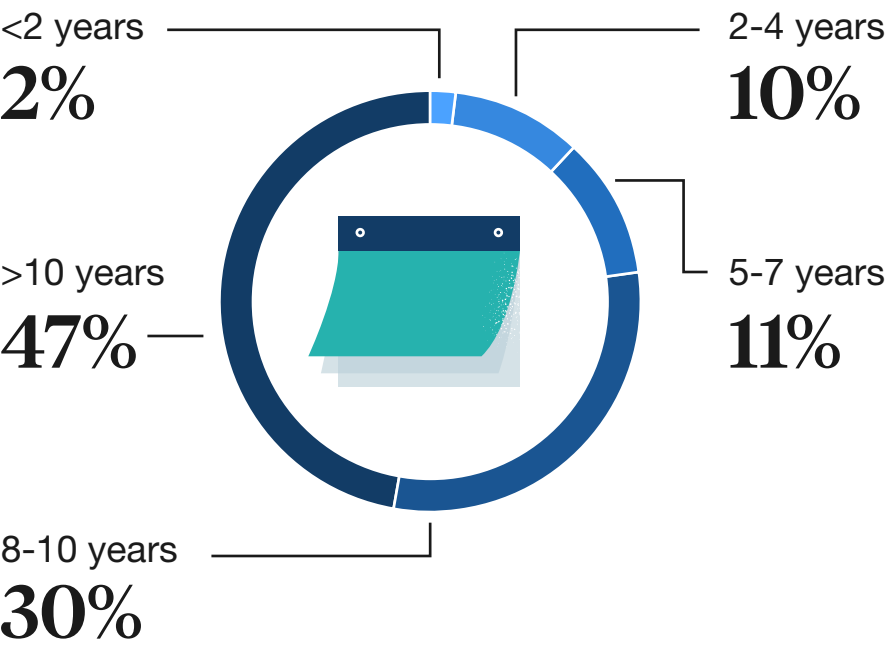


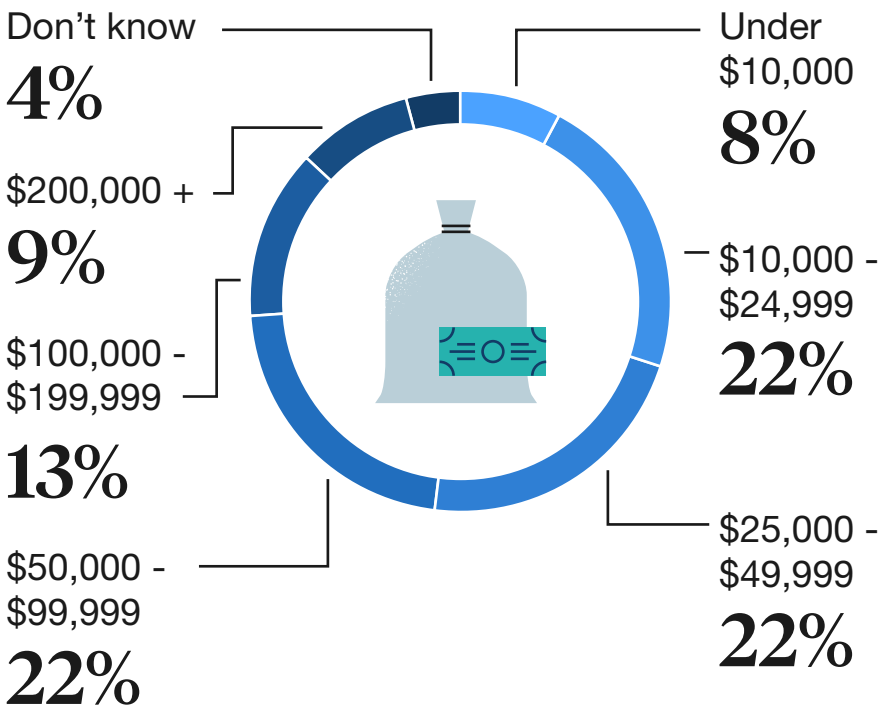
# 2021 Building Products Customer Guide to Commercial Contractors

We surveyed 177 commercial general contractors, remodelers and specialty tradespeople from across the United States about their purchasing and buying behaviors over the past year. The contractors and installers included in the survey all have direct decision-making authority or influence on the building products purchased for their projects.

