

# PARTNER PERSPECTIVE

WINTER 2025

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## LUMBER MARKET UPDATE

Market update provided by  
David Fowler, *Three Oaks Trading*

Here's to hoping everyone had a wonderful Christmas and New Year holiday break shared with family and friends, and that we all remember the reason for the season!

We saw 2024 end on a quiet note with small increases in framing lumber prices and not a lot of follow through for the time being. Looking forward, there are a lot of things to keep an eye on in 2025. Uncertainty remains surrounding log supply from western Canada. Interest rates have dropped slightly, but there is indication that there may be fewer cuts in 2025. Labor negotiations at the United States East Coast and Gulf Coast Ports should remain on our radar. Lots of lumber material for the shed industry moves through these ports of entry.

We also must keep in mind that a new Trump administration takes office January 20 and there could be potential for new tariffs imposed on Canadian and European supplies at any time. Look for pricing to remain relatively flat for the early part of 2025 with an eye of caution toward the end of first quarter and moving into the second quarter of the year. See the potential for all building material to start trending upwards throughout 2025 as shed builder optimism improves as we move through the year. I do think we will get busier. With more volume, there will be higher pricing as always on material. Buy early, build a nice base, and hold on to your lower cost in materials as long as possible.

Have a great 2025 all!



Brian Dorsey's son with his first deer.

## Make It About Them

By Brian Dorsey  
Chief Revenue Officer

I am an avid hunter. I am also a father of four. While I have been fortunate to have my kids share this hobby, I was a little worried I would not have time to hunt by myself. Once I resolved myself to only hunt with my kids, I found out I would not want it any other way.

Now, every chance we have to hunt, I have a young child or two in tow with hopes of tagging their first deer. My eight-year-old son is especially eaten up with deer hunting. He has preserved through several long sits in a stand with nothing to see, but he has remained persistent. Maybe I could have told him the reason we did not see much was because he kept asking questions and munching on snacks, but I did not want to dampen his enthusiasm. Then one evening an

8-point crossed our path. One blessed shot with his crossbow and my son had bagged his first deer. He was over the moon excited! It hit me in that moment that this is not about me anymore, it's about them.

There will come a time in my life when I will have plenty of time to hunt alone. But now, the joy I experienced in my son's first harvest far outweighed any excitement I have ever experienced from personal success in the woods.

There is a quote from the book *The Go-Giver* that says, "Your true worth is determined by how much more you give in value than you take in payment." The more we can make the sales experience about our customers and not ourselves, the more success we will experience in our sales journey. Here are a few tips on how we can prioritize our customers over ourselves in

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# MAXIMIZING WINTER OPPORTUNITIES: A GUIDE FOR DEALERS

The winter months often bring a slowdown for the portable building industry. This calm period is a golden opportunity for dealers to “till the fields” as they prepare for the spring growth season. Here are practical tips to help you prepare for a successful year ahead:

## 1. Focus on Training and Development

Take time for both self-training and employee training. Enhancing your team’s skills in areas like customer service, sales techniques, and product knowledge will pay off when business picks up. Use online courses, workshops, or in-house training sessions to bridge skill gaps.

## 2. Review Past Performance and Identify Best Sellers

Analyze your sales data from the past year to identify your best-performing products and trends. Understanding what works will help you prioritize inventory and improve your offerings.

## 3. Evaluate and Refresh Your Office and Lot

Take a close look at your office and sales settings. Ensure they are inviting and comfortable for customers. Rearranging your lot can draw attention to inventory that might be overlooked and make the space feel new and engaging.

## 4. Review Marketing Material

Review your brochures, flyers, and other promotional content to ensure they are up-to-date and impactful. Assess whether your marketing dollars are being spent effectively and adjust strategies if needed.

## 5. Optimize Online Presence

Take a critical look at your website and social media content. Ensure everything is visually appealing, accurate, and user-friendly. Consistent updates can help keep your brand top-of-mind for customers.

## 6. Engage Past Customers

Reach out to previous customers to thank them for their business, ask for referrals, or discuss additional products that complement their prior purchases. Staying connected strengthens relationships and could lead to repeat sales.

## 7. Set Goals for the Year Ahead

Use this time to establish clear, achievable goals for your business. Whether it is increasing sales, expanding your product lines, or improving customer satisfaction, having a roadmap ensures focus and direction.

## 8. Run Winter Promotions

Keep the momentum going with fun and creative winter sales. Discounted rates, bundled packages, or other seasonal offers can attract customers and generate off-season revenue.

## 9. Explore New Product Lines

Broaden your sales potential by researching additional product lines that complement your existing inventory. Offering diverse options can attract new customer segments and increase profitability.

## 10. Plan for the Future

Revisit your lot layout and consider what’s working and what isn’t. Experimenting with new arrangements can freshen up your customer’s experience. Simultaneously, brainstorm ideas for seasonal campaigns or new initiatives to kickstart the upcoming busy season.

By focusing on these strategies, you’ll not only make the most of the slower winter months but also set your dealership up for greater success. Proactivity, planning, and innovation can transform the off-season into a period of growth and preparation for the exciting times ahead.

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the sales process:

- Ask open-ended questions to establish their why and prioritize active listening. I adopt the 80/20 rule. Your customer should be doing 80% of the talking.

- Strive to establish their pain points and create a custom solution to solve them.

- Do not be afraid to say your solution might not be a good fit. This might sound crazy, but if you knowingly sell someone a product that is not right for them it can be a big headache for you and them. Customers can tell when you are genuinely trying to help, and this leads to a strong reputation and referrals down the road.

If we can all take the time to prioritize others over ourselves, you will be rewarded. And if you have the opportunity, involve your kids in your hobbies, you will not regret it!

## HELP FOR HURRICANE HELENE VICTIMS

Almost four months have passed since deadly Hurricane Helene struck the southeastern United States causing catastrophic flooding and devastating areas in eastern Tennessee and northwestern North Carolina.

After the storm, the Shed Hauler’s Brotherhood has made it a mission to help as many victims as possible, but they are still in need of help. Since the hurricane, the shed industry has stepped up and donated over 220 sheds to provide shelter and storage space to families who lost everything. The majority of the donations have been converted into dry, wired, insulated spaces with house doors and windows.

There is a current need for 70 more sheds. Monetary donations can be made on the Brotherhood’s website at [www.shbrotherhood.org/donate](http://www.shbrotherhood.org/donate). For more information, email Sam Byler at [shedhaulersbrotherhood@gmail.com](mailto:shedhaulersbrotherhood@gmail.com).