

ARROW TIPS

Put Your Happiness On Display With Timber Living

Winter
Issue!

In This Issue:

A Classy Downsize	1
Memory Lane	3
The Smile Express	3
Featured Project	4
Employee Highlight	6
Special Offer for Winter	6
Recommended Reading	7
Our Philosophy	7



A Potent Dose of Deep Staying Power and Motivation!

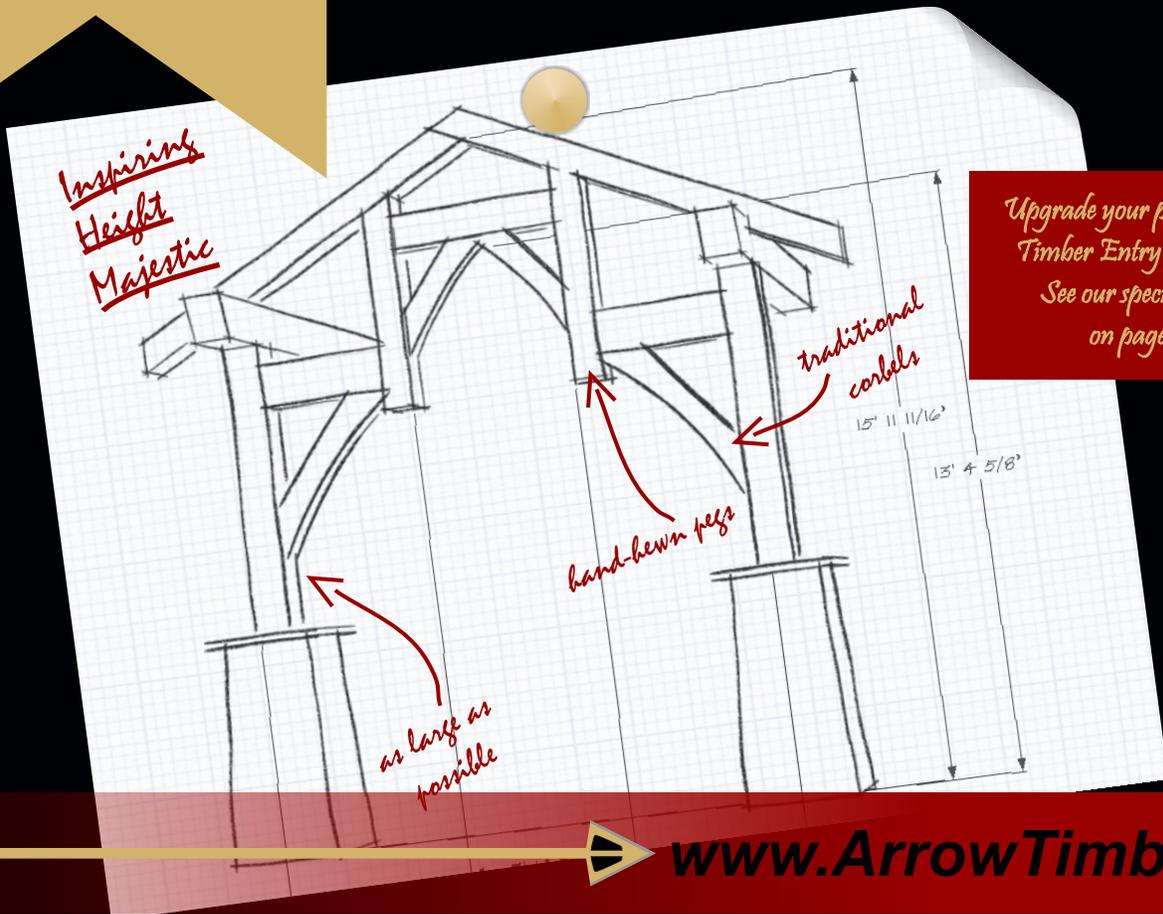
Read on and find out...

