

Sutherlands

LUMBER & DESIGN GALLERY

Market Watch

2100 E. Prospect, Fort Collins, Colorado 80525 (970) 226-1000 Feb/March 2010

Sutherlands & the National Center for Craftsmanship form Strategic Business Alliance

Sutherlands Lumber and Design Gallery of Fort Collins (<http://sutherlands.com/designgallery/>) and the National Center for Craftsmanship (<http://www.nccraftsmanship.org/>) are excited to announce the formation of a strategic business alliance to provide education, training, and marketing services to local businesses and contractors.

As the current construction and home improvement market continues to evolve Sutherlands is working to provide opportunities for their clients and customers to succeed. "Today's market demands that building professionals seek out the knowledge they need to set themselves apart. Sutherlands is delighted to form a partnership with the Center for Craftsmanship to deliver the best training to Northern Colorado's builders."

The small business education, training, and development program includes a series of classes, workshops, training, and networking activities. Classes will consist of two separate areas of content including professional business and trades-based skills development. The program will provide individuals and organizations the opportunity to achieve certifications that will be co-developed by NCC and Sutherlands in these content areas.

Business marketing services and networking opportunities will be made available to Sutherlands' contractors, clients, and the community at large through the development and promotion of NCC's Craftsmanship Network (CraftNet) website cooperative (<http://www.craftsmanshipnet.org/>). Launched in September of 2009 CraftNet provides an affordable web-based advertising alternative for professional craftpeople and other businesses.

Since going live only 4 months ago, CraftNet has shown remarkable results in generating business referrals and helping customers find needed services. A regular series of live networking events are planned in addition to the on-line services provided.

"Now more than ever it is critical that we provide our community craftspeople with the tools and opportunities they need to succeed," says Neil Kaufman, executive director of NCC. "Our partnering with Sutherlands increases our ability to help local trades-based businesses grow and thrive".

Continued on Back...

**Attend A Free
NCC Seminar!
Hurry! Spots are
limited.**



Got Web Presence? On-line Marketing Strategies

Baby boomers are smart, Internet savvy and they are all your potential clients. Having an inexpensive yet professional web image is critical to surviving in the current economy.

- **March 11th, 2010: 3:30-5pm**

Bargaining and Negotiating: Developing Win-Win Agreements

Agreements that allow you to sleep at night are based upon a clear understanding of each player's wants and needs. Avoid common pitfalls and build trust with simple, concise agreements.

- **April 8th, 2010: 3:30-5pm**

Business Efficiency and Effectiveness

Finding a balance can be challenging. Sometimes the small stuff has the biggest influence on success. Know which details to sweat and the ones you might regret.

- **May 13th, 2010: 3:30-5pm**

All seminars will be held at Sutherlands Lumber & Design Gallery in Fort Collins. To reserve your spot, please call Audrey Jaeger at (303) 651-6122, or email ajaeger@sutherlands1br.com.

Helpful Information for Northern Colorado's Professional Builder

BUILDER RANKINGS – NORTHERN COLORADO – DECEMBER 2009

INCLUDES LARIMER AND WELD COUNTIES

BASED ON RECORDED NEW HOME CLOSINGS

PREPARED BY BUILDERS HOME RESEARCH – 303-470-5220, FAX 470-6210

RANKED BY 12 MONTHS YEAR-TO-DATE 2009 RECORDED NEW HOME CLOSINGS

RANKING	BUILDER	12MOS YTD 09 SALES	COUNTY MARKET SHARE
1	JJ CONSTRUCTION JOURNEY HOMES	248	21.7%
2	DR HORTON	102	8.9%
3	KB HOME	57	5.0%
4	TAYLOR MORRISON HOMES	56	4.9%
5	OAKWOOD HOMES	40	3.5%
6	JAMESTOWN BUILDERS	35	3.1%
7	ENGLE HOMES TOUSA	30	2.6%
8	RYLAND GROUP	29	2.5%
	SHADOW CREEK HOMES	29	2.5%
10	SAGE HOMES	25	2.2%
11	ASPEN HOMES	24	2.1%
	FRONTIER LIVING/VRC DEVL	24	2.1%
13	HABITAT HUMANITY	22	1.9%
14	STANDARD PACIFIC COLORADO	22	1.9%
15	CHAPPELLE HOMES	15	1.3%

Strategic Alliance Continued...

The Sutherland Lumber Company, a family run organization founded 93 years ago, operates a variety of independent retail lumber yards and home improvement centers with stores located in 13 states. Sutherlands is one of the largest privately owned home improvement center chains in the country.

The National Center for Craftsmanship, established in 2006, is a Fort Collins based non-profit dedicated to the preservation, enhancement, and sustainability of quality craftsmanship in our communities. NCC works with individuals, businesses, government, and other non-profit organizations to provide resources and opportunities to community craftspeople and help train the next generation.

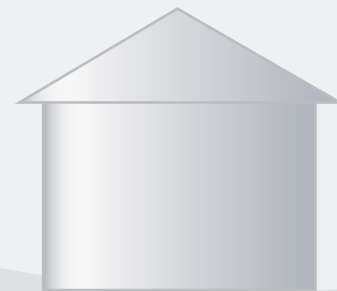
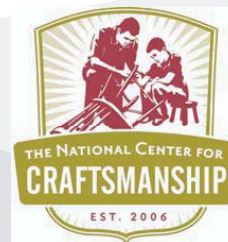
The Sutherlands – NCC alliance will focus initially on providing services to the Boulder and Fort Collins Colorado, and Cheyenne Wyoming markets. As the alliance grows we anticipate expanding these services regionally and nationally.

For more information please contact:

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National Center for Craftsmanship

(970) 372-7752

Nick@nccraftsmanship.org



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