

NAHB Team Lumber Report (Aug. 2020-Jan. 2022)

Summary of Government Affairs Efforts on Lumber

Hill Activities

October 20, 2020: Nearly 100 Republican and Democratic lawmakers in the U.S. House send President Trump seeking urgent action on lumber supply shortages that have resulted in unprecedented price spikes

Mar. 4, 2021: Letter from Reps. Jim Costa (D-Calif.) and Jodey Arrington (R-Texas) to Biden Administration and Dept. of Justice on lumber issue, cited NAHB data

April 29, 2021: Legislators press United States Trade Representative Katherine Tai on a new Softwood Lumber Agreement (SLA) with Canada

May 6, 2021: Legislators press Commerce Secretary Gina Raimondo on focusing resources and attention to the lumber crisis

May 17, 2021: Nearly 100 Democratic and Republican lawmakers send letter to United States Trade Representative Katherine Tai urging action on a new Canadian Softwood Lumber Agreement (SLA).

May 26, 2021: Legislators press Commerce Secretary Gina Raimondo on holding a lumber supply chain summit.

December 20, 2021: More than 80 legislators sent letter to Department of Commerce Secretary Gina Raimondo decrying an increase in duties on imports of Canadian softwood lumber and urging action on a new Canadian Softwood Lumber Agreement (SLA).

January 19, 2022: Representative Kevin Hern (OK) at NAHB's urging takes to the floor of the United States House of Representatives to deliver a speech highlighting the lumber issue.

Ongoing: NAHB's Government Affairs team continues to meet with key Members of Congress on Capitol Hill to keep them (and their staff) up to date on the situation with lumber and building materials.

Lumber on Capitol Hill Video - <https://tinyurl.com/2b3kybha>

Outreach to Government Officials

Trump Administration:

NAHB Letter to U.S. Trade Representative Lighthizer (July 24, 2020)
NAHB Letter to Commerce Secretary Wilbur Ross (July 27, 2020)
NAHB Letter to President Donald Trump (Aug. 7, 2020)
NAHB Letter to U.S. Trade Representative Lighthizer (Sept. 2, 2020)
NAHB Letter to Agriculture Secretary Purdue (Sept. 2, 2020)
NAHB Letter to President Trump (Sept. 2, 2020)
NAHB Letter to Vice President Pence (Sept. 2, 2020)
NAHB Letter to Commerce Secretary Ross (Sept. 2, 2020)

Biden Administration:

NAHB Letter to President Joe Biden (Jan. 29, 2021)
NAHB Letter to Commerce Secretary Gina Raimondo (March 5, 2021)
Coalition Letter to Commerce Secretary Gina Raimondo (March 12, 2021)
NAHB Letter to Agriculture Secretary Tom Vilsack (March 15, 2021)
NAHB Letter to U.S. Forest Service (March 19, 2021)
NAHB Letter to U.S. Trade Representative Katherine Tai (April 22, 2021)

Meeting with White House staff from the Domestic Policy Council, National Economic Council and the Office of the Vice President (April 29, 2021)

Advocacy Meetings (Aug. 2020–Jan. 2022)

Aug. 19, 2020: Meeting with National Economics Council Staff and NAHB
Aug. 27, 2020: Meeting with Commerce Department staff and NAHB
Aug. 28, 2020: Meeting with National Economics Council Staff and NAHB Senior Officers
Sept. 25, 2020: Meeting with Commerce Secretary Ross and NAHB Senior Officers
March 11, 2021: Meeting with National Association of Attorneys General and NAHB Chairman
April 29, 2021: Meeting with White House staff from the Domestic Policy Council, National Economic Council and the Office of the Vice President
May 28, 2021: Meeting with Commerce Secretary Raimondo and NAHB Senior Officers
July 16, 2021: Biden Administration hosts first Housing Supply Chain Summit to investigate issues affecting lumber and building materials shortages and price increases. NAHB Chairman Chuck Fowke delivers state of the industry remarks to Administration officials including Commerce Secretary Gina Raimondo, HUD Secretary Marcia Fudge, Assistant to the President and Director of the National Economic Council Brian Deese, Assistant to the President and Director of the Domestic Policy Council Ambassador

Susan Rice, and Chair of the Council of Economic Advisers Cecelia Rouse.

August 3, 2021: Sens. Jerry Moran (R-Kan.) and Jeanne Shaheen (D-N.H.) hosted a virtual home building supply chain roundtable with Commerce Sec. Gina Raimondo to address disruptions that have resulted in soaring construction costs. During the meeting, representatives from the home building supply chain, including NAHB member Tommy Bickimer, president of Bickimer Homes and vice president of the Kansas City HBA, discussed the impact of these challenges.

Dec. 3, 2021: NAHB attended with Canada's Minister Ng and Canadian Ambassador to the U.S. Kirsten Hillman, along with other Senior Canadian officials and NAHB staff

Summary of Economic Efforts on Lumber

Economic Presentations

Mar. 11: National Association of Attorney Generals Lumber Presentation

Aug. – May: Local/state presentations on economic outlook, including lumber effects and specific talks about building materials supply chains.

Meeting with Top Department of Commerce Economist

On June 3rd, members of the economics shop met with the Chief Economist of the Department of Commerce, at his request, to do a “deep dive” into the complexities and nuances of the lumber supply chain, market concentration, barriers to trade, and the futures market.

NAHB staff had follow-up meetings with Commerce's chief economist in July and August, both extremely productive, and dialogue continues between the NAHB and Commerce Department's economics departments. The economics staff has helped with information gaps that we are uniquely positioned to fill due to our stock of proprietary data.

On Jan. 10, 2022, NAHB had a meeting with the Department of Commerce chief economist.

Research and Studies on Lumber Impact

Highlights:

The Economics team has completed market research and surveys to determine the impact of lumber cost increases on the industry. These metrics and findings have been used widely by all departments when discussing the impact of lumber.

