

# ARROW TIPS

Put Your Happiness On Display With Timber Living



Summer  
Issue!

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

Read on and find out...

- ... How to Get the Best Building Process for Your Personality!
- ... Which Highlights are Included in our Featured Project!
- ... Which Book ATF Recommends to Avoid Happiness Gaps!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen  
Owner



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

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## The Ideal Building Process A Tale of Two Clients



**Remodels require a ton of planning, communication and trust. And of course a bigger money buffer!**

Experience teaches us that nothing in life is truly linear. Our careers, goals, and plans are subject to change as more information comes in. Our path forward is very rarely as simple and straightforward as we first think. Taking your building idea from conception to completion is no different.

With the right mind-set, methods, and team players, you can create three things:

- (1) an enjoyable experience
- (2) a delightful outcome
- (3) many shared memories with those involved in helping you

The actual construction of your project represents just the final phase of getting what you want. This is more about HOW than about WHAT. How will the building process unfold for you? As the fictional characters depicted next illustrate, your mindset, your communication, and your hiring choices can dramatically affect the experience you will have. Most people fall somewhere WELL between these extreme examples - approaches which are so out of balance, they become risky. On one side, we see someone who has very strong discipline, logic, and order, but lacks self-awareness, empathy, and people skills. On the other side, we see someone who has a

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# Ideal Process ...continued



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positive, glass-half-full outlook, ability to take action, and good relationship skills, but lacks patience for thinking things through and takes unnecessary risks.

## Perfectionist Paul

Paul loved order, structure, and predictability. Every day began at 6:05 with same morning routine, in the same sequence, with the same breakfast—day after day, year after year, rain or shine. So you can imagine his wife Teresa's surprise one day when he expressed his interest in selling their current home to build a new home. Over the years, Scott had worn her out with his agonizingly in-depth decision-making process.

Paul began his research. A year later, with three orderly binders full of information, he felt knowledgeable enough to handle any decisions. At that point, Paul began to interview real estate agents. Ten potential agents later, with the help of a complex spreadsheet, Paul selected an agent. The search for the perfect property was on! During this time, Paul began building his spreadsheet for architects, and another spreadsheet for builders.

Six years later: Paul still works at the same company. His days still begin at precisely 6:05. But things have not gone according to plan with his building journey. In spite of many detailed emails, things have fallen apart. Teresa is considering a divorce. Paul could not really understand why. Sure, he had fired two general contractors. And there were the ensuing lawsuits, resulting in a long and expensive building process. But it had been a matter of principle!

In retrospect, Paul ended up wondering whether he would have been better off simply stopping after producing



**It is relatively easy to capture perfection on paper and dodge reality- Actual construction will put all the ideas, planning, and communication to the test!**

the perfect set of building plans. The enjoyment would have been quite similar to the predictability of building a model airplane —no c r a z y , i n c o m p e t e n t people to deal with.

## Maverick Max

"Honey, do you have time to check out the property I just bought?" Max wanted to show his wife this newly

purchased gem ASAP. But Janice wasn't pleased with this surprise. She had lost track of all the impulsive decisions Max had made since they had been together.

By this time, Max had their new home half-built in his head. He had already called a few friends in the building trades. One was a general contractor, and had already agreed to help out.

After viewing the property, Janice had to agree that Max's purchase wasn't so bad. They had always talked about living on a place exactly like this. She was warming to Max's enthusiasm. But she wondered whether they could really swing the finances, and said as much. Max began to talk even faster: "sweat equity . . . more overtime . . . trade labor . . . big savings . . ." Janice's sense of caution began to fade under Max's passionate onslaught.

One year later: Max's physical therapy is almost done. Two more weeks and he will be back at work. That's good - money is tight, and Janice is looking pretty tired these days. Once Max is working again, she can cut her hours. Since he had the accident working on their home, Max has done most of the housework and shopping. But his attention to detail never did amount to much.

Money is a stress. Cost projections for the building project had never really gone beyond Max's initial "napkin" budget. Upgrades had been hard to resist. After the



**"Rubber meets the road" with actual construction. It is the final piece of communication!**

accident, Max's buddy finished the house for them, leaving Max owing labor in the future for the work. He sold the home for enough to cover his expenses with 356 bucks left over. Not what you would call a king's ransom, but better than owing money! And they had a hefty medical bill they were paying on. But once he was working again, that monthly payment would be easily manageable.

In spite of the loss of their partially-built home, Max felt happier than he had in a long time. He had learned a few things about himself. He had gotten much closer to Janice and their friends. In addition, it was amazing how many new friends they had made during the building process itself! In Max's mind, things turned out okay. It had been fun, they made friends, and they had good memories overall.

### How Do You Roll?

The ideal process for you will most likely strike a balance between these two extremes. Are you more data-driven? Or does instinct play a bigger role for you? Do you get upset when a carefully laid out plan is not executed perfectly? Or can you make the most out of more surprises due to lackadaisical planning and communication? How about your dealings with people? Do you sometimes get taken advantage of because of your trusting nature? Or do you prefer to keep honest people honest with clear, concise contracts? Knowing your tendencies gives you some power to influence the outcome of your building project. To gain maximum influence, you will need a "flight plan" and the help of the team players you hire.

In the next issue, you will get tips and tricks we have observed over the years which can give you some guidance to hire right for YOU. Because you are unique. The mind-set, methods, and team which are right for you might not work for someone else. Each client we work with has individual needs and personalities. But each one also deserves a pain-free building experience. That's why we guarantee our process here at ATF.

