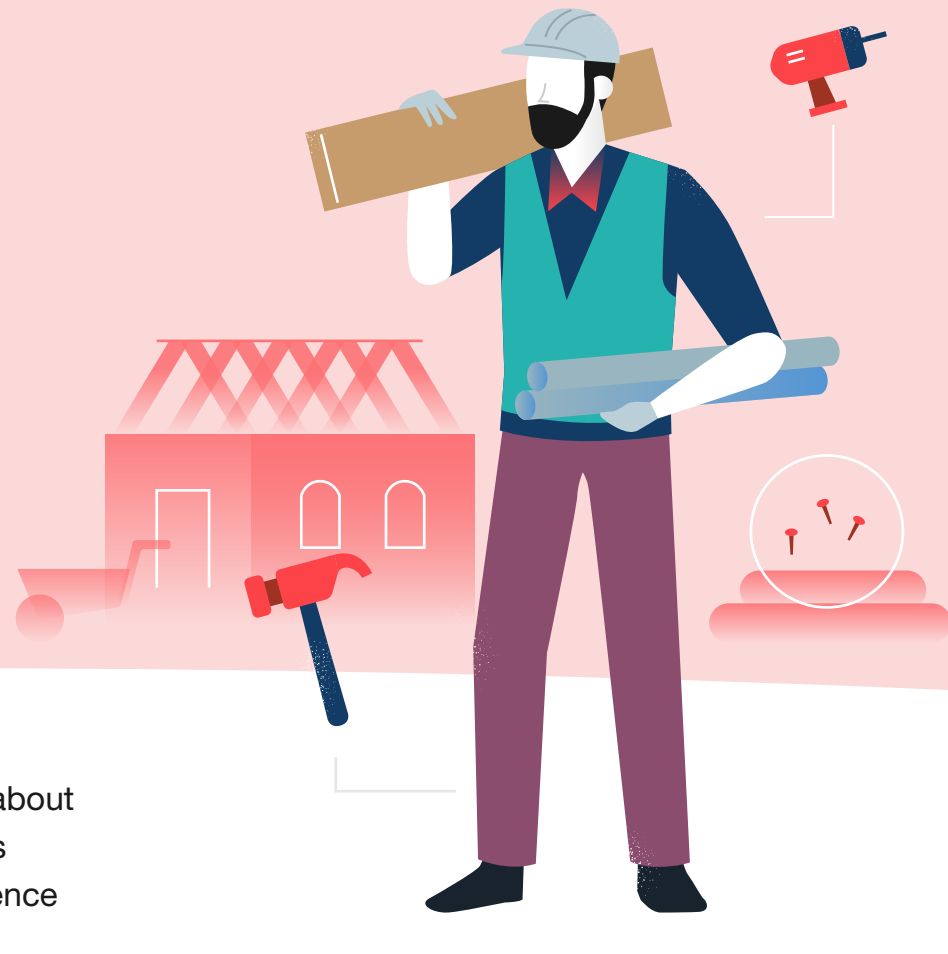
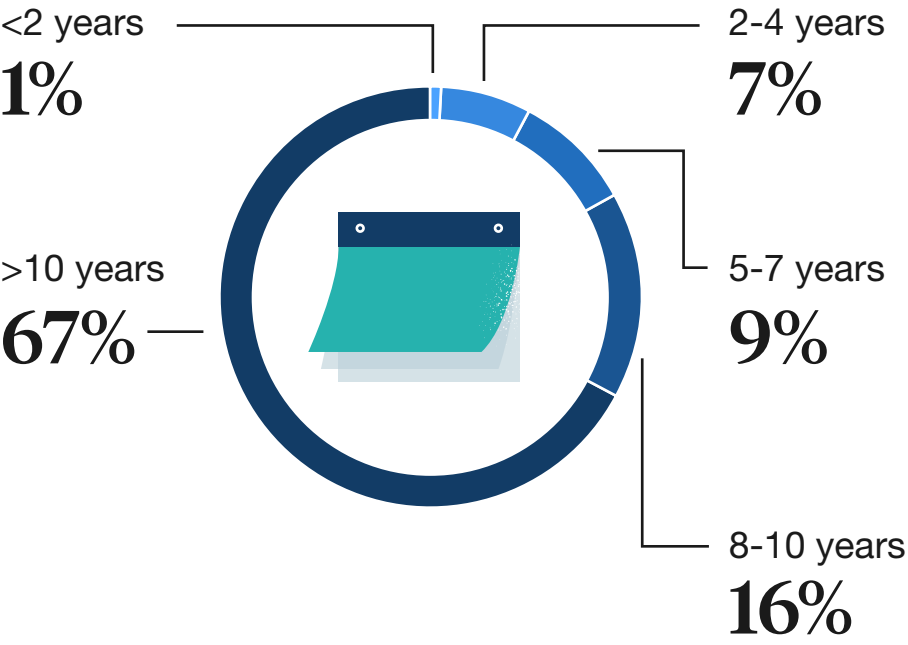


