

THE PARLIMENT PAGES

January 2020

Annual Prediction Time -

This issue marks our 16th year of doing the Parliment Pages. Time flies when you are having fun. Checking in on 2019 housing starts, we found the single-family housing starts were around 900,000. We predicted 910,000 to 925,000. On the multi-family front, the starts were around 380,000, we predicted 360,000 to 370,000. We think 2020 will see a modest 2%-3% increase over 2019. Not great, but surely not bad.

Great Leadership

As you all know we spend a lot of time reading and listening to our customers and suppliers. I read an article in the Jacksonville Business journal written by Billy Arcement, that gave us some ideas concerning great leadership. Mr. Arcement offers strategic work sessions and conference keynotes to improve leader performance. Listed below, in no order, are some of his comments and our thoughts on them.

1. **They teach** – You can't lead without teaching. And you are not leading if you are not teaching. Be a willing teacher and grow the success potential of those you lead.
2. **They listen** – Leaders must have the pulse of those who lead. And listening is the key strategy to find out what is going on under your leadership. Be inquisitive and patient. Be a great conversationalist by becoming an exemplary listener. A side bar, my wife would say I need to work on that previous statement, a lot. Listen and silent are spelled with the same letters!
3. **They challenge themselves** – Great leaders are never satisfied, no matter their achievements. It is like sales and golf. There is always a sale out there that you may have missed, and in golf you cannot ace every hole.

You Can Rely On Us

9621 Florida Mining Blvd. E. Jacksonville, FL 32257
Ph. 904-387-8444 Toll Free – 866-387-7601 Fax 904-387-8465
www.parlimentbuildingproducts.com

Parliment Building Products, Inc.
You Can Rely On Us

4. **They don't follow** – Leaders enjoy being at the front of the line. They are ready to face their challenges head on and move their followers forward. Their comfort level is leading others.
5. **They solve great problems** – The challenge mindset mentioned in number 3 excites great leaders. They welcome challenges (problems). Great leaders embrace the hardest obstacles. They become like a battering ram bulldozing over a problem. They will accomplish the goals set forth.
6. **They inspire with vision** – The leader brings forth the great vision of what can be. Then they go to work bringing the vision to reality. The big picture and the buy-in by others is their inspiration.
7. **They don't overindulge their ego.** Mr. Acrement states “I enjoy sharing this message because great leaders find their greatness serving others. There is no ego that gets in the way.” Working on this trait is a goal for me personally.
8. **They do what matters** – Outstanding leaders know their priorities. They waste little time and are in a hurry to achieve. There is little clutter in their life. Their efficiency is like a perpetual motion machine, no friction to slow them down. Do what is important and necessary.
9. **They help in making employees grow** - They develop the skills and talents of the team members. Great leaders assess the skill potential of each employee. They are not afraid of someone moving up the ladder. Growing employees is what makes the leader grow and the organization to prosper.
10. **They forgive and forget** – Any leader that does neither will find themselves leading no one. Employee's will make mistakes, some gigantic. But a great a leader will always ask why before reprimanding. What did the leader do to let this happen? Answer the 5 W's – who? what? when? where? and why? That will ensure the same mistake does not happen again.

Parliment Building Products, Inc.
You Can Rely On Us

Tariff News

The tariff war continues to be a factor in our business. The threat of increase from 25% to 30% on October 15th was averted, however, the 25% tariff is still in effect. Sources say we are close to making a deal with China. Hopefully this happens in the first quarter of 2020. We will keep you updated as the year moves on.

Housing Update

A recent Wells Fargo article asked the question “Is homebuilding finally awakening from its decade long summer?” The answer is sort of. With mortgage rates below 4% and the fed looking like it is on hold for the foreseeable future, housing finally has the wind at its back. A factor restraining home buying is the declining movement between regions of the country this past decade. Recent data from the Census Bureau show migration within the United States has fallen to its slowest pace in the past 50 years. Over the past decade, a large proportion of those moving within the United States appear to be clustering in the tech drive markets in the west and south. Only 20 of the 50 largest metropolitan areas have seen significant net migration since 2010. The metro areas of Texas, Florida, and North Carolina tend to dominate this list. The leading edge of the millennial generation will turn 39 in 2020, and a rising number will reach their late thirties every year into the middle of the next decade. These improving demographics coincide with improving affordability, which stems from lower mortgage rates and stronger income growth. With all this good news we are expecting a good 2020 and a great 2021.

Product Highlights

Hoover Treated Wood Products and Parliment Building Products partnership began in December 2002. Parliment Building Products was able to secure distribution rights to offer HOOVER PYRO-GUARD lumber and plywood as a stocking, wholesale distributor. We feel like we have aligned ourselves with the number one manufacturer of fire-retardant treated wood products (FRT) in the U.S.

In December of 2010, Parliment decided to expand our range of FRT offerings by stocking HOOVER FIRE-X exterior treatment. We also went further and made sure all exterior treated items are tinted with a blue stain. This ensures the building

You Can Rely On Us

9621 Florida Mining Blvd. E. Jacksonville, FL 32257
Ph. 904-387-8444 Toll Free – 866-387-7601 Fax 904-387-8465
www.parlimentbuildingproducts.com

Parliment Building Products, Inc.
You Can Rely On Us

or government inspectors can visually identify the product as an exterior treatment unlike the clear or pink tinted interior treated products.

Parliment started by offering eight of the most popular SKUs and have grown our offerings to include a full line of both interior and exterior treated FRT products. We currently stock over 50 SKUs in FRT lumber and plywood. 1" boards, 5/4" X 6", 2"x 2" thru 2"x12", 4"x 4", 6" X 6", 1/2", 5/8", and 3/4" CD Sheathing plywood, ACX plywood and T&G Sturdi-Floor. We believe that our extensive inventory of Hoover products is unmatched in our region.

ALL HOOVER FRT products are pressure treated and kiln dried after treatment. Each piece of lumber or plywood carries the designated treatment, mill name and UL classification. Ask your Parliment sales rep about Hoover FRT products.

Observations from Chuck

1. **Have a mentor.** I have found that having several mentors is very beneficial. I have three and they are personal, religious and professional.
Personal – Find someone older than you with different life experiences. He or she will give you a different view or opinion and will give you a fresh look at things. On a personal note, I recently lost my best personal mentor ever, Bob Shircliff. One of Bob's favorite sayings was "there is no right way to do the wrong thing." He taught me to always do the right thing.
Religious – Find a pastor, rabbi, priest or other religious person to help you stay on the straight and narrow. This person will help you achieve your ultimate goal.
Professional – My dad told me years ago, have a doctor and an attorney as your friend and confidante. You will surely need both in your lifetime.
2. **Walk the four corners** – I got this tip from the CEO of Toro Lawn Mowers. He said to walk around your property and look for safety issues. Also, this gets you outside to observe and talk to your employees. Don't ever forget, their success is your success, and you would not be where you are without your team. Remind them on a daily basis.

Thank you for your continued support and loyalty to Parliment Building Products.