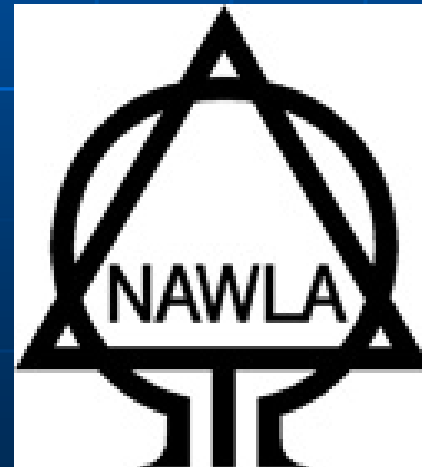


# *Lumber Blue Book and* Bank of America Merrill Lynch: Helping to Manage Credit Risk





# Bringing Us Together....

- Who Are We?
- What Do We Have in Common?
- First: The "Bottom Line"
- What Can Blue Book Services Do For Me?



# Fast Forward



## Traders Market 2008 - Today

- Acquired initial database of companies, people, industry pay from various sources
- Completed first iteration of data cleansing
- Designed, developed and tested IT infrastructure enhancements
- Conducted several industry-specific focus groups
- Conducted beta test of initial service offering
- Launched Blue Book Services for the lumber industry on August 31.



# Information Database Status



Over 10,000 company records

25% = Listed and Validated HQ  
companies

10% = Listed and Validated Branch  
locations

65% = HQ records where validation is  
pending



# Profile of all HQ Records

- Majority include licensed Equifax commercial credit information in their credit profile (U.S. only)
- 18% include one or more industry-specific pay reports in their credit profile
- 25% report one or more business classifications
- 20% report one or more people associated
- 18% report one or more species the company handles



# Post-launch activities

- Conducting second round of data cleansing – Phone and FAX campaigns
- Expanding information database
  - AR Aging file submitters
  - Researching and adding new lumber companies based upon Member inquiries and feedback
- Designing first release of rating information
  - Financial Credit Worth Estimates
  - Pay Descriptions
- Automating ongoing data collection and maintenance systems/methods



# Blue Book Online Services (BBOS) Demonstration.... then Your Questions



# We Are In This Together...

- Foundation of Industry Partnership
  - Participate in the process now:
    - Validate/Enhance Listing(s)
    - Submit A/R Aging Info
- Become a Blue Book Member
  - Become invested in the process
  - We are re-dedicating those resources to add/improve data, content, etc.
- Visit us today or tomorrow at booth # 300
- Visit us online: [www.lumberbluebook.com](http://www.lumberbluebook.com)




# BBOS Landing Page



BBOS My Home - Microsoft Internet Explorer provided by Blue Book Services, Inc.  
http://apps.bluebookservices.com/BBOS/default.aspx

File Edit View Favorites Tools Help


BBOS My Home

 **Blue Book *Online* Services**

Quick Find Search by

ABOUT US INDUSTRY LINKS FAQs CONTACT US

**Find them through Quick Search.**

MEMBER  
Logoff 

<b>My Message Center</b> Welcome Mark Erickson to Blue Book Online Services. Today is 10/21/2009.	<b>News</b> There are no News items to report.
--	---

Quick Search	Resources	Education	My Account
<a href="#">Search Companies &gt;</a>	<a href="#">Watchdog Lists &gt;</a>	<a href="#">News &gt;</a>	<a href="#">Submit Trade Experience Survey &gt;</a>
<a href="#">Search People &gt;</a>	<a href="#">Notes &gt;</a>	<a href="#">Training &gt;</a>	<a href="#">Edit My Company Data &gt;</a>
<a href="#">Search Company Updates &gt;</a>	<a href="#">Purchases &gt;</a>		<a href="#">Manage Membership &gt;</a>
<a href="#">Saved Searches &gt;</a>			<a href="#">User Profile &gt;</a>
<a href="#">Recent Views &gt;</a>			

Done Local intranet 100%



# BBOS Company Search



BBOS Company Search - Microsoft Internet Explorer provided by Blue Book Services, Inc.

http://apps.bluebookservices.com/BBOS/CompanySearchClassification.aspx

File Edit View Favorites Tools Help

BBOS Company Search

My Home Quick Search Resources Education My Account Logoff

### Company Search

#### Classification Criteria

Company Rating Location Specie Product Service Classification Profile Custom Filters