- ... How a Post and Beam Makeover Transforms a Plan!
- ... Which Highlights are Included in our Featured Project!
- ... Which Book we Recommend to Avoid Happiness Gaps!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert

Bert Sarkkinen
Owner



Upgrade your plans with a
Timber Entry Package!
See our special offer
on page 6



www.ArrowTimber.com

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In This Issue:

A Classy Downsize 1

Memory Lane 3

The Smile Express 3

Featured Project 4

Employee Highlight 6

Special Offer for Winter6

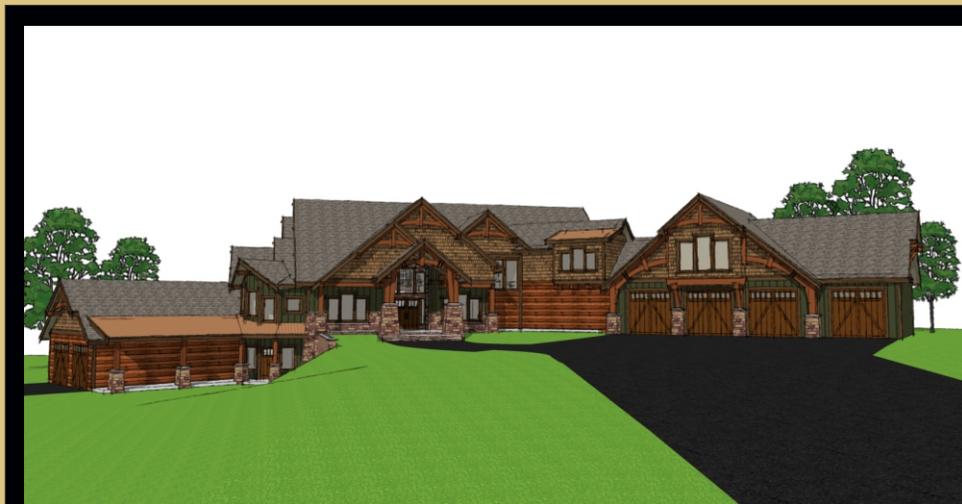
Recommended Reading 7

Our Philosophy 7



Timber Frame Packages

A Classy Way to Downsize



This home features a lower-level apartment with separate entry.

Many active couples find themselves at a point in their lives when they are looking for a change. As children create their own lives, the family home starts to feel like an “empty nest.” A fresh start can provide the flexibility you need as you transition to a new phase in your life.

If you own a larger home, you have the option to sell. Your equity could pay for more vacations and travel, or it could fund a second career. Of course, any plans will include your family and friends. So what’s the best way to stay flexible, without losing a sense of home?

← Accessory Dwelling Units (ADUs) →

One concept many customers are turning to is the Accessory Dwelling Unit, or ADU. A desire to downsize, coupled with changing lifestyles and goals, makes this an attractive option. So what is an ADU?

In-laws, Outlaws, and Granny Flats: Your Guide to Turning One House into Two Homes by Michael Litchfield is one of the ATF recommended reads this issue. Litchfield lays out the advantages of providing two living spaces under one roof. He also gives you case studies showing different ways you can build your own ADU, each with its own list of pros and cons. Some ideas are:

- 1) Converting an attic space
- 2) Adding on a bump-out addition
- 3) Converting a garage
- 4) Converting a basement
- 5) Space reallocation
- 6) Backyard Cottage/Studio

There are many reasons people build ADUs. Some people want living space

continued on Page 2

Classy Downsize ...continued



Continued from Page 1 >>>

Case Study: The Veach Family Home



This beautiful timber-framed home includes a semi-detached ADU. Separate entrances give privacy, and the large garage space offers RV parking for travelers.



for an aging parent. Some use an ADU as an apartment for a college student. Others simply want a studio. Grandparents create welcoming guest quarters for children and friends when visiting. Some people just want a retreat, or even a “man cave.” Some people enjoy the extra money rent gives. Others go further and rent out the main house, providing more freedom for travel or other pursuits.

Some households choose to sell their current home and building an ADU in multiple locations. Especially when friends and family live far apart, this gives flexibility for longer stays. We all want to build solid connections and memories with our loved ones.. And when you are traveling, the ADU can be used as desired - as a rec room or craft room, for example.

As you can see, there are quite a few benefits and advantages to an ADU. However, you want your new living space to be an asset, not an eyesore. Things would have to be thought through, such as improving the real estate resale value, making things look and feel natural, and having a quality layout that feels spacious and flows well. It is an idea with promise... And if it is done right, it could make downsizing fun and exciting!

