

THE PARLIMENT PAGES

October 2019

“Relationships are Key to Business”

According to Cathy Paper, president of Rock Paper Star, the above caption is true. Below are three powerful tips for building and keeping good relationships.

1. **Be the first to give.** Give to people in your relationships. It does not have to be a new car; it can be as simple as giving them the name of the person they want to meet. It could also mean giving them a prospect or information that would be helpful for doing their job. Make yourself valuable in the relationship. Giving your opinion is another great way to be the first to give.
2. **Do what you say you are going to do.** Being reliable and responsible is a great way to secure a solid relationship. So, if you realize you have not been reliable, apologize, and deliver on what you said you were going to do or what they have asked of you. People remember those who do what they promise and how you treat them.
3. **Be thankful.** There is so much written about showing gratitude and being thankful, that many people gloss over the power of being thankful. People do business with people they know, like, and trust. And saying you're grateful to people you work with or do business with makes a difference. Sure, we can have our food delivered, or withdraw money from the bank, and never talk to a human being, but people like to work with people. Being thankful and showing genuine appreciation and caring anchors your relationships and makes them more productive. In workplaces, people leave bad managers before they will leave someone who cares about them and appreciates them. Be mindful, the success of your company relies on the quality of your associates and customers. They are the life blood of your company, and you should never lose sight of that fact.

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Mediate Never Litigate

We had an experience at Parliment Building Products we never had to address in all our years in business. We were involved in a lawsuit. They had their position and we had ours. We tried to mediate the case with them, however they refused our offer, stormed out of the office, and said to the mediator “see you in court.” The time spent accumulating the documents we had to present took an amazing amount of resources and time. The trial lasted about three days. The judge decided each side won some of the arguments, so each was to pay their own attorney’s fees. That was a sizable amount of money from December 2017 to August 2019. The old saying that the only one that wins at trial are the attorneys is so true. Sitting in a courtroom litigating is never a place you want to be. Always mediate, never litigate.

Tariff News

According to current news, a limited trade agreement has been struck with China, whereby the October 15th tariff escalation from 25% to 30% is being delayed. The purpose of the delay was to give some time for the two sides to work out a larger trade deal. However, we do think since the tariff revenues flow to our Treasury Department the tariffs in some form are here to stay. As we said in our July 2019 newsletter the tariffs are a dynamic moving target.

Housing Front

Sales of new, single-family houses in August 2019 were at a seasonally adjusted annual rate of 713,000. This is according to estimates released jointly by the US Census Bureau and the Department of Housing and Urban Development. That is a year over year gain of 18%. On the permit front, the future housing production increased 7.7% to 1.42 million units annualized. Single-family permits rose to a rate of 866,000 and 553,000 for multi-family. All pretty solid news on the housing front. We think interest rates will drop .25% to .50% in the next several quarters. That bodes well for a continually improving housing market.

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Product Highlights

In this edition of the Parliment Pages we would like to highlight the Homasote Company and their product offerings available at Parliment Building Products. Homasote Company is the nation's oldest manufacturer of products from recycled materials. As America's oldest manufacturer of structural building and industrial packaging products made from 98% recycled materials, Homasote Company is the trusted choice for reliable products. Each production day up to 100 tons of recycled cellulose fiber is used in the manufacturing process. This process helps conserve 750,000 trees and 30 million pounds of solid waste that would otherwise go to landfills. Here at Parliment Building Products we proudly stock the following Homasote products:

- Wall and floor sound control **#440 Homasote Sound Board**
- Load bearing roof decking **EasyPly Roof Deck**
- Tackable fabric sheathed wallboards and **Corkboard**
- Weather-resistant concrete expansion joint **Homex 300**

Your Parliment Building Products representative will be happy to help you with your Homasote questions and needs. Visit the Homasote Company website to learn more about their history and products. www.homasote.com

Collated Nails

We also want to highlight our extensive supply of collated nails. Our inventory includes paper strip, plastic strip, and wire coil nails. Framing, positive placement, roofing and siding nails in bright, electro-galvanized, hot-dipped galvanized, and stainless finishes are all stock items. Clipped head, full round head, smooth shank, and ring shank nails make our inventory attractive no matter the collated nail need. Ask your Parliment Building Products rep about how we can meet your collated nail needs.

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Observations from Chuck

1. **Significant Dates.** I have for years made a point to write down significant dates in life. This is a way to stay connected to a variety of people, friends, and business associates. These significant dates include birthdays, wedding anniversaries, date of hire with the company and many various other reasons. For example, I have someone I call every year on the date he was considered cancer free. I have a banker friend that continually asked about a banking relationship. Well, he finally wore me down enough to ask him for a small term loan. This was during the great recession and his bank had decided not to loan any money to people in the building materials trade. So, “no” was the answer. This date was a significant date for me because I never had been turned down at a bank for anything. So, every year on the anniversary of the word “no” he gets the call from me to remind him that he said “no”. Another tip is to take the time to transpose these dates from one calendar book to another, in pencil, so you may make corrections or add comments to your notes. I do not care what people say about being reminded of their 88th birthday, everyone likes getting a call and from you remembering their significant event. Reminder, call, do not text or email, that is too impersonal.
2. **The Human Touch.** When shaking hands always use your other hand to overlap theirs. This helps show them your personal interest in them. Also, when watching a sporting event notice when people screw up, their teammates come over and pat them on the back or shoulder and give that person words of encouragement. We all make mistakes, and our friends and associates can help us learn and improve from our mistakes. These people also celebrate success the same way. The human touch and a big “attaboy” goes a long way in validating their accomplishments.

Marty Nelson – Retirement

It is with a grateful heart we inform you of Marty’s retirement. He has been a good and faithful employee for over 25 years at Zambetti Steel and Parliment Building Products. He will be sorely missed. He was good cog in the wheel. We wish him a good and well-deserved retirement. Thank you for your service Marty!