

## **ROOFING & SIDING DIVISION GROWTH**

1-Step Business Model - March 2017

**Henry Rosehill, Product Line Manager**



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# US LBM OVERVIEW

## Specialists in Capital & Resources for Locally Managed, Professional Building Material Suppliers

US LBM, recipient of the 2015 ProSales Dealer of the Year, is a collection of leading building material distributors across North America with 227 locations. Our primary focus is on customers that require specialized services such as; repair and renovation professionals, restoration contractors, remodelers, multifamily and commercial contractors, as well as custom home builders. US LBM implements the philosophy of local management and leadership to capitalize on the premier reputation of its operating companies and local customer relationships.





# US LBM OVERVIEW

## INDEPENDENT BUILDING MATERIAL DISTRIBUTORS UNDER THE US LBM UMBRELLA

### Background

The concept of US LBM was founded in the summer of 2009. The management team had a vision of a progressive organization that promoted a very unique culture. The foundation of US LBM was to focus on the value of its customers and associates, recognizing the importance of each business unit being maintained in their local markets. In October 2009, US LBM came into existence with the financial backing of the current management team and outside investors. US LBM's mission remains to partner with the leading companies in the industry while instilling best practices across the entire organization.

The US LBM model is to serve as a platform for further investments and acquisitions in the pro dealer market—preferably in partnership with current ownership/management. US LBM encourages those individual businesses to continue their entrepreneurial spirit while enjoying the capital and other resources of a much larger national organization.

US LBM is one of the fastest growing companies in the building supply industry:

- Recognized as the 3rd Largest Lumber and Building Materials Distributor in the U.S. by ProSales Magazine
- Awarded ProSales' 2015 Dealer of the Year
- Awarded 2013 Pro Dealer of the Year by Home Channel News
- Ranked 14th in Home Channel News 2013 Top 200 Pro Dealer Scoreboard
- Ranked 24th in Home Channel News 2013 Top 300 Industry Scoreboard

### Our Core Values & Culture



People



Partnerships



Operational  
Excellence



Continuous  
Improvement



Empowerment





# CREATING ENTERPRISE VALUE

## ROOFING & SIDING PRODUCTS DRIVE ENTERPRISE VALUE:

The US LBM process for profitable growth is to provide existing customers with more products while leveraging existing expense structure.

Our mission is to develop specialty 1 step roofing and siding businesses at each operating company. This will further enable growth in both the remodel and new construction customer segments and will drive enterprise value by increasing earnings and differentiation.

### This is accomplished via:

- greenfield additions
- acquisitions
- location carve-out's



## US LBM Roofing & Siding Strong Platform to Accelerate Growth

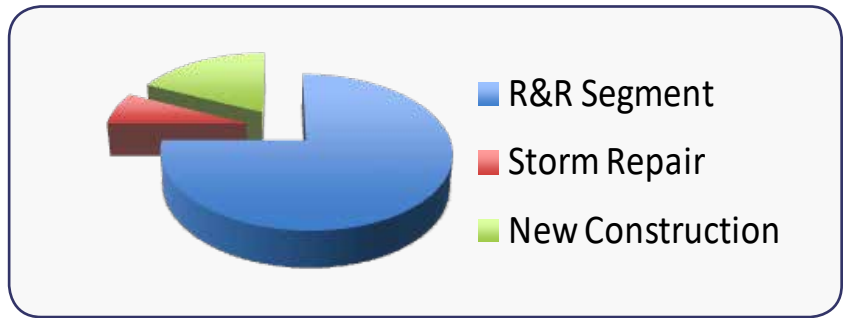




# ROOFING & SIDING SPECIALTY PRODUCTS

## INVESTMENT IN THE SPECIALTY BUSINESS MODEL FOR ROOFING & SIDING CATEGORIES WILL DELIVER:

- A more diversified customer base
- A balanced and appealing product portfolio
- Achievement of profitable budget
- Attainment of sales revenue budget
- Driven growth in enterprise equity value
- Stability in variable and volatile market

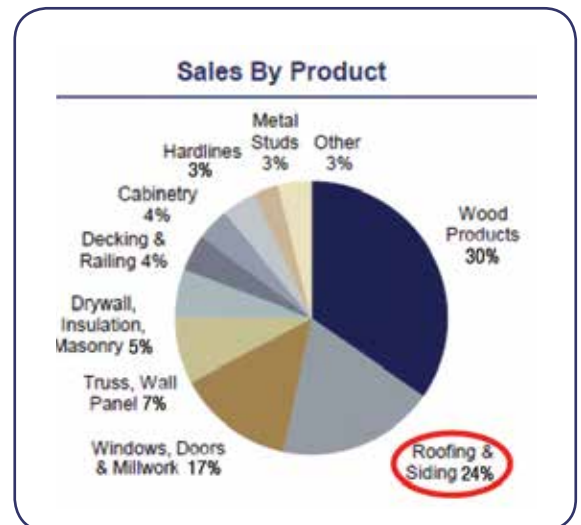
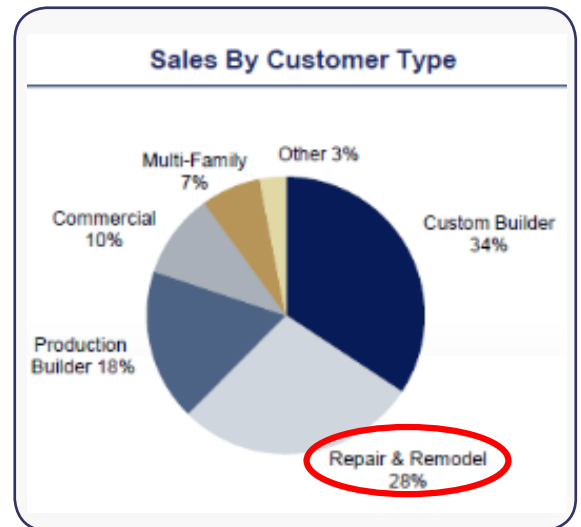


## US LBM ROOFING & SIDING COMMITMENT:

Service and fulfill the needs of both the New Construction and R&R

Contractor with the appropriate resources:

- Breadth of inventory (Inventory is King!)
- Access to premium market brand and supply partner
- Competitive pricing and program
- Dedicated yard space to consolidate inventory (Racking System)
- Outside Roofing and Siding Specialist
- Inside Roofing and Siding Specialist
- Specialty Delivery Equipment (Boom Trucks)





## US LBM MIDWEST OPCO'S





## CONTACT:

Pat King - Business Development Manager  
E: pat.king@hinessupply.com  
O: 630-393-7222 | C: 630-538-1329  
29 W002 Main Street, Warrenville, IL 60555

## SERVING: Chicagoland Markets

Hines Roofing is a premier supplier of roofing, siding, soffit, fascia products and accessories in the Chicagoland markets. With a dedicated roofing and siding distribution center in Warrenville, Hines successfully services specialty contractors, commercial builders, remodelers and building professionals.



### LOCATIONS:

Alsip, IL - 708-388-0045  
Bloomington, IL - 309-205-3100  
Buffalo Grove, IL - 847-353-7700  
Grayslake, IL - 847-231-1500  
Hampshire, IL - 847-683-3993  
Kirkland, IL Mill - 847-403-3310  
Kirkland, IL Components - 815-522-6000  
Montgomery, IL - 630-801-9377  
St. Charles, IL - 630-313-4664  
Warrenville, IL - 630-393-9811  
Wheaton, IL - 630-668-1400

### CORE PRODUCTS:

Roof Shingles & Accessories  
GP Vinyl Siding  
James Hardie Siding  
Real Cedar Siding  
LP Siding  
All Siding Accessories  
Lumber & Building Products  
Stairs & Railing  
Cabinets & Countertops  
Decking & Railing  
Windows & Doors  
Moulding & Millwork





## PAT KING:

“Our focused roofing and siding commitment has resulted in the addition of new customers, which has positively impacted our sales and GP. First-class product and service means we have a stronger value proposition and we are looking forward to taking additional market share.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

carve-out of specialized business model & separate location

resources invested to ensure successful launch



- solidification of premium brand & GAF partnership
- investing in in-stock inventory & warehouse space
- additional delivery vehicles & equipment
- hiring of roofing sales specialist

acquired competitor - Builders Roofing & Siding Supply



doing business as a 1 stepper:

- inventory loaded into location
- roofing sales bridged with OSR's & current customers
- pursuit of r & r customers

implementation plan initiated:

