

# ARROW TIPS

Put Your Happiness On Display With Timber Living

Fall  
Issue!

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## A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

... How to Make Remodeling Decisions!

... Which Highlights are Included in our Featured Project!

... Which Book ATF Recommends for Good Strategy!

... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

*Ben*



*Enjoy the Fall colors  
in a Timber Framed  
Outdoor Living Space!*



[www.ArrowTimber.com](http://www.ArrowTimber.com)

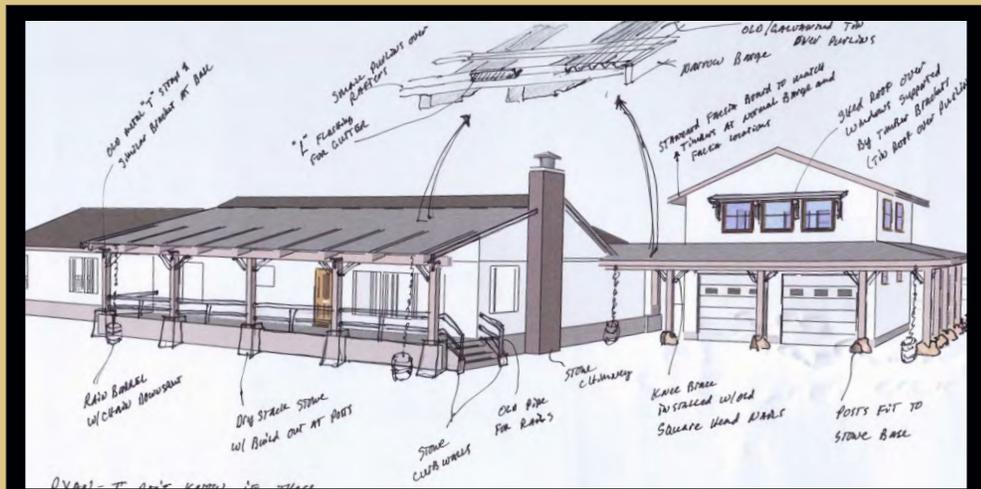
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## 7 Reasons to Remodel

### A Modern Floor Plan



The initial design phase of a remodel is always exciting!

Life never stands still. And try as we might, we are never “done” with our home. As life situations change, our attitudes, perspectives and needs also change. This evolution is reflected in how and where we live. For some, it makes more sense to sell their home, cabin, or vacation property and build new at another location. For others, such as the couple in our featured project on page 4, it made more sense to remodel.

So how do you decide which is best for you? At ATF, we’ve walked through this important decision with many clients. There are some common factors people evaluate when they decide to do a home remodel.

### 7 Top Reasons for Remodeling

Most homeowners find that all of these factors are important, but every situation is unique. Any one of these considerations could be important enough to tip the scales in favor of staying put and beginning remodel plans.

**1) Location:** Many people who consider moving realize just how many benefits they enjoy living at their current location. Things such as: availability of services, great schools, close proximity to family and friends, and good neighbors are all hard to give up. Often, people discover that other options are not only more expensive than they imagined, but would also need a remodel to be a good fit!

**2) Irritating, ugly blemishes:** “We really like everything about our home, but the \_\_\_\_\_ is so darn ugly.” We hear this a lot! Many times, even in new construction, this is the motivating factor for a post and beam blueprint makeover. If you currently own a home which has an irritating, ugly blemish, you will search high and low, far and wide to find a better long-term solution than you can get with an ATF remodel package. Challenges and constraints abound with remodels. Few service providers have the

*continued on Page 2*

Timber Home Living's

2017

Best Timber Home of the Year

# Makeover ...continued



Continued from Page 1 >>>

intense perseverance needed to work with ideas until things finally come together, for both looks and total investment. Sometimes a simple solution such as a Decorative Timber Accents will do the trick.

**3) Taxes and utilities:** You may live in a low-tax area regarding municipalities and utilities, with limited options for relocating within your area. In most areas, you will pay higher taxes and impact fees with new construction.

