

2021 CS150 Survey

Introduction

Thank you for responding to the Construction Supply 150 survey. It's great that your company is contributing to this industry benchmark.

We'll be asking questions about revenue, number of branches, number of employees, and various aspects of your business. All told, the survey should take about 15 minutes to complete.

If needed, you can leave and return to the survey--even after you click "done" at the end--but only if you use the same computer to make your updates and changes.

Note that some pages contain questions whose answers will be published in the CS150 report, assuming you make the list. For all other questions, the answers collected will be reported only in the aggregate.

Questions? Comments? Please contact Craig Webb, the president of Webb Analytics, at cwebb@webb-analytics.com or at 202.374.2068.

Now, let's get started.

2021 CS150 Survey

You and Your Company

From this page, only the company name, city, and state will be reported.

1. Company name

2. Headquarters street address

3. Headquarters city

4. Headquarters state

5. Headquarters ZIP code

6. Company's website address

7. Name of primary contact for this survey

8. Primary contact's job title

9. Primary contact's e-mail address

10. Primary contact's phone number

11. Name of company's chief executive (if different from the primary contact)

12. Chief executive's title (e.g. CEO, President, Owner, Board Chair) if different from primary contact

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Type of Company

This classification will be reported for each company on the list.

13. Which type of construction supply operation are you?

- Lumberyard WITH Manufacturing Operations (e.g. Truss factory, components plant, door shop, millwork shop)
- Lumberyard WITHOUT Manufacturing Operations
- Specialty Dealer (A company in which lumber is NOT its primary product. Examples are roofing, drywall, or siding specialists)
- A home center or hardware store that gets more than 50% of its revenues from retail customers
- We sell primarily to dealers, not to contractors
- We manufacture building products
- None of the above

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Sorry. You Don't Qualify

This survey is for building material dealers that sell to contractors and the public. It's not a survey of distributors or manufacturers. We'll be glad to send you the survey results when they come out this spring.

(If you arrived at this page in error, click the "prev" button below and enter the correct information about your company.)

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Revenues/Branches/Staff

Answers to questions 13 through 21 will be reported for each company on the list.

14. Total estimated 2020 gross sales (please provide whole number, such as \$7,243,100)

15. Total gross sales for 2019

16. Percentage of 2020's gross sales made directly to pro contractors (i.e. builders/remodelers)

17. Number of locations as of Dec. 31, 2020 (including distribution, manufacturing, and corporate office facilities)

18. Number of locations one year earlier, on Dec. 31, 2019

19. Total number of full-time employees company-wide as of Dec. 31, 2020

20. Total number of employees company-wide one year earlier, on Dec. 31, 2019

21. Total number of outside sales representatives as of Dec. 31, 2020

22. Total number of outside sales representatives one year earlier, on Dec. 31, 2019

23. So far in 2021, have you acquired or merged with other LBM operations?

Yes

No

24. If You Answered "Yes" Above, Please Provide Details

25. What major accomplishments did your company achieve in 2020?

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2020 Revenue Sources / 2021 Outlook

Answers to all questions from this point forward will be publicly reported only in the aggregate.

26. In 2020, what percentage of your sales (either directly or via subcontractors) involved these construction categories?

Please enter numbers only, without percent signs. Your individual entries, including the "other" category, must add up to 100. In places where you didn't have sales, put 0.

Also, if possible, please enter the percentage revenue from components you manufacture only on the "components you manufacture" line. We want to get a sense of the revenue that LBM ops make from manufacturing components.

Single-family custom or spec homes	<input type="text"/>
Single-family production homes	<input type="text"/>
Multifamily homes	<input type="text"/>
Commercial buildings	<input type="text"/>
General remodeling projects done by pros	<input type="text"/>
Sales to consumers/homeowners	<input type="text"/>
Components you manufacture, including trusses, panels, columns, pre-hung doors, windows, and millwork	<input type="text"/>
Installed sales	<input type="text"/>
Other	<input type="text"/>

27. Compared with 2020, in terms of percentage of your company's total revenue, will your business grow, stay the same, or shrink in 2021 with regard to... ?

	Grow	Stay the Same	Shrink
New-Home Construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remodeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multifamily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Component Manufacturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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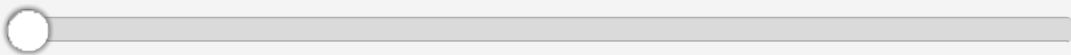
Products Sold

28. Please check the boxes for all product categories that you sell

- | | |
|---|--|
| <input type="checkbox"/> Adhesives/caulks/sealants | <input type="checkbox"/> Live plants |
| <input type="checkbox"/> Agricultural products | <input type="checkbox"/> Locksets |
| <input type="checkbox"/> Home appliances | <input type="checkbox"/> Lumber (dimensional) |
| <input type="checkbox"/> Cabinetry | <input type="checkbox"/> Lumber (engineered) |
| <input type="checkbox"/> Carpets | <input type="checkbox"/> Lumber (panels) |
| <input type="checkbox"/> Ceiling/acoustical panels | <input type="checkbox"/> Lumber (treated) |
| <input type="checkbox"/> Closet and storage systems | <input type="checkbox"/> Masonry |
| <input type="checkbox"/> Concrete in bags | <input type="checkbox"/> Molding/millwork |
| <input type="checkbox"/> Concrete block | <input type="checkbox"/> Paints and stains |
| <input type="checkbox"/> Countertops | <input type="checkbox"/> Plumbing products |
| <input type="checkbox"/> Treated wood decking | <input type="checkbox"/> Pole buildings |
| <input type="checkbox"/> Composite/PVC decking | <input type="checkbox"/> Commercial roofing products |
| <input type="checkbox"/> Deck railing | <input type="checkbox"/> Residential roofing products |
| <input type="checkbox"/> Residential doors (exterior) | <input type="checkbox"/> Shelving and storage systems |
| <input type="checkbox"/> Residential doors (interior) | <input type="checkbox"/> Small sheds |
| <input type="checkbox"/> Commercial/steel doors | <input type="checkbox"/> Siding (vinyl) |
| <input type="checkbox"/> Drywall | <input type="checkbox"/> Siding (fiber cement) |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Siding (engineered wood) |
| <input type="checkbox"/> Fasteners | <input type="checkbox"/> Skylights and roof windows |
| <input type="checkbox"/> Foundation/waterproofing materials | <input type="checkbox"/> Stair parts/systems |
| <input type="checkbox"/> Hardwood flooring | <input type="checkbox"/> Steel studs |
| <input type="checkbox"/> Gardening equipment | <input type="checkbox"/> Stone veneer |
| <input type="checkbox"/> Grills | <input type="checkbox"/> Structural insulated panels |
| <input type="checkbox"/> Gutters | <input type="checkbox"/> Tile |
| <input type="checkbox"/> Hardscaping | <input type="checkbox"/> Hand tools |
| <input type="checkbox"/> Home technology | <input type="checkbox"/> Power tools |
| <input type="checkbox"/> Housewrap | <input type="checkbox"/> Tool accessories (blades, bits, etc.) |
| <input type="checkbox"/> Insulation | <input type="checkbox"/> Trusses and panels (both sourced and made in-house) |
| <input type="checkbox"/> Irrigation equipment | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Lighting | |
| <input type="checkbox"/> Other (please specify) | |

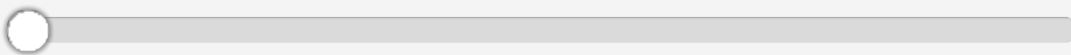
29. What percentage of the total dollars that you spend on products comes directly from manufacturers rather than from distributors?

0 100

A horizontal slider control with a circular knob at the 0 position. The scale ranges from 0 to 100. To the right of the slider is a small rectangular input box.

30. What percentage of your total spending on products is for products manufactured in North America? (US, Canada, Mexico)

0 100

A horizontal slider control with a circular knob at the 0 position. The scale ranges from 0 to 100. To the right of the slider is a small rectangular input box.

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Services and Showrooms

31. Do you have employees who design ...

	Yes	No
Kitchens?	<input type="radio"/>	<input type="radio"/>
Bathrooms?	<input type="radio"/>	<input type="radio"/>
Whole houses?	<input type="radio"/>	<input type="radio"/>
Other structures, such as pole buildings?	<input type="radio"/>	<input type="radio"/>

32. Are any of your showrooms/design centers in stand-alone locations, separate from your lumberyard/specialty store?

- Yes
 No

33. Do you do take-offs?

- Yes
 No

34. If you do offer take-offs, what percent is handled by these groups? Please make your answers add up to 100

Our sales reps

Some staffer other than a sales rep

An outside service

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Component Manufacturing

35. Does your company manufacture components, such as trusses or panels? Do you pre-hang doors or produce custom millwork? If you do any of these, respond "yes."

Yes

No

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What We Manufacture

36. What components does your company make or plan to make?

	Already offer	Future plans to offer	No plans to offer
Assembled railings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Countertops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Custom moldings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-built stairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-hung doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor trusses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roof trusses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Installed Sales

37. Does your company offer any installed sales services?

Yes

No

38. What Do You Install?

	Already offer	Future plans to offer	No plans to offer
Cabinets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Countertops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entry doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fireplaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor trusses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Framing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garage doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interior doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locksets/hardware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom vanities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mirrors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Molding/millwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roof trusses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roofing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shelving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole-house construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wood stoves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

39. What percentage of revenue do you plan to spend on technology in 2021? Please include the cost of laptops, servers, software rental, cloud storage, and support staff.

- | | |
|---------------------------------------|-------------------------------------|
| <input type="radio"/> Less than 0.25% | <input type="radio"/> 1.01% to 1.5% |
| <input type="radio"/> 0.26% to 0.50% | <input type="radio"/> 1.51% to 2% |
| <input type="radio"/> 0.51% to 0.75% | <input type="radio"/> 2.01% to 5% |
| <input type="radio"/> 0.76% to 1% | <input type="radio"/> More than 5% |

40. Do you plan in 2021 to ...

- Invest in your current ERP (company management) system?
- Switch to a new ERP system?
- Other (please specify)
-
- None of the above

41. Do you have or are getting ...

	We have it already	We plan to get it	No plans to get it
Customer Relationship Management (CRM) software?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehouse management software?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dispatch/Delivery software?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An app that customers can use on their smartphones?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An app for employees' smartphones?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. Regarding e-commerce, does your company currently offer ...

	Already offer	Future plans to offer	No plans to offer
Software that notifies customers regarding when their delivery will arrive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to see purchases/invoices/payment history online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to pay bills online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability for customers to see if a product is in stock?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability for customers to order a product online, then pick up and pay for it at the store?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability for customers to order a product online and pay for the product online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Your Team

43. Does your company require job applicants to take a drug test as a condition for being hired?

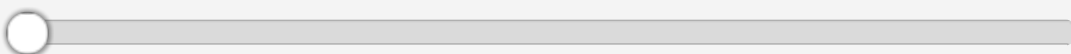
- Yes
 No

44. Now let's focus solely on marijuana. Please check all statements that apply to your company's employees (aside from truck drivers, who are subject to federal regulations).

- | | |
|---|---|
| <input type="checkbox"/> We require pre-employment drug tests and reject a prospect who shows signs of using marijuana | <input type="checkbox"/> We have no rules in our employee handbook regarding marijuana use |
| <input type="checkbox"/> We require a drug test and will reject a candidate for use of other drugs, but not marijuana | <input type="checkbox"/> Most of our workers are in states that permit recreational or medical use of marijuana |
| <input type="checkbox"/> We assert the right to terminate employment if we find that an employee has used marijuana <u>on the job</u> | <input type="checkbox"/> We don't require pre-employment drug tests |
| <input type="checkbox"/> We assert the right to terminate employment if we find that an employee has used marijuana <u>away from work</u> | |

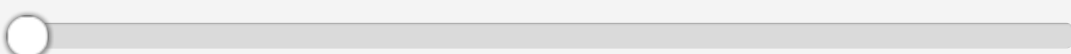
45. What percentage of full-time employees are female?

0 100

A horizontal slider control with a circular knob at the 0 position. The scale ranges from 0 to 100. To the right of the slider is a small square checkbox.

46. What percentage of employees are Black, Asian, or Hispanic (including both white and non-white Hispanics)?

0 100

A horizontal slider control with a circular knob at the 0 position. The scale ranges from 0 to 100. To the right of the slider is a small square checkbox.

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Help Us Get Better

47. What question is missing from this year's survey that we should include next year?

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Thanks!

That's it! Many thanks for taking this survey. The results will be published in late April or early May. We'll alert you when that happens.

Questions? Comments? Let us know your thoughts.

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