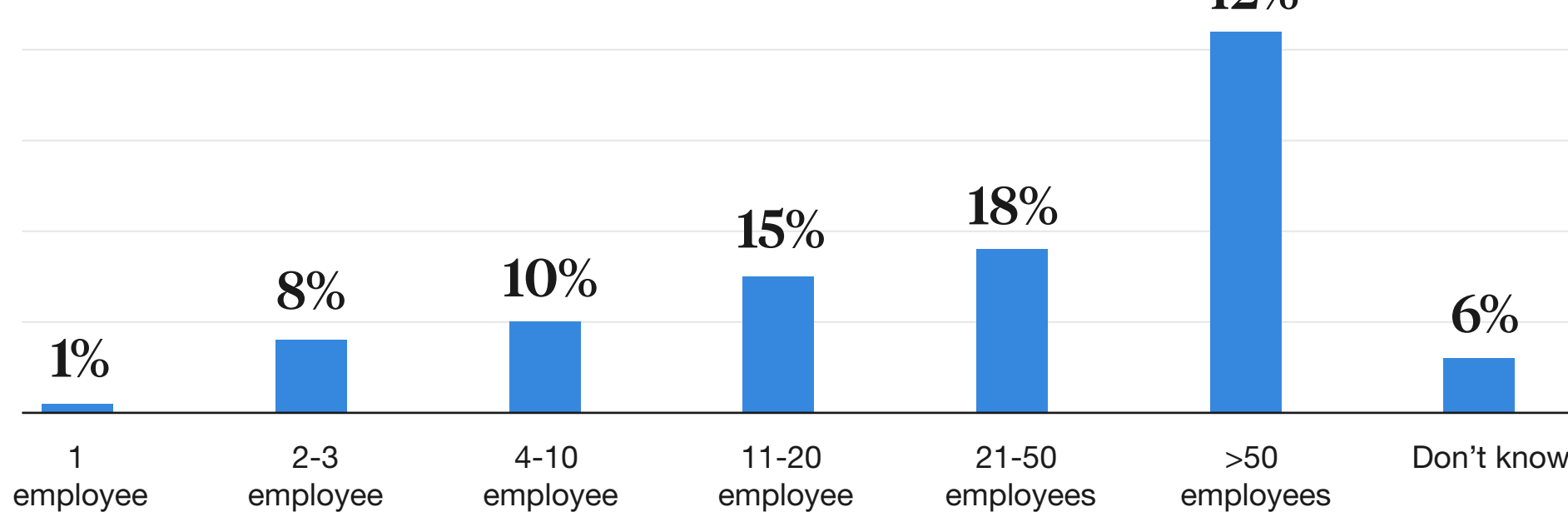
## Years in Business



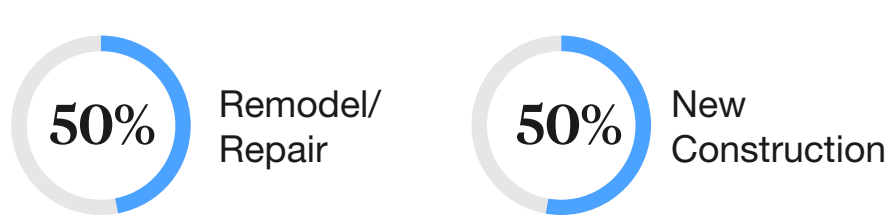
## Average Cost of Project



## Company Size



## Type of Projects



## Single Family vs. Multifamily Projects



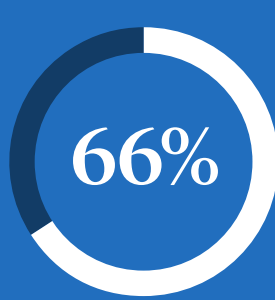
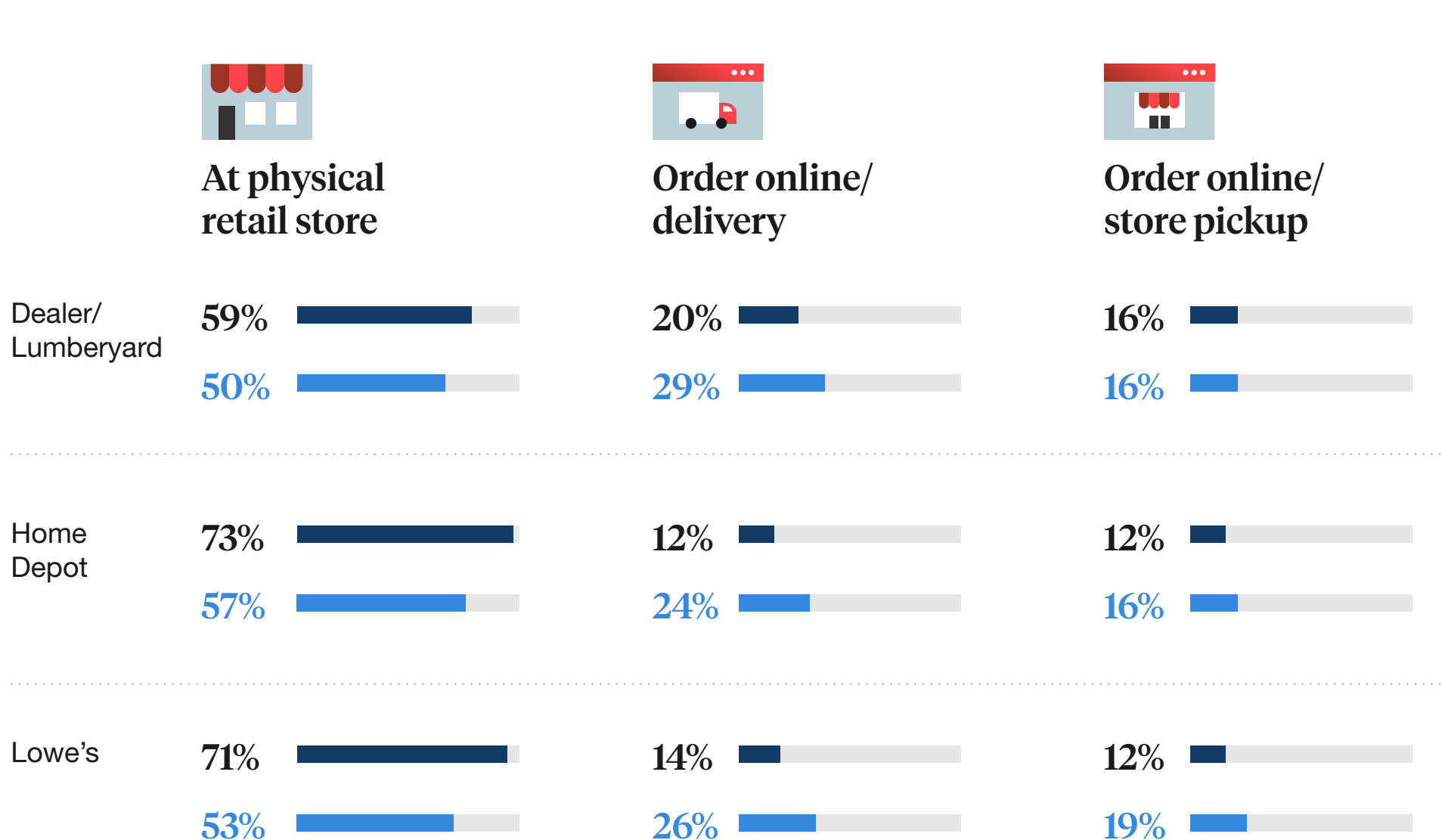
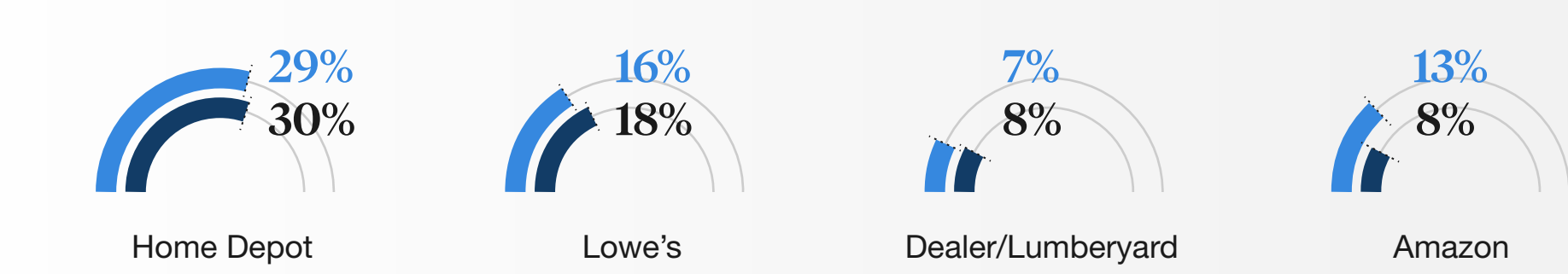
## Purchase Channels

Compared to pre-pandemic purchase behaviors, contractors have started purchasing more online. Amazon purchases increased from **8% to 13%** while in-store sales declined at physical retail stores. However, these stores did see an increase in their buy online, store pick-up and delivery options.