- securing additional sales specialist
- newly acquired location renovations
- additional equipment
- extended hours



- open house events
- spiffs & promos
- education & training



## CONTACT:

John Thomas - Roofing / Siding General Manager

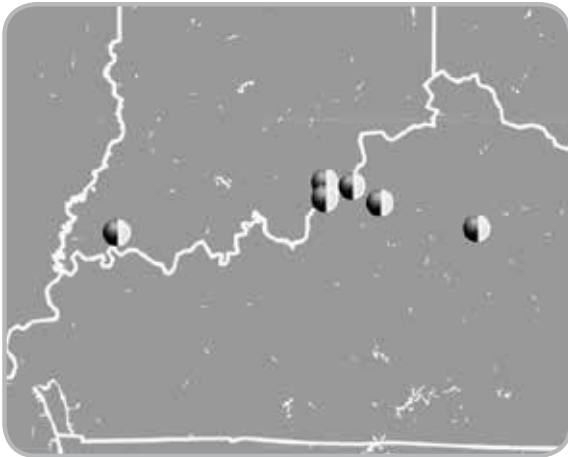
E: [jthomas@ki-lumber.com](mailto:jthomas@ki-lumber.com)

C: 502-905-1272

4010 Collins Lane, Louisville, Kentucky 40245

## SERVING: Kentucky, Indiana and Surrounding States

K-I Lumber offers lumber and building materials for residential and commercial clients in Louisville, Southern Indiana, Evansville and Lexington. KI-West, K-I's roofing and siding division, is a full line distributor serving the specialty contractor with a wide selection of brand name products and related services.



## LOCATIONS:

Louisville, KY - 502-637-1401

KI Corporate | KI Home Planning Center

KI Sash & Door | KI Custom Millwork & Casework

KI Main Distribution Center, Collins Lane

Lexington, KY - 859-268-0953

Yard & Distribution Center

Truss & Wall Panel Facility

KI Sash & Door

Truss & Wall Panel Components, Shelbyville, KY - 502-647-7165

Distribution Center | Clarksville, IN - 812-283-7000

Distribution Center | Evansville, IN - 812-464-2428

## CORE PRODUCTS:

Roofing & Siding

Trusses & Wall Panels

Lumber & Building Products

Engineered Wood Products

Moulding & Millwork

Prefab Stairs & Stair Parts

Cabinets & Countertops

Decking & Railing

Simpson Strong-Tie

Insulation Products

Windows & Doors

Hardware



## JOHN THOMAS:

“With the launch of our KI West Roofing & Siding 1 step distribution division we will be increasing our sales to the new construction segment, and growing the sales for the repair and remodel customer segments. We have invested in enhancing our service capabilities and have added talent in order to be the top choice of contractors and builders in the Louisville market.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

comprehensive market analysis conducted to evaluate opportunity & development of business model pro forma

enlisting of focused GM to manage new roofing & siding division

alignment with premium supplier partners that provide advantageous programs

rebranding of new division with specialty focus



dedicated inventory space and enhanced stocking position of core products and accessories

commitment to additional fleet

appointment of product sales specialist to support OSR efforts and gain additional sales in repair and remodel customer segment

OSR sales training to bridge new construction roofing/siding sales



marketing pull through strategies consisting of:

- sales spiff
- customer incentive promo
- customer open house event
- association membership
- local trade ads

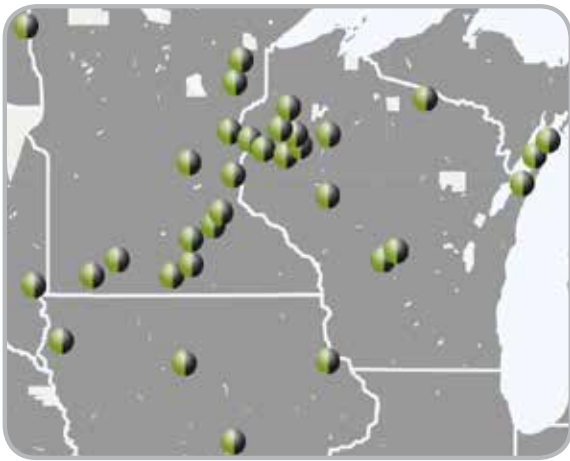


## CONTACT:

Dennis Hoyt - President  
E: dhoyt@lampertlumber.com  
O: 651-695-3600  
1850 Como Avenue, Saint Paul, MN 55108

## SERVING: Iowa, Minnesota, North Dakota, South Dakota, Wisconsin

Whether you are looking for a purely functional roof or would like to make a statement and add style to your building, Lampert Lumber has you covered. We carry the best brands of roofing that are currently on the market. We offer a great selection of quality roofing materials and accessories. We have supplied roofing for all kinds of buildings ranging from residential to commercial buildings.



### LOCATIONS:

LeMars, IA - 712-546-7809  
Pella, IA - 641-628-9663  
Webster City, IA - 515-832-4490  
Apple Valley, MN - 952-432-0600  
Blue Earth, MN - 507-526-2149  
Fairbault, MN - 507-332-7436  
Janesville, MN - 507-234-6292  
Lake Elmo, MN - 651-739-5400  
Moose Lake, MN - 218-485-4471  
North Branch, MN - 651-674-4415  
Northfield, MN - 507-645-9553  
Rockford, MN - 763-498-7228  
Sandstone, MN - 320-245-2276  
Windom, MN - 507-831-2000  
Worthington, MN - 507-372-7384  
Fargo, ND - 701-492-0292

### LOCATIONS Cont.

Sioux Falls, SD - 605-336-0860  
Adams, WI - 608-339-9800  
Amery, WI - 715-268-8142  
Augusta, WI - 715-286-2271  
Chetek, WI - 715-924-4803  
Cumberland, WI - 715-822-2407  
Eagle River, WI - 715-479-6408  
Ladysmith, WI - 715-532-3366  
Mauston, WI - 608-847-5819  
Rice Lake, WI - 715-234-9041  
Ridgeland, WI - 715-949-1805  
Sister Bay, WI - 920-854-2341  
Spooner, WI - 715-635-8744  
St. Croix Falls, WI - 715-483-3229  
Sturgeon Bay, WI - 920-743-3377  
Washington Island, WI - 920-847-2326



# TROY TOTZKE, BUYER:

“US LBM has provided a number of opportunities to us. One of the most impactful is our ability to now leverage US LBM’s purchasing power and buy roofing and siding direct. This re-alignment has enabled us to capture additional business and add additional equipment and hire additional reps to focus solely on the roofing and siding segments.



**Lampert has been a primary resource for roofing and exterior cladding products and expertise for over 100 years.**

With 66 salespeople serving customers, Lampert’s has carved out a dominant share position in new construction, as well as a growing position in the remodel markets.



Founded in 1887, Lampert Lumber has been dedicated to supplying high-quality building supplies to contractors and homeowners. With 33 locations throughout Wisconsin, Minnesota, Iowa, South Dakota and North Dakota, Lampert offers roofing, siding, lumber, industrial supplies, millwork, wood, building materials, cabinet design services, cabinets, doors, house plans and deck design services that builders and homeowners need.



## CORE PRODUCTS:

- |                             |            |       |
|-----------------------------|------------|-------|
| Roof Shingles & Accessories | Cabinets   | Tools |
| Siding & Accessories        | Windows    |       |
| Engineered Wood             | Doors      |       |
| Lumber                      | Decking    |       |
| Millwork                    | Railing    |       |
| Sheetrock                   | Insulation |       |

## CONTACT:

Collin Owens - Roofing & Siding Branch Manager  
E: collin\_owens@lymanrs.com  
O: 952-470-4849 | C: 612-760-6030  
5320 West 23rd Street, Suite 180, St. Louis Park, MN 55416

## SERVING: Twin Cities

Lyman Roofing & Siding supplies and delivers quality residential roofing supplies to builders and remodelers in the Upper Midwest area and the surrounding communities.



