

ProSales

2018 ProSales 100 Survey

Company Information

Thanks for taking the survey. It should require no more than 15 minutes to complete.

Please note that we're going to ask financial and operational information. If you wish to prepare in advance for all the questions, you can [download this survey in PDF format](#). Some sections you'll find in the PDF might not apply to you.

Want to leave the survey and come back?

* If you accessed this survey via an email, click the same link you got then.

* If you arrived here via a web link, click the same weblink. But please note that this will work only if you use the same computer and haven't cleared your cookies since you last entered information. Otherwise, you'll have to start over.

In either case, your past responses will be there for every page you've completed. If you quit in the middle of a page, what you've entered so far on that page won't be saved.

Questions? Comments? Write to cwebb@hanleywood.com or call him at 202-736-3307.

Now, let's get started.

* 1. Company name

* 2. Headquarters street address

* 3. Headquarters city

* 4. Headquarters state

* 5. Headquarters ZIP Code

* 6. Company's web address

* 7. Name of primary contact for this survey

* 8. Primary contact's job title

* 9. Primary contact's email 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. president, CEO, owner, chairman of the board)

* 13. What type of LBM operation are you?

- Pro-oriented dealer/lumberyard WITH manufacturing capabilities, such as a truss plant or door shop
- Pro-oriented dealer/lumberyard WITHOUT manufacturing capabilities
- Specialty dealer/distributor, such as a company that focuses on roofing, drywall, or masonry rather than lumber
- Molding/millwork dealer
- We primarily distribute building materials to dealers
- We primarily manufacture building products
- None of the above

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Sorry

The ProSales 100 survey is solely for pro-oriented building material dealers. It excludes distributors and manufacturers. We appreciate your taking part, but unfortunately your company doesn't qualify.

If you are a distributor and manufacturer, please click the "Exit" button in the upper-right corner to leave the survey. If you accidentally mis-identified yourself, please click the "Prev" button below, change how you identify yourself in question 13, and then click "Next." You'll then go back into the survey.

If you believe you've been misclassified or unfairly disqualified, please contact Editor-in-Chief Craig Webb at 202-736-3307 or via email at cwebb@hanleywood.com

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Financial Information

Information from this page about your company will be used in the ProSales 100 listings.

* 14. Total estimated 2017 gross sales (please provide whole number, such as \$7,243,100)

* 15. Total gross sales for 2016

* 16. Percentage of 2017's gross sales made directly to pro contractors (i.e. builders/remodelers)

* 17. Number of locations as of Jan. 1, 2018 (including distribution and manufacturing facilities)

* 18. Number of locations one year earlier, on Jan. 1, 2017

* 19. Total number of employees company-wide as of Jan. 1, 2018

* 20. Total number of employees company-wide one year earlier, on Jan. 1, 2017

21. Total number of outside sales representatives as of Jan. 1, 2018

22. Total number of outside sales representatives one year earlier, on Jan. 1, 2017

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Major Achievements

23. What major accomplishments did your company achieve in 2017?

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Business Activities

From this page onward, all responses will be reported by ProSales in aggregate form only. Your company's particular numbers won't be revealed publicly.

24. In 2017, what percentage of your sales (either directly or via subcontractors) involved these construction categories? (Note: Enter numbers only. Your individual entries, including the "other" category, must add up to 100. In places where you didn't have sales, put 0.)

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	<input type="text"/>
Sales to other building material dealers	<input type="text"/>
Sales to specialty contractors (e.g. roofers, drywallers, etc.)	<input type="text"/>
Sales to consumers/homeowners	<input type="text"/>
Installed sales	<input type="text"/>
Component manufacturing	<input type="text"/>
Other	<input type="text"/>

25. Compared with 2017, in terms of percentage of total revenue, do you envision these parts of your business growing, staying the same, or shrinking in 2018?

	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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What You Sell

