



FREE SEMINARS FOR PRO FORCE MEMBERS

Limited Seating, Please Sign-Up Right Away
There will be a maximum of 25 participants per session.

**Seminar #1 (6:00pm– 8:00pm)
"Small Business Finance"**

03/12/08 Berlin
04/16/08 Salem
05/08/08 Mansfield
06/12/08 Newton

**Seminar #2 (5:00pm– 7:00pm)
"Determining Real Labor Costs"**

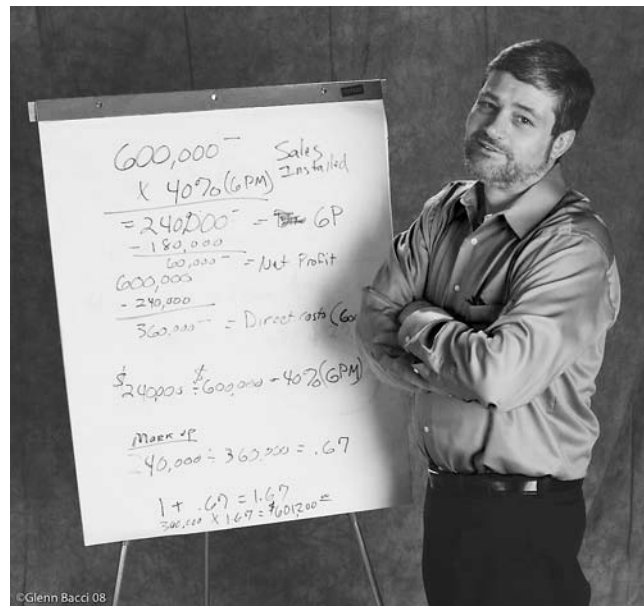
07/10/08 Mansfield
08/07/08 Berlin
09/25/08 Salem
10/16/08 Newton

**Seminar #3 (6:00pm– 8:00pm)
"What's the Next Step"**

11/06/08 Mansfield
12/04/08 Berlin
12/11/08 Newton

All seminars are held at National Lumber locations

See the other side of this handout for more details, or visit our website at national-lumber.com



Shawn McCadden, nationally recognized writer and speaker, has joined the National Lumber PRO Force Team. Benefit from his extensive knowledge of the remodeling industry as he teaches seminars to help your business.

Sign-Up Today!

Seminar #1 Small Business Finances for Non-Accountants

The number one reason contracting businesses fail is due to a lack of available money when they need it, even if they are operating profitably. The number two reason is that they do not know the costs of being in business. Do you know if you will make a profit this year? Do you always have enough money to pay monthly bills on time or meet payroll? Do you know whether you are buying rather than selling projects? Do you know how and when to predict the costs of doing business? Why try to figure this stuff out yourself by attending the "Lumberyard School of Hard Knocks"?

3 Learning Objectives By completing this class you will be able to:

- Determine the markup your business needs to use when pricing projects to ensure your ability to cover project and overhead expenses and maintain planned net profit.
- Understand how to determine your company's gross profit margin requirement and break even point and how to use both to track your company's profitability.
- Understand how sales volume and gross profit margins are interdependent and what you can do if one or both are falling short as you do business.

Seminar #2 Determining Your Real Labor Costs

Are you really charging enough? The most difficult part of estimating is predicting the labor required to complete a project. But, what does it really cost your business to support and compensate your employees for each hour they work, before you even make a profit? The burdened cost of labor includes much more than just the hourly wage of the employee who will complete the work. Knowing what to charge for labor should be based on the actual expenses of the company and the employee doing the work. Attend this seminar to find out how to do it.

You will even get a free MS Excel spreadsheet template so you can get started right away! During this program we will be discussing and demonstrating the following:

- What really makes up the burden cost of labor and why?
- Estimating by the hour, man or crew?
- Estimated hours vs. the labor budget.
- How to include non-paid time (vacations, holidays, company meetings...)
- How to include benefits (health insurance, 401K, vehicle allowances...)
- How to use the free labor burden spreadsheet.

Seminar #3 What's the Next Step?

Are you outgrowing your current business model and is crisis management becoming your modus operandi? You may feel you're ready to move on to the next stage of business, but is your business ready to grow? What should you do first; hire additional employees so you can delegate tasks or should you invest in management software?

When you turn the corner on the next stage of your business, what can you expect and how will it affect your overhead and risk? Find out from industry veteran Shawn McCadden what you can do to make a smooth transition to the next level of success for your business.

3 Learning Objectives By completing this class you will be able to:

- Understand the typical stages of growth most remodeling businesses go through so you can identify where you are now and where you can go next.
- Identify important considerations and available options for making growth happen and how business growth can affect your bottom line.
- Use what you will learn to anticipate the coming changes and start preparing yourself and your business for what it will need when you get there.

Check the schedule in the right-hand column for seminar times and places.