## LOCATIONS:

Carpentry Contractors | Montrose, MN - 763-658-4000  
ABC Millwork | Chanhassen, MN - 952-937-9060  
ABC Cabinetry | Chanhassen, MN - 952-937-9060  
H & H Lumber | Superior, WI - 715-392-2238  
LL Eau Claire | Eau Claire, WI - 715-835-5119  
Lyman Roofing & Siding | Chanhassen, MN - 952-470-4000  
Lyman Roofing & Siding | St. Louis Park, MN - 612-430-7200  
LL Chanhassen | Chanhassen, MN - 952-470-4800

## CORE PRODUCTS:

Roof Shingles & Accessories  
James Hardie Siding  
CertainTeed Siding  
LP Siding  
GP Vinyl Siding  
All Siding Accessories  
Lumber & Building Products  
Stairs & Railing  
Cabinets & Countertops  
Decking & Railing  
Windows & Doors  
Moulding & Millwork



## COLLIN OWENS:

“The expansion of our roofing and siding division has enabled us to better serve our existing customer base and also further penetrate the new construction & remodel customer segments. Long term, we anticipate exponential growth.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

dominant roofing & siding 1 step distributor for new construction markets in the Twin Cities

securing additional experienced, dedicated management to further support division

2014 implementation of strategic expansion plan to capture additional market share



procurement of new facility: 4 acres, 80,000+ SF under roof

increased depth & breadth of inventory, fleet, OSR's and ISR's



implementation of branding & marketing strategies - announcing new location and enhanced value proposition

LRS has become the largest single location 1 step distributor for roofing & siding in the Twin Cities market

grand opening events held in September 2015

# NexGen

## CONTACT:

Luke Kraft - President

E: Luke.K@trusspros.com

O: 800-658-5594

10954 424Th Ave., Britton, SD 57430

## SERVING: Upper Midwest including Dakotas and Minnesota

NexGen, a multifaceted dealer in upper midwest, manufacturers roof & floor trusses and wall panels and also offer a variety of additional building and remodeling products and services through their lumber yards & home centers. The NexGen family includes Minnesota Building Pro's, Webster Home Center, Britton Home Center, Truss Pro's, and Precision Wall Systems.



## LOCATIONS:

Truss Pro's, Inc. | Britton, SD - 605-448-2202

Truss Pro's, Inc. | Sioux Falls, SD - 605-338-5187

Britton Home Center | Britton, SD - 605-448-5282

Webster Home Center | Webster, SD - 605-345-4688

Precision Wall Systems | Rogers, MN 763-447-6121

Minnesota Building Pro's | Rogers, MN - 763-447-6110

## CORE PRODUCTS:

Roof Shingles & Accessories

Siding & Accessories

Lumber & Building Products

Roof & Floor Trusses

Moulding & Millwork

Flooring

Cabinets & Countertops

Appliances

Windows & Doors

Decking, Railing, Fencing

Hardware





## CONTACT:

Jeff Peel - President

E: jeff\_peel@standardlumber.com

O: 616-243-1848 | C: 616-293-1120

1535 Kalamazoo Ave., SE Grand Rapids, MI 49507



## SERVING: West Michigan

Standard Supply is dedicated to serving the professional builders and remodelers of West Michigan. With eight full service lumber locations in West Michigan and a professional outside sales force, Standard Lumber is equipped to take care of the professionals' needs.



### LOCATIONS:

Grand Rapids, MI - 616-243-3655

Ada, MI - 616-676-2108

Sparta, MI - 616-887-7318

Grand Valley, MI - 616-453-1003

Holland, MI - 616-396-6584

Muskegon, MI - 231-726-2706

Montague, MI - 231-893-1615

Ludington, MI - 231-843-2533

### CORE PRODUCTS:

Roof Shingles & Accessories

CertainTeed Siding

James Hardie Siding

Cedar Shake & Shingles

All Siding Accessories

Roof & Floor Trusses

Lumber & Building Products

Cabinets & Countertops

Decking & Railing

Windows & Doors

Moulding & Millwork



## CONTACT:

Jim Nelson - VP, Sales

E: [jim.nelson@wibuildingsupply.com](mailto:jim.nelson@wibuildingsupply.com)

O: 920-455-7634 | C: 920-606-7179

1990 Larsen Road, Green Bay, WI 54303

## SERVING: State of Wisconsin & Upper Michigan

Wisconsin Building Supply is your one-stop-shop for roofing, siding, soffit and fascia products and accessories conveniently located throughout the Badger State. We have the brands you can trust and the service you need to get the job done.



### LOCATIONS:

Appleton, WI - 920-738-3100

Fond du Lac, WI - 920-322-9700

Green Bay, WI - 920-496-5094

Marinette, WI - 715-732-1760

Merrill, WI - 715-536-1296

Oakfield, WI - 920-583-4546

Onalaska, WI - 608-781-3900

Plover, WI - 715-344-0100

Sussex, WI - 262-246-0611

Windsor, WI - 608-846-5445

### CORE PRODUCTS:

Roof Shingles & Accessories

CertainTeed Siding

GP Vinyl Siding

All Siding Accessories

Trusses & Wall Panels

Lumber & Building Products

Hardware & Paint

Power Tools

Lawn & Garden Tools

Cabinets & Countertops

Decking & Railing

Windows & Doors

Moulding & Millwork



## JIM NELSON:

“Our roofing model is built on a platform of technology, service, and relationships. Over the years we have established strong statewide ties with new construction builders and repair and remodel contractors. By leveraging our service capabilities across the state - we continue to grow our roofing and siding sales in a sustainable manner.”



The Wisconsin Building Supply roofing and siding division has enjoyed sustained growth over the years. Springboarding from its dominant new construction market share, the roofing and siding division is fast becoming the supplier of choice for the remodeling customer segment as well.

In addition to adding a experienced roofing & siding specialists, Wisconsin Building Supply has also added specialty equipment to their current fleet, increased the depth and breadth of roofing and siding products, and have also developed a strong inside support team.



Commitment to these product categories, combined with strategic sales and marketing strategies, has facilitated successful cross selling to their existing customer base.

Jim Nelson oversees an expansive branch footprint throughout Wisconsin and is anticipating additional growth in the future.









## US LBM NORTHEAST OPCO'S



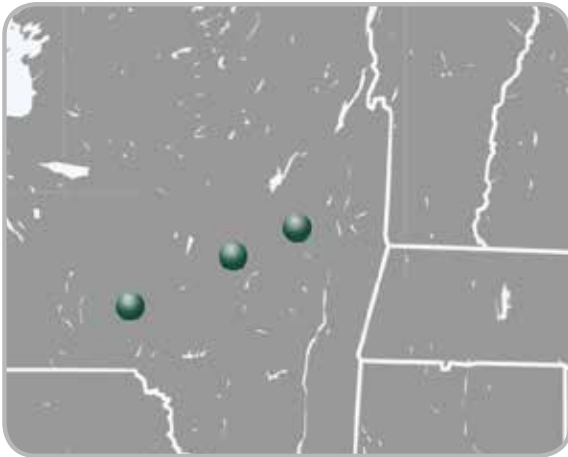


## CONTACT:

Steve Niro - Roofing & Siding Sales Manager  
E: [steve.niro@bellevuebuilders.com](mailto:steve.niro@bellevuebuilders.com)  
O: 518-350-5385 | C: 518-857-6119  
500 Duanesburg Road, Schenectady, NY 12306

## SERVING: Upstate New York

Bellevue Roofing & Siding is Upstate New York's leading resource for exterior building products. We specialize in what we know & love, which means we understand the roofing and siding business inside & out. Whether your project is residential, commercial, multi-family or remodeling, Bellevue Roofing & Siding offers the products & services you need to get the job done.