2021 Building Products Customer Guide to Home Builders

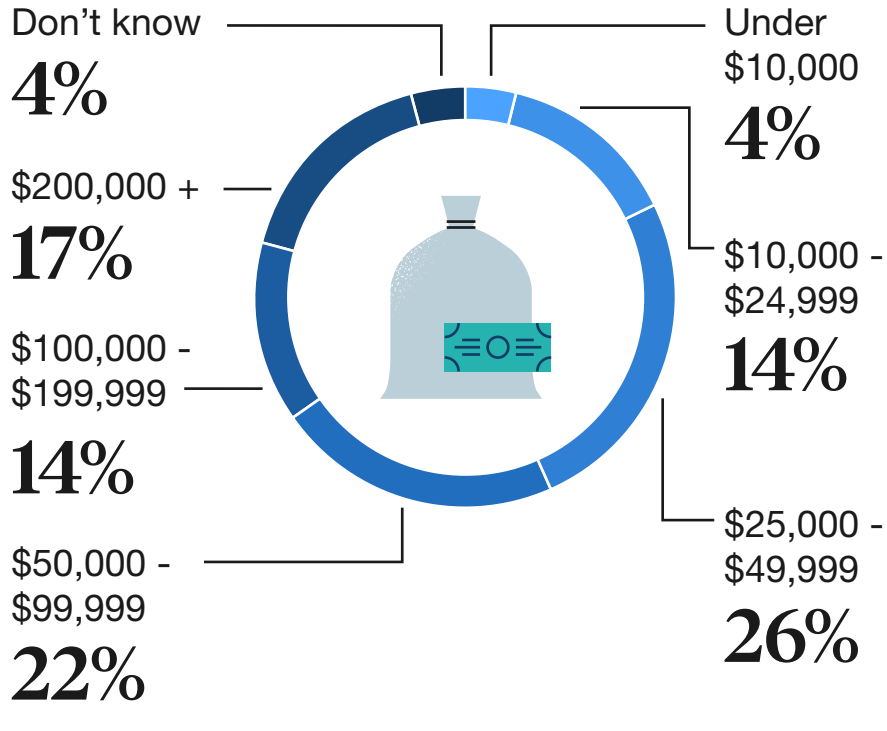


We surveyed 101 residential builders from across the United States about their purchasing and buying behaviors over the past year. All builders included in the survey have direct decision-making authority or influence on the building products purchased for their projects.

