



Win with key customers. **Align** resources with areas of greatest upside. **Outpace** the industry.

Face your moment of truth with conviction.

Gain a Competitive Edge with Cleveland Research

CRC is an independent research firm headquartered in Cleveland, Ohio. Our firm is comprised of intellectually curious, highly motivated individuals who strive to build the best research firm in the business. We believe high-quality research directly leads to high-impact conclusions that can give you a competitive edge.

Broad Channel Network

Our team interacts regularly with a broad network of experts across end-markets & categories.

We identify and share best practices highlighting what's working across channels.

We equip you with important industry inflections to help you outpace your competition.

Relationship with Retail Executives

Our financial analysis experience offers us unique relationships with Senior Management teams that give us a clear understanding of key strategic initiatives.

With that access, our work uncovers opportunities and risks within your key retailer strategies.

We help you prioritize key customer strategies to maximize your investments.

Shopper Insights & Surveys

Shopper surveys complement our research with data points to round out the full story on a particular theme, retailer, channel, or end market.

Understand how shopper preferences are changing and how these changes impact your product category.

We add to your perspective on how shoppers are engaging with your customers.

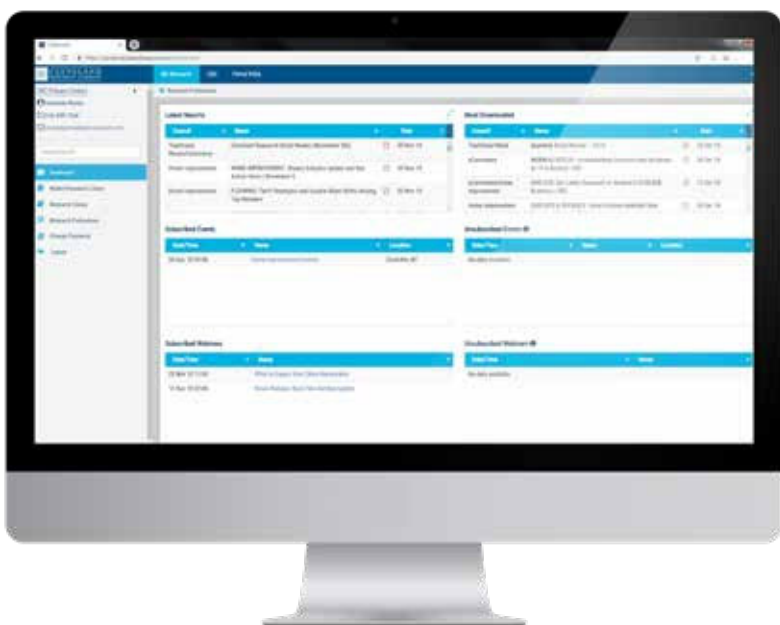
Cross-Sharing & Benchmarking

Our quarterly surveys give our partners unique data points that help benchmark your performance against other council members who are also your peers.

Regional roundtables facilitated by CRC provide an opportunity to discuss challenges and share best practices with peers in non-competing categories.

Join our network & begin building more informed strategies for your team.

Why Cleveland Research



CRC provides a clear picture of where the market is today and where it will be in the future.

Our timely and relevant market research helps our partners grow sales, save money, optimize investments, and strategically plan their business. CRC's real-time reports and forecasts identify short-term inflections, long-term trends, and emerging opportunities.

CRC's research can also be used to support:

- Internal & external strategic discussions
- Budgeting, forecasting, and benchmarking
- Faster response to changing market conditions
- Alignment across leadership, cross functional teams, and customers