## LOCATIONS:

Schenectady, NY - 518-355-7190  
Richmondville, NY - 518-294-6686  
Sidney, NY - 607-563-2131

## CORE PRODUCTS:

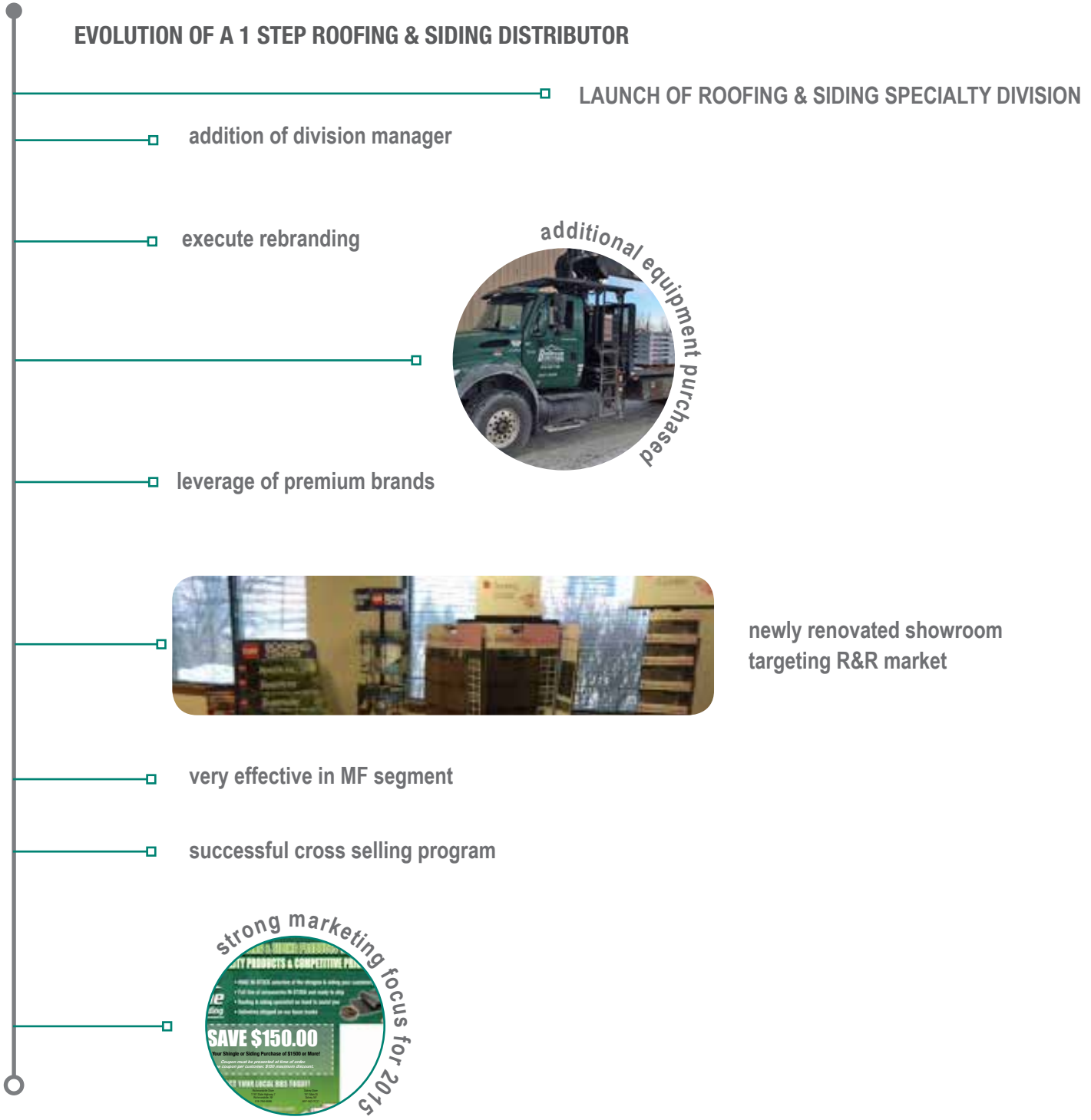
Roof Shingles & Accessories  
Royal Building Products / Siding  
James Hardie Siding  
All Siding Accessories  
Truss Design & Manufacturing  
Lumber & Building Products  
Drywall & Insulation  
Tools & Hardware  
Stairs & Stair Parts  
Cabinets & Countertops  
Decking & Railing  
Windows & Doors  
Moulding & Millwork  
Installed Sales



# STEVE NIRO:

“Since launching our specialty roofing and siding division, we have added new repeat loyal customers. Working closely with our supplier partners, we have converted remodeling contractor customers and have landed larger multifamily job projects. This is all new, additional business for us.”

## EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR





## CONTACT:

Nick Berardis - Vice President

E: [nberardis@ehbuilders.com](mailto:nberardis@ehbuilders.com)

O: 203-469-2394

193 Silver Sands Road, East Haven, CT 06512

## SERVING: Connecticut, Massachusetts & New York Markets

East Haven Builders Supply is your one-stop-shop for roofing, siding, soffit and fascia products and accessories conveniently located in East Haven. We have the brands you can trust and the service you need to get the job done.



## LOCATIONS:

East Haven, CT - 203-469-2394

Manchester, CT - 860-474-9100

Sandy Hook, CT - 203-426-0030

Millwood, NY - 914-941-8080

Branford, CT - 203-481-8787

## CORE PRODUCTS:

Roof Shingles & Accessories

Royal Building Products / Siding

Waska Cedar Shingles

James Hardie Siding

Universal Components & Siding Accessories

Trusses & Wall Panels

Lumber & Building Products

Drywall & Accessories

Metal Studs & Steel Framing

Acoustical Ceilings & Grid

Insulation, Tools & Hardware

Stairs & Stair Parts

Cabinets & Countertops

Decking & Railing

Windows & Doors

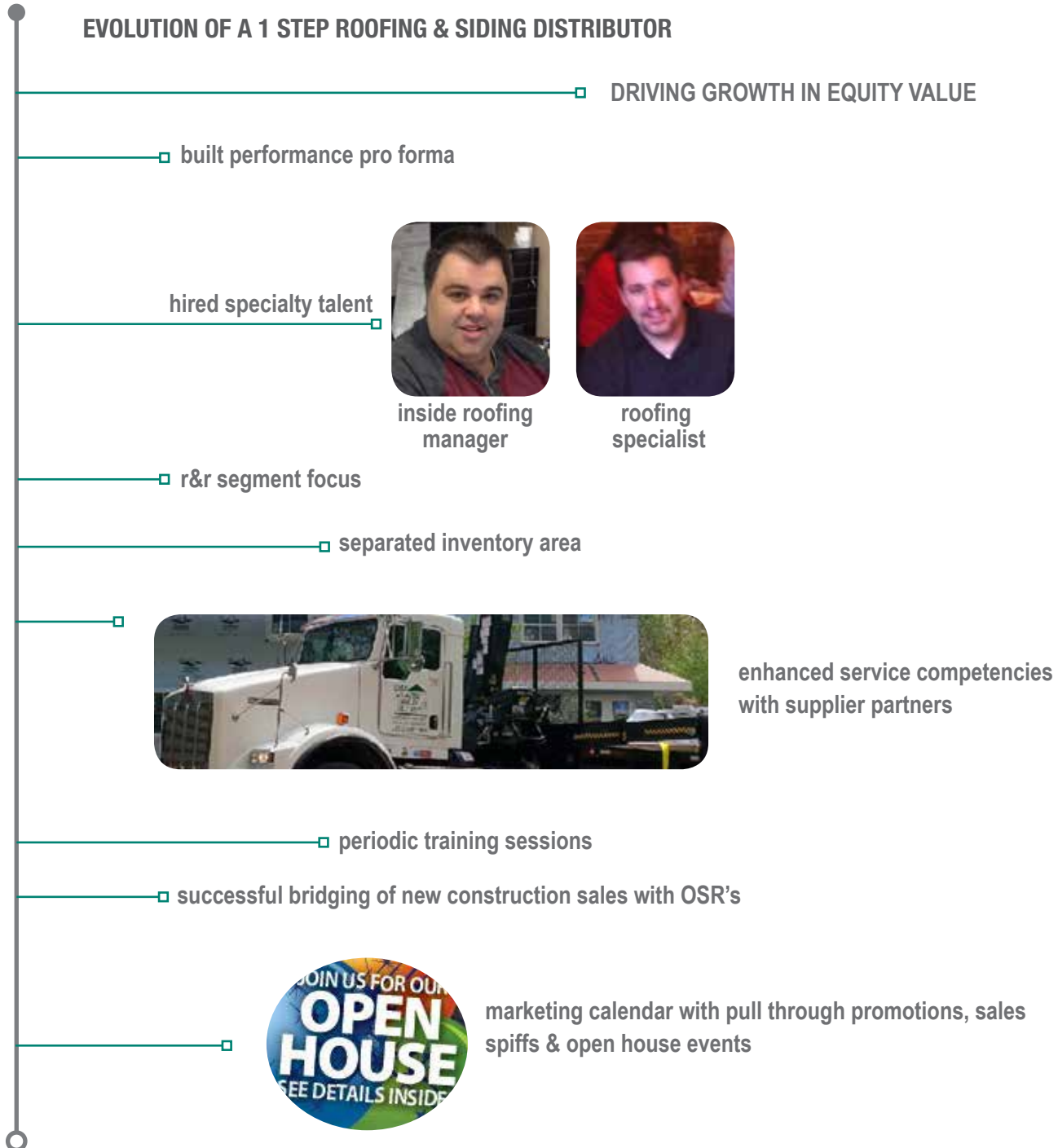
Moulding & Millwork



## NICK BERARDIS:

“Our 1 step roofing & siding distribution model has enabled us to grow our business with our remodeler customers, as well as increase our take per unit with new construction customers. We’ve grown our customer base and increased sales and GP as a result of the new division.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR







## CONTACT:

Kenny Feldman - President  
E: [kfeldman@feldmanlumber.com](mailto:kfeldman@feldmanlumber.com)  
O: 718-786-7777 | C: 917-939-7904  
1281 Metropolitan Avenue, Brooklyn, NY 11237

## SERVING: New York City Metropolitan Market & Stamford, CT

Feldman Lumber has been a leading supplier to contractors and industrial companies in New York since 1912. We offer the largest selection of quality lumber, drywall, board products, building supplies and specialty products and we deliver them with personal, dependable service.