**Selected Criteria**

- Industry Type: Lumber
- Company: Lumber
- Listing Status: Listed
- Location: Listing Postal Code: 60008
- Within Radius: 25 miles of Listing Postal Code
- Classification: Selection Type: Any
- Selections: Retail Lumber Yard

If multiple classifications are selected, the resulting companies should have:

Any of the Selected Classifications  All of the Selected Classifications

Find

Lumber Seller	Lumber Buyer	Lumber Supply Chain Services
<input type="checkbox"/> Mill	<input type="checkbox"/> Office Wholesaler	<input type="checkbox"/> Reload Center
<input type="checkbox"/> Exporter	<input type="checkbox"/> Secondary Manufacturer	<input type="checkbox"/> Supply/Service Provider
	<input type="checkbox"/> Importer	<input type="checkbox"/> Transportation
	<input type="checkbox"/> Co-Op	
	<input type="checkbox"/> Stocking Wholesaler/Distributor	
	<input checked="" type="checkbox"/> Retail Lumber Yard	
	<input type="checkbox"/> Home Center	
	<input type="checkbox"/> Pro Dealer	

Selected search criteria displays on screen

Search companies by a variety of filters include geographic location, business classification, and products/species/services

Example: Select Business Classification

Clear All Criteria Save Search Criteria Load Search Criteria

feedback | privacy policy | terms of use

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# BBOS Search Results



BBOS Company Search - Microsoft Internet Explorer provided by Blue Book Services, Inc.

http://apps.bluebookservices.com/BBOS/CompanySearchResults.aspx?SearchID=0

BBOS Company Search

**Company Search** **Search Results**

[View Business Report Sample](#)

17 Companies found.

Select	BB #	Company Name ▲	Location	Industry	Type
<input type="checkbox"/>	248094	<a href="#">Alexander Lumber Co.</a>	Aurora, IL	Lumber	Headquarter
<input type="checkbox"/>	254737	<a href="#">Benton Lumber Co.</a>	Zion, IL	Lumber	Headquarter
<input type="checkbox"/>	211295	<a href="#">Calumet Harbor Lumber &amp; Supply Co.</a>	Chicago, IL	Lumber	Headquarter
<input type="checkbox"/>	248237	<a href="#">Carstens Millworks</a>	Warrenville, IL	Lumber	Headquarter
<input type="checkbox"/>	248369	<a href="#">Doors &amp; Moulding Outlet</a>	Bridgeview, IL	Lumber	Headquarter
<input type="checkbox"/>	248422	<a href="#">Forest Lumber Company</a>	Country Club Hills, IL	Lumber	Headquarter
<input type="checkbox"/>	248457	<a href="#">Greenmaker Supply</a>	Chicago, IL	Lumber	Headquarter
<input type="checkbox"/>	248485	<a href="#">Heritage Moulding Inc</a>	Naperville, IL	Lumber	Headquarter
<input type="checkbox"/>	255779	<a href="#">Hines, Edward, Lumber Co.</a>	Buffalo Grove, IL	Lumber	Headquarter
<input type="checkbox"/>	248501	<a href="#">Horigan Urban Forest Prod Inc</a>	Skokie, IL	Lumber	Headquarter
<input type="checkbox"/>	233471	<a href="#">Lee Lumber &amp; Building Material Corp.</a>	Chicago, IL	Lumber	Headquarter
<input type="checkbox"/>	248638	<a href="#">Lumber Street Supply Co</a>	Chicago, IL	Lumber	Headquarter
<input type="checkbox"/>	248709	<a href="#">National Hardwood Floors</a>	Skokie, IL	Lumber	Headquarter
<input type="checkbox"/>	248938	<a href="#">Touhy Lumber Company, Inc.</a>	Zion, IL	Lumber	Headquarter
<input type="checkbox"/>	248952	<a href="#">United Supply Co</a>	Chicago, IL	Lumber	Headquarter
<input type="checkbox"/>	248954	<a href="#">Universal Building Materials</a>	Joliet, IL	Lumber	Headquarter
<input type="checkbox"/>	248970	<a href="#">W W Timbers Inc</a>	Chicago Ridge, IL	Lumber	Headquarter

[Save Search Criteria >](#)
[Edit Search Criteria >](#)
[Submit Trade Survey >](#)

[Get Business Report >](#)
[Download/Print Reports >](#)
[Export Data >](#)
[Add To Watchdog List >](#)

Click Company Name to view Details

Quickly Print this List, Export data, and more!



# BBOS Company Details



Navigate toolbar to view company contacts, branch locations, affiliates, classifications, products, species, services and recently reported updates.

Quickly order a Business Report, map their location and more!