**4) Memories and tradition:** There is something inherently comforting about having a place you can count on. Just always there in the background. Reliable as the sunrise. As time passes, memories and traditions associated with your home grow. If you are reasonably satisfied where you are at, memories and familiarity have undeniable value, even if it is hard to quantify.

**5) Selling and building decision vortex:** In some ways, dealing with limitless options is a much more daunting task than dealing with the constraints and challenges of remodeling. For many people, it is overwhelming to think of all the decisions such as: Where to build? How big? What style? What is the cost? Combine this with the thought of moving and categorizing every last item acquired over the years, and the decision to do a modest remodel may be less stressful.

**6) Fun commitment:** "If you are not moving forward, you are moving backward." So goes the old adage, easily applied to our state of affairs at home. Adding on or remodeling can be a fun and exciting way to invest in and strengthen relationships with your family and friends. Of course everyone will still love you with or without a remodel, but a rec room addition, kitchen renovation, or entry remodel confirms your values and things you care about. A simple change to your home's layout can make it so much easier for you to focus on the things that mean the most to you.

**7) Changing lifestyle:** This is often intertwined with Fun Commitment. For example, a new family room may entertain grandkids and double as a banquet room for holiday celebrations. Entertaining and special events can be reasons to modify your kitchen. Perhaps you want to revamp your entry to welcome guests and beautify your curb appeal at the same time. You may want to add or remove walls to better fit your needs. Outdoor living spaces have been a popular addition people find very flexible and enjoyable. As your life changes, so will your needs, perceptions, and ideas. Enjoy the journey.

## The Goldman Remodel

Some remodeling projects are best suited for a quick solution. ATF has a great option: our off-the-shelf Decorative Timber Accents are ready to install and provide instant curb appeal! But some projects need extra attention and expertise regarding: proportions, volume, cadence, energy, rhythm, cohesion, continuity, context, and style, as well as overall look and feel. This is where the ATF superpower really shines.



This remodel project included a detached garage.

We recently completed a remodel master plan for a couple we'll call Jody and Bob Goldman. Their Builder had given us a set of plans showing a major remodel. Our job was to create a Hybrid Timber Framing master plan, which would address the exterior, living room, kitchen, entry porch, two outdoor living areas, and wrap-around porch to tie in the detached garage.



ATF's vision for the remodel included tying in the garage and home with timbers for a cohesive feel.

The beginning of a bigger remodel project is an intense phase. We encourage our clients to communicate all of their goals and desires. It is then the task of our design team to take all of this data and form a cohesive game plan! We start with questions: "What will work as is without stretching, pulling and modifying?" and "What is the overall look and feel these clients want?" An important consideration is: "What is the driving motivator or purpose?"

The ATF team reviewed pictures and information from Jody and Bob. The Goldmans were like many of our



Low stone work along the porch complements the theme in this Timber Frame remodel.

clients - they had lots of great ideas! So many, in fact, that it can be hard to know where to start. As we struggled to get just the right design for the Goldmans, one idea after another went in the garbage. Finally, we took a step back. We needed to identify a theme. Looking at the big picture, the design team was able to synthesize a description for their desired look and feel: "A combination of old ranch and elegant farmhouse." This gave us a decision compass for dealing with volume, shapes, massing, proportions, timber sizes, joinery, and construction materials. Now the ideas could flow!

There is still plenty of heavy lifting once we have a good design description. As our customer, you expect nothing but the best, and we work hard to deliver. The next steps are brainstorming, sketches, building methods, building logistics, proportions, balance, and overall investment. The finished design for the Goldmans includes natural stone post bases, interior barn doors and old fashioned square head lags to compliment this ranch/farmhouse theme. The low stone work around the perimeter harkens back to old farms of bygone days. The open porch roof construction style allows the rusted tin metal to be seen from the underside, upping the rustic factor.

The scope of the Goldman remodel is a large, and the style is rustic. But we have many style tricks up our sleeve here at ATF! Your ideas are our inspiration! Check out our gallery at [ArrowTimber.com](http://ArrowTimber.com) to see the wide variety of projects we have completed.