### LOCATIONS:

- Feldman Lumber | East Williamsburg, NY - 718-786-7777
- Feldman Lumber | Great Neck, NY - 516-487-1400
- Feldman Lumber | Paterson, NJ - 973-910-2600
- Feldman Lumber | Maspeth, NY - 718-418-7777
- Richardson Gypsum Supply | Stamford, CT - 203-323-5311

### CORE PRODUCTS:

- Hoover Treated Wood Products
- Concrete Form Lumber & Plywood
- Acoustical Grid & Ceilings
- Benjamin Moore Paints
- EIFS / Stucco Products
- Firestopping
- Heavy Timbers
- Lumber
- Plywood
- Metal Studs, Tracks & Accessories
- Structural Steel & Metal Decking
- Drywall & Accessories
- Insulation
- General Hardware & Tools
- Protection / Safety
- Interior & Exterior Doors
- Windows
- Millwork



## CONTACT:

Tim Krall - President

E: [Tim.Krall@uslbn.com](mailto:Tim.Krall@uslbn.com)

O: 717-690-8146 | C: 717-682-1750

200 Brimmer Avenue, New Holland, PA 17557

## SERVING: New Holland, Ephrata & Surrounding Areas

Musselman has been serving New Holland, Ephrata and the surrounding communities for years with top quality materials and services. We offer a wide variety of products including name brand roofing and siding supplies. Whether you need asphalt, metal or wood roofing, we have the selection to meet any of your project needs.



### LOCATIONS:

New Holland, PA - 717-354-4321

Ephrata, PA - 717-733-2241

### CORE PRODUCTS:

Roof Shingles & Accessories

GP Vinyl Siding

All Siding Accessories

Cellwood Shutters

Lumber & Building Products

Stairs & Railing

Cabinets & Countertops

Decking & Railing

Windows & Doors

Moulding & Millwork



## CONTACT:

Kim Craley - VP, Procurement

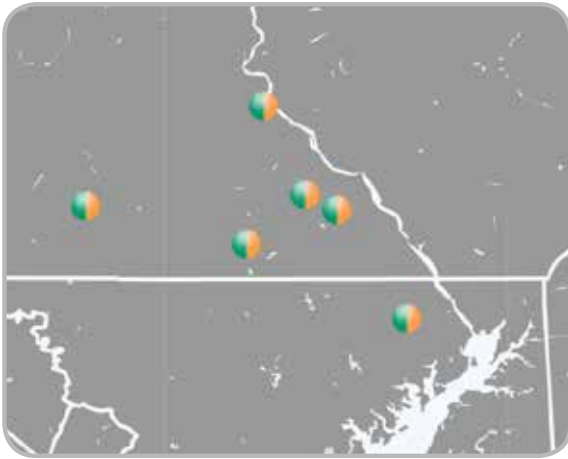
E: kim.craley@jhmsn.com

O: 717-814-4421 | C: 717-577-0312

2200 Monroe Street, York, PA 17404

## SERVING: South Central Pennsylvania & Northern Maryland

Finding the perfect solution for your customers roofing needs is easier than ever with all of the in-stock roofing products that John H. Myers & Son has to offer. As a one-stop-shop roofing supplier, we offer name brand, reputable products, vast selection, in-house roofing specialists, training programs, sales assistance and more.



### LOCATIONS:

Bel Air, MD - 410-638-9681

Camp Hill, PA - 717-737-0471

Chambersburg, PA - 717-263-9151

Dallastown, PA - 717-244-4077

Hanover, PA - 717-632-0217

York, PA - 717-792-2500

### CORE PRODUCTS:

Roof Shingles & Accessories

CertainTeed Siding

James Hardie Siding

Mid-America Siding Accessories

All Siding Accessories

Lumber & Building Products

Cabinets & Countertops

Decking & Railing

Windows & Doors

Moulding & Millwork



## MARK JONES:

“It took some time for our customers to trust that we’re in this business to stay and that we could deliver on our promises. With time and consistency we’ve been able to build our customer base of remodelers and also increase our roofing and siding sales to the new construction market with our OSR teams.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

#### DRIVING GROWTH IN TOP LINE SALES

- \$1.4 million 1st quarter 2012 inventory commitment
- 3 knuckle booms
- commitment to specialist sales & service talent



strong vendor relationships developed - special programs, joint sales calls, training, leads, plant tours, and installation seminars



2013 - expansion of delivery assets & broadened product offering

focused sales efforts: targets identified (for specialists & full line) - specific marketing programs & pricing incentives

attracting additional specialty talent to support demand - experienced inside sales specialists secured for 2 locations

transitioning of key locations to serve as hubs, resulting in improved customer service - more complete orders, more efficient & effective



## CONTACT:

Cory Poulin - President

E: cpoulin@poulinlumber.com

O: 802-766-4971 | C: 802-766-0242

3639 US Route 5, PO Box 289, Derby, VT 05829

## SERVING: Northern & Central Vermont

Poulin has been a leader in the building & remodeling industry in northern Vermont since 1936. Combined with a knowledgeable sales team that cover & maintain job site service, an experienced sales staff, and the fleet to get products to your project when you need them throughout New England, we are able to meet your specific needs as a valued customer.



## LOCATIONS:

Derby, VT - 802-766-4971

Enosburg Falls, VT - 802-933-2862

Hardwick, VT - 802-472-5581

Williamstown, VT - 802-433-1419

## CORE PRODUCTS:

Roof Shingles & Accessories

Siding & Accessories

Trim

Decking & Railing

Cabinetry & Countertops

Windows & Doors

Flooring

Sheetrock

Lumber & Plywood

Hardware, Fasteners & Tools

Insulation





## CONTACT:

Keith Freed - President

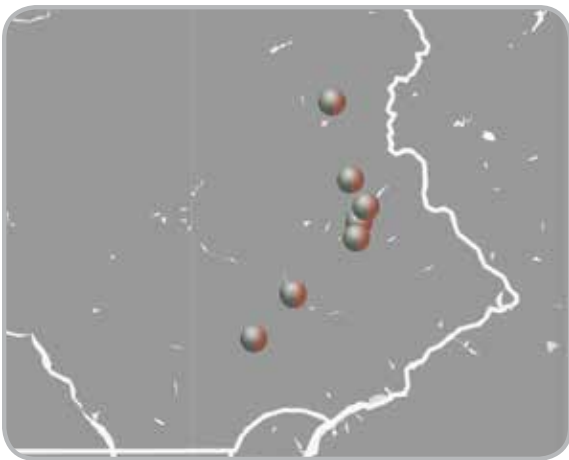
E: [kfreed@shellys.cc](mailto:kfreed@shellys.cc)

O: 215-723-5108 | C: 215-768-6452

3110 Old State Road, Telford, PA 18969

## SERVING: Eastern Pennsylvania

When quality & service matter the most, Shelly's delivers. We understand the demands of today's builders & our professional sales staff works closely with you to keep your project on schedule & on budget. Our estimating, design, manufacturing, sales, and delivery staffs all come together to make your projects a profitable success.