To Your Goals, Momentum and Happiness,



Bert Sarkkinen



**Clients who are in touch with core values, pet peeves, and what they want have a high probability of an enjoyable experience and good outcome.**

## THE SMILE EXPRESS

### Happiness Is...



**Making a decision can be rewarding!**

Can you remember the last purchase you made which made you feel warm and fuzzy all over? Recently, I bought a used bike to join my son on a cross-country trip. I looked at a high-dollar model, but decided an older bike would be a more pragmatic way to start. In another case, I decided to spend 50% more on a tool, which was much more enjoyable to use.

Both decisions felt right. They were made according to my needs and priorities. Because I understood the possible downside of the wrong choice, I could appreciate my final decision.

**... Long-Lasting Value!**

### 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?



## THE HENDERSON PROJECT

For some people you will do almost anything. Rocky and Laura Henderson are that kind of people! We met at a home show 10 years ago. They had a backyard patio space on secluded acreage, and they wanted to cover their jacuzzi and gain year-round use for their space. Rocky has been with Mt. Hood Search and Rescue for more than 40 years, and both Rocky and Laura love the outdoors. Capturing nature in the design was paramount. We created a slightly atypical design which incorporated both logs and timbers.

5 years later, phase 2 was constructed: a log and timber carport which doubled as event space. Phase 3 consisted of a great room, kitchen and entry remodel. With phase 4, we continued the whimsical theme with a unique sunshade/arbor/yard art. ATF had a unique, twisted log donated to us by Mike Achen, a developer who couldn't bear to chop this creation of nature into firewood. The design was based on this unique timber. In the end, the sun gave the crowning touch: the size, orientation and angle of the roof were optimized for solar panels, which provide most of the electricity for the Hendersons' electric car!

Just recently, we have started phase 5: a cabin reconstruction on the Rogue River in Oregon! This client relationship is truly the ideal we strive for here at ATF!



**THE BEST CLIENT  
RELATIONSHIPS ARE  
MUTUALLY BENEFICIAL.**



# Special Offer

## MEMORY LANE

When I was 12, my father challenged my brother and me to collect a cup of water from the nearby creek - alone in the dark! For young boys, this was a daunting task. I went first. I did okay all the way to the creek, but on the way back, the panic kicked in! My brother repeated the feat. It wasn't till years later that we found out how he avoided the fear! He had timed how long it took me. Then he simply used the outside water spigot and did push-ups to get winded before timing his victorious entry!

## Which Timber Style Does your Dog Prefer?



Craftsman?



Or Classic?

The first 3 callers can purchase one stylish canine dining set of their choice for the whopping sum of one US dollar!

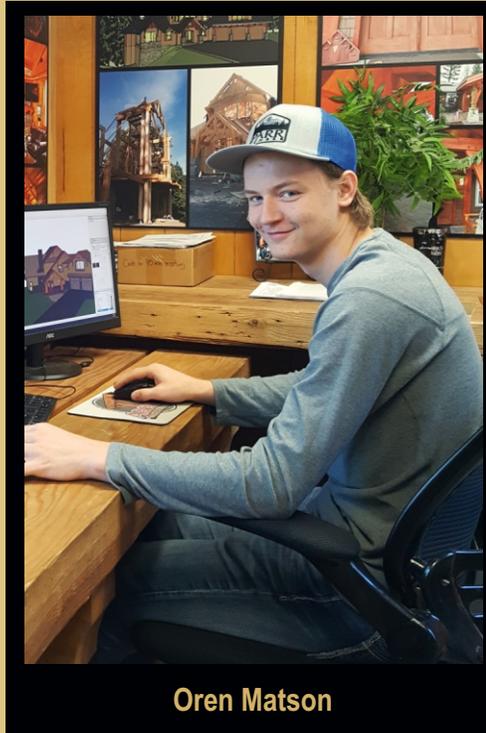
Financing available.

Call 1-833-212-0202

Offer expires 10.8.18

## Getting to Know Oren Matson

### Our 3-D Design Heavy Lifter



Oren Matson

Some people can adapt and learn so fast, it sometimes makes me feel like I am standing still! We all benefit from Oren's ability to swiftly learn and use technology. This intelligent young man often doubts his own ability, but I have learned how to coax valuable opinions from him. I've also come to enjoy his subtle, nuanced expression.

Trying out different jobs while young is smart! We hope that Oren will eventually seek out other jobs to try career-wise.

Key word: Eventually! We

hope Oren will take a bit of time to enjoy his job here on our team at ATF, and maximize what he can learn. We want him to give himself plenty of time to ponder and optimize his next move!

### Getting to Know Oren Matson

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

A. When I first learned of the possibility of becoming a designer at ATF I was excited but nervous. While I enjoy using a computer, I was worried that it would be too much for me to comprehend.

Q. Where is someplace you would like to visit?

A. One place I would like to go is Switzerland and see the Swiss Alps. Germany is another place I would like to see.

Q. How do you like to spend your free time?

A. In my free time I like to play sports and spend time outdoors. Recently I was introduced to disc golf and have enjoyed playing it. I also like to read books on US history.

Q. What would have to happen in the next three years to make you feel like you are moving forwards?

A. I would like to figure out what career path I would like to follow and hopefully get a job doing it.

# 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

### Making Things Right by Ole Thorstensen



Operating as a Norwegian sole proprietor, Ole shares his challenges and philosophy in this delightful case study of a remodel project, starting with the competition to win the job. Even though the content gets

somewhat detailed and technical, it is not boring! It really reminded me why we at ATF consistently turn toward quality, even if it means hassle or loss. It made me feel good about doing things right. **Grade: A**

### How the Best get Better by Dan Sullivan



Dan has a layered method of teaching entrepreneurs. With this book you will to focus on your unique abilities, time management, and uncommon thinking patterns using three mediums:

condensed text, expanded audio, and graphic cartoon summaries. His particular method for blocking out time use by days will not work for the average employee's work schedule! **Grade: A**