Consider Timbers for Your ADU

Timber Framing and post and beam construction evoke a deep sense of security and belonging, as wood has been used as a natural renewable building material for eons and is deeply rooted in our psyche. Not to mention the geometric beauty and craftsmanship on display with exposed beams. Timbers are very warm, expressive and can be crafted to portray fine elegant art, rugged rustic individuality, or anything in between. And lastly, Timber framing can be used to rectify and balances to some degree with spacial and volume proportions as you can trick the eye with intentional strong focal points.

If you have any concerns about how to match styles, you should think about getting ATF on your team! We make sure you have a balanced, good-looking solution that fits in with its surroundings. This is because we have delivered many high-value creative packages and solutions which “fit like a glove” in the past.

We want a great fit as much as you do. And we feel best when we deliver great long-term value. This mindset has given birth to an intuitive system to understand your needs, and continual work on sharpening communication

THE SMILE EXPRESS

Happiness Is...



How does your living space affect your interactions?

John Gottman, the author of *The Seven Principles Of Marriage*, collected hard data from couples over many years. I was first introduced to this book by our HMO health care provider. I believe their reasoning was to improve health and save money by intervening upstream, before problems get big. (Unhappy relationships = bad stress = health problems resulting in costly healthcare.) One easy-to-remember, effective take-away was:

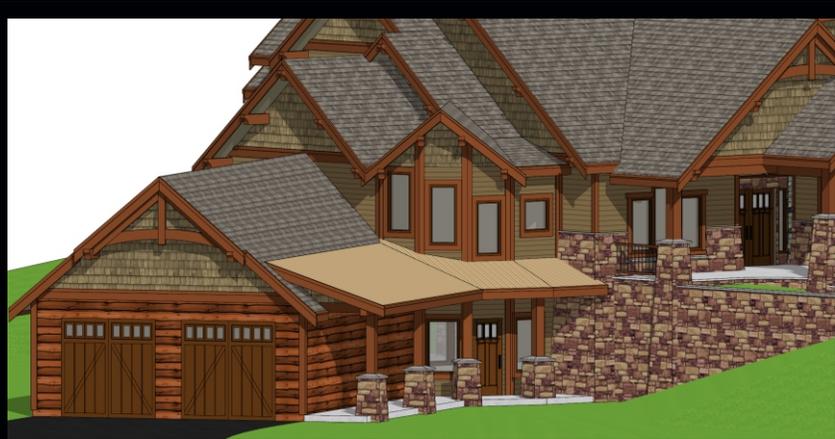
5 to 1: Five positive interactions for every negative interaction

According to the hard data Gottman collected, this was the minimum ratio to have a happy, long lasting relationship.

...A 5 to 1 Ratio!

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?



Entrances on separate levels can be a solution.

skills. It is also the power behind our dog-on-a-bone determination to leave no stone unturned until ideas turn into a solid solution for you. This mindset also demands high-quality craftsmanship, attention to detail, and going the extra mile for you during your building process.

But just because your project might benefit from our expertise, it does not mean we are automatically the best fit for your needs. What clients have found works best is to set up a 30- to 90-minute brainstorm session to go over your project. You will leave our session with information that is tailored to be valuable to you, rather than a generalized scenarios which could be severely overestimated or underestimated. And it is a great way to get traction! You will get a clear understanding of how the process will unfold. Give us a call to set up your initial brainstorm session at 1-833-212-0202. And don't forget to go online at www.ArrowTimber.com to get tons of inspiration for your project!

To your long-term happiness,

Bert Sarkkinen with The ATF team

P.S. You may have an idea for a timber package which turns into a hot seller... Such as the cabin/studio pictured below. If you think your plan will have broad appeal, asks about our royalty program at your brainstorm.



This Accessory Dwelling Unit features a flexible, open plan.



ALASKAN CAPE COD

"I'm going to pay for my timber frame at one fish at a time." This statement and moment in time has been etched into my memory. The timber frame project was about 75% erected, and the owner was going fishing! The average summer haul on Dave's commercial fishing boat would cover the timber-frame investment, so he had motivation!

Dave's builder, Jim, contacted ATF to tap into our expertise in planning, tools, and engineering. Once we got involved, we were able to contribute ideas to make Dave and his wife, Deidre's, home even better.

