



MONTHLY

Communications: web, phone, fax, mail, e-mail

Web Site: www.galehouselumber.com

Phone: 330-658-2023 Fax: 330-658-6977

12667 PORTAGE STREET, DOYLESTOWN, OHIO 44230 P. O. BOX 267

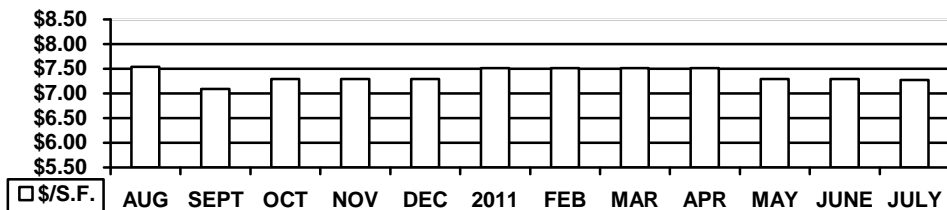
** WE ARE PROUDLY CELEBRATING OUR 39TH YEAR * SUPPLYING THE AREA'S FINEST BUILDERS AND REMODELERS **

ROUGH - LUMBER PRICING / per square foot

This graph should be used as a **GUIDELINE ONLY!**

(Based on a typical 2-story w/3 car garage & front porch)

JULY 2011 \$7.27



TYPICAL RANCH ROUGH LUMBER / APPROXIMATELY \$9.45 PER SQ. FT.

RELATIONSHIPS COUNT!

Relationships: connections between or among persons, associations, links...

This could not have been better exemplified than by the eight annual HBA "Harbor Member Mixer"! The four significant parts that make up our business world (*our TEAM!*) were on hand. First, **You** our customer, 28 builder companies were represented. Second, our **Vendor** partners, **Parksite** (*Tyvek, Azek, Nichiha*), **Andersen** (*Windows*), and **Boise** (*Trex*) once again provided their sponsorships. Third, our many **Associate Friends** directly and indirectly involved with Galehouse Lumber Co. A great example... **Cleveland Magazine**, who's not only a HBA member but also a supporting friend!... Fourth, our own **Employees**. For some outstanding samples... look to the right, and on the backside... **John Warmus** and son, **JT** of (*Warmus Const.*), **James Deleone** (*DeckMaster Const.*), & **Jack Baxstrom** (*Jack Baxstrom Custom Homes*) represent some of our long-term to our most recent invaluable **Relationships**... "Priceless"! ...thanks again, **Fred**

Warmus Builders, Inc.

...is a great example of just one of the many long time customers who's contributed to our success!

RELATIONSHIPS



Neil John JT

Here at the HBA Portage Outing outside salesman, **Neil Robinson** takes time out for a photo with his longtime friend-mentor-customer, **John Warmus** and son, **JT**. This again was another excellent HBA event orchestrated by our chairs - **Mike Marochino / Louise Sturmi**.

Sales tips... **Keys to establishing trust** ...Tip sales

- Earn your credibility – through your knowledge, experience and ability.
- Demonstrate commitment – be the one they feel most secure with.
- Keep promises, big ones and little – do what you say you will.
- Don't be afraid to say "I don't know" – help prospects to feel you're right.
- Make a flexible presentation – target benefits specifically to the prospect.
- Continuous preparation – keeps your confidence and ability high.
- Strong belief – know what you say and say what you mean.

Don't cry because it's over – smile because it happened!



TRUCK-LOAD SCHEDULE

ORDER BY

SHIP / WEEK

July 8

Aug 8

July 29

Aug 28