Research reveals business sophistication level of NARI members

Des Plaines, Illinois, February 19, 2013—Members of the National Association of the Remodeling Industry (NARI) continue to lead the industry in terms of sales, production and employees, according to results of the 2012 NARI Member Profile Study, conducted by Fred Miller, president of Consumer Specialists.

The data—designed to provide a snapshot of NARI remodelers—shows slight growth in the number of company locations, in-house design work, dedicated salespeople and types of services offered.

“NARI members are quite adept at diversifying and adapting to market trends in order to remain successful,” says Tom O’Grady, CR, CKBR, chair of NARI’s Strategic Planning and Research committee and owner of O’Grady Builders in Drexel Hill, Pa. “The research suggests the majority of NARI businesses are operating on a sophisticated level, with ongoing evaluation of revenues, sales margins, overhead, income, performance, shifts in housing and consumer demands as the basis for decision-making.”

This year’s data shows other signs of improvement in the remodeling industry:

- NARI members reported a 14 percent boost in average sales, with 38 percent reporting more than $1,000,000 in annual sales.

- Eighty-two percent (82%) of NARI members offer more than one remodeling service.

- NARI members reported an increase in number of employees, with a 3 percent uptick in dedicated sales employees.

“Though the recession took its toll on many small businesses, NARI members seem to have prevailed,” O’Grady says. “Many of us are taking time to refresh our operations and responsibilities in preparation for growth over the next couple of years.” In fact, 93 percent of NARI members predict future sales to be as good or better in 2013, according to the Member Profile data.

To see the full 2012 Member Profile Study results, send your request to marketing@nari.org .

NARI is a professional association whose members voluntarily subscribe to a strict code of ethics. Visit the NARI.org site to get tips on how to hire a remodeling professional and to search for NARI members in your area.

Click here to see an online version of this press release.

# # #

About NARI: The National Association of the Remodeling Industry (NARI) is the only trade association dedicated solely to the remodeling industry. The Association, which represents 7,000 member companies nationwide—comprised of 63,000 remodeling contractors— is “The Voice of the Remodeling Industry.”™ To learn more about membership, visit www.NARI.org or contact national headquarters, based in Des Plaines, Ill., at (847) 298-9200
.