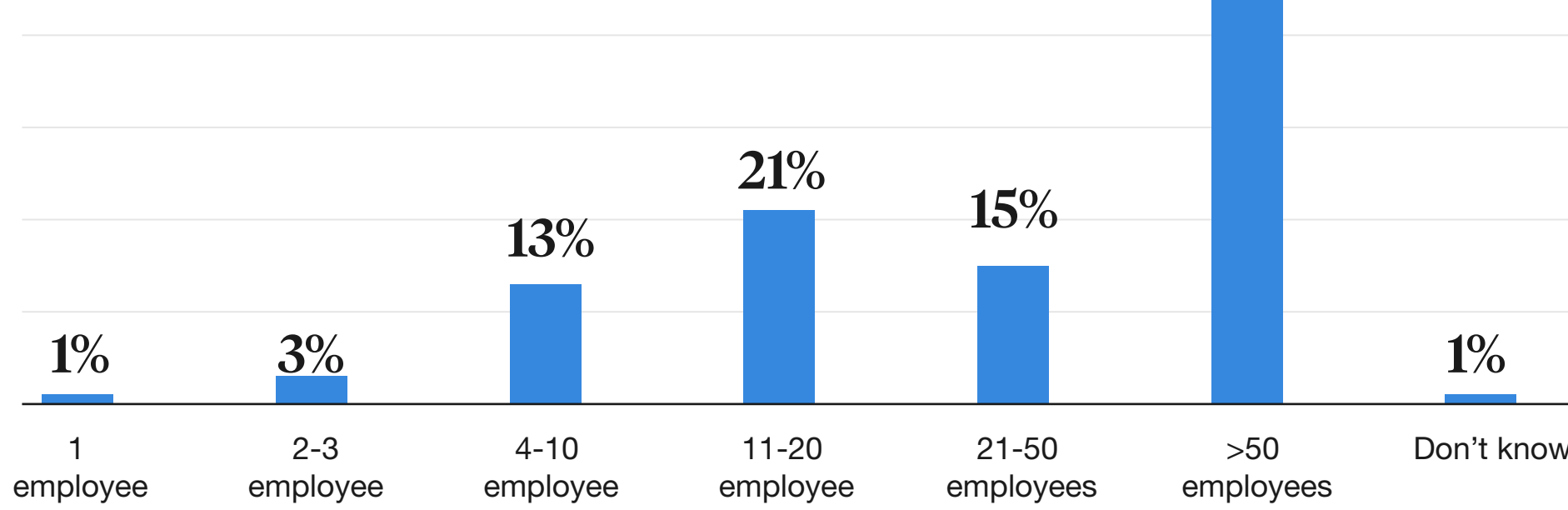
Years in Business



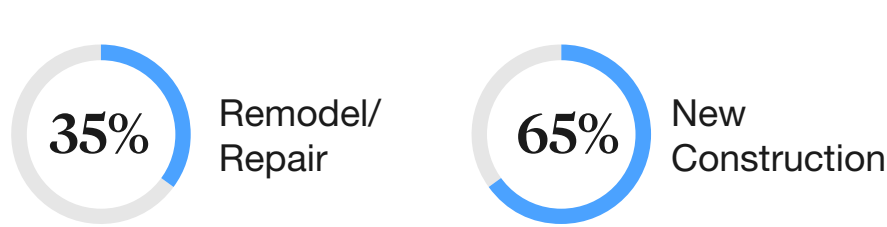
Average Cost of Project



Company Size



Type of Projects

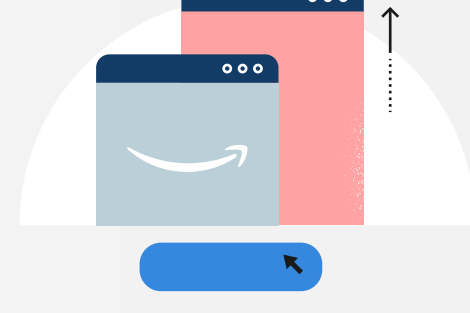


Single Family vs. Multifamily Projects



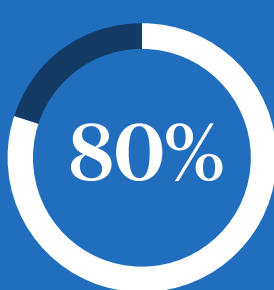
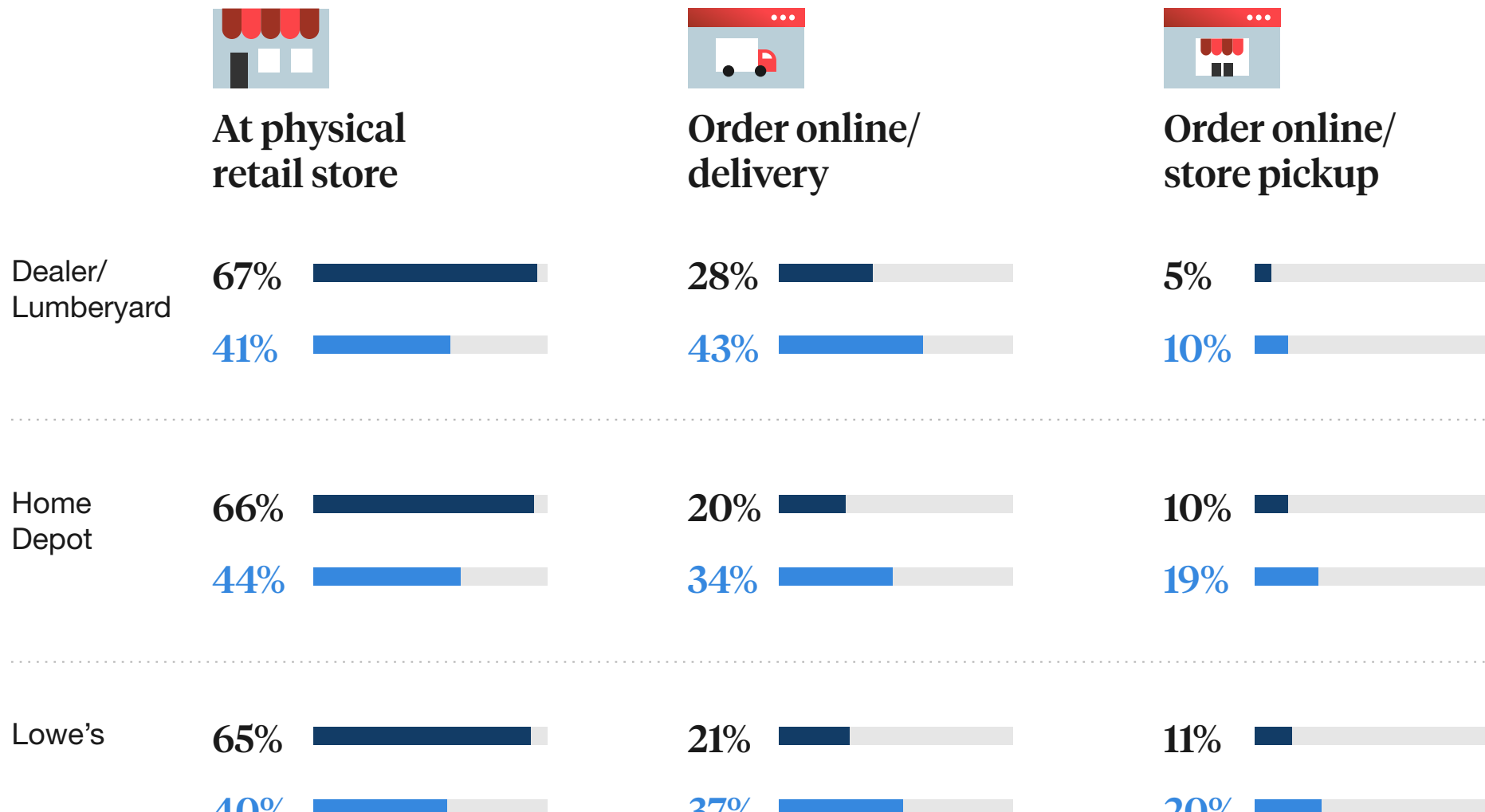
