THE Farnsworth GROUP

Market Update

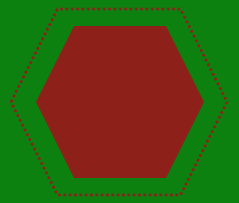
Presented to:

6640 Intech Blvd., Suite 100
Indianapolis, IN 46278
www.thefarnsworthgrop.com
317.241.5600

How ridiculous and unrealistic is the man who is astonished at anything that happens in life

Marcus Aurelius Antonius

Planning Your Strategy



These changes have and will continue to re-define how you plan your company's strategy.

THE MARKET

Market Dynamics

Changing Consumers

Beneath the headlines, a strong and opportunistic market

Solid Market Fundamentals

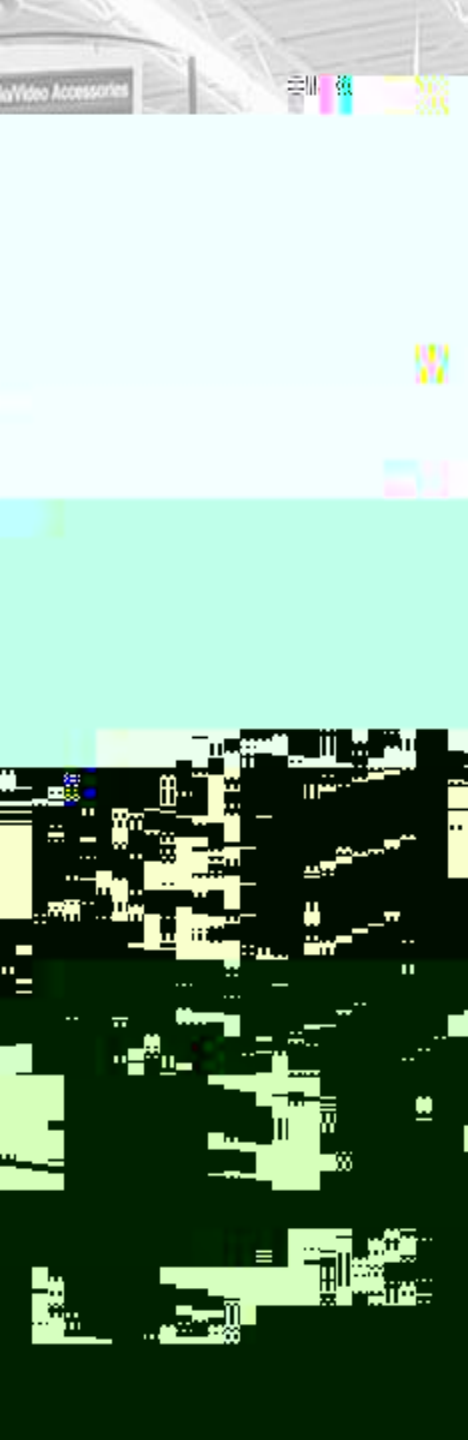
Recovering employment **%**

Stable consumer confidence

Strong builder and remodeler confidence

Low interest rates. Fed committed to keeping rates low.

New generation of homeowners entering the housing market driving new home construction and remodeling.



Business is good!

Dealers reporting record sales increases and expect increases to continue.

Online sales have skyrocketed.

Dealers are investing in their businesses:

- ***Updating / adding equipment***
- ***Sharing with team members***
- ***Investing in IT***
- ***Expanding product offering***
- ***Exploring new locations / acquisitions***