■ Pre-Pandemic ■ Current Day



## Purchases



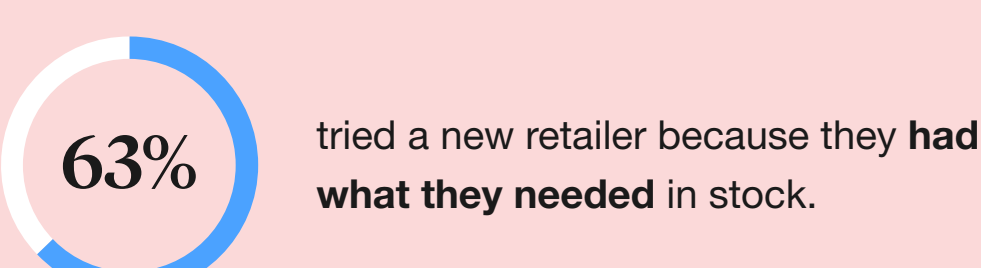
This shift to online purchasing is here to stay.

of commercial contractors expect building product suppliers to offer **online ordering** going forward.

## Purchase Behaviors

Availability was the driving force behind architects and designers making a change in brands and retailers.

When asked why,



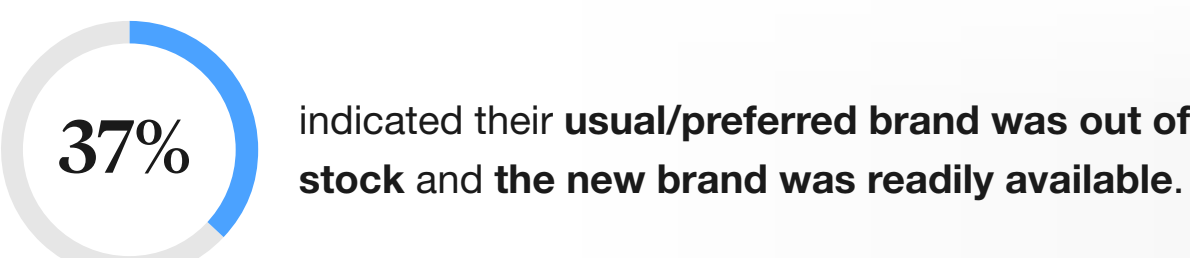
## Tried a New Retailer During the Pandemic



## Brand Selection and Expectations

34% of commercial contractors indicated they used a building product or brand for the first time during the pandemic and most liked it better.

When asked why,



## Tried a New Brand

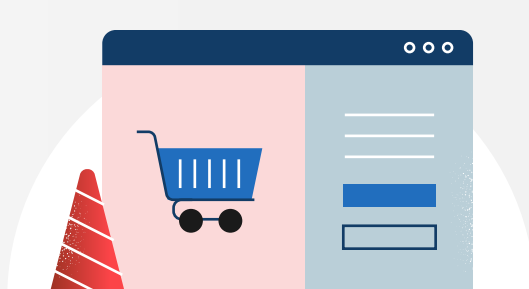


## New Brand vs. Old Brand

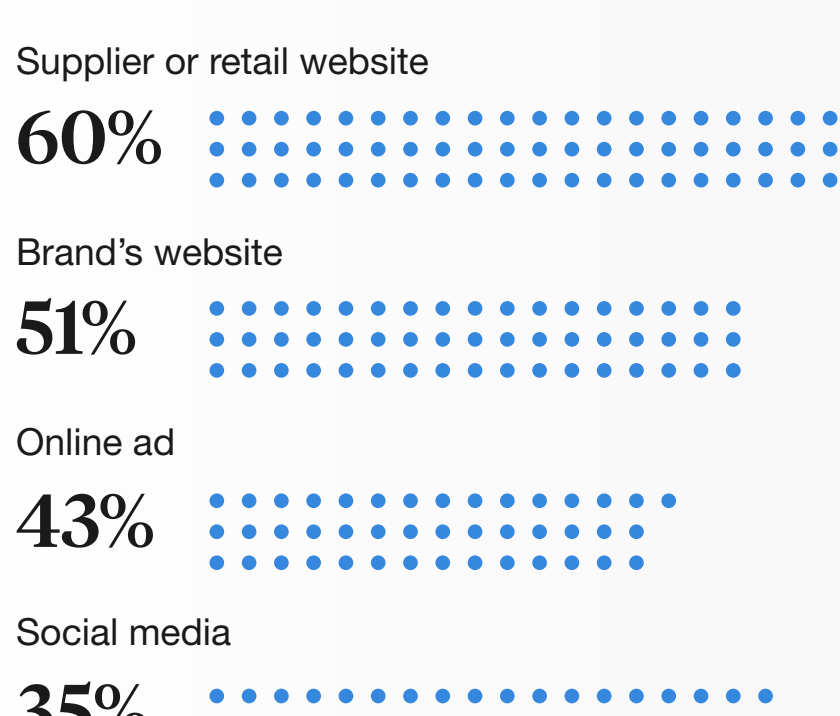


## Brand Discovery

A strong web presence and digital marketing was the number one driver for contractors finding new brands and products.



## How New Brands Were Discovered



## Social Media Platforms Used to Research Products