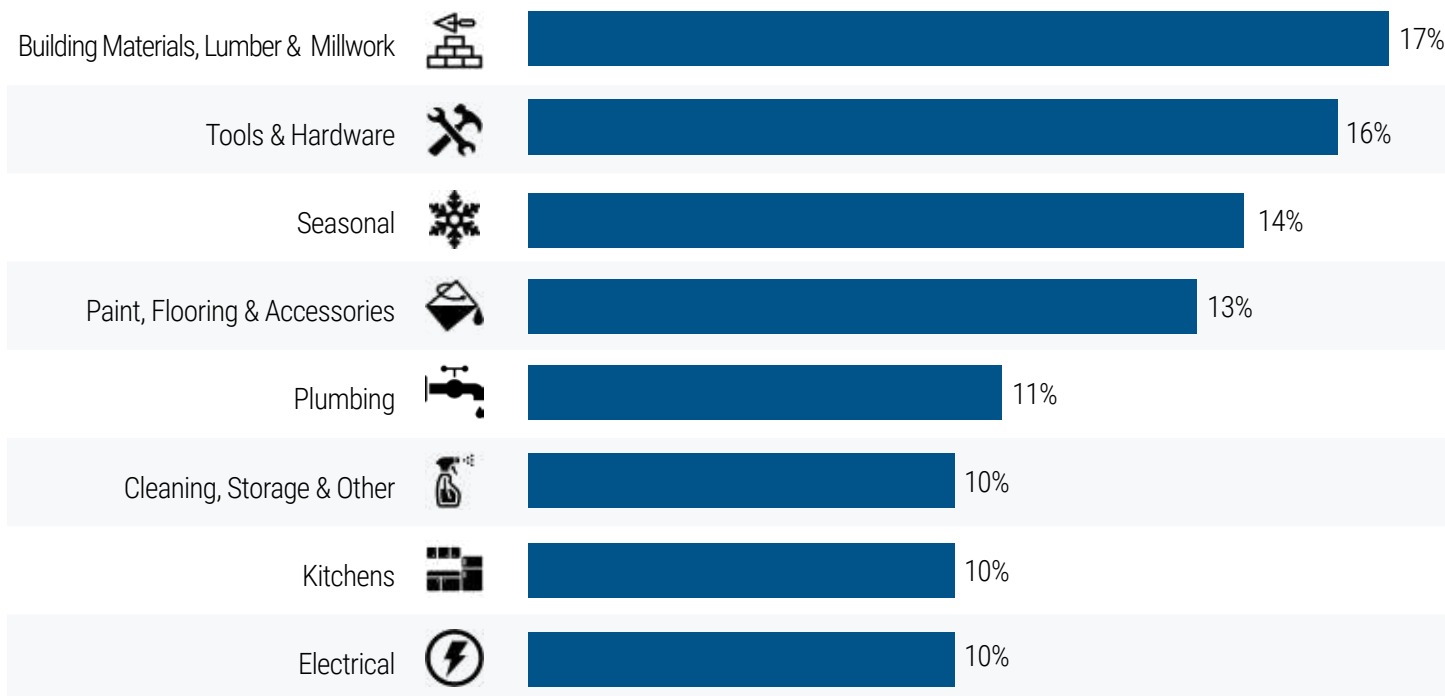
“We utilize the research provided by CRC to make intelligent informed business decisions to manage and grow both our Retail & Industrial Businesses. Their insights and assessments of customers and trade channels are spot on!!”

- *Chief Sales Officer*
Cleaning Category

Home Improvement Council

CRC's Home Improvement Council is a comprehensive source for market intelligence on homecenters (DIY and Pro), residential new construction, and building product categories. The depth and breadth of channel insights, data, and industry expertise reflects over 20 years of covering the industry, with council members well represented across every major department and key categories.

Home Improvement Council Partners



Home Improvement Experts

Phone a home improvement expert with your Cleveland Research partnership. You gain access to our team to help you answer questions and solve problems on a day-to-day basis. Our expert analysts have over 20 years of experience analyzing home improvement, residential new construction, and the overall building products industry. They specialize in identifying inflections to help vendors grow more profitably and better navigate the constantly evolving customer purchase decision process.