COVIDç19 health concerns

Civil unrest

Pursuit of lower cost, lower density areas

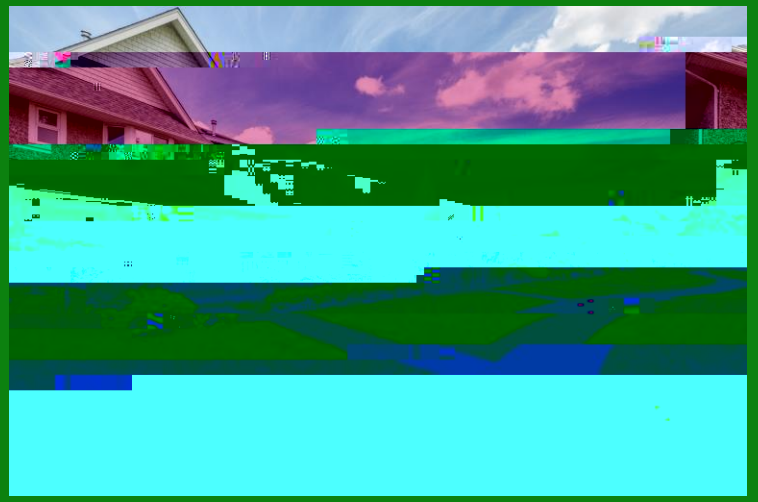
Need for more space

Low interest rates

Work from afar and live where your want

Better education options

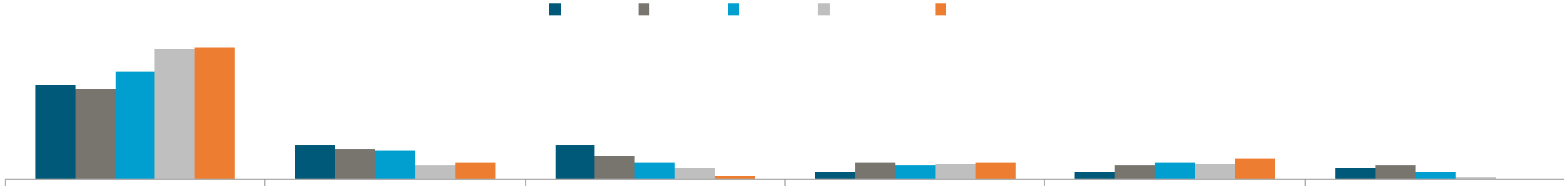
Active millennial and other new buyers



The exodus provides opportunities for hardware and home improvement dealers

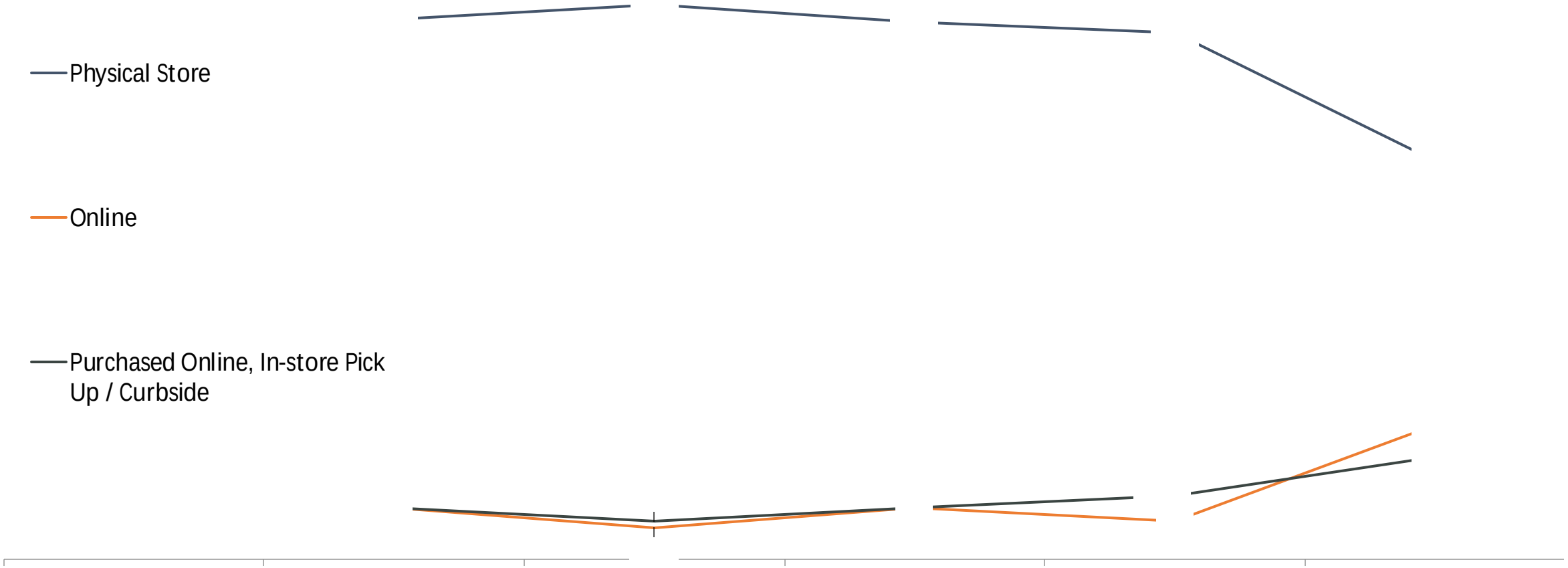
CONSUMER MARKET

Where DIYers made their last HI purchase – by Generation & Gender



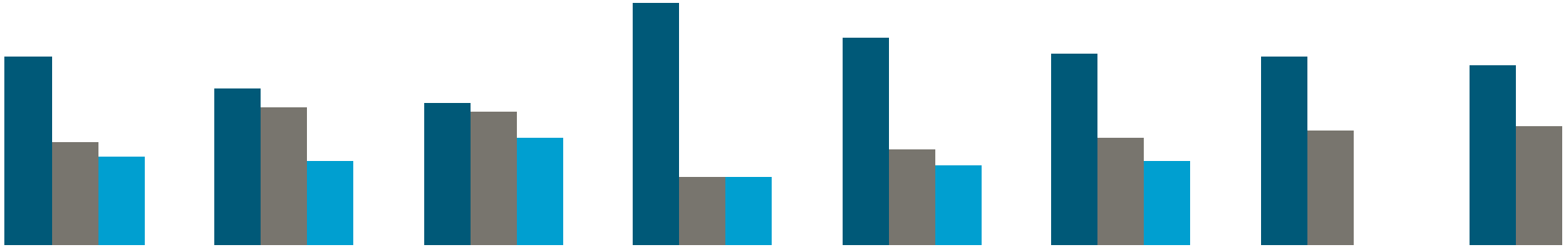
HIRI
HOME IMPROVEMENT
RESEARCH INSTITUTE

How DIYers made their most recent HI purchase



THE

HIRI
HOME IMPROVEMENT RESEARCH INSTITUTE