Your project will probably vary in size and scope. But two things are certain: 1) Your project will have its own challenges, constraints, and style. 2) Our team at ATF has a solid track record. We prioritize being a team player, and our greatest strength is in helping you get the unique look and feel that makes your home a comfortable extension of who you are.

Give us a call today at 360 687 1868. We'd love to hear about your plans. No matter where you are in the process, ATF can be a valuable addition to your team!

Bert Sarkkinen, Owner

A handwritten signature in black ink, appearing to read "Bert".

## THE SMILE EXPRESS

### Happiness Is...



The upgraded ATF production and storage area

As a company, we have recently noticed even more bounce in our step. Josh, David and the guys made a decision to redesign and upgrade our shop and material storage. It feels like it will transform us as a team! Not only will our efficiency be improved, but we have a better presentation for shop tours.

Multiple factors converged to create that springy step. A big contributing factor was that contributions and ideas came from everyone on the team! Not all days can be sunny days, but doing and thinking about things that perpetuate a buoyant attitude and light step go a long way towards reaching goals.

### ...Extra Bounce in Your Step!

## Your Referrals Speak Volumes!

...and are GREATLY appreciated. When you refer friends and acquaintances to ATF, **make sure they mention your name!** They get to skip the screening process... and yes, we screen clients. You are the cream of the crop! Plus, we want to know where to send thanks... do you prefer coffee or sweets?



