

# Creative ideas for your customers: Spring wood projects

SPRING HAS SPRUNG, and DIY activities are ramping up! Well, to be honest... they've *been* ramping up since early 2020, thanks to more people staying home!

According to *Family Handyman*, home improvement spending has increased dramatically throughout 2020: average household spending on home services in the US rose to \$13,138 in 2020, representing a \$4,000 increase year-over-year. On average, U.S. households spent \$8,305 on home improvement projects, with the primary reasoning being the increased time people spent at home during the pandemic.

*Inc.* magazine took a deeper look at the market and is predicting the do-it-yourself arena to exceed \$13.9

billion by the end of this year. From the same *Inc.* article, statistics from Hometalk (the world's largest DIY community) are shared in which specific projects centering on the backyard and home accessories are skyrocketing.

Why is this happening? We think there are many reasons.

First of all, we've been centered at home for more than a full year. We work from home, we live at home, we do everything at home. And when we're at home, with nothing much else to do but work and look at our house... that list of projects is naturally going to grow. And grow! What better time to feather our nests and make our homes look and feel exactly how we want them to than when

we're all working from home.

Secondly, and somewhat related, when we break the day-to-day routines we've held for years, it allows space for creativity to grow. Gone are the hours-long commutes, replaced now with eating supper on the screened-in porch. Which gives time for daydreaming about accent projects and so much more.

So how can you, our lumber dealer friends, capitalize on this trend? As spring continues to spring and the world is slowly and safely starting to re-open, we do expect these DIY numbers to continue to increase. The time is now to jump on board and have a list of projects ready to share with your customers. When they come in looking for guidance and ideas, be their ultimate resource (and then turn around and sell them the wood they need to make their project dreams come true!).

Here are a few project ideas we're seeing for those customers looking for a home refresh and perhaps a new way to use nature's most renewable building material, real wood:

**Accent walls.** Tired of staring at (literally) the same four walls? Spruce up a room with eastern white pine wainscoting/beadboard or a full accent wall featuring tongue-and-groove paneling. Seal the wood with its natural color and watch the sunlight add a warm glow to the room; paint the paneling a light neutral color and the room feels brighter, larger, and takes on a whole new personality.



FROM CEILINGS on down, homeowners have stepped up remodeling activity to record levels.