Metrics and Surveys:

- The \$36,000 price impact estimate (average price increase for new home)
- Expanded the estimated effects on multifamily units to include rent increases
- The new priced out numbers (every \$1k prices out almost 154,000)
- Survey of challenges faced by top builders
- Survey of top builders' concerns for 2021
- Analysis of global softwood lumber exports, which countries' lumber meets framing standards, and where the U.S. sources overseas softwood lumber.
- We have begun to study the effects that past infrastructure packages have historically had on the cost of materials used in residential construction.
- Adding questions to the HMI survey each month to answer pressing questions regarding all building materials
- Publication of articles quantifying:
 - Building materials shortages (<https://eyeonhousing.org/2021/05/record-numbers-of-builders-report-material-shortages/>), and
 - The 26% increase in costs over the past 12 months: <https://eyeonhousing.org/2021/06/builders-report-26-percent-increase-in-material-prices/>

2022:

- Jan. 2022- NAHB Economics updated the lumber price impact estimate finding that lumber costs now add more than \$18,600 to the cost of a new home.
 - The information was also shared in a NAHB Now post: <https://nahbnow.com/2022/01/latest-wave-of-rising-lumber-prices-adds-more-than-18600-to-the-price-of-a-new-home/>
- Study on Domestic Sawmill Output Continues to Lag Home Construction posted to Eye on Housing (<https://eyeonhousing.org/2022/01/domestic-sawmill-output-continues-to-lag-home-construction/>).
- Eye on Housing post to run (Feb. 3) that puts 2021 prices in historical context to show just how unprecedented they were, even taking inflation into account.

Other Activities:

NAHB hosted a series of webinars for members on lumber and other supply-chain issues.

Summary of Media Relations Achievements on Lumber August 2020-January 2022

Media Coverage (August 2020-January 2022) NAHB has been mentioned in more than 18,220 articles on lumber in the time period from August 2020 through January 2022.

Highlights:

Late 2020:

NAHB has been mentioned or quoted in top tier outlets on the impact of rising lumber prices including: Fortune, Bloomberg, The Washington Post, The Wall Street Journal, Fox Business online and the Associated Press. A recent [Bloomberg article](#) quoted three NAHB Senior Officers on how lumber is impacting the industry, and ran in several other media outlets. Robert Dietz was also quoted by the Associated Press on lumber — an article that was picked up by dozens of other outlets as well. Jerry Howard and former NAHB chairman Tom Woods also were quoted in a recent Fox Business online article about building materials costs and delays.

2021:

On the broadcast media front, Jerry Howard appears monthly on the Fox Business Network show “Varney & Co.” and has mentioned lumber prices multiple times. Chuck Fowke was interviewed on Feb. 24 on Fox Business show “Making Money” and discussed rising building materials costs. Robert Dietz was interviewed March 3 on CNBC Power Lunch and also mentioned how lumber prices are harming affordability.

In March, Jerry Howard appeared on three Fox Business shows on lumber including The Claman Countdown, Cavuto Coast to Coast and The Varney Report. NAHB spokespersons have also done several recent radio interviews on outlets such as NPR Marketplace and Bloomberg Radio and Sirius XM show, the David Wells Show. In March, NAHB top officials conducted several interviews on local news affiliates throughout the country including WBTV (Charlotte, NC), WBEX-TV (Rockford, IL), WFLD-TV (Chicago, IL), WKRN-TV (Nashville, TN), KDFW-TV (Dallas, TX) and WTSP-TV (Tampa, FL).

In April, NAHB’s response to a U.S. Lumber Coalition opinion piece was published in Woodworking Journal. Jerry Howard appeared on Yahoo Finance TV, Fox Business Varney & Co, and Fox Business Cavuto Coast-to-Coast. On April 28, NAHB released its updated economic impact numbers which were picked up widely by the press including coverage in Fortune, CNN, CNBC and on dozens of local news stations across the country.

Media efforts in May ramped up even more, as outlets across the country continued to carry the message of the impact of soaring lumber prices. This month, CNN ran a lumber story quoting Chuck Fowke. Jerry Howard appeared on Fox Business shows Cavuto Coast-to-Coast and Varney & Co. to talk about how lumber prices are impacting the industry. Jerry was also interviewed on the Phoenix, Ariz. ABC affiliate and Jim Tobin was interviewed by the Fox News affiliate in Charlotte, NC on lumber prices. Robert Dietz was quoted in numerous articles on the impact of lumber prices, including stories in USA Today, the New York Times, Bloomberg, the Wall Street Journal and the Washington Post.

In June, Alicia Huey was interviewed for a national news segment on lumber prices on CBS This Morning. The interview was also aired on local CBS affiliates throughout the country, as well as on CBS Weekend News. Chuck Fowke was quoted and pictured in a lengthy story on lumber in USA Today, which also quoted David Logan. And the New York Times ran an article on the impact of lumber prices that quoted Chuck Fowke and Rob Dietz and featured a photo from Alicia Huey's jobsite. Chuck Fowke and Jerry Konter were also interviewed by the Washington Post on lumber. Other notable television hits include Jerry Howard on Yahoo Finance and Fox Business show, Varney and Co.

In July, Chuck Fowke had a column published in Barron's on lumber prices. Jerry Howard was also quoted in Fox Business Online on lumber. Jerry Howard had his regular interview on Fox Business, Varney and Co. where he discussed lumber and building supply shortages among other things. He was also interviewed on Yahoo Finance on the recent economic data and lumber prices. Jerry Konter and David Logan were also interviewed this month by Fortune, and Chuck Fowke did an interview on lumber that aired on NPR.

Jerry Howard continued his regular monthly interviews on Fox Business Network's Cavuto Coast to Coast where he regularly discussed lumber prices and other supply chain issues. NAHB also issues a statement from Chuck Fowke condemning the lumber tariffs, which got picked up by several media outlets. An Associated Press article in August quoting David Logan was picked up by dozens of other media outlets across the country.

2022:

Lumber and supply chain issues started to gain more traction in the media as prices began to rise again. In January, NAHB secured placement of an Op-Ed by Chuck Fowke in The Seattle Times, detailing the struggles with lumber. Jerry Howard was also interviewed this month on Spectrum News on the supply chain and building materials prices. This segment aired on dozens of television outlets throughout the country. Rob Dietz also weighed in on lumber prices and housing affordability on an NPR interview that also aired on multiple radio stations nationwide. NAHB's economics group has been quoted in numerous articles on their lumber data, including Rob Dietz in The

Washington Post, Marketwatch, Business Insider, CNBC and Barrons, and David Logan in Bloomberg. Finally, Jerry Howard appeared on Fox Business shows, Varney & Co. and Cavuto Coast-to-Coast this month to discuss topics including supply chain, lumber prices and overall housing affordability concerns.

