

Attractive, Affordable, and Green: Neil Kelly's New Simply Naturals Cabinets

Neil Kelly will launch its limited edition "Simply Naturals" cabinet line.

"Our new line maintains our highest quality standards at an affordable price," says Mark "Smitty" Smith, president of the Neil Kelly Cabinet Company. "We're so pleased to offer attractive, reasonably priced, off-the-shelf cabinets to our customers. It's especially important to us to provide excellent options at a modest price point."

"Simply Naturals" cabinets meet Neil Kelly Company's hallmarks:

- Appealing, clean lines that facilitate mix-and-match configurations
- High-quality construction, backed by a five-year limited warranty
- Commitment to environmental practices.

To ensure moderate prices, we offer Simply Naturals Cabinets in select styles and finishes. Our cabinet specialists craft each order to meet our four-week delivery target.

Like all of our cabinet lines, "Simply Naturals" reflects our dedication to the use of resource-responsible products, from natural wood to no-added-urea formaldehyde agri-board, low-VOC glues and binders, and natural furniture-grade finishes. The cabinets meet current national and international air quality standards, including California emission regulations, and Forest Stewardship Council and US Green Building Council manufacturing standards.

Pictured Below: Oregon Remodelers Association Outstanding Remodeling Achievement Awards Whole House Remodel 1st place in category - Janie Boyd, CKD, CBD, CAPS, NCIDQ



Community Connections

Even in these hard economic times, Neil Kelly people have been giving back to the community. It's part of our vision for ourselves, as employees and global citizens.

Staff members have supported dozens of important groups. That's especially crucial at this time, as donations to these organizations have shrunk in response to the changing economy.

We are particularly grateful that Neil Kelly Company employees actually have increased the donations they make through voluntary payroll deductions to the United Way and EarthShare of Oregon. EarthShare provides funds to environmental groups throughout Oregon.

Window of Opportunity Now Open for Home Remodeling

by Randy Hudson, VP Sales

Neil Kelly has been in the remodeling business for over 62 years. And it's no secret that business volume during this recession has been disappointing for us as it has been for the entire construction industry.

We've been eager to see signs that the worst is behind us. And we are now seeing those signs from a variety of sources.

What will this mean to remodeling firms like Neil Kelly? And what will it mean to homeowners considering improvement or remodeling projects for their homes?

Nobody can say for sure, but after more than six decades in the business the Neil Kelly Company has experience with post-recession rebounds. And that memory is motivating our own employees and managers to pursue their personal remodeling projects now.

What's Been Happening in the Last Year?

- Due to the volume of business it produces (over 30,000 Portland remodeling jobs since the company was founded in 1947) and its reputation for customer satisfaction (95.7% current customer satisfaction rating, 2009 year-to-date), vendors, trade contractors and suppliers continuously seek to be included in the Neil Kelly family of preferred providers in Oregon. During the peak of this recession, Neil Kelly proactively and successfully approached these partners in an aggressive and successful effort to secure temporary reduced pricing.
- Neil Kelly Company instituted its own cost-cutting measures including pay reductions, layoffs and elimination of all non-urgent expenses. Consequently, we've been able to temporarily reduce the profit margins on all our jobs.
- Throughout these challenging times Neil Kelly has maintained a strong staff of nationally recognized designers and superior construction talent.

What's Going On Now?

- All the national market indexes continue to gyrate, but the overall trend appears very positive. We have to look back nearly a year to find the Dow, NASDAQ and S&P 500 as high as we are seeing today.
- The Fed's have announced the recession may be over.
- Home sales have begun to rebound. New home construction is on the rise.
- Pressures from these initial increases in demand are already impacting vendors, suppliers and subcontractors in the construction sector, including our own here in Oregon.
- Today, the best quality is available right now at an attractive price.

The Opportunity Window is Open Now

Sixty-two years of hindsight tells us to anticipate the following in the months ahead:

- Economic recovery will feed pent-up consumer demand
- Already shrinking product inventories will be temporarily, but rapidly, exhausted by all segments of the revitalized construction sector. Consumer options will be restricted until manufacturing and distribution catches up to the recovered economy
- Manufacturers will eventually sense and exploit a renewed pricing opportunity
- Competitive demand for superior craftspeople will create delays in project completion
- For the unwary, slow acting or non-discriminatory consumer, substandard workmanship will fill some of the void

Is it Time to Call Neil Kelly?

- ✓ Neil Kelly's highly regarded design, products, service and craftsmanship are available immediately for the Portland/Vancouver, Lake Oswego, Bend and Eugene markets.
- ✓ Pricing today for Neil Kelly customers is more attractive than in many years.
- ✓ Product choice today is still robust.
- ✓ The Neil Kelly warranty of satisfaction continues to beat the industry standard.
- ✓ True to company policy, the Neil Kelly bid is a promise. Neil Kelly delivers on budget 100% of the time, barring customer changes or unforeseen structural surprises.
- ✓ Toll Free: 866-691-2719

Eastside Showroom
804 N Alberta
Portland, OR 97217

Westside Showroom
15573 SW Bangy Rd.
Ste 100
Lake Oswego, OR 97035

Eugene Showroom
2817 Oak St.
Eugene, OR 97405

Bend Showroom
190 NE Irving Ave
Bend, OR 97701

Energy Efficiency: Do It First and Do It Right!

At a recent conference in Portland, international program evaluation expert Nick Hall of TecMarketWorks predicted that, to significantly reduce climate change, "the United States will have to re-envelope all buildings in the nation."

We're ramping up quickly to meet that demand. Let me highlight a few of the most exciting developments.

