



March On!! Focus on What We Can Control

There's no question the building market has softened compared to the past couple of years. Sales are tighter. Forecasts are more cautious. Many dealers across the country are expecting to be flat or slightly down this year.

We won't ignore that reality, but we also won't overreact to it. This isn't 2008. It's not 2009. It's a shift within a normal cycle — and our industry has always moved in cycles.

What hasn't changed is this: Homes still need to be built. Projects still need to be completed. And strong partnerships matter more in tighter markets than they do in booming ones.

When conditions tighten, success comes down to fundamentals:

- Accurate quotes
- Reliable deliveries
- Clear communication
- Smart product solutions
- Moving quickly when opportunities appear

That's where we're focused. Our commitment is simple — help you compete, help you win jobs, and help you run efficiently regardless of market conditions. In uncertain times, consistency becomes a competitive advantage.

We're not in the noise business. We're in the building business. Projects are moving. Opportunities are still out there for those prepared to execute.

And if you need a reminder that cycles are real — the **Shamrock Shake** is back, **Hallelujah!!!** March shows up every year. So does building season.

We appreciate your partnership and look forward to growing together in 2026.

Clark Willis - Regional Sales Manager

Kimal Lumber