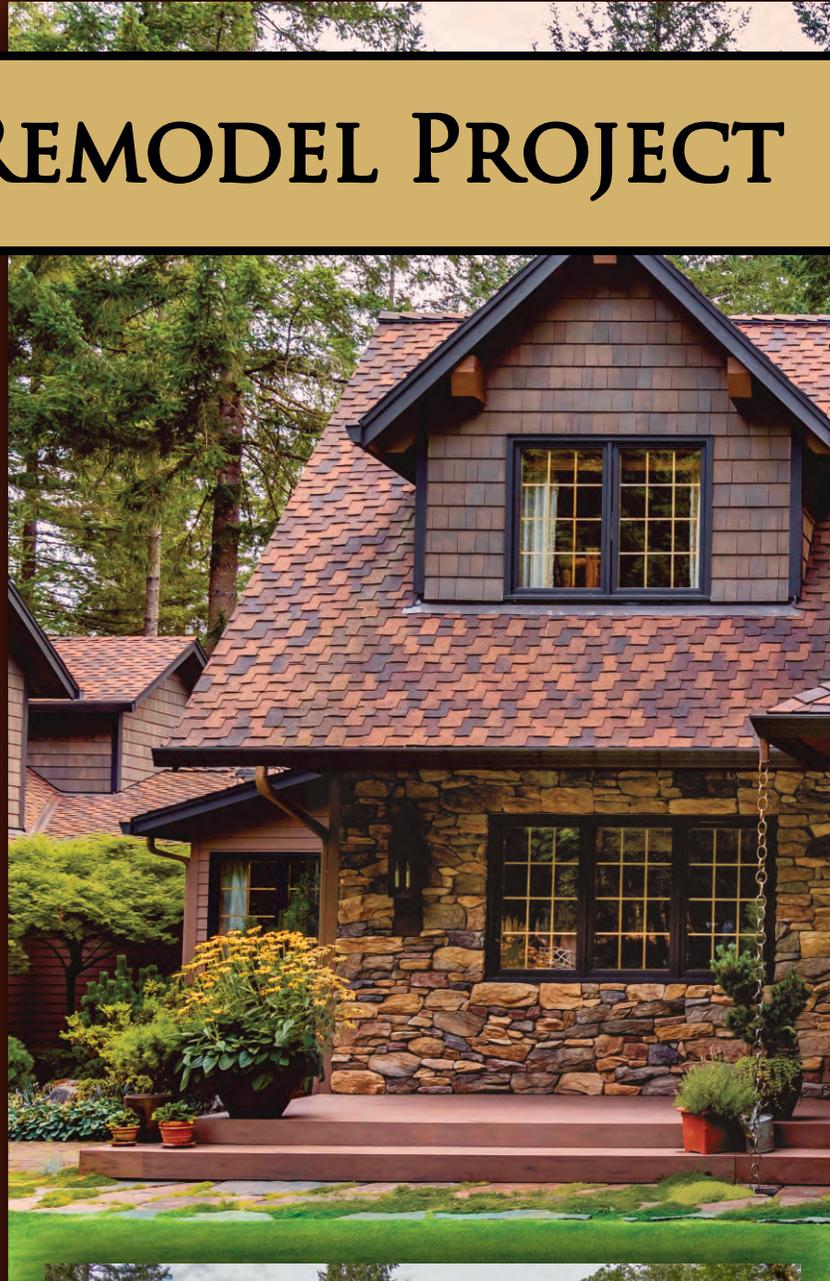
## HOUSER REMODEL PROJECT

Remodels will many times take a life of their own. The trick is to make sure it is a happy life! Your remodel should have you thinking positive thoughts most of the time. Our customers, Jay and Tami Houser, experienced happy remodeling when we joined their team.

We were originally called in to work with Doug at Warman Architecture. He proposed well thought-out ideas. The plan was to build an outdoor living area and big, expensive great room. During the process, Tammy complained about her non-existent entryway, so this was added to the project.

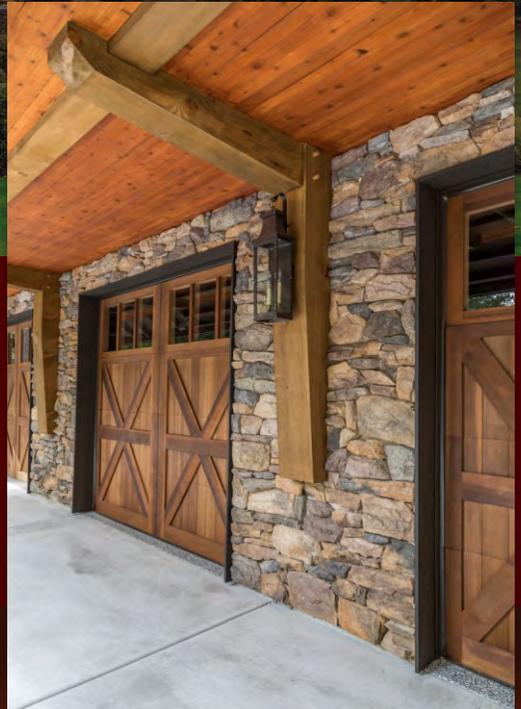
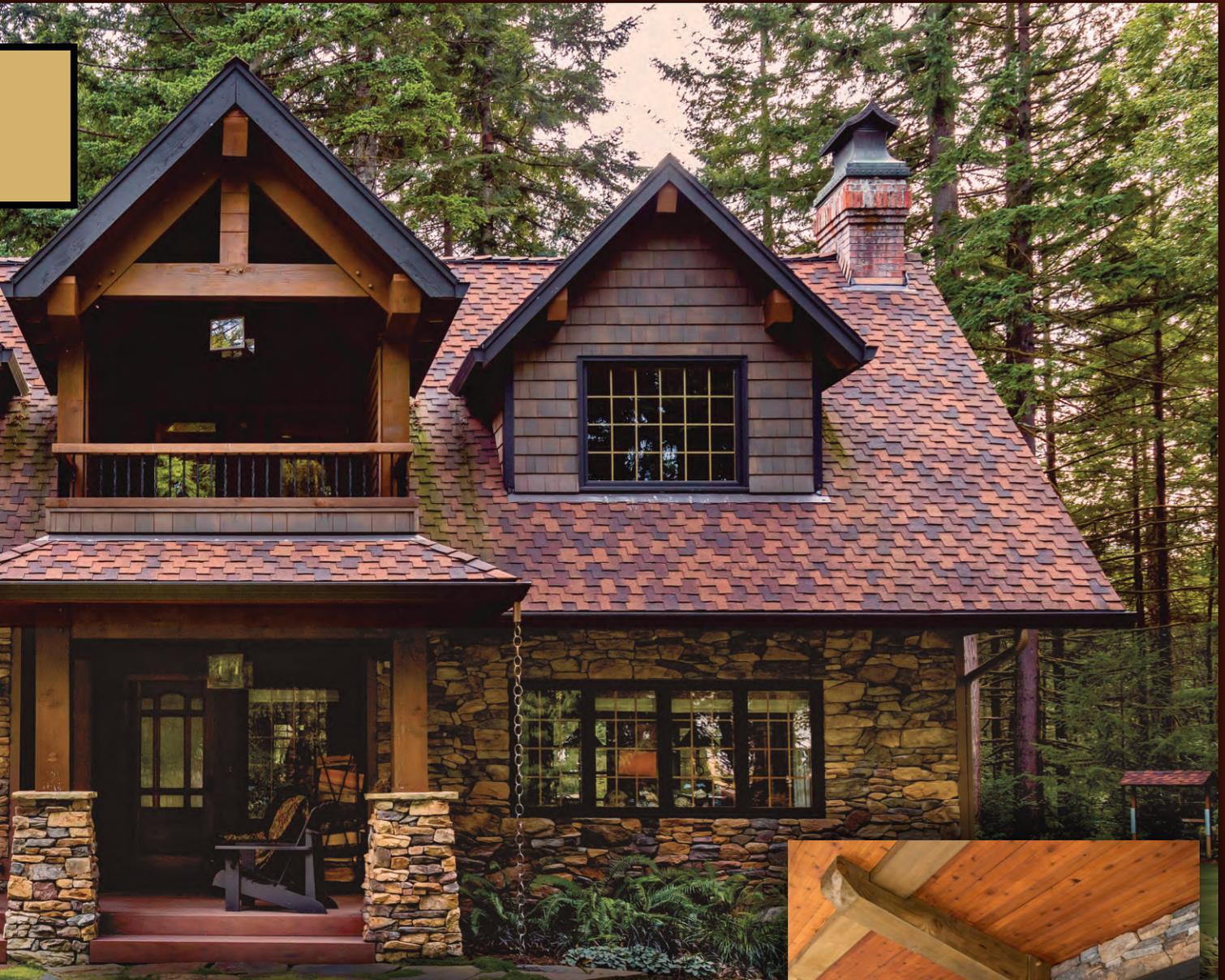
Tami and Jay focused first on the outdoor living area, entry remodel and curb appeal. Details including stone corbels and light blocks really punch up the look. Phase two added a man cave and sports car garage. Here again our forte was providing curb appeal that fits well.