First, we've been selected to provide home energy-efficiency services through the Clean Energy Works Portland pilot program. The program, which will be funded by a significant portion of Portland's federal Energy Efficiency and Conservation Block Grant allocation, already is earning national recognition as a pioneering partnership linking local jobs, climate protection, and community benefits. It offers one-stop-shopping support and simplified financing for weatherization, space heating, and hot water systems. If you sign up to be one of the 500 households that participate in the first year, please check Neil Kelly on your application and you'll be referred to us directly. Visit www.cleanenergyworks.org for information.

Second, we can help you qualify for the many federal and state tax credits and other incentives that make energy-efficiency improvements and renewable-energy projects significantly more affordable. As a long-time Energy Trust of Oregon trade ally, we have the latest information about their incentives and make it easier for you to receive them.

Third, our rapidly growing Home Performance team has never been better equipped to help you save energy and money. We're very pleased that Chad Ruhoff, a talented and dedicated "green" builder from Eugene, has joined our team as the Home Performance Building Envelope Specialist. Our clients are eager to have the Home Performance Team audit their home, install insulation, other weatherization measures, windows, and high-performance heating, cooling, and lighting equipment. Call us today to get started.





COBA Fall Home Show
October 16-18
Deschutes County Fair and Expo Center
& Remodeling Seminars start in
September for schedule
www.neilkelly.com

Lane County Fall Home Show
October 9-11
www.neilkelly.com/LEEDhome

Tour Tom Kelly's Mt. Home,
Saturday, October 3, 10-3
1st LEED® Certified Home on the West Coast in Parkdale, OR, directions at
www.neilkelly.com/LEEDhome

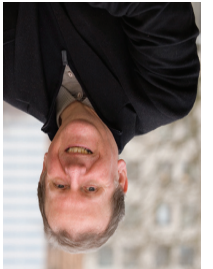
ORA Home Improvement Show
September 24-27
Oregon Convention Center
HOME IMPROVEMENT SHOW
September 24 - 27, 2009
Oregon Convention Center

Calendar of Events

for remodelers to provide home energy-efficiency improvement services. That's why every time we do any major remodeling project for you, we'll offer to do a comprehensive energy audit to pinpoint energy-efficiency improvements that will reduce your energy bills and make your home more comfortable and quiet. Get ready for even more dramatic improvements. Given how quickly 1st LEED® Certified Home on the West Coast in Parkdale, OR, directions at www.neilkelly.com/LEEDhome and people's habits are changing, I'll go out on a limb and predict that within ten years, we'll be making all homes "net-zero energy." That means that through energy conservation, energy efficiency, and onsite energy devices residents will produce all of the energy they need on an annual basis for space heating, water heating, cooling, lighting and other uses. Imagine! That will be fantastic!

products – everything from soy-based insulation to natural flooring and ceiling materials, and high-efficiency air-to-water heat pumps. Each fair emphasizes local, earth friendly items that have passed our staff's selection criteria. It's wonderful to hear lively discussions of how to use these exceptional products in our upcoming projects. One terrific project that exemplifies the green trend is the 937 NW Glisan Building. Located in Portland's bustling Pearl District, this new LEED® (Leadership in Energy and Environmental Design) certified condominium complex defines today's eco-urban living. Our Neil Kelly Cabinets enhance the homes' sleek lines and bright interiors. With all of the incentives available, from utilities, states and the federal government, it's a great time for everyone to improve the energy efficiency of their home. It's natural

This may surprise you, but this is a great time to remodel. As prices have dropped, more people are staying in and remodeling their homes. That's smart. And we're here to help. As we have since Dad started the company, we're finding innovative ways to save you money and be more environmentally friendly. The whole remodeling industry is shifting to the green ethic we pioneered. Everywhere I look, green is sprouting, from certification programs to magazines and products. It's both heartening and thrilling to be a leader in this movement. And we strive to stay ahead. Our EcoEffort team leads the way. For instance, they coordinate EcoFairs for our staff. We invite a dozen or so suppliers to showcase their new



Green Leadership

Go Paperless!

E-mail newsletter@neilkelly.com with your name and address as it appears on this newsletter and receive Neil Kelly e-news.

Neil Kelly Company is proud to partner with:

- BASCO
- CoHo Electric
- Décor Cabinets
- Dacor Appliances
- Chown Hardware
- Lakeside Lumber
- The Joinery
- Modern Plumbing
- The ReBuilding Center
- Reeb Millwork
- Wilsonville Carpet & Tile
- Rodda Paint
- Riverview Bank
- Appliance & TV Center
- New Dimensions Hardwood
- Brilliant Environmental Building Supplies
- Cascade Design Center
- Image Stonework
- Quality Builders Electric



Inside: Window of Opportunity

Now Open for Home Remodeling
Attractive, Affordable, and Green:
Neil Kelly's New Simply Naturals Cabinets
Energy Efficiency: Do It First and Do It Right!
Green Leadership

Pictured lower left: NKBA winner- 3rd place- Medium Kitchen Category and Best Before & After- Designer: Diane Foreman, CKD, CBD, CAPS

Pictured lower right Oregon Remodelers Association Outstanding Remodeling Achievement Awards Residential Bathroom 1st place in category- Michelle Rolens, CMKBD, CR, CAPS



866-691-2719 • www.neilkelly.com • 503-288-7461

OR CCB#1663 WA L&H#NEILKCI 18702

FSC Bug

Presort Standard
US Postage
PAID
Portland, OR
Permit 11

Since 1947
Neil Kelly

804 N Alberta
Portland, OR 97217