsibility. That statement holds true for most areas of the company. You're fortunate to have great people in place to make sure the work is done, but if it doesn't, the buck stops with you.

Among the tasks that can fall between the cracks is advertising. Since your company competes with one big box store and another independent dealer, the owner feels strongly that you need to keep your company's name out there with regular advertising. You're trusted with a modest annual budget—how you spend it is up to you. Typically, you do a little radio, a billboard, and some door hangers. But this year, at the urging of an energetic young salesperson with a compelling story, you decided to put all your money into a monthly direct mail flyer.

The salesperson, Johnny, showed you a sample of the direct mail product. Since his company was just getting started in your market, he gave you a special price—as long as you'd commit to a full year. He had ready answers to your questions, including how many copies were printed and mailed to homes each month, income ranges of the recipients, and delivery method (USPS).

Provided everything he said was accurate, it was a no-brainer. The fact that it consumed your entire advertising budget didn't bother you—since you wouldn't have to spend any more time evaluating alternatives. You signed the agreement, gave him a check for the first three issues, and sent him on his way.

A little over a month later, Johnny stopped by to hand deliver a hot-off-the-press copy of the first issue with your ad. The piece looked great, and Johnny said it'd be landing in mailboxes over the next 10 days or so.

But when you stopped by Johnny's office a few weeks later, you found it vacant except for Johnny sitting at a long granite conference table held up by boxes. When you asked Johnny why no one you'd talked to had received the flyer in the mail, he admitted that they didn't have money for postage. The boxes holding up the conference table were actually filled with the direct mail flyer you'd advertised in.

So, as it turns out, you've prepaid to advertise in a direct mail product that may never reach its audience. What would you do?

## CAST YOUR VOTE ONLINE AT: LBMJOURNAL.COM

**Lesson learned.** Moving forward, don't take a salesperson's word at face value. Invest your precious marketing dollars with a company that has a proven track record.

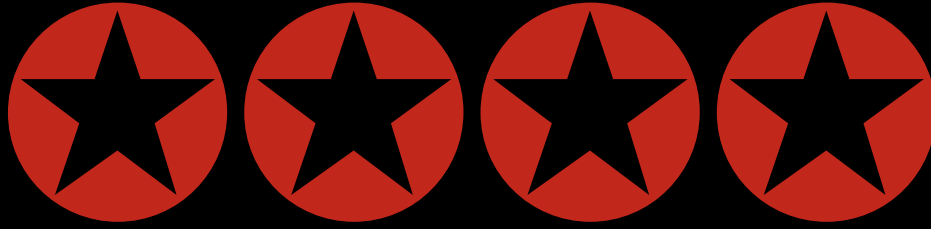
**Be patient.** It's a good product, but the company producing it is just getting started. Trust that they'll get their act together and start getting you results.

**Demand a refund.** You paid to have your message delivered to your audience ... and it's clear that didn't happen. Insist on a refund, and if they refuse...

**Take 'em to court.** This situation was tailor-made for small-claims court. While you may not get your money back, at least you'll have done what you can before moving forward.

PHOTO: ©ISTOCK.COM/3DMAVR

**SOMETHING ELSE?** If you'd take a different plan of attack, email your suggested solution to [Rick@LBMJournal.com](mailto:Rick@LBMJournal.com). If we publish your reply, we'll send you an LBM Journal mug.



## CONGRATULATIONS ARE IN ORDER

There's no question that the entrepreneurial spirit is alive in the lumber/building material industry. A hearty congratulations to **LBM JOURNAL'S 2024 DEALER OF THE YEAR** award winners.

**CATEGORY: \$100MM +**

**STAR LUMBER**

Wichita, KS

**CATEGORY: \$50MM-\$100MM**

**PRESTON FEATHER BUILDING CENTERS**

Traverse City, MI

**CATEGORY: \$10MM-\$50MM**

**NABORS HOME CENTER**

Houston, MS

**CATEGORY: \$10MM**

**MITCHELL LUMBER CO.**

Belfair, WA

**LBM**<sup>JOURNAL</sup>  
**DEALER**  
**OF THE YEAR**  
**2024**

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