### LOCATIONS:

Telford, PA - 215-723-5108

Perkasie, PA - 215-257-6842

Bethlehem, PA - 610-432-4511

Souderton, PA - 215-723-4304

Downingtown, PA - 484-698-6080

Kimberton, PA - 610-933-1116

Quakertown, PA - 267-733-0550

Exton, PA - 484-698-6080

### CORE PRODUCTS:

James Hardie Siding

LP Diamond Kote

Fir Plywood & SYP Plywood

Lumber & Building Products

Pre-Manufactured Components

Roof Trusses

Floor Trusses

Wall Panels

Full Line Engineered Wood Products

Insulation

Tools & Hardware

Cabinets & Countertops

Decking & Railing

Windows

Interior & Exterior Doors

Moulding & Millwork

Exterior Millwork & PVC Trim



## CONTACT:

Bob Rummel - Sales Manager, Roofing  
 E: brummel@universalsupply.com  
 O: 609-394-4949  
 292 Third Street, Trenton, NJ 08611

## SERVING: New Jersey, Southeastern PA & Northern Delaware

Universal Supply is the trusted resource for quality building materials and services throughout New Jersey, Southeastern Pennsylvania, and Northern Delaware. We have the building products builders and remodelers need, when they need them. As your one-stop-shop for residential roofing products and accessories, we have the brands you can trust and the service you need.



### LOCATIONS:

Cabinetry Design Centers:

Egg Harbor Twp, NJ - 609-569-1400	Cape May Court House, NJ - 609-465-8787
Haddonfield, NJ - 856-428-4411	Manahawkin, NJ - 609-597-4141
Ship Bottom, NJ - 609-494-5050	Vineland, NJ - 856-690-1700

Store & Cabinetry Design Centers:

Hammonton, NJ - 609-561-1213	Gloucester, NJ - 856-742-0200
Trenton, NJ - 609-394-4949	New Brunswick, NJ - 732-519-6767

Fasteners Division:

Riverside, NJ - 856-764-4411

Stores:

Pleasantville, NJ - 609-569-1300  
 Lakewood, NJ - 732-363-6111

### CORE PRODUCTS:

Roof Shingles & Accessories  
 Siding & Accessories  
 Trusses & Panels  
 Full Line Engineered & Framing Lumber  
 Interior Millwork & Trim  
 Exterior Millwork & PVC Trim  
 Cabinets & Countertops  
 Decking & Railing  
 Windows & Doors  
 Garage Doors  
 Specialty Tools & Fasteners



## BOB MATERAZZI:

“A primary focus for Universal is enhancing relationships with our customers by providing superior service. The new locations fill the gaps in our footprint, enabling us to better serve the customers in those areas. In the process, we also gain additional market share. It’s a win-win for both our customers and Universal Supply.”

### EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

- a core driver of growth
- market share expansion strategy development - expand existing footprint with full branches & strengthen product offering with showrooms
- May 2011 - 4 greenfield locations acquired in NJ
- new locations filled gaps in the footprint & enabled better service to customers, while capturing additional market share
- alignment with PLM strategy to accelerate roofing & siding growth
- investments in new facilities: technologies (WMS & AutoStack bin system), inventory and fleet
- recruitment of experienced teams to manage new locations
- achieved positive monthly EBITDA within the first 6 months, with a payback period of under 2 years

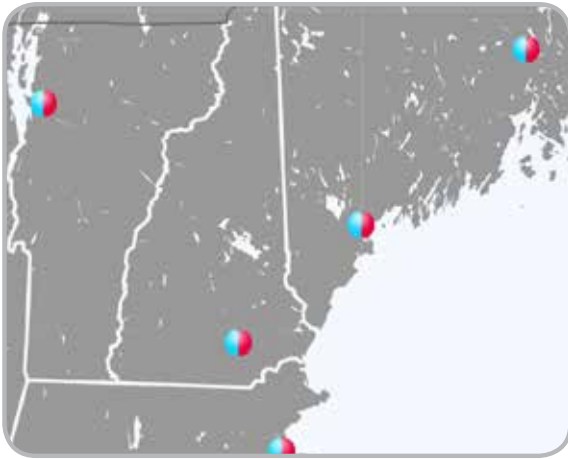


## CONTACT:

Ryan Fillion - Vice President  
E: ryan@wallboardsupplyco.com  
O: 603-965-1102 | C: 603-231-0097  
527 Mammoth Road, Londonderry, NH 03053

## SERVING: New England Marketplace, Northern & Central Vermont

When you're looking at options for asphalt shingle roofing, Wallboard Supply Company provides a variety of colors and accessories to meet your project's needs. We've partnered with the industry's best brands to provide commercial and residential shingle solutions and accessories at competitive prices while delivering superior service to our customers.



### LOCATIONS:

- Londonderry, NH - 603-434-4597
- Braintree, MA - 781-535-6771
- Portland, ME - 207-321-7625
- Hermon, ME - 207-848-1700
- Williston, VT - 802-863-8897
- American Masons & Building Supply Co. -  
Hartford, CT - 860-522-7291

### CORE PRODUCTS:

- Roof Shingles & Accessories
- Metal and Asphalt Shingle Roofing
- Siding & Accessories
- Metal Framing
- Drywall, Finishes & Trims
- Insulation
- Acoustical Ceilings & Products
- Lumber Products
- Weatherization Products
- Windows & Doors
- Fasteners
- Firestop & Sealants
- Cabinets
- Flooring
- Building Materials



# RYAN FILION:

“Creation of our Exteriors Division & expanding our product mix has allowed us to sell deeper into our existing customer base. The roofing and siding product categories were a natural fit for us and aligned with our existing core competencies.”

## EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

### LAUNCH OF EXTERIOR DIVISION

comprehensive market analysis to evaluate business opportunity

hiring of focused GM to manage the business and rebrand division



- partnership with key vendors
- investment in inventory & warehouse space
- additional delivery vehicles & equipment
- hiring of roofing sales specialist

sales training with OSR's to bridge new construction roofing sales

open house / launch events at 3 locations:

- Hermon, ME
- Portland, ME
- Williston, VT

promotion of investment in inventory and equipment through sales and marketing









## US LBM SOUTHEAST OPCO'S





## CONTACT:

Gary Medlin - Manager

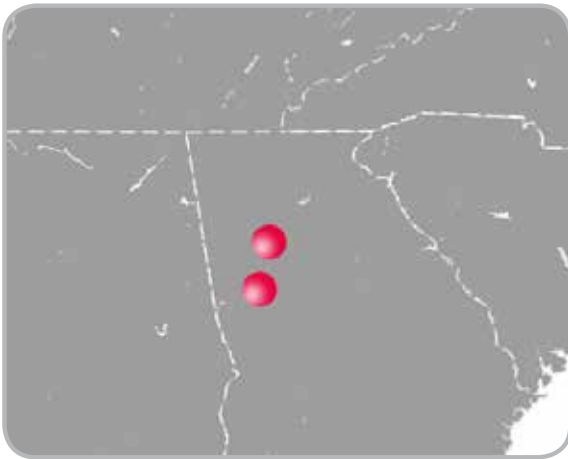
E: gary.medlin@bsabuildingsupply.com

O: 770-439-0101 | C: 770-265-3164

3194 Florence Road, Powder Springs, GA 30127

## SERVING: Georgia, Alabama, Tennessee, Louisiana

BSA is a leading distributor of residential exterior building products to contractors in the greater Georgia market. We carry a large inventory and a wide variety of exterior building products. BSA is your one-stop-shop for roofing and siding products and accessories. We have the quality, name brands you can trust and the service you need to get the job done.



### LOCATIONS:

Powder Springs, GA - 770-439-0101

Newnan, GA - 770-251-0099

### CORE PRODUCTS:

Roof Shingles & Accessories

Royal Siding

Mitten Siding

James Hardie Siding

CertainTeed Siding

Nichiha Siding

All Siding Accessories

Atrium Windows

Silver Line Windows

Thermal Windows

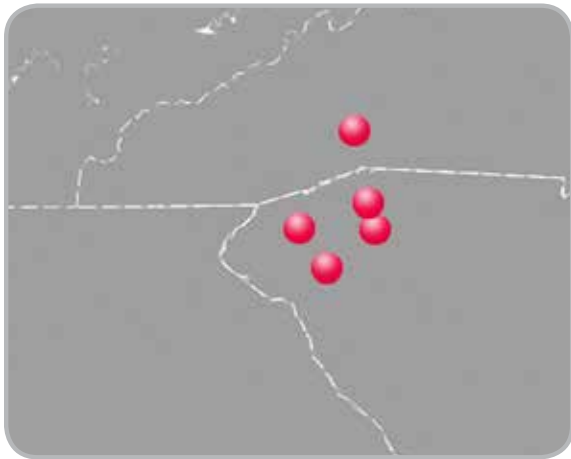


## CONTACT:

Nick Campbell - Sales Manager, Roofing Division  
E: [ncampbell@gbsbuilding.com](mailto:ncampbell@gbsbuilding.com)  
P: 864-423-3379  
11 Geneva Ct., Greenville, SC 29607

## SERVING: Carolinas & Georgia

No matter where you live, a quality roofing system provides long-lasting protection from the elements. Whether you're protecting a home from sun, wind, rain or snow, GBS Building Supply is the right source for residential roofing materials. From simple roof coverings to architectural shingles, accessories and related building products, GBS Building Supply delivers it all.