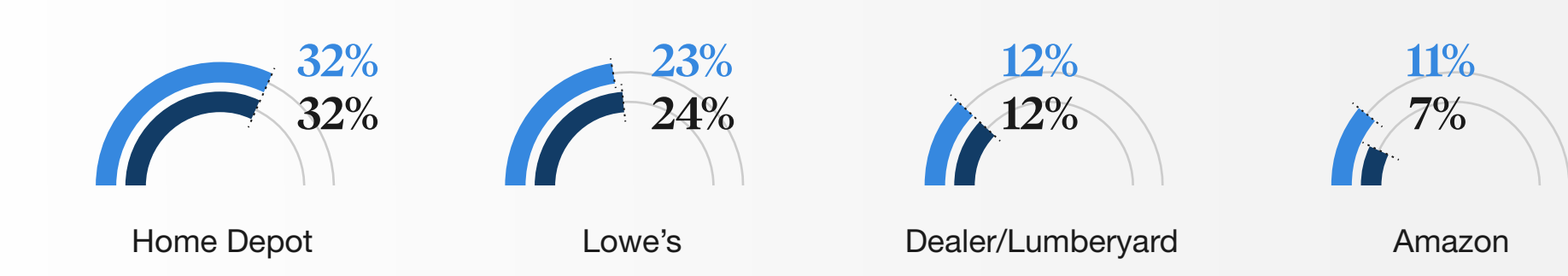
Purchase Channels

Compared to pre-pandemic purchase behaviors, builders have started purchasing more online. Amazon purchases increased from 7% to 11% 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 home builders expect building product suppliers to offer online ordering going forward.

Purchase Behaviors

Availability was the driving force behind builders making a change in brands or retailers.

When asked why,



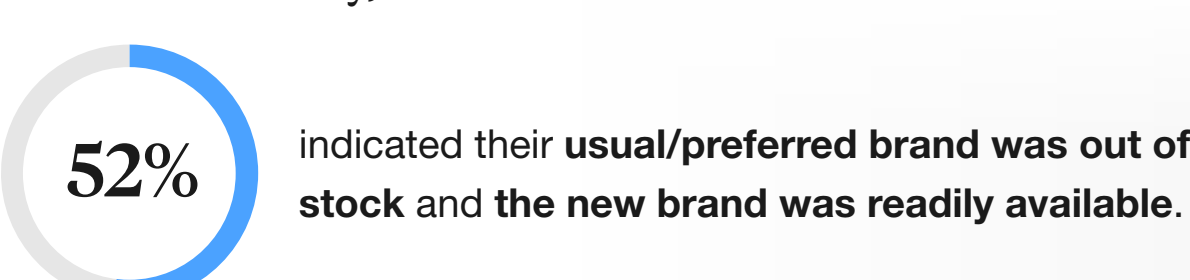
Tried a New Retailer During the Pandemic

■ Yes 28% ■ No 72%

Brand Selection and Expectations

36% of home builders 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

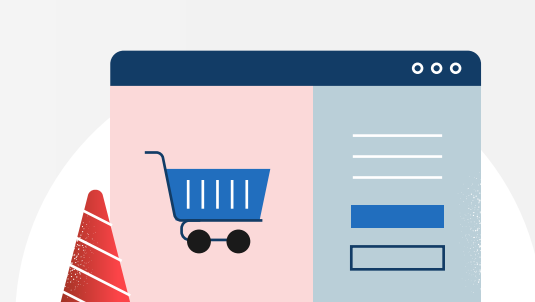


New Brand vs. Old Brand



Brand Discovery

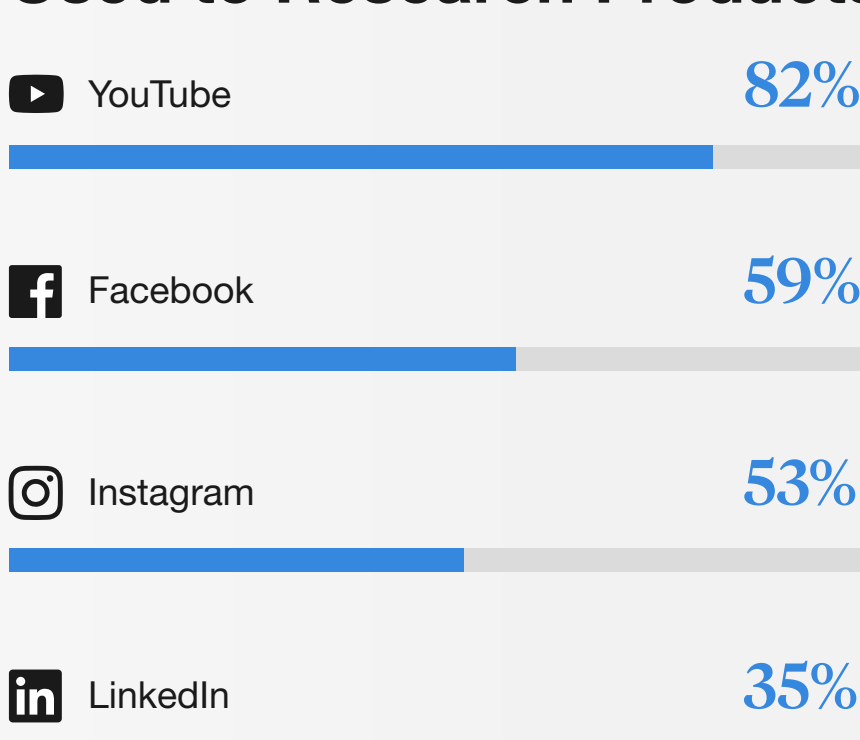
A strong web presence and digital marketing was the number one driver for builders finding new brands and products.



How New Brands Were Discovered



Social Media Platforms Used to Research Products



VENVEO



THE FARNSWORTH GROUP