The Housers postponed the great room remodel. I believe this decision really helped their "happy remodel life," as it loosened monetary constraints by reducing the scope of work. They were able to have realistic expectations and make relaxed decisions. The unique choices people make force us to work harder and produce more ideas. The end product will always find that sweet spot!



**PERFECT BALANCE  
REQUIRES PAINSTAKING  
ADJUSTMENTS AND  
ATTENTION TO DETAIL.**







## MEMORY LANE

I remember dislocating my shoulder while catching myself from falling after 3 years in business. Because of the enjoyment and drive to do things, I was back at work with a sling the next morning. Looking back, the joy of living in the moment could have been made even better with clarity breaks to reflect on life's priorities.

### WANTED

Three volunteers with blueprints and ideas for a **live-produced, on-the-spot post and beam makeover!**



You will simply fill out the ATF Mini Style Quiz ahead of time and show up with your plans, pictures, notes and ideas. With a metaphorical gun to our head, we will produce ideas sketches as you help us with your suggestions! Do not let us cheat! The only thing we want to see ahead of time is your mini style quiz results. For effective audience participation and visibility, attendance is limited to 15 people. The post and beam makeover seminar will this be scheduled this fall. Call 360-687-1868 to submit your entry - or reserve your spot in the audience! We will allow a limited number of audience seats to watch the process.

**360 687 1868**

**Seminar Date 11/11/17**

## Getting to Know David Carillo

### The Chief Artisan



**David Carillo,  
Timber Framing Champion**

Since joining the ATF team, David has pushed himself to learn as much as he can about Timber Framing, from strong joint design to safer, more efficient methods for the artisans in the shop. Many of his free-time hours were used to reach his level of excellence. Visualizing triangles, using trigonometry and running the shop on schedule - so our clients wear a wide smile!

