5 Assumptions Suppliers Make That Cost Them Customers

In the home building materials industry, the relationship between suppliers and builders is mutually beneficial.

How do we make this relationship even better?

Fact #1

A majority of surveyed home builders say that speed of response from their supplier is more important than price to win a job.

Builders say their ability to win a contract is significantly correlated to how quickly their supplier responds to price inquiries.

Quick price confirmation helps customers build and send accurate bids faster, which significantly increases the likelihood they'll make you their supplier of choice.

Fact #2

2.7 **The average number of days it takes suppliers to respond to a customer's RFQ.**

Time is a luxury for home builders and remodelers. Delayed response times from their supplier affects their chances of securing contracts and hitting project milestones.

Fact #3

6 **The average number of communications it takes for sales teams to complete a customer's request.**

Too many communication touchpoints lead to a higher rate of overlooked opportunity costs.

Having one source for updated pricing information gives customers peace of mind that they're avoiding costly mistakes.

Suppliers can make price lists easily accessible to builders by integrating that information directly into their customer's workflows.

Fact #4

Some of the value-added services suppliers provide are not aligned with what builders want.

Fact #5

Majority of builders and remodelers want inventory and price lists from their suppliers so they can send quotes easily and quickly.

There is a disconnect between supplier's beliefs and builder's/remodeler's beliefs.

Builder / Remodeler

53%

of builders would like to do their own takeoff/price estimating

Supplier

only **20%**

of suppliers believe their customers want to do their own takeoffs/price estimating

82%

of builders agree it'd be easier to self-quote using inventory and prices provided by suppliers

50%

of suppliers believe their builders do not find it easier to self-quote

What does this mean for suppliers and builders?

Targets are achieved when suppliers have a loyal base of builders who go to them for their supplies.

Builders know they can secure more projects with a reliable supplier ready to solve their supply needs.

Learn more about supplier price list integration as well as faster quotes, scheduling, cost tracking, and more with Buildxact and get the **JOB. DONE.**

All findings are part of an in-depth research study on profitable opportunities in the residential home building industry conducted by Buildxact and the Farnsworth Group.

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