Breakdown of monthly lumber coverage mentioning or quoting NAHB:

August 2020: 472 mentions
September: 598 mentions
October: 273 mentions
November: 189 mentions
December: 313 mentions
January 2021: 468 mentions
February: 729 mentions
March: 1,391 mentions
April: 1,584 mentions
May: 3,206 mentions
June: 3,631 mentions
July: 1,359 mentions
August: 1,130 mentions
September: 1,096 mentions
October: 316 mentions
November: 446 mentions
December: 287 mentions
January 2022: 729 mentions

Press Releases:

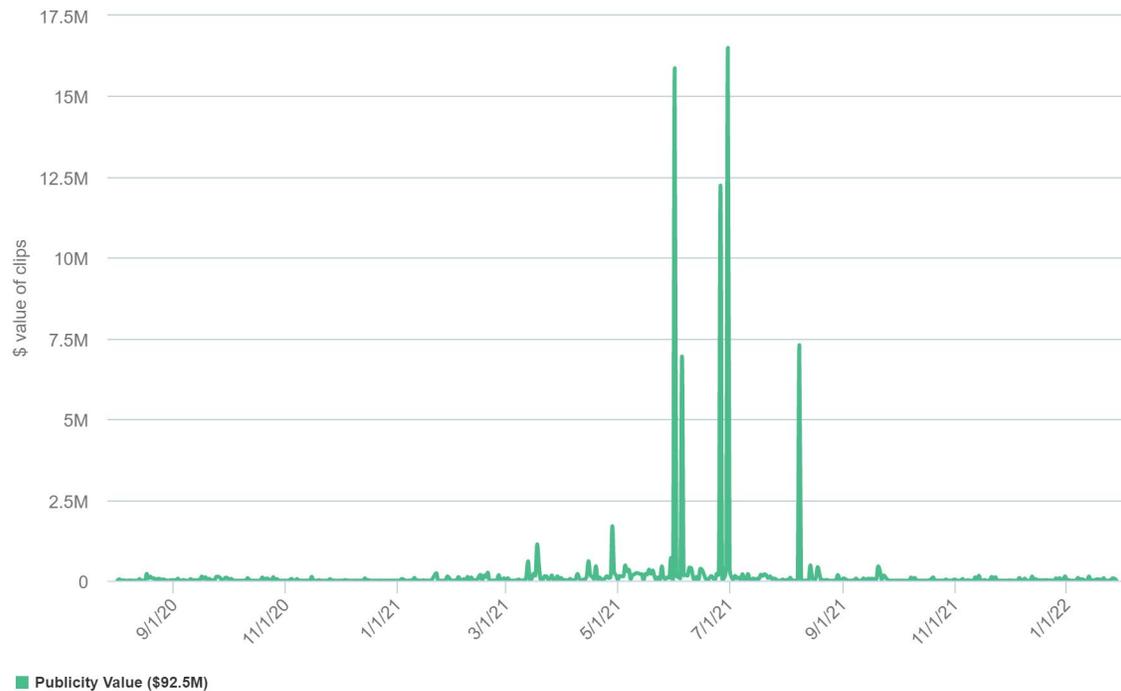
Since August 2020, NAHB has issued 90 press releases mentioning the struggles of high lumber and materials costs. The messaging has been included in standalone releases on the topic, as well as being worked in to press releases on housing and economic data.

Other vehicles pushing lumber messaging:

- Housing Headlines Newsletter: Newsletter going out to members including regular media coverage on lumber prices.
- OpEds/LTEs: Regularly pitch letters to the editor and op-eds to top media outlets.
 - Jan. 2022- Op-Ed published in the Seattle Times.
- Columns in trade media outlets: Secured monthly columns in trade publications including messaging on lumber.

Publicity Value: The value of the press coverage received in the period of time from August 2020 through January 2022 is \$92.5 million.

Value of Coverage



Summary of Lumber Outreach on the Blog, Website, Social Media and with HBAs Aug. 1, 2020-Jan. 31, 2022

NAHBNow Blog

Communications published **130 blog posts** about rising lumber prices from Aug. 1, 2020-Jan. 31, 2022. Lumber blog posts continue to be the most popular posts on the blog, generating thousands of views per week. Individual posts include:

January 2022

- Jan. 31: [NAHB Welcomes Biden Administration Move to Lower Lumber Tariffs](#)
- Jan. 19: [Single-Family Starts Post Double-Digit Gains in 2021](#)
- Jan. 18: [Home Builder Confidence Edges Lower on Inflation Concerns](#)
- Jan. 14: [Seattle Times Highlights NAHB's Opposition to Lumber Tariffs](#)
- Jan. 7: [Domestic Sawmill Output Continues to Lag Home Construction](#)
- Jan. 7: [Podcast: 2022 Economic Outlook with NAHB Chief Economist](#)
- Jan. 4: [Latest Wave of Rising Lumber Prices Adds More than \\$18,600 to the Price of a New Home](#)

December 2021

- Dec. 27: [Challenges We Faced in 2021: Building Material Prices](#)
- Dec. 23: [New home sales with lumber and building material supply chain messaging](#)
- Dec. 22: [Working in Tandem with NAHB, Lawmakers Send Strong Message on Lumber to Commerce Secretary](#)
- Dec. 17: [Residential Construction Inputs Higher Amid Record Material and Service Prices](#)
- Dec. 16: [Starts blog post with building material messaging](#)
- Dec. 15: [HMI post with supply chain messaging](#)
- Dec. 9: [GOP Leaders Hear Firsthand Account of How Supply Chain Woes are Harming Home Construction](#)
- Dec. 6: [NAHB Leaders Discuss Lumber Tariffs with Canadian Officials](#)
- Dec. 3: [Take Action Now to Fight Lumber Tariffs](#)
- Dec. 2: [Doubling Lumber Tariffs Add to Inflation Concerns](#)
- Dec. 1: [Sens. Shaheen, Moran Send Strong Message to Commerce Sec. Opposing Lumber Tariffs](#)

November 2021

- Nov. 24: [NAHB Condemns Commerce Action to Double Lumber Tariffs](#)
- Nov. 17: [Starts blog post with lumber-supply side messaging](#)
- Nov. 16: [HMI blog post with building material messaging](#)
- Nov. 11: [Housing affordability post citing lumber and building material supply chain](#)
- Nov. 10: [Material Prices Post Record Year-to-Date Increase](#)
- Nov. 2: [Podcast: Industry Leaders Tackle Supply Chain, Infrastructure Questions](#)
- Nov. 1: [NAHB Calls for Action on Canadian lumber](#)
- Nov. 1: [Video: Chairman's Update on the Supply Chain Crisis and the 'Great Resignation'](#)

October 2021

- Oct. 20: [NAHB Joins Lawmakers to Stand Up for Housing](#)
- Oct. 20: [Action on Supply Chain Bottlenecks, Tariffs Needed to Boost Housing Affordability](#)
- Oct. 19: [Starts post with building material messaging](#)
- Oct. 18: [HMI post with supply chain messaging](#)
- Oct. 7: [NAHB Calls on Biden to Act on Lumber and Supply Chain Bottlenecks](#)
- Oct. 7: [Podcast: The Reconciliation Package and Lumber Prices Back in the Headlines](#)

September 2021

- Sept. 21: [Starts release with lumber and building material messaging](#)
- Sept. 20: [HMI release with lumber and building material messaging](#)
- Sept. 9: [Building Material Prices: Large Increases Year-to-Date](#)

August 2021

- Aug. 18: [Housing Starts Down in July on Supply Chain Challenges](#)
- Aug. 17: [Builder Confidence at 13-Month Low on Higher Material Costs, Home Prices](#)
- Aug. 16: [Building Material Prices Climbing at Record Year-to-Date Pace](#)
- Aug. 5: [Housing Affordability Plunges on Soaring Material Costs, Rising Home Prices](#)
- Aug. 4: [Builders Engage Policymakers in Supply Chain Roundtable](#)
- Aug. 2: [Video: NAHB Chairman Details Lumber Victories, Ongoing Work Ahead](#)

July 2021

- [Top Canadian Official Tells NAHB Canada Seeks New Lumber Trade Deal](#)
- [Led by OSB, Lumber Products Now Add Nearly \\$30K to the Price of a New Home, \\$92 to Rent](#)
- [Builder Confidence Edges Lower as Material Challenges Persist](#)
- [At NAHB's Urging, White House Holds Supply Chain Summit](#)
- [OSB Prices Have Skyrocketed More than 500% Since January 2020](#)
- [Fed Chairman Expresses Hope Building Material Bottlenecks Will Be Alleviated](#)
- [NAHB Urges Congress to Enact Policies to Help Builders Boost Housing Production](#)
- [Why Builders Stick with Lumber Despite Price Hikes and Shortages](#)
- [Why Builder Lumber Prices Remain Higher Than Headlines Suggest](#)
- [Strategies Builders Employ to Combat Rising Building Material Costs and Shortages](#)
- [Video: NAHB Chairman Provides Legislative Predictions for Next Six Months](#)

June 2021

- [NAHB Chairman Urges Congress to Boost Lumber Production from Federal Lands](#)
- [Podcast: NAHB Chief Economist's Midyear Report and Forecast](#)
- [Building Alternatives to Help Navigate Elevated Lumber Prices](#)
- [NAHB's Supply Chain Webinar Series Continues This Week](#)
- [Housing Prices Likely to Remain High as Supply Remains Low, Disproportionately Affecting Minorities](#)
- [Could Rising Materials Prices Leave You Without Enough Insurance Coverage?](#)
- [Rising Material Challenges, Declining Builder Sentiment](#)
- [Use This NAHB Resource to Help Select New Home Building Materials](#)
- [Podcast: Lumber Meeting with Commerce Secretary and What's Ahead in Congress](#)
- [How Lumber Prices are Hammering Housing Affordability for Home Owners](#)
- [Building Costs Skyrocket Over the Past 12 Months](#)
- [Record Number of Builders Report Material Shortages](#)

- [Learn How to Navigate Lumber, Supply Chain Challenges with New NAHB Webinar Series](#)
- [Podcast: Mill Owner Discusses Lumber Prices, Tariffs and Sustainability](#)
- [Video: NAHB Chairman Credits Grassroots Efforts for Congressional Spotlight on Lumber](#)

May 2021

- [Collaboration Between Builders and Appraisers Key to Navigating Rising Lumber Prices, Freddie Mac Says](#)
- [Housing Affordability Shows Signs of Weakening as Challenges Lie Ahead](#)
- [Record-High Prices on All Building Materials Threaten Housing Affordability](#)
- [Lawmakers Urge Action on Lumber; U.S. Trade Rep. to "Push for Solutions to the Lumber Pricing Issues"](#)
- [Building Materials Top Housing Concerns](#)
- [Construction Cools as Costs Climb](#)
- [Podcast: Mill Owner Discusses Lumber Crisis, Possible Solutions](#)
- [Move to Double Lumber Tariffs Shows White House Does Not Care About Housing Affordability](#)
- [Commerce Secretary Pledges Full Support of Biden Administration to Resolve Lumber Issue](#)

April 2021

- [NAHB Continues to Engage the Administration, Congress on Lumber](#)
- [NAHB Undercuts Lumber Coalition Arguments](#)
- [Is the Housing Market Too Hot?](#)
- [Skyrocketing Lumber Costs Add Nearly \\$36,000 to the Price of a New Home](#)
- [Two Upcoming Webinars Explain Alternatives to Lumber in Home Building](#)
- [How Builders Are Dealing with Rising Lumber Prices](#)
- [Podcast: Emerging Legislation that Could Impact Housing](#)
- [Bringing Housing Home: Rising Lumber Prices Tops the Agenda](#)
- [NAHB Senior Officers Bring a Housing Agenda to Capitol Hill](#)
- [Podcast: Congress Is Back in Town](#)

March 2021

- [Video: NAHB Chairman Updates Members on Rising Lumber Prices](#)
- [How Rising Lumber Prices Impact More Than Just Home Builders](#)
- [Lawmakers Ask Biden and Justice Department to Act on Lumber](#)
- [NAHB Spearheads Coalition Effort on Lumber](#)
- [Higher Material Costs, Interest Rates Lower Builder Sentiment](#)
- [A Full Court Press on Lumber](#)
- [Lumber Prices Stalling Much-Needed Multifamily and Affordable Housing Supply](#)
- [February Home Sales Down on Rising Material Costs, Interest Rates](#)

- [Critical Home Repairs Delayed Because of Sky-High Lumber Prices](#)