Mark Herbek

Executive Director, Home Improvement Council

Matt Leiser

Director, Home Improvement Council

Omarr Aleem

Senior Analyst

Tom Mahoney

Senior Analyst

Ryan Miller

Research Associate

Home Improvement Council Reports

CRC's custom reports provide insight into the current business environment including actionable conclusions that can be used immediately to clarify and strengthen your business. CRC partners have access to over 250 reports including industry reports, customer updates, shopper reports, and channel outlooks distributed to your inbox each week. **With a Home Improvement Council partnership, you have unlimited access to all reports and are available to download in our partner portal.**

Quarterly Home Improvement Updates

- Industry Playbook to Help Maximize Opportunities with Key Customers
- Detailed Insights on New Merchandising Initiatives at the National Homecenters
- What is New and What is Working Best Across the Home Improvement Industry
- Growth Estimates by Key Category for the National Homecenters
- Updated Trends and Insights Across Key Home Improvement Categories
- Endcap Messaging and Offshelf Trends in Home Improvement
- Notes from Meetings with Home Improvement Executive Teams

Annual Customer Surveys

- Homeowner eCommerce Survey
- US DIY Customer Demand and Shopping Behavior Survey
- Canada DIY Customer Demand and Shopping Behavior Survey
- US Pro Contractor Customer Survey
- Home & Hardware Stores
- Traditional Building Products Distribution

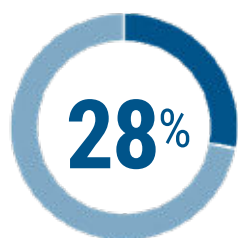
Industry Updates

- Home Improvement Weekly Industry Recap
- Detailed Updates Highlighting Performance of Industry-Leading Home Improvement Manufacturers
- Annual Channel and Category Growth Forecasts for Home Improvement
- Weekly Key Macroeconomic Trend Updates
- Pictures and Notes from New Industry Concepts and Regional Store Visits
- Weekly Key Macroeconomic Trends

Benchmarking Resources

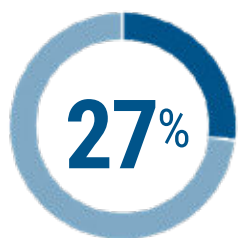
- Quarterly Benchmark of Vendor Performance and Key Business Management Topics
- Annual Vendor Operations Benchmark

Home Improvement Research Breakdown



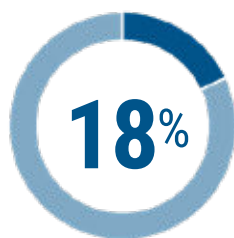
Category Research

- Flooring
- Mowers
- Building Products
- Seasonal
- Paint
- Cabinets
- Faucets
- Tools
- Millwork
- Electrical
- Appliances
- Wallboard
- Lighting



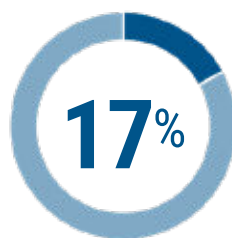
Channel Research

- Home Improvement Forecast
- Home Builder
- Traditional Distribution
- Farm & Ranch
- Industrial Distribution
- Electrical Distribution
- Home & Hardware



Customer Research

- Home Depot
- Lowes
- Menards



Events & Whitepaper

- Real-time webinars
- Relevant whitepapers
- Store visit reviews



Shopper Research

- Pro report
- DIY report
- Canada DIY report
- eCommerce

Home Improvement Summit

December 5, 2019 | Charlotte, NC

Each year, the Cleveland Research Home Improvement Council hosts an industry-leading event that provides partners with our latest insights to help plan for and capture the upside opportunities in both brick & mortar retail and eCommerce over the next 12-18 months, our view of how macroeconomic trends will shape the industry outlooks, and helps attendees think differently by learning from guest speakers from companies that are transforming the industry. **Members receive five seats to CRC's Home Improvement Summit.**



Home Improvement Webinars

We host webinars to share key changes and emerging themes in the industry with practical implications to help partners with tactical and strategic planning. **Members receive unlimited registrations to CRC webinars.**



June
2019



September
2019



Home Improvement Roundtables

Aimed at sharing best practices across the industry, we facilitate small group roundtable discussions with our members to better navigate challenges and identify best practices.



February 6-7, 2019
Atlanