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Portland, OR



# Inspiration Report

YOUR HYBRID TIMBER FRAMING SPECIALISTS

## Are You Brave Enough to **DOWNSIZE?**

- Get the look you want without the pricetag
- Simplify your life and enjoy what really matters
- Save on maintenance costs

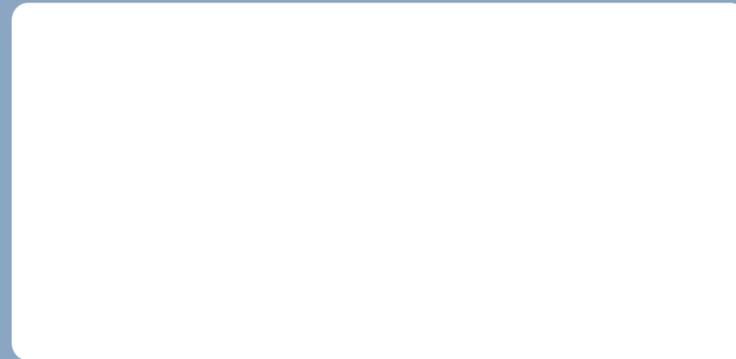
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➔ [www.ArrowTimber.com](http://www.ArrowTimber.com)

*Put Your Happiness On Display With Timber Living*



# Inspiration Report

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See books we recommend for your timber design!

See the unique designs in our featured project!

Avoid common pitfalls when you build!

A smaller home can provide big value!



## Downsizing

### Are You Brave Enough to Simplify Your Life?

The madness has got to stop! We hear many builders, tradesmen, and investors express their frustration with the climbing cost of housing. Some blame city planners for restricting the amount of available land. Others look to Federal Reserve policies as the cause of rising prices. Others still point to a lack of skilled labor.

The consumer, though, just might be the biggest contributor to rising costs. We always want to improve, always on the lookout for greater convenience, improved comfort and more enjoyment. This pushes builders to provide more features - for a price increase! The abundance of choice can create a confusing desire to have it all. This can lead to a culture of con-sumerism and overspending.

Measuring value by cost per square foot can be another problem. This one-sided assessment does not take into account the many ways to measure a good building product. It poses a challenge for the quality over a quantity movement within the building industry.

After all, the less is more principle has many benefits to consider. As opposed to having it all,

## Compact Luxury Home Plans



### Rustic Style

Shed style dormer, low pitched roof lines, and arts & crafts timber accents.



### Craftsman Style

Bigger and bolder - higher pitched gable roofs and a stout timber entryway.



### Modern Style

Clean, mono pitch roof lines with a bay of clerestory windows for natural light.



essentialism aligns with conservation, green building, intelligent choices, clarity and satisfaction. Many of us aspire to pare down the clutter in our lives, but how easy is it to remove superfluous "stuff" from our life? In addition to tangible possessions, unnecessary "stuff" can be: goals, relationships, commitments, responsibilities, and activities. I don't know about you, but just thinking about the hard choices involved makes gives me a headache!

The Arrow company philosophy is all about purposeful choices. So I was not surprised when our design team developed the concept of Compact Luxury home plans. These tasteful Timber Kits accentuate our clients' purposeful choices. Do you have any ideas or suggestions? Please share them with us! What are your thoughts? Would you be willing to buy one? If not, what would have to change to appeal to your needs?

Let's talk about how well these classy designs live and could fit your lifestyle. As a vacation home or as an Accessory Dwelling Unit (ADU) these designs are almost flawless! Consider the exquisite lines of the various entry styles. The patio location, right off the back double door, can instantly expand your living space so bigger crowds

can easily be accommodated. This patio can also serve as a handy carport. Note the abundance of natural light and interesting use of volume to make this living space downright charming and impressive at the same time!

The floorplan design itself is an efficient dynamo! The kitchen table could serve as a makeshift workstation when necessary, yet is not at all crowded. Compact, no-frills bedrooms can be even be fitted with Murphy beds to create versatile space if desired.

In addition to enjoying this delightful design, you will also experience the following benefits:

**1) Save money**

There are so many ways that limiting the square footage will keep the overall expense down. Up front, there are design, material and labor costs to construct the home, all of which are multiplied by the overall size of the project.

Over a lifetime, consider the energy costs to heat and cool your home. Also, you will realize savings with insurance and taxes over time with a smaller home that emphasizes

quality over quantity.

**2) Easier maintenance and cleaning**

Bigger homes have more of everything. Maintenance, malfunctions, and breakdowns are an inevitable fact. A substantial amount of money will be necessary for services, repairs, and replacements over the lifetime of a home.

Regarding the cleaning, more space means more

attention and time must be devoted to chores and daily upkeep. This can translate into undue stress as we feel our free time is sacrificed to maintaining appearances instead of enjoying our home.

**3) Paradigm shift**

The biggest gains you will experience are most likely to be the by-product of the mental shift in HOW YOU THINK. Imagine the peace and

“ Small-space living provides benefits. ”

1. Save money
2. Easier Maintenance and Cleaning
3. Paradigm Shift

The floor plan design itself is an efficient dynamo!

The public area of these homes are open, with special attention paid to flow and usability.

The kitchen tucks into a corner and has ample storage and functionality.

In addition to extra counter space, the island is capable of seating 4 as a dining table and serves as a workstation when necessary.

Compact bedrooms can accommodate queen size beds, but could also be fitted with Murphy beds to create versatile space if desired.

A stacked washer/dryer is stashed between the bathroom and bedroom.



inner control you could feel by reducing needless commitments, responsibilities, tasks, relationships and activities in your life. The decision to adopt compact luxury living could be the self-image shift you need to give you absolute mental clarity- so you can say NO to everything that is not a 100% emphatic YES!

Really, the decisions you

make in your building process come down to who you are and what you want to become. If this concept is not for you in a physical building sense, I understand - extra space can be handy. But the bigger lesson will always produce enjoyable benefits when applied to decisions we must make in life.

For those of you intrigued with the idea of fully embracing

this concept, I'd like to ask you to consider the first question again: "Are you courageous enough to downsize and simplify your life?" If so contact us at 1-833-212-0202 and we can get you started!

*Bert*

Bert Sarkkinen, Owner

## Featured Project



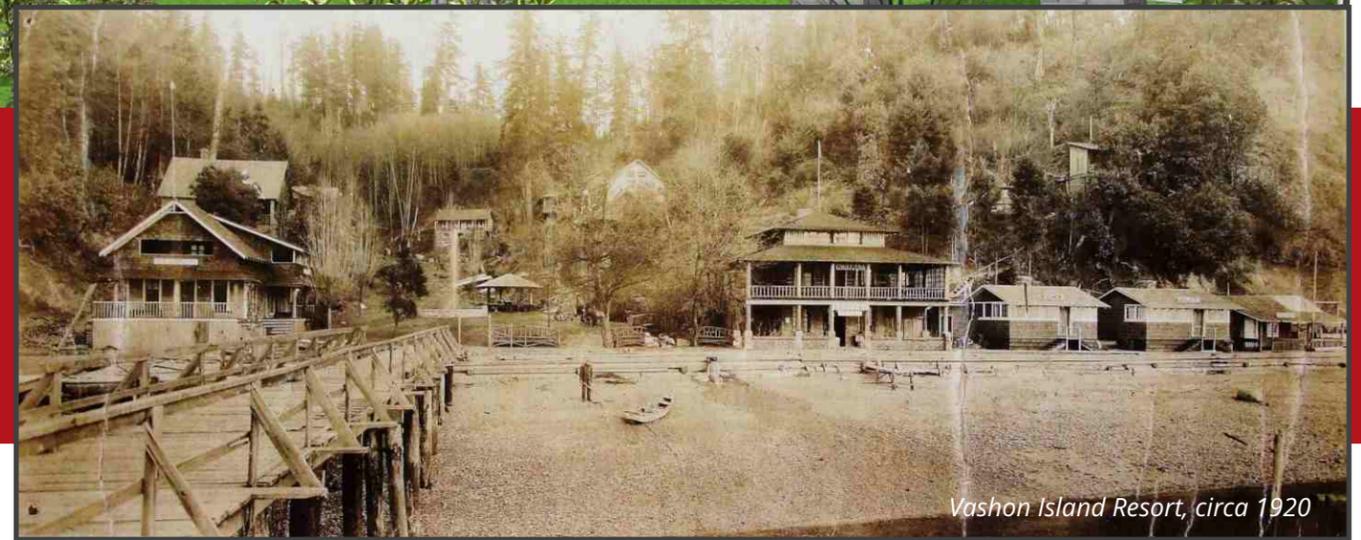
# Vashon Island Resort

Vashon Island lies on the Puget Sound, accessible only by boat. This resort was a hot vacation spot in the early 1900's. Our client, Geoff Wotton, grew up taking family vacations on the island in the 1970's. Recently, Geoff and his wife, Kelly, had an opportunity to purchase the old resort. As people who appreciate hand-crafted work, they had a vision to restore and expand this historical property for use by their extended family.

The ATF team experienced great synergy working with Geoff and his designers to address sight lines, lateral bracing, timber design, log retro fitting, and logistics in the design process.

The construction of Phase I took place in the summer. The ATF team enjoyed onsite lodging and private resort service during construction! As a way to say thank you, we reconstructed a log hand-scribed stairway.

All around, this project was extremely enjoyable. But we can easily say the most rewarding memory is Geoff's passion and appreciation of quality craftsmanship!



*Vashon Island Resort, circa 1920*

**Hand-crafting details to fit the historical context of this resort property was challenging and satisfying!**



Getting to Know

# Lucas Holmgren

## Our Director of All Things Digital

A few things I have come to love about Lucas are his natural tendency to simplify marketing communication, quick thinking, and decisive action. The ATF team has appreciated his video, blogging and social media talents. His influence on our new website has improved visitor experience.

Everybody enjoys Lucas's fishing stories and humor. Especially memorable was the video he shared with us regarding a fisherman getting two hooks in his lip. You can view it here:

[https://www.youtube.com/watch?v=zK1\\_ZVnk9Gs](https://www.youtube.com/watch?v=zK1_ZVnk9Gs)

Thank you, Lucas, for your focused, effective help in spreading the message of the Hybrid Timber Frame Advantage!

### Getting to Know Lucas

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

**A:** I have spent countless hours on almost every river in the Southern and Coastal region of Washington, fishing and exploring. I've played guitar since I was 12 and played live since I was 14.

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

**A:** Guatemala, to see my the birthplace of my wife, and the Skeena River in BC, to fish in remote, wild areas for giant steelhead.

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

**A:** I love to spend time with my kids and wife. I'm

an avid fisherman and musician and feel accomplished when I'm creating things with lasting value. I'm a writer and enjoy releasing writings that I'm passionate about.

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

**A:** I would like to have positively affected Arrow's online presence and sales. This is a fantastic company of good honest people, and I want to make sure I'm helping the clients and the company. I would also like to release some music, love my family and catch more big fish.

# The Smile Express

## Happiness Is...



Job satisfaction leads to great accomplishments!

You may be interested in the two tools we use at Arrow Timber Framing to measure whether an employee is (a) the right person and (b) doing the right job. To consistently get the right people, we boil down the culture of our company to five core values, which we use to hire, fire, and reward. We have discovered that people change, given the right job. We simply ask three questions at every quarterly review:

- (1) Do you understand what you are expected to accomplish?
- (2) Is this a job you want to do?
- (3) Do you have capacity to accomplish this? If not now, can you learn the necessary skills?

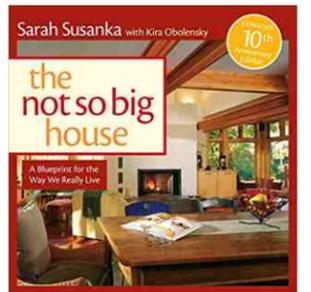
The use of these tools raises awareness, so people can see how they can best help the team.

... Right People, Right Seats!

## Recommended Reading from the Arrow Team

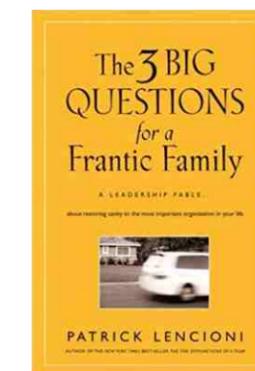
*The Not So Big House* by Sarah Susanka

This book proposes clear, workable guidelines for creating homes that serve both our spiritual needs and our material requirements, whether for a couple with no children, a family, empty nesters, or one person alone. This methodology requires the courage to work through the introspection and tough choices to identify and build what is essential for your lifestyle.



**Grade: A+**

*The Three Big Questions for a Frantic Family* by Pat Lencioni



A down and dirty organizational tool families can use to stay on the same page and manage their priorities! In lieu of the comprehensive business meetings, the family model for checking in can be done in 5 minutes if no issues arise.

Perhaps the biggest benefit is the chance to air grievances every week in a forum where conflict is not an unwelcome surprise.

**Grade: A+**



**Crossed wires create opportunity!**

We fabricated three more mantels than we needed!

These beautiful, weathered Euro Style mantels are 10"x 10"x 66 long.

**3 FREE mantles available - 1 per caller.**



If you are currently working on a timber living project, or still in the planning stages, this is a great opportunity! Plan your fireplace size in advance to fit this unique mantel!

Call for details 1 833 212-0202  
**This offer extends to the first 3 callers ONLY, so call now!**

*Offer expires 07.31.19*

**MEMORY LANE**

In my early years as a business owner, I remember a contest with Devon, a very smart, efficient framer. We raced to frame a full hip dormer. We each were allowed to have the materials and tools we wanted placed close by our dormer. No pre-calculations were allowed.

Two hours later, after the hips, valley rafters, fascia boards, blocking and backing were done, my back was sore! I happened to win only because Devon had to put a fresh clip of nails in his gun. Was this productive fun or a stupid guy thing?

**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?

**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