### LOCATIONS:

- Corporate Office | Greenville, SC - 864-288-3627
- Drywall Division | Greenville, SC - 864-286-2364
- GBS Store | Anderson, SC - 864-225-0555
- GBS Store | Mauldin, SC - 864-288-6754
- GBS Store | Six Mile, SC - 864-868-9900
- GBS Store | Hendersonville, NC - 828-697-2471

### CORE PRODUCTS:

- Roof Shingles & Accessories
- Siding & Accessories
- Lumber & Plywood
- Decking & Railing
- Windows
- Doors
- Cabinets
- Insulation
- Columns
- Moulding
- Locks
- Millwork



## CONTACT:

Greg Yarmesch - Operations Manager  
E: gyarmesch@coastalroofingsupply.com  
O: 727-540-0300 | C: 727-423-5230  
11620 43rd Street North, Clearwater, FL 33762

## SERVING: State of Florida

At Coastal Roofing Supply you'll find a wide variety of top brand roofing materials. We stock a vast inventory of roofing products and accessories manufactured by the major suppliers in Florida's roofing industry.



### LOCATIONS:

Clearwater, FL - 727-540-0300

Rockledge, FL - 321-639-1537

### CORE PRODUCTS:

Roof Shingles & Accessories

Waterproofing Products

Coatings

Fasteners

Tapered Insulation Systems

Ventilation Products

Skylights

Specialty Hand Tools





# GREG YARMESCH:

“US LBM’s investment in Coastal has put us on the same playing field as our competitors. We’re sharing our new value proposition with customers and prospects within our footprint and are steadily capturing additional market share.”

## EVOLUTION OF A 1 STEP ROOFING & SIDING DISTRIBUTOR

1 step roofing enterprise with deep roots in Tampa & Rockledge markets



US LBM investment to enhance service competencies & talent

realignment with core vendor partners

sales & marketing plans developed to share value proposition and further establish brand



relaunch with grand opening relationship events



target lists developed with vendor partners & sales team:

- ride along / sales blitzes scheduled
- incentive promotions / specials / programs

CRS expansion opportunities being evaluated



## CONTACT:

Mike McGuigan - Operations Manager  
E: MikeM@joneslumber.us  
O: 772-318-6980 | C: 772-359-6275  
7408 Commercial Circle, Ft. Pierce, FL 34951

## SERVING: South Florida & Caribbean Markets

Jones Lumber Company is Boca Raton & Fort Pierce leading resource for new home builders, remodeling contractors and commercial building projects. We can be your complete source of building materials from dimensional lumber of all species to roofing, docks and decks.



### LOCATIONS:

Jones Lumber | Boca Raton, FL - 561-391-3995

Jones Lumber | Fort Pierce, FL - 772-460-0447

### CORE PRODUCTS:

- |                              |                              |
|------------------------------|------------------------------|
| Collated & bulk nails        |                              |
| Roof Shingles & Accessories  | Concrete forming accessories |
| Deck, Dock & Marine Supplies | Pneumatic fasteners & tools  |
| Dimensional Lumber           | Power tools                  |
| Pressure Treated Lumber      | Rebar & accessories          |
| Southern Yellow Pine         | Safety equipment             |
| Plywood Helm                 | Smart Vent                   |
| Cedar                        | Structural hangers           |
| Hem Fir                      | Windows                      |
| Spruce                       | Doors                        |
| Plywood                      | Trim                         |
| Adhesives & caulks           |                              |
| Blades & drill bits          |                              |



## CONTACT:

Jimmy Martin - VP of Operations

E: [jrm@rbsc.net](mailto:jrm@rbsc.net)

C: 239-633-7868

990 1st Avenue, North Naples, FL 34102

## SERVING: South Florida

Raymond Building Supply serves several counties in South Florida, including Lee, Collier, Sarasota, Manatee, Hillsborough, Palm Beach, Broward & Miami-Dade. Raymond provides a range of products, such as roofing, lumber, trusses, garage doors, windows, doors, cabinets, appliances and custom millwork, to residential and commercial customers.



### LOCATIONS:

North Fort Myers, FL - 239-731-8300

Naples, FL - 239-278-1334

Naples, FL - 239-348-7272

North Port, FL - 941-429-1212

Pompano Beach, FL - 954-428-0422

### CORE PRODUCTS:

Roof Shingles & Accessories

Trusses

Lumber

Custom Millwork

Cabinetry

Windows

Appliances

Doors

Garage Doors & Openers

Storm Protection



# CONTACT:

Joe Todd - Chief Operating Officer

E: JTodd@RosenMaterials.com

C: 305-906-1612

1371 Sawgrass Corporate Pkwy., Sunrise, FL 33323

## SERVING: Florida, Georgia, Nevada, Illinois, Alabama & The Caribbean

Rosen Materials is a leading distributor of residential and commercial building products in the United States & the Caribbean. With locations strategically positioned in major metropolitan markets in the Southeast, Northeast, Midwest and Southwest, Rosen can service home builders and general contractors in many of the largest construction markets in the country.



### LOCATIONS:

- Dayton Beach, FL - 386-257-7869
- Ft. Lauderdale, FL - 866-866-2529
- Ft. Myers, FL - 239-313-2050
- Ft. Pierce, FL - 772-742-1910
- Ft. Walton Beach, FL - 850-243-5117
- Gainesville, FL - 352-378-6295
- Jacksonville, FL - 904-292-2000
- Lakeland, FL - 863-647-4100
- Miami, FL - 786-573-9288
- Exports / Miami, FL - 305-687-7148
- Tampa, FL - 813-628-8238
- Naples, FL - 239-597-0236
- Orlando, FL - 407-852-9033
- Palm Beach, FL - 561-848-0699
- Panama City, FL - 850-769-2243
- Pensacola, FL - 850-432-1531
- Rockledge, FL - 321-433-3403
- Sarasota, FL - 941-351-4945
- Tallahassee, FL - 850-513-1764
- Tampa, FL - 813-628-8238
- Wildwood, FL - 352-689-0251
- Alpharetta, GA - 770-378-9510
- Jonesboro, GA - 770-477-6666
- Covington, GA - 770-788-8061
- Winder, GA - 678-975-3282
- Reno, NV - 775-971-9062
- Las Vegas, NV - 702-639-9111
- Chicago, IL - 708-354-0521
- Mobile, AL - 251-653-4277

### CORE PRODUCTS:

- Gypsum & Accessories:
  - American Gypsum
  - CertainTeed
  - Georgia Pacific
  - Continental
  - National Gypsum
  - Pabco Gypsum
  - United States Gypsum
- Metal Products:
  - Rosen Manufacturing
  - CEMCO
  - ClarkDietrich
  - CRACO
- Marino\WARE
- Ram Sales
- Telling Industries
- LBM Products:
  - Roof Shingles
  - Roofing Accessories
- Cabinetry:
  - Aristokraft
  - Dynasty
  - Elmwood
  - Kitchen Craft
  - Mid Continent
  - Omega
  - Plain & Fancy









## US LBM SOUTHWEST OPCO





## CONTACT:

Terry Ono - President

E: [terryono@desertlumber.com](mailto:terryono@desertlumber.com)

O: 702-400-0211 | C: 702-642-7800

4950 North Berg Street, Las Vegas, NV 89081

## SERVING: Las Vegas Markets

Desert Lumber & Truss is a leading, full-service provider of lumber, OSB, panels, EWP, roof and floor truss systems, as well as a range of tools and equipment for roofing, framing and specialty contractors in the Las Vegas market.