February 2021

- [Video: NAHB Chairman Updates Members on Key Priorities](#)
- [Housing Affordability Holds Steady; Challenges Loom](#)
- [Housing an Economic Bright Spot but Regulatory, Affordability Challenges Persist](#)
- [Record-High Lumber Prices Are Hammering Housing Affordability](#)
- [Rising Lumber Prices and Lack of Supply Threaten Consumers' Housing Options](#)
- [Podcast: Lumber Issue Heats Up, Hurts Affordability](#)
- [Record-High Lumber Prices Add \\$24K to the Price of a New Home](#)
- [Builders Cite Building Material Prices as Top Challenge](#)
- [What Builders Should Know About Appraisals and Lumber Prices](#)
- [Can High-Performance Building Strategies Decrease Lumber Demand?](#)
- [Podcast: An Inside Look at Appraisals and Rising Lumber Prices](#)

January 2021

- [2 Critical Threats to Housing Affordability in 2021](#)
- [Builder Confidence Down on Rising Material Costs, Upsurge in COVID-19 Cases](#)

December 2020

- [Commerce Department Cuts Lumber Tariffs from 20% to 9%](#)
- [Podcast: Insights into Cabinet Secretary Picks and Lumber Tariffs](#)
- [Lumber Prices on the Rise - Again](#)

October 2020

- [New Podcast: NAHB Meets with All the President's Men](#)
- [Video: NAHB Chairman Presents October Update to Members](#)
- [Lumber Prices Trending Downward from Mid-September Peak but Still High](#)
- [Working Closely with NAHB, Nearly 100 Lawmakers Urge Trump to Act on Lumber](#)

September 2020

- [Escalating Lumber Prices Hamper Home Owner Dreams](#)
- [Video: NAHB Chairman Presents September Update to Members](#)
- [National Economic Council Hears NAHB Concerns on Lumber](#)
- [More Buyers Look to the 'Burbs as Lumber Price Hikes Continue](#)
- [Lumber Prices Continue to Price Home Owners – and Builders – Out of the Market](#)
- [Builder Confidence Soars to an All-Time High, Lumber Risks Remain](#)
- [HUD Secretary Carson Discusses Agency Actions on Key Housing Issues](#)
- [NAHB Conveys Urgent Concerns on Lumber with Commerce Secretary](#)

August 2020

- [NAHB Seeks Meeting with Commerce Secretary on Soaring Lumber Prices](#)
- [Soaring Lumber Prices Limit Housing's Growth](#)
- [NAHB Seeks White House Action on Soaring Lumber Prices](#)
- [NAHB Podcast: Executive Actions, Lumber Prices and Hurricanes](#)
- [Surge in Home Construction, Lumber Prices](#)
- [Average New Home Price Now \\$16,000 Higher Due to Lumber](#)
- [NAHB Podcast: Skyrocketing Lumber Prices Must Be Addressed Now](#)

Monday Morning Briefing E-newsletter

The Monday Morning Briefing (MMB) is sent to approximately 190,000 individuals, including all members, highlighting the top industry news blog posts of the week. The lead story typically becomes the most popular blog post for the week.

MMB led with lumber stories 32 times between Aug. 1, 2020-Jan. 28, 2022:

- Jan. 17, 2022: Seattle Times Illustrates NAHB's Opposition to Lumber Tariffs
- Jan. 10, 2022: Rising Lumber Costs Add \$18,600 to New Home Prices
- Dec. 27, 2021: At NAHB's Behest, 84 Lawmakers Take a Stand for Housing
- Nov. 29, 2021: NAHB Condemns Commerce Action to Double Lumber Tariffs
- Nov. 15, 2021: Building Material Prices Post Record Year-to-Date Increase
- Oct. 25, 2021: NAHB Tells Congress to Uncork Supply Chain Bottlenecks
- Oct 11, 2021: NAHB Calls on Biden to Act on Lumber and Supply Chain Issues
- Sept. 13, 2021: 10 Building Materials with the Highest Price Hikes
- Aug. 23, 2021: Building Material Prices Climbing at Record Pace
- Aug. 9, 2021: Housing Affordability Falls to Lowest Level in a Decade
- July 26, 2021: Lumber Products Add Nearly \$30K to the Price of a New Home
- July 19, 2021: At NAHB's Urging, White House Holds Materials Supply Summit
- July 12, 2021: Why Lumber Prices Remain Higher than Headlines Suggest
- June 7, 2021: How Much Higher are Building Costs in 2021 vs. 2020?
- May 31, 2021: Commerce Secretary Commits to Resolving Lumber Issue
- May 17, 2021: Lawmakers, U.S. Trade Rep. Cite Need to Act on Lumber
- May 3, 2021: A Home Price Surge of Nearly \$36,000
- April 26, 2021: Strategies to Deal with Rising Lumber Prices
- March 15, 2021: NAHB Spearheads Coalition Effort on Lumber
- March 8, 2021: Lawmakers Ask Biden, Justice Dept. to Act on Lumber
- March 1, 2021: Appraisals and Appraisals and Lumber Prices: What You Need to Know
- Feb. 22, 2021: Record-High Lumber Prices Add \$24K to the Price of a New Home
- Dec. 14, 2020: Lumber Prices on the Rise – Again
- Dec. 7, 2020: Lumber Tariffs Are Sawed in Half
- Oct. 26, 2020: Nearly 100 Lawmakers Urge Trump to Act on Lumber
- Oct. 19, 2020: Lumber Prices Peaked in Mid-September
- Oct. 5, 2020: NAHB Conveys Urgent Concerns on Lumber

- Sept. 21, 2020: Lumber Prices Knock Buyers – and Builders – Out of the Market
- Sept. 7, 2020: National Economic Council Hears NAHB Concerns on Lumber
- Aug. 24, 2020: Rising Lumber Prices Add \$16K to the Price of a New Home
- Aug. 17, 2020: NAHB Urges Trump to Act on Soaring Lumber Prices
- Aug. 10, 2020: NAHB Acts on Lumber Supply Chain Disruptions, Tariffs

Lumber and the Supply Chain Crisis on nahb.org

Since August 2020, lumber-related topics have been prominently featured on the nahb.org homepage 34 times, for an average duration of 3 days each. Additional supply chain and lumber-related articles were featured on supplemental landing pages (primarily Housing Economics and Advocacy) 25 times, and for an average duration of 8 days.

