5 Assumptions Pro Dealers Make That Cost Them Customers

In the home building materials industry, the relationship between pro dealers 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 dealer is more important than price to win a job.

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

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

Fact #2

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

Time is a luxury for custom home builders and remodelers.

Delayed response times from their dealer 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 pro customer's request.**

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

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

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

Fact #4

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

Fact #5

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

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

Builder / Remodeler

53%

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

Pro Dealer

only **20%**

of pro dealers 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 dealers

50%

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

What does this mean for pro dealers and builders?

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

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

Learn more about dealer 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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