David doesn't like to take center stage. But as the most skilled artisan on our team, he fills the role of foreman. For a background guy, this can be a tough job. Recently, David is focusing on developing the emotional intelligence required for good leadership. Despite his reluctance, he is committed to bringing his best game to ATF!

### Getting to know David Carillo

**Q:** What would you like people to know about your past?

**A:** When I decided to try timber framing, I was afraid I wouldn't like it. But as I got more skilled it grew on me.

**Q:** Where is someplace you would like to visit?

**A:** I've heard a lot of interesting things about Yellowstone Park. The Grand Canyon would also be nice to see.

**Q:** How do you like to spend your free time?

**A:** I really like to spend a lot of free time with my children. I also enjoy volleyball and soccer. I enjoy reading if there are no distractions.

**Q:** What would have to happen in the next three years to make you feel like you are moving forward?

**A:** Having total responsibility for visiting job sites to double-check shop drawings before fabrication. I would like to grow in leadership skills and personal finance. I also hope to have a family again someday.

# Our Philosophy



**People want things which reflect their personality.**

**People want an enjoyable process with a mutual exchange.**

**People want teamwork, transparency, and creative solutions.**

I experience this over and over in the course of a year, not only when clients view albums or 3-D models in my office, but especially so immediately after the completion of their timber structure. Appreciative head nods and slow smiles have almost become a trademark!

I fell in love with the timber framing craft in 2002 and I still feel just as privileged and enthused. Many, many, personalized structures have been created since then. In fact, my passion, artistry, and repertoire of creative solutions have all grown dramatically... I sometimes wonder if it is simply something to do with rising to challenges and building upon success.

You probably agree that exposed beams provide geometric beauty and resonate deep within our psyche... The style brings to mind durability, longevity, safety, laughter, smiles, and home to many warm feelings.

## **The question: What is the best way for you to acquire your personalized timber living?**

Not too much, not too little. Not too high, not too low. Just the right mix of timber presence and style... How to find that sweet spot which you can enjoy for years and pass on to your heirs. It's really about enriching the lives of those around you and sharing your unique personality and viewpoints with them.

## **The answer: Arrow Timber's guaranteed pain-free timber living acquisition process**

I think the culture of mass-produced, one-size-fits-all merchandise is a happiness drain for far too many people. It is better to have a targeted life with purpose, than acquiring a lot of mediocre things for the sake of having them. Too much waste, clutter and frustration, I say. It is much better to emphasize and display your values with purposeful choices. And if you can acquire those choices and avoid the taint of painful experiences, consider yourself a winner! Which is why I guarantee not only the personalized artistry we create, but also the process by which it is created!

Seek out and choose, therefore, things that will evoke head nods and slow smiles. Things which resonate with your personality. Things that do not grow old or boring with the passage of time. You will not regret it.

To your goals, momentum, and happiness,

Bert Sarkkinen, Owner

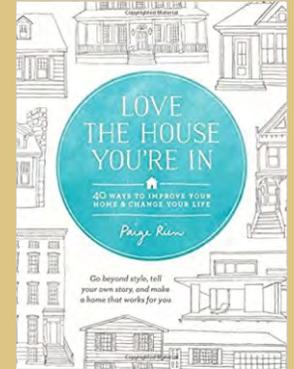


## Recommended Reading

from the Arrow Team

### Love The House You Are In by Paige Rien

Here is a great book to tease out ideas which capture your uniqueness and give you long-term happiness. The author also provides a paradigm shift to help you understand why it is so hard to



be "done" with your home. Many people will benefit from a pick-and-choose approach using the tools and exercises Rien lays out. If you are highly introspective and detail-oriented, you will enjoy following each of the great suggestions. **Grade B**

### Good Strategy Bad Strategy

by Richard Rumelt



According to the author, there is a widespread misconception that writing down lofty ideals and goals is the essence of good strategy. He argues that good strategy can be best reached by answering just

three specific questions. The message and stories are extremely helpful, especially for entrepreneurs. **Grade: A**