### LOCATIONS:

Desert Fasteners & Supply | Las Vegas, NV - 702-589-9999

Desert Lumber | North Las Vegas, NV - 702-642-7800

Desert Truss | Las Vegas, NV - 702-642-7800

Integrity Truss | Cedar City, UT - 435-865-6895

### CORE PRODUCTS:

- |                            |                      |
|----------------------------|----------------------|
| Framing Lumber             | Resawn T1-11 Siding  |
| Green Douglas Fir          | Sturd-I-Floor        |
| Kiln Dried                 | T&G Sheathing        |
| SPF Fascia Board           | EWP                  |
| Spruce Pine Fir Kiln Dried | Glulam Beams         |
| T&G SPF                    | I-Joists             |
| Treated                    | Microllam LVL        |
| Plywood, OSB, Shear Walls  | Parallam PSL         |
| CDX Plywood                | TimberStrand LSL     |
| Finish Grade (AC) Plywood  | Roof & Floor Trusses |
| OSB                        | Fasteners            |
| Pre-Engineered Shear Walls |                      |

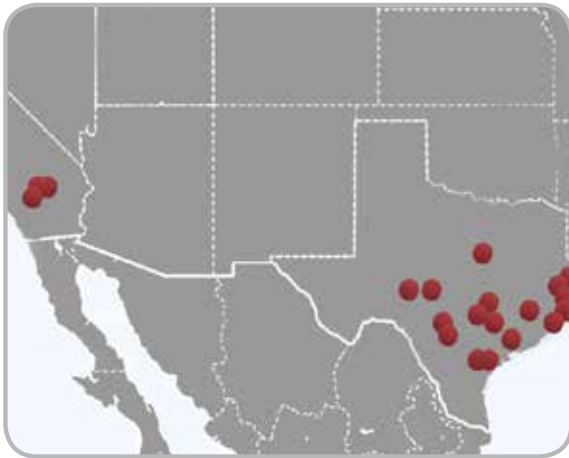


## CONTACT:

Chris R. Miller - President  
E: c.miller@parkerlumber.net  
O: 409-898-7000 | C: 409-553-1386  
2192 Eastex Freeway, Beaumont, TX 77703

## SERVING: Texas & California Markets

Parker's operates 18 locations throughout Texas under the name of Parker's Building Supply and an additional 4 units in Southern California as Parker's Builders Supply. Parker's provides a wide array of hardware, paint, power tools, windows, doors, cabinetry, lumber, building materials, and lawn and garden tools to the DIY consumer, remodeler and professional contractor.



### LOCATIONS:

Corporate Office | Beaumont, TX  
409-898-7000

#### Texas:

- |                              |                          |
|------------------------------|--------------------------|
| Beaumont - 409-898-7000      | Clifton - 254-675-2220   |
| Crystal Beach - 409-684-6850 | Elgin - 512-285-3431     |
| Hondo - 830-426-3327         | Houston - 713-694-6658   |
| Jasper - 409-384-3100        | Junction - 325-446-2243  |
| Palacios - 361-972-5500      | Pearsall - 830-334-3091  |
| Port Arthur - 409-983-2745   | Refugio - 361-526-2144   |
| Seguin - 830-379-1011        | Shiner - 361-594-3336    |
| Silsbee - 409-385-3729       | Sinton - 361-364-3600    |
| Sonora - 325-387-3542        | Woodville - 409-283-7780 |

#### California:

- Desert Hot Springs - 760-329-8718
- Palm Springs - 760-323-1926
- Twentynine Palms - 760-367-0583
- Yucca Valley - 760-365-1000

### CORE PRODUCTS:

- Roofing & Siding
- Trusses & Panels
- Full Line Engineered & Framing Lumber
- Interior Millwork & Trim
- Exterior Millwork & PVC Trim
- Cabinets & Countertops
- Decking & Railing
- Windows & Doors
- Garage Doors
- Specialty Tools & Fasteners

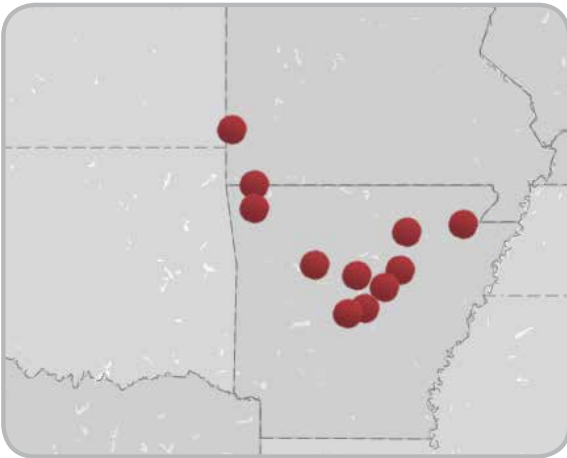


## CONTACT:

Kirk Smith - Purchasing Manager  
E: kasmith@arkansaswholesalelumber.com  
O: 501-268-3929 | C: 501-281-7906  
125 Henry Farrar Drive, Searcy, AR 72143

## SERVING: Arkansas & Missouri Markets

Founded in 1971 by Homer and Wayne Ridout, Ridout has grown into the largest privately owned building products and materials dealer in Arkansas. Ridout supplies a wide range of products to both professional builders and do-it-yourselfers, including lumber, windows, doors, roofing, cabinets, decking and flooring and provides design and installation services.



### LOCATIONS:

Corporate Office | Searcy, AR  
501-268-3929

#### Arkansas:

- Rogers - 479-621-8900
- Fayetteville - 479-587-8900
- Russellville - 479-968-8900
- Batesville - 870-793-6612
- Jonesboro - 870-935-8900
- Searcy - 501-268-7119
- Searcy - 501-268-3929
- Cabot - 501-843-1298
- Conway - 501-329-3868
- Little Rock - 501-565-0964
- Benton - 501-794-0514

#### Missouri:

- Joplin - 417-624-5100

### CORE PRODUCTS:

- Roofing & Siding
- Cabinets & Countertops
- Columns
- Moulding, Trim & Staircases
- Decking & Railing
- Doors & Windows
- Drywall
- Engineered Wood Products
- Fasteners & Hardware
- Flooring
- Insulation
- Lumber & Veneers
- Plumbing



# STRATEGIC PARTNERSHIP OPPORTUNITIES



## THE US LBM 10 COMMITMENT'S TO YOU:

**1. Partnership with Mutual Business Plan**

**2. Be Your Incremental Growth Distributor**



**3. Earn Mutual Incremental Sales & Market Share**

**4. Promote Sales of Total System**



**5. Upsell to Premium Products**

**6. Promote & Sell Emphasis Products**

**7. Represent Loyalty Program**



**8. Promote Certification of Contractors & Remodelers**

**9. Market Price Stewardship**

**10. Share Market Intelligence**





# STRATEGIC PARTNERSHIP OPPORTUNITIES

## STRATEGIC PARTNERSHIP OPPORTUNITIES:

### NATIONAL COVERAGE & SUPPORT:

**US LBM - Henry Rosehill, Roofing & Siding Product Line Manager**  
C: 314-852-0333 E: henry.rosehill@uslbm.com

US LBM - Tiffany Reeder | Cabinetry Product Line Manager | tiffany.reeder@uslbm.com | 980-297-6206

US LBM - Jim Mackall | Fasteners Product Line Manager | jim.mackall@uslbm.com | 916-517-2797

US LBM - Roger Greenhagel | Deck, Rail & Trim Product Line Manager | roger.greenhagel@uslbm.com | 224-325-7571

### Regional Management & Support:

Dedicated specialists/experts  
Operating Companies  
Vendor Partners

### Leveraged Size & Scale:

Purchasing power  
Inventory – depth and breadth across all divisions  
Consistent and readily available supply  
Competitive pricing

### Vendor Relations:

Two-way significant commitments  
Customized programs and solutions

### Professional Marketing & Sales Assistance:

Displays for showrooms or in-home selling  
Visualizing tools & technologies  
Training for corporations and teams  
In-house specialized marketing department to help you sell  
Business information & data – access to critical market data

### Individual Division Markets & Relationships:

Market expertise - commercial and residential  
Full product lines available:  
roofing, siding, windows, doors, millwork, cabinets, decking,  
railing, drywall, fasteners, and building products  
Opportunities for additional leads  
Growth in new markets

### Mobile App Technologies:

Track job site deliveries  
Check account information  
Notification of division's promotions  
View upcoming division events

### Storm Response Initiatives & Plans:

Division's business model supports quick response  
Inventory and fleet to support needs  
Experienced team

### Company-Wide Commitment to Six Sigma:

Improvement of quality goods provided  
Improvement of services rendered  
Dedicated to increased customer satisfaction  
On-going input gleaned from customers  
Management of after sales customer services





Products & Services for Your Profitability