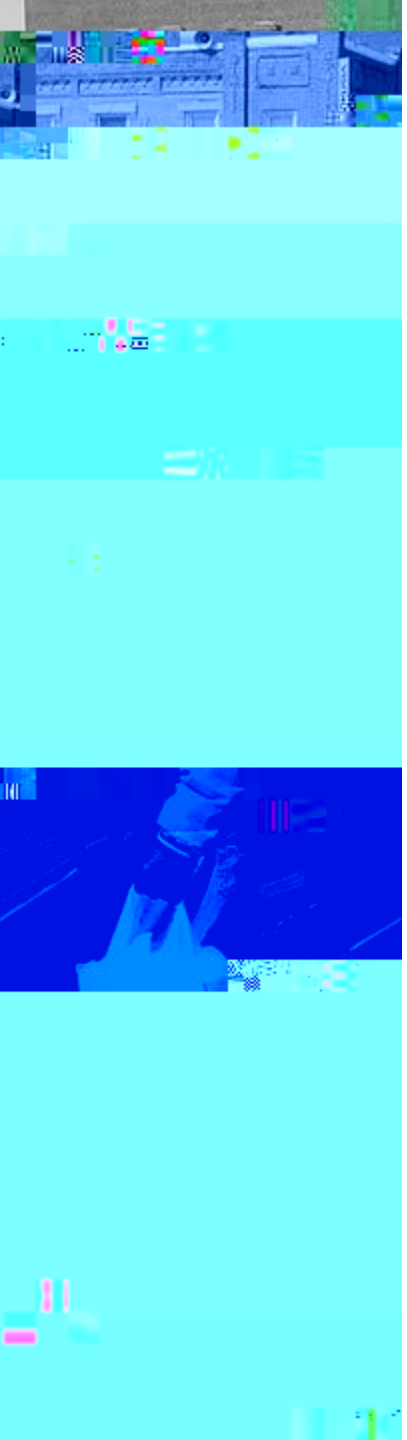
THE

HIRI
HOME IMPROVEMENT
RESEARCH INSTITUTE

The future always arrives a % % % %

The home has never been more important

Customer habits have permanently changed



Critical Issues for Planning

Recognize that your customers have changed and find out how.

- **“Changed” existing customers**
- **“New, new” customers**

Re-allocate strategic planning time for planning your digital future.

Operate at “best of class” on traditional customer satisfaction priorities while adapting to new customer demands.

THE Farnsworth GROUP

% % % % %

Thank You

Jim Robisch
jrobisch@thefarnsworthgroup.com
6640 Intech Blvd., Suite 100
Indianapolis, IN 46278
317.241.5600 ext. 109
317.694.6513