We created the [Addressing the Supply Chain Crisis](#) webpage in the fall of 2021 by revamping a prominent landing page that was previously dedicated only to lumber issues. Now, members can more easily find supply-chain resources such as the latest news articles, [talking points](#) and a [summary of 2021 initiatives](#).

The [Framing Lumber Prices](#) webpage continues to be the most popular detail page on nahb.org. And it continually ranks among the top results on Google when searching “lumber prices” (result No. 3 on Jan. 28).

Social Media Outreach and Messaging

Communications outreach on social media includes posting over 328 lumber messages on Facebook, Twitter, LinkedIn and Instagram Aug. 1, 2020-Jan. 28, 2021.

Our organic, or free, social posts are broadly focused on the impact soaring lumber prices have had on home builders and buyers. Most of the content is from our blogs, but we have also shared articles published by media outlets. We also typically tag decisionmakers in the posts, such as the Commerce Department, Commerce Secretary, or targeted members of Congress.

In addition to the organic efforts, we have engaged in paid placements to specifically target certain groups.

Paid Facebook post boost (Jan. 4-8, 2022)

To begin 2022, we boosted a post on Facebook and Instagram that highlighted the home cost impact number (\$18,600) of rising lumber prices. The boost was targeted to our general audience and those interested in home buying and repair.

- People reached: **32,536**
- Impressions: **41,354**
- Result (Engagements): **3,751**
- Cost per result: **(\$0.03)**
- Engagement rate: **9.07%**

Paid Facebook Ads (March 9-14, 2021)

In March, we ran a 30-second video ad on Facebook and Instagram featuring collected testimonials from home buyers on the impact increased lumber prices is having on their home building projects. Lumber producers were targeted.

- People reached: **22,519**
- Impressions: **30,195**
- Video views (3 sec.): **7,818**
- Video views (15+ sec.): **2,369**
- Clicks (nahb.org/lumber): **949**
- Cost/Click: **\$0.16**

Paid Facebook Ads (Dec. 21-27, 2020)

In late December, we ran three image ads randomly placed for our target audience (top 10 lumber producers' headquarters) on Facebook, with the following results:

- People Reached: **38,976**
- Impressions: **65,449**
- Results (Estimated Ad Recall Lift): **6,710 people**
- Cost/Result: **\$0.026**
- Ad Recall Lift Rate: **17.22%**

Outreach to Executive Officers and HBAs

- Resources and information about escalating lumber prices and supply chain bottlenecks have been distributed regularly to executive officers and HBA staff in the Friday Morning Email, What's Up Wednesday, and the Public Relations Exchange (PRx) emails.
- The communication about lumber prices and the supply chain crisis included:
 - [Internal and external talking points](#) (for the media)
 - Calls to action to contact Congress and the Administration
 - [Updated news and resources available on nahb.org](#)

- A 30-second lumber testimonial video for social media was made available to all EOs/HBAs with the opportunity for customization as well as a customizable news article for HBAs to share locally about how rising lumber prices affect housing affordability.

Summary of Lumber Outreach through Federation Communications - Senior Officer Talking Points, Podcast, Chairman's Report, HBA Newsletters, Envoy Update, Professional Builder, Professional Remodeler, August 2020 through January 2022

Podcast:

The Housing Developments podcast features CEO Jerry Howard, Chief Lobbyist James Tobin and Chief Economist Robert Dietz, Discussion of the lumber issue occurred on these dates:

- Aug. 10, 2020
- Aug. 17
- Aug. 31
- Oct. 10
- Nov. 11
- Dec. 12
- Jan. 5, 2021
- Jan. 20
- Feb. 17
- Feb. 25
- March 8
- March 23
- March 29 (brief mention)
- April 12
- May 21
- June 1
- June 24
- October 6
- November 1
- November 10
- November 30
- January 7, 2022

Chairman's Update Video:

Chuck Fowke's Chairman's Update Videos often include a significant mention of the lumber price issue. The monthly Chairman's Update included a substantive mention of the lumber issue on these dates:

- Sept. 1, 2020
- Oct. 1
- Jan. 1, 2021
- Feb. 1
- March 1
- June 1 (brief mention)
- July 1
- August 1
- November 1
- January 7, 2022

Senior Officer Talking Points:

Talking points prepared for the senior officers for various speaking engagements often include substantive mention of the lumber price issue. These talking points were delivered to a wide variety of audiences, including White House officials, Cabinet Secretaries, members of Congress, and HBAs across the country.

August 2020

- Greg Ugalde – CT Presidents’ Meeting
- Chuck Fowke – PWB Meeting
- Chuck Fowke – Tampa Bay HBA Mid-Year Meeting
- Greg Ugalde – CT President’s Meeting
- Steve Martinez – BIA Washington Board of Directors Meeting
- Greg Ugalde – CT President’s Meeting
- Jerry Howard – BSH Home Appliances Guest Speaker Series

September 2020

- Chuck Fowke – NAHB Lumber Briefing
- Chuck Fowke – White House Virtual Meeting on Lumber
- Greg Ugalde – MMC Event
- Jerry Howard – Appearance on FOX Business on Lumber
- Chuck Fowke, Jerry Konter, Alicia Huey, Greg Ugalde – HUD Secretary Carson Webinar
- Greg Ugalde – Connecticut HBA Presidents Call on Lumber
- Jerry Howard – Pro Natural Gas Campaigns Meeting with AGA
- Jerry Howard – HBI Roundtable Meeting

October 2020

- Greg Ugalde – CT President’s Meeting
- Chuck Fowke – Defender of Housing Award Presentation (to Greg Steube)
- Jerry Howard – National Lumber and Building Material Dealers Assoc. ProDealer Summit

- Chuck Fowke – HBA of Michigan Board Meeting
- Chuck Fowke – Puerto Rico Builders Association Annual Meeting of the Members
- Chuck Fowke – Fall Leadership Meeting
- Chuck Fowke – President’s Council Meeting
- Chuck Fowke – Leadership Council Meeting
- Chuck Fowke – Building Assoc. of Southern Florida National Leaders Event (featuring Marco Rubio, Congressman Mario Diaz-Balart and HUD Sec. Carson)
- Chuck Fowke – HBI Board of Trustees Meeting

