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**The 2015 ProSales 100 Survey**

ProSales thanks you for taking part in the ProSales 100, our annual survey of building material dealers. It consists of two parts.

The first part requests information about your company, its revenues, percent of sales to pros, number of branches, and number of staff. Data from the top 100 dealers (ranked by dollar volume of sales to pros) will be reported.

The second part of the survey asks questions regarding your business activities and plans.

Only aggregate information from this section will be reported. No individually identifiable information will be reported in our publications or shared with outsiders.   
  
Once you have finished the survey, please save it and then email the file to editor-in-chief Craig Webb at [cwebb@hanleywood.com](mailto:cwebb@hanleywood.com). You also can fax it to him at 202-785-1974.

Questions? Email Craig or call him at 202-736-3307.  
  
Now, let’s begin.

**Company Information**

|  |  |
| --- | --- |
| Company Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Address: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| City: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| State: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Zip: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Phone Number: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Fax: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Website URL: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Primary contact for this survey: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Title: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Name of company’s chief executive (If different from the primary contact): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Chief executive’s title (e.g. president, CEO, owner, chairman of the board): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Financial Information**

|  |  |
| --- | --- |
| Total estimated 2014 gross sales (millions): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Total 2013 gross sales (millions): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Percent of 2014 gross sales made directly to pro contractors (e.g. builders/remodelers): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Number of locations as of Jan. 1, 2015 (including distribution and manufacturing facilities): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Number of locations as of Jan. 1, 2014 (including distribution and manufacturing facilities): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Total number of employees company-wide as of Jan. 1, 2015: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Total number of employees company-wide as of Jan. 1, 2014: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Total number of outside sales representatives as of Jan. 1, 2015: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Total number of outside sales representatives as of Jan. 1, 2014: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Primary Business Emphasis**

* Professional dealer/lumberyard with manufacturing capabilities
* Professional dealer/lumberyard without manufacturing capabilities
* Specialty dealer/distributor, specializing in products such as roofing, drywall, and masonry
* Moulding/millwork dealer
* None of the above

All responses from here onward will be reported in aggregate form only.

**What major accomplishments did your company make in 2014?**

|  |
| --- |
|  |

**In 2014, what percentage of your sales (either directly or via subcontractors) involved these construction categories?**

Note: Please make sure your individual entries must add up to 100%

|  |  |
| --- | --- |
| Single-family custom or spec homes: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Single-family production homes: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Multifamily homes: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Commercial buildings: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| General remodeling projects: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Sales to other building material dealers/lumberyards: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Sales to specialty contractors (e.g. Roofers, Drywallers, etc.): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Consumers/homeowners: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Installed sales: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Component manufacturing: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Other: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Compared with 2014, in terms of percentage of total revenue, do you envision these parts of your business growing, shrinking, or staying the same in 2015?**

|  | Grow | No Change | Shrink |
| --- | --- | --- | --- |
| New home building |  |  |  |
| Remodeling |  |  |  |
| Retail Sales |  |  |  |
| Multifamily |  |  |  |
| Commercial |  |  |  |
| Installed Sales |  |  |  |
| Component manufacturing |  |  |  |

**Which of the following product categories does your company sell?**

Please select all that apply

* Cabinetry
* Carpets
* Decking and railing
* Doors (exterior)
* Doors (interior)
* Drywall
* Finished hardwood floors
* Housewrap
* Insulation
* Locksets/hardware
* Lumber (dimensional)
* Lumber (engineered)
* Lumber (FSC-certified)
* Lumber (SFI-certified)
* Lumber (Treated)
* Molding/millwork
* Paints and stains
* Shelving
* Shingles/Roofing products
* Siding
* Structural insulated panels
* Tile
* Tools
* Tool accessories
* Windows
* Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_

**What percentage of products do you buy directly from manufacturers?**

|  |  |
| --- | --- |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_%\_ |

**Do you market American-made products as such?**

* Yes
* No

**Please indicate which of the following services you offer or are planning to offer to your customers:**

|  | Already Offer | Future Plans To Offer | No Plans To Offer |
| --- | --- | --- | --- |
| Blueprint takeoffs |  |  |  |
| Construction services |  |  |  |
| Co-op advertising |  |  |  |
| Volume discounts |  |  |  |
| Financing programs |  |  |  |
| Installed sales |  |  |  |
| Rebates |  |  |  |
| Same-day delivery |  |  |  |
| Showrooms |  |  |  |
| Training programs |  |  |  |
| Whole-house design |  |  |  |
| Whole-house engineering |  |  |  |

**Aside from those listed above, what other services do you currently offer or plan to offer?**

|  |
| --- |
|  |

**Which showroom(s) do you currently maintain?**

* Kitchen
* Bath
* Window and Door
* Do not offer any showrooms
* Other (please specify):\_\_\_\_\_\_\_\_\_\_\_\_

**Does your company offer any installed sales services?**

* Yes (if so, please proceed to the next page)
* No (if so, you can skip the next three questions)

Please indicate your company’s installed sales program offerings in the following categories:

|  | Already Offer | Future Plans To Offer | No Plans To Offer |
| --- | --- | --- | --- |
| Entry doors |  |  |  |
| Cabinetry |  |  |  |
| Decking |  |  |  |
| Floor trusses |  |  |  |
| Framing |  |  |  |
| Insulation |  |  |  |
| Interior Doors |  |  |  |
| Locksets/hardware |  |  |  |
| Bathroom vanities |  |  |  |
| Mirrors |  |  |  |
| Molding/millwork |  |  |  |
| Roof trusses |  |  |  |
| Roofing |  |  |  |
| Shelving |  |  |  |
| Siding |  |  |  |
| Stairs |  |  |  |
| Wall panels |  |  |  |
| Whole-house construction |  |  |  |
| Windows |  |  |  |
| Carpet installation |  |  |  |

**What other installed sales services do you currently plan to offer?**

|  |
| --- |
|  |

**What percentage of your installed sales crew is employed full-time?**

|  |  |
| --- | --- |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_% |

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

* Yes
* No

**If yes, does your company manufacture or plan to manufacture the following components?**

|  | Already Offer | Future Plans To Offer | No Plans To Offer |
| --- | --- | --- | --- |
| Assembled railings |  |  |  |
| Floor trusses |  |  |  |
| Pre-built stairs |  |  |  |
| Pre-hung doors |  |  |  |
| Windows |  |  |  |
| Roof trusses |  |  |  |
| Wall panels |  |  |  |

**What percentage of sales do you plan to spend on technology during the next year?**

* Less than 0.25%
* 0.25% to 0.50%
* 0.51% to 0.75%
* 0.76% to 1%
* More than 1%

**Do you plan during 2015 to …**

Please select all that apply

* Switch to a new ERP (lumberyard management) system?
* Invest in mobile applications ('apps')?
* Add a warehouse management system?
* Add a delivery tracking system?
* Invest in a CRM (sales-force management) system?
* None of the above

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

* Yes
* We plan to get one
* No plans to offer
* No answer

**Online Offerings:**

|  | Already Offer | Future Plans To Offer | No Plans To Offer |
| --- | --- | --- | --- |
| Do you offer or are you planning to offer online customer accounts (invoicing/payment/purchase history)? |  |  |  |
| Do you use electronic data exchange? |  |  |  |
| Do you offer or are you planning to offer online order tracking? |  |  |  |
| Do you offer or are you planning to offer online inventory/pricing? |  |  |  |
| Do you offer or are you planning to offer online purchase orders? |  |  |  |
| Do you offer or are you planning to offer an online store where you can buy products and pay for them at that time? |  |  |  |
| Do you offer or are you planning to offer inventory/pricing info sent via email? |  |  |  |

**You’re done!**

**+++**

**We at ProSales are interested in what you would like to read about in future issues. Please take a moment to suggest a topic you’d like to see in ProSales**.

|  |
| --- |
|  |

Thank you for participating in the 2015 ProSales 100 survey. If your company is one of the 100 biggest in terms of sales to pros, it will be listed in our May issue. And in any case, your data will contribute to the aggregate results.

How could we improve this survey in 2016? Please let us know. Contact ProSales' Craig Webb at 202-736-3307 or at [cwebb@hanleywood.com](mailto:cwebb@hanleywood.com).