26. Which of the following product categories does your company sell? Check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Adhesives/caulks/sealants | <input type="checkbox"/> Grills | <input type="checkbox"/> Roofing products (Commercial) |
| <input type="checkbox"/> Agricultural products | <input type="checkbox"/> Gutters | <input type="checkbox"/> Vinyl siding |
| <input type="checkbox"/> Cabinetry | <input type="checkbox"/> Hardscaping | <input type="checkbox"/> Fiber cement siding |
| <input type="checkbox"/> Carpets | <input type="checkbox"/> Home Technology | <input type="checkbox"/> Engineered wood siding |
| <input type="checkbox"/> Ceiling/acoustical panels | <input type="checkbox"/> Housewrap | <input type="checkbox"/> Siding made from non-vinyl plastics or fly ash |
| <input type="checkbox"/> Closet and storage systems | <input type="checkbox"/> Insulation | <input type="checkbox"/> Skylights and roof windos |
| <input type="checkbox"/> Concrete block | <input type="checkbox"/> Lighting | <input type="checkbox"/> Stair parts/systems |
| <input type="checkbox"/> Countertops | <input type="checkbox"/> Locksets/hardware | <input type="checkbox"/> Steel studs |
| <input type="checkbox"/> Treated wood decking | <input type="checkbox"/> Lumber (dimensional) | <input type="checkbox"/> Stone veneer |
| <input type="checkbox"/> Composite decking | <input type="checkbox"/> Lumber (engineered, such as I-joists and LVLs) | <input type="checkbox"/> Structural insulated panels |
| <input type="checkbox"/> Deck railing | <input type="checkbox"/> Lumber (panels) | <input type="checkbox"/> Tile |
| <input type="checkbox"/> Doors (exterior) | <input type="checkbox"/> Lumber (treated) | <input type="checkbox"/> Hand tools |
| <input type="checkbox"/> Doors (interior) | <input type="checkbox"/> Masonry | <input type="checkbox"/> Power tools |
| <input type="checkbox"/> Drywall | <input type="checkbox"/> Molding/millwork | <input type="checkbox"/> Tool Accessories |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Paints and stains | <input type="checkbox"/> Trusses and/or wall panels |
| <input type="checkbox"/> Fasteners | <input type="checkbox"/> Plumbing products | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Foundation/Waterproofing materials | <input type="checkbox"/> Shelving and Storage Systems | |
| <input type="checkbox"/> Hardwood flooring | <input type="checkbox"/> Shingles/roofing products (Residential) | |
| <input type="checkbox"/> Other (please specify) | | |

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

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Services Offered

28. What's displayed in your showrooms? Select all that apply

- Kitchen (including cabinetry)
- Bath
- Window and Door
- Flooring (including carpets, hardwood, and tile)
- Hearths and stoves
- Millwork (interior)
- Decking and railing
- Roofing
- Siding and exterior trim
- Closet systems
- We don't have any showrooms
- Other (please specify)

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

- Yes
- No

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Installed Sales Qualifier

30. Does your company offer any installed sales services?

- Yes
- No

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Installed Sales Offerings

31. 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"/>
Siding	<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"/>
Windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wood stoves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Aside from those listed above, what other installed sales services do you currently offer or plan to offer?

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Component Manufacturing Qualifier

33. Does your company manufacture components, such as pre-hung doors or roof trusses?

Yes

No

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Component Manufacturing Offerings

34. What 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"/>
Floor trusses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Custom moldings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Countertops	<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"/>
Windows	<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"/>

Other (please specify)

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Technology

35. What percentage of revenues do you plan to spend on technology in 2018?

- Less than 0.25%
- 0.25% to 0.50%
- 0.51% to 0.75%
- 0.76% to 1%
- 1.01% to 1.5%
- More than 1.5%

36. Do you plan in 2018 to ... (select all that apply)

- Switch to a new ERP (lumberyard management) system?
- Invest in mobile applications ("apps")?
- Add a warehouse management system?
- None of the above
- Other (please specify)

37. Do you use a CRM (Customer Relationship Management) system?

- Yes
- We plan to get one
- No plans to get one

38. Do you use a computerized dispatch/delivery system?

- Yes
- We plan to get one
- No plans to get one

39. Do you offer, or are you planning to offer ...

	Already Offer	Future Plans to Offer	No Plans to Offer
Online customer accounts (invoicing/payment/purchase history)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An electronic data exchange?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online order tracking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A system in which customers can pay their bills online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online inventory/pricing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An online store where you can buy products and pay for them at the same time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A system in which a customer can enter queries online about product availability or pricing and then you reply via email?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Story Ideas

Just one more question...

40. We at ProSales are interested in what you would like to read about in future issues of the magazine as well as online. Please take a moment to suggest one or more topics.

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Thanks!

Thank you for participating in the 2018 ProSales 100 survey. When you click the "Done" button below, your survey will be considered complete. Unfortunately, this system doesn't let you print out your responses when you're through, but if you'd like a copy of what you turned in, write to editor-in-chief Craig Webb at cwebb@hanleywood.com and he'll arrange to send a document to you.

If your company is one of the 100 biggest in terms of sales to pros, it will be listed in our May issue. In any case, your data will contribute to the aggregate results.

How could we improve this survey in 2019? Contact Craig at 202-736-3307 or at cwebb@hanleywood.com.

Thanks again!