November 2020

- Chuck Fowke, Alicia Huey – The Hill Building the Dream Event
- Jerry Howard – EO Orientation
- Steve Martinez – BIA Washington Board of Directors Meeting
- Greg Ugalde – State, Local and Building Systems Meeting
- Greg Ugalde – Real Estate Finance Assoc. General Meeting
- Greg Ugalde – CT Presidents’ Meeting

December 2020

- Chuck Fowke, Jerry Konter, Alicia Huey, Jerry Howard – The Group Meeting (featuring NAHB, NAR, ABA, MBA)
- Chuck Fowke – West Central Florida HBA Meet and Greet
- Chuck Fowke – NAHB Winter Board Meeting

January 2021

- Greg Ugalde – CT Presidents’ Meeting
- Jerry Howard – Maryland BIA Meeting (featuring Gov. Larry Hogan)
- Chuck Fowke – HBI Board of Trustees
- Chuck Fowke – NAHB Winter Leadership Meetings

February 2021

- Greg Ugalde – Dave Cooper.Live Show on LinkedIn
- Carl Harris – Wichita HBA General Meeting
- Alicia Huey – Alabama HBA State Meeting
- Alicia Huey – Pennsylvania HBA Winter Board Meeting

March 2021

- Jerry Howard – Washington International Trade Association roundtable with Quebec Premier, Francois Legault
- Jerry Howard, Jim Rizzo, Chuck Fowke – National Association of Attorney Generals Meeting on Lumber
- Greg Ugalde – HomeConnecticut Meeting
- Fowke, Howard, Tobin – North American Lumber Wholesalers Association Meeting

- Ugalde - HomeCT event
- Dietz, Rizzo, Fowke – State Attorneys General event
- Fowke, Howard, Tobin - Lumber Wholesalers round table
- Fowke – HBA of Tennessee
- Fowke/Howard/Tobin – Lumber Wholesalers event
- Ugalde Modular event – Dave Cooper
- Fowke/Dietz – Greater Florida HBA
- Ugalde Connecticut – Housing Finance Authority
- Fowke – Regional Call

April 2021

- April 7 Carl Harris – Regional Talking points
- April 13 Konter – Bringing Housing Home Welcome video
- April 13 Konter remarks – presentation to the Board of Directors
- April 14 Ugalde HomeCT – talking points
- April 20 Fowke – Orlando Chamber of Commerce Talking Points
- April 21 Fowke – Orlando HBA Talking Points
- April 21 Harris – Topeka HBA Talking Points

May 2021

- May 5 Konter – HBA GA Talking Points
- May 13 Fowke – Tampa HBA Talking Points
- May 14 Fowke – Hardwood Floor Mag Interview
- May 18 Senior Officers – Lumber Update
- May 28 Fowke, Ugalde, Huey, Harris, Konter, Howard – Commerce Meeting

June 2021

- June 1 Senior Officers – Talking Points for Regional Meetings
- June 7 Harris – Washington State Meeting Talking Points
- June 17 Fowke – Chairman’s Report to Leadership Council
- June 17 Fowke – Lumber Update to Leadership Council
- June 18 Duane Bickett – Iowa City Talking Points
- June 23 Harris – Oregon HBA Meeting Talking Points
- June 23 Fowke – Senator Scott Meeting Talking Points
- June 24 Ugalde – Connecticut Housing Finance Authority Talking Points

July 2021

- July 7 Fowke National Wood Flooring Association Keynote Speech
- July 11 - Fowke BUILD-PAC Donor Breakfast Talking Points
- July 14 - Howard Celebration of Housing Talking Points
- July 14 - Fowke SEBC Meeting Talking Points

- July 14 - Konter Maine State Meeting Talking Points
- July 14 - Huey Central Minnesota Talking Points
- July 16 - Fowke White House Lumber Summit Talking Points
- July 16 - Harris Colorado State Meeting Talking Points
- July 22 - Huey Alabama State Meeting Talking Points
- July 22 - Harris Minnesota Meeting Talking Points
- July 22 - Fowke White House Lumber Summit Talking Points
- July 29 - Ugalde CT Housing Finance Authority Talking Points

August 2021

- August 19 – Fowke Oconee HBA Talking Points
- August 25 – Ugalde Home CT Talking Points
- August 31 – Huey Executive Officer Dinner Talking Pints

September 2021

- September 1 – Fowke David Webb Radio Talking Points
- September 9 – Howard Housing Iowa Conference Talking Points
- September 10 – Konter Area 1 Meeting Talking Points
- September 10 – Ugalde Area 1 Meeting Talking Points
- September 23 – Ugalde Commission on Connecticut Development Meeting Talking Points
- September 28 – Ugalde Region D Meeting Talking Points
- September 29 – Harris Region E Meeting Talking Points
- September 30 – Fowke Region B Meeting Talking Points
- September 30 – Huey Region C Meeting Talking Points
- September 30 – Harris Area 11 Meeting Talking Points

October 2021

- October 7 – Konter Region A Meeting Talking Points
- October 7 – Harris Hutchison Builders Association Talking Points

November 2021

- November 8 – Huey Iowa City Builders Association Talking Points

December 2021

- December 4 – Fowke North Central West Va. HBA Talking Points
- December 7 – Ugalde Building Systems Council Dave Cooper LIVE Talking Points
- December 14 – Jim Rizzo Montana HBA Board meeting

January 2022

- January 9 – Ugalde Southwest Kansas Builders Association Board Talking Points
- January 14 – Harris Utah HBA Talking Points

- January 19 – Ugalde Middlesex Chamber of Commerce Talking Points
- January 21 – Astrid Mangan Builders Association of South Florida Talking Points
- January 28 – Jim Rizzo Canton, Ohio Talking Points

Talking points for EOs/Memos/Private Letters:

- Aug. Lumber talking points (for members, staff, etc.)
- Aug. Memo from Fowke to members on NAHB actions on lumber
- Sept. Memo from Fowke to NACs and EOs on attending a lumber webcast
- Sept. Lumber message to Lt. Governors for their publication
- Sept. A one-pager on NAHB actions to combat rising lumber prices
- Sept. Lumber talking points as part of Monthly Update for EOs
- Oct. Updated lumber talking months as part of Monthly Update for EOs
- Oct. Fall Leadership Meetings Caucus TPs
- Nov. Updated lumber talking points as part of Monthly Update for EOs
- Dec. Updated lumber talking points as part of Monthly Update for EOs
- Dec. Launched monthly talking points for NACs – different from lumber TPs for EOs
- Jan. Memo from Fowke to members on lumber
- Jan. Updated lumber talking points as part of Monthly Update for EOs
- Jan. Updated different set of lumber talking points for monthly NAC talking points
- Jan. Winter Leadership Meetings Caucus TPs
- Feb. Updated lumber talking points as part of Monthly Update for EOs
- Feb. Updated different set of lumber talking points for monthly NAC talking points
- Feb. Fowke/Konter memo to Board & Leadership Council on NAHB lumber efforts
- Feb. Lumber talking points (NAHB actions to combat rising prices)
- Feb. Lumber talking points for Fowke for interview with Fox Business News
- Mar. One-page lumber fact sheet for Jen to distribute to State and Local governments
- Mar. Updated lumber talking points as part of Monthly Update for EOs
- Mar. Updated different set of lumber talking points for monthly NAC talking points
- Mar. Response from Fowke to President of Alabama HBA on NAHB's lumber efforts
- Mar. Letter to Agriculture Sec. Vilsack on critical supply chains
- Mar. Memo to EOs about lumber meeting with state attorneys general
- Mar. Monthly talking points for NACs (included updated lumber talking points)
- Mar. Monthly update for EOs (included updated lumber talking points)
- Apr. Multiple updates to lumber talking points
- May Monthly update for EOs (included updated lumber talking points)

- May Monthly talking points for NACs (included updated lumber talking points)
- May Edited letter to Commerce Secretary Raimondo on lumber
- May Edited letter to President Biden on lumber
- June Monthly talking points for NACs
- June Monthly update for EOs
- July Monthly talking points for NACs
- July Monthly update for EOs
- July Fowke all-member e-mail about White House summit on building materials
- July Fowke memo to other Sr. Officers on White House summit on building materials
- July Lumber resolution for the National Lt. Governors Association
- Sept. Updated internal and external talking points on lumber
- Oct. Wrote new supply chain talking points
- Oct. Updated internal and external lumber talking point
- Nov. NAC and EO talking points (included lumber/supply chain)
- Nov. Statement opposing lumber tariffs
- Nov. Statement opposing banning of logging in Tongass National Forest
- Dec. NAC and EO talking points (included lumber/supply chain)
- Dec. Tariff op-ed
- Dec. Tariff talking points

2022

- Jan. Updated talking points for EOs and NACs

Regular columns and briefs for Pro Builder, Housing Wire, other publications:

- Aug. Builder Developer record high lumber driving up costs
- Sept. Money.com lumber impact on affordability
- Sept. Pro Builder lumber prices
- Oct. Pro Builder lumber prices lowering home building
- Oct. Builder magazine soaring lumber prices
- Oct. Technology Designer Jerry Howard Q&A included lumber
- Nov. Builder magazine lumber threatening the sector's momentum
- Feb. Pro Builder Lumber graphic and explainer
- Feb. Pro Remodeler Graphic and explainer on lumber prices
- Feb. Connecticut Builder Greg Ugalde column, focus on lumber
- Mar. Housing Wire Lumber prices are major housing headwind
- Mar. Pro Remodeler Fowke Chairman's column for April
- Mar. Builder & Developer Fowke Q&A
- Apr. Pro Builder Appraisals that Reflect High Lumber Costs
- Apr. Pro Remodeler Lumber Prices Create Uncertainty for Remodelers

- May Pro Remodeler Builders, Buyers Record-High Lumber Prices Hurting
- June Pro Builder NAHB Focus on Lumber sidebar – insert
- June Pro Remodeler Lumber Efforts sidebar – insert
- June Pro Builder Navigating the Lumber Price Crisis – insert
- June Pro Remodeler Doing Business in Uncertain Times – insert
- June Pro Builder Soaring Material Prices Temper Hot Housing Market
- June Pro Builder W2W4 Submit your lumber testimonials
- July Housing Wire Lumber Prices Remain Stubbornly High
- July Pro Builder Too Early to Celebrate Reprieve in Lumber Prices
- July Pro Remodeler Why Builders Are Slow to See Lower Lumber Prices
- Nov. Pro Builder Chairman's letter, supply chain issues, including lumber
- Dec Pro Remodeler Chairman's column, supply chain issues
- Jan. Pro Builder Chairman's letter, look back at 202 (lumber)
- Jan. Pro Remodeler Chairman's column, lumber/supply chain issues
- Feb. Pro Builder Policy brief about lumber production
- Feb. Pro Remodeler Chairman's column, lumber/supply chain issues
- Mar. Housing Wire Chairman's brief, soaring lumber threatens affordability

Envoy Update (goes to NACs, State Reps, EOs, HBA presidents, and spikes):

- Aug. Lead brief in Envoy Update
- Sept. Brief in September Envoy Update
- Dec. Brief in December Envoy Update
- Feb. Lead brief in February Envoy Update
- Mar. Lead brief in March Envoy Update
- Apr. Brief in April Envoy Update
- May Lead brief in May Envoy Update
- July Lead brief in July Envoy Update
- Sept. Brief in September Envoy Update
- Dec. Lead brief in December Envoy Update
- Jan. Lead brief in January 2022 Envoy Update about sawmill production

HBA Newsletter (goes to more than 300 HBAs)

- Aug. Lead brief, page 2 of August HBA Newsletter, lumber prices at record highs

- Sept. Lead brief, page 2 of September HBA Newsletter, lumber prices hurt housing
 - Oct. Brief, Sect. Carson discussion of lumber crisis, page 2 of October HBA Newsletter
 - Jan. Brief about duties on Canadian lumber, page 2, January HBA Newsletter
 - Mar. Lead brief, page 2 of March HBA Newsletter, Lumber price again at record highs
 - April Lead brief, page 2 of April newsletter focuses on NAHB's lumber efforts
 - May Lead brief, page 2 of May edition about \$36K lumber adds to price of new home
 - June Lead brief, page 2 of June edition about May 28 meeting with Sect. Raimondo
 - July Brief, page 2 of July edition, Fowke testimony - more domestic production
 - August Brief, page 2 of August edition, White House Supply Chain Summit
 - Nov. Lead Brief, page 2 of November HBA Newsletter (supply chain)
 - Dec. Page 3 brief, materials prices climbing
 - Jan. Brief, page 2, tariffs on Canadian softwood lumber
 - Feb. Brief, page 2, sawmill production falling short of demand
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