



Construction Market Reporter

Monthly Subscription Series

Businesses rely on timely and accurate information, coupled with strong analysis, to shape their market share strategies. The explosion of sources and readily accessible information makes this task very difficult. Few companies have the time and talent to regularly capture, review, and interpret market information so that action can be taken ahead of competition. Many companies find themselves reacting to market change—and lose some ability to adapt their strategies in volatile market conditions.

Lynn Cullotta Consulting is excited to introduce the monthly “Construction Market Reporter” to fill this gap and provide timely, actionable insights your business needs. The “Construction Market Reporter” provides benefits that few companies derive from internal analysis alone:

- Regular review of the broadest and deepest range of information sources
- Distillation of information to focus on the most relevant and impactful issues that require new consideration and (potentially) changes in strategy or tactics
- Unbiased expert opinion to identify implications for both the industry and your business

We are confident that the “Construction Market Reporter,” produced every month, will provide you with the informational context to manage your business more effectively in a dynamic environment.

| FOUNDATIONAL CONTENT | STRATEGIC ADVISORY SERVICES |
|---|---|
| <p>White paper delivered at the end of each month, organized by topic:</p> <ul style="list-style-type: none">• Quantitative “data dashboard” capturing key industry statistics, along with notable changes and implications• Qualitative issues, updates, and changes; which ones are notable and why. Summarizes implications for industry stakeholders and participants• Addendum that explores issues and implications specific to your business | <p>Quarterly half-day review and strategy session with key stakeholders in your organization:</p> <ul style="list-style-type: none">• Agenda will cover key topics identified in the monthly “Construction Market Reporter” as well as strategy and go-to-market issues specific to your business <p>Additional services (covered under separate budget):</p> <ul style="list-style-type: none">• Face-to-face strategy meetings with internal teams to explore research findings and implications in greater detail• Deep dive research into key topics• Lynn Cullotta Consulting attendance at industry events on your behalf |



Construction Market Reporter Overview

Research Approach and Subscriber Onboarding

- The Lynn Cullotta team has assembled a broad and deep list of sources that provide the foundation for our monthly research. These sources include government, industry specific and general business publications/reports. *(See attached list of sample issues and sources)*
- We review these sources daily to extract the most relevant data and information, as well as identify the most notable changes. We augment these publicly available sources through regular conversations with industry observers and experts
- Our construction industry practice team regularly reviews the collected information to prioritize the key issues and define implications
- As part of the onboarding process, we will conduct an initial debrief with each new subscriber to assure that the issues examined, sources used, and information captured will be most relevant to their business. We will also discuss the most “user friendly” reporting mechanism for the “Construction Market Reporter” for your organization

Subscription Fees

- \$18,000 per quarter (\$6,000 per month). An additional, one-time setup fee of \$6,000 to cover startup activities to customize the “Construction Market Reporter” for the needs of your business
- Subscriptions will be auto renewed and invoiced at the beginning of each quarter
- Clients can cancel or suspend their subscription at any time

For more information or to discuss how you can participate in the “Construction Market Reporter” series, please contact Carl Cullotta at 224-239-2525 or email at cpc@lynncullotta.com.

What Our Clients Say

“The strategy sessions are a great way to access Lynn Cullotta Consulting’s decades of industry expertise.”

- CEO, interior finishing products manufacturer

“The Monthly Reporter provides continuity that we struggle to develop internally – too many competing priorities and too much staff turnover.”

- VP, Innovation, building envelope components supplier

“Lynn Cullotta uncovered resources that my team didn’t even know existed.”

- CEO, independent building supplies distributor

“The interaction with Lynn Cullotta’s team is an excellent training forum for our market analysts.”

- Residential Segment Manager, broadline building products manufacturer

SAMPLE ISSUES ADDRESSED IN MONTHLY CONSTRUCTION MARKET REPORTER

| Monthly "Data Dashboard" | Construction Trends / Innovation | Industry Structure |
|--|--|--|
| Housing starts Remodel activity Commercial construction Broader economy Population & demographics Industry employment | ADUs Offsite construction Energy (availability, cost, management) Building science Material trends, usage, innovation Building codes & regulation | Builder M&A Distribution M&A Builder, distributor, manufacturer financial results Associations, meetings, events and outcomes |

SAMPLE SOURCES USED IN MONTHLY RESEARCH

| | |
|---|---|
| American Apartment Owners Association | Multi family |
| American Business Journals | Local business news |
| American Planning Association | Community development |
| Builder Magazine | Residential construction |
| CNBC Housing | Residential construction |
| Daily Builder Pulse | Residential construction |
| Department of Energy | Energy availability, management, trends |
| Department of Labor | Employment trends |
| Dodge Data & Analytics | General construction |
| Floor Covering Weekly | Industry statistics and trends |
| FMI Quarterly | General construction |
| Freddie Mac Housing and Economic Research | Residential construction |
| Home Innovation Research Labs | Residential construction |
| IECC | Energy codes and trends |
| Industrial Distribution | Distribution |
| Industry Week | General trends |
| John Burns Real Estate Consulting | Residential construction |

SAMPLE SOURCES USED IN MONTHLY RESEARCH (cont'd)

| | |
|--|--|
| Joint Center for Housing Studies | Residential construction & remodeling |
| Lumber Connection | Lumber costs |
| Manufacturer Websites & Financial Filings | Trends, building science & innovation |
| Manufacturing.net | Trends, building science & innovation |
| Marcus & Millichap | Commercial construction, multi family |
| Modern Distribution Management | General trends |
| Multifamily Executive Magazine | Multi family |
| NAHB Eye on Housing | Residential construction |
| National Association of Realtors | Residential housing |
| National Kitchen & Bath Association | Industry statistics and trends |
| Principia Consulting | Building materials and trends |
| ProSales | Distribution |
| Public Builders Websites & Financial Filings | Trends, structure, building science & innovation |
| Realtor Magazine | Residential housing |
| Realty Trac | Residential housing |
| Remodeling | Residential housing |
| Roofstock News | Building materials and trends |
| Structural Building Components Association | Building materials and trends |
| The Building Science Podcast | Building materials and trends |
| The Farnsworth Group | Residential housing |
| The Freedonia Group | Building materials and trends |
| US Department of Commerce Census Bureau | Population & demographics |
| WDMA | Building materials and trends |
| Zillow Research | Residential housing |
| Zonda | Trends, structure, building science & innovation |