What things do you notice that might explain categorizing this unique project as Alaskan Cape Cod? As we worked to get our clients a unique look, here are some of the elements we added:

- Big timbers with elegant, blocky detailing such as curves ending with prominent right angles.
- Trim, shakes, windows, and silhouette reminiscent of a Victorian Cape Cod beach house.
- Larger-than-life Alaskan-style interiors and exterior presentation.
- Massive wood mantel feature which creates space for the entertainment center and supports the main ridge beam post.
- Seafaring loft with a handcrafted wooden ladder.

We knew our vision was a success when Dave told us:

"WHEN WE SAW THE 3D MODEL, WE KNEW WE HAD TO HAVE THIS HOME AT ANY PRICE!"





For more pictures of this beautiful project, visit our Gallery at www.ArrowTimber.com 5

Special Offer

MEMORY LANE

I remember when the original ATF shop had just been constructed. We got our first fabrication job and pulled the timbers in. Staring us in the face was an 8x20 26-foot-long beam, stacked high on the load. Uh-oh: Just unloading this by hand could be ugly. My work-around ideas didn't make sense. Oops! Although it meant more immediate investment, we decided to build a Gantry crane and trolley. It was a great investment which still serves us today!

Attention Architects and Designers!

Would you like to see a customized ATF entry or great room package tailored to one of your popular plans? You might be pleasantly surprised by the synergy between your plan and our field of expertise as hybrid timber frame specialists.



Your plans



Our Timber Design

???

Simply call 1-833-212-0202 and ask for Matt. And did I mention free of charge? This offer is good for the first three callers and valid through 1-31-18.

Getting to Know Keegan Rhoades The Zen Craftsman



Keegan Rhoades working on a hand-carved bowl

Alert, responsive and very social - we have all heard Keegan say, "I just want to build cool stuff!" As a natural athlete, Keegan's is predisposed to think on his feet. And crafting is simply a natural extension for his hands. He is passionate about keeping the craft alive. He has a smooth way of bringing up issues to the team and he likes to make people laugh. However, Keegan does struggle with impatience when he sees careless behavior, when improvements don't happen fast enough or when his own learning slows. Maintaining open, honest communication ensures it doesn't go too far! All in all, Keegan influences our product, processes, and attitude in a very positive way - resulting in constant improvements for you as an ATF client!

Getting to know Keegan Rhoades

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

A: I was born in Kansas and my dad grew up in a small farming town.

Q: Where is someplace you would like to visit?

A: I would visit Japan New Zealand or Fiji. The Lord of the Rings and The Hobbit were filmed in New Zealand. It would be cool to tour the handcrafted Hobbit Village.

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

A: In my spare time I like carving, building furniture, and just being outdoors - hiking or whatever.

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

A: If I can debt be debt-free in the next 3 years and have solid progress toward getting a permanent home for my family, I would feel good.

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



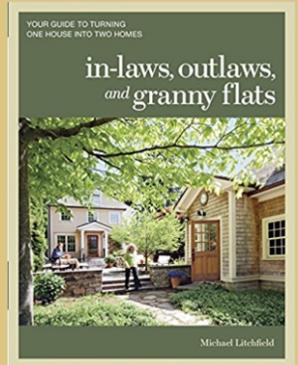
Recommended Reading

from the Arrow Team

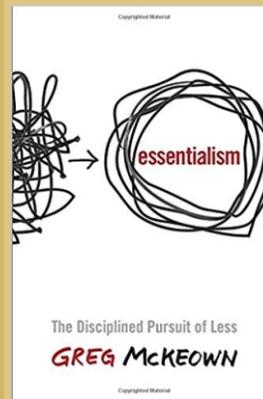
In-laws, Outlaws, and Granny Flats: Your Guide to Turning One House into Two Homes by Michael Litchfield

Michael presents great examples of the different ways you can create accessory dwelling units (ADUs), commonly referred to as in-law suites. The pros and cons of each example he gives are also well laid out. But perhaps the best part is the first four chapters in which Michael guides your thoughts to evaluate how an ADU might fit your personality and lifestyle.

Grade: A+



Essentialism by Greg McKeown



Greg's message is aimed at how to say NO, over and over, until you can answer with an emphatic yes. This book basically brings the concepts of Focus by Al Reis (previously recommended)

down to our daily personal choices. We must make trade-offs, gain focus, and avoid burnout.

Greg also gives 7 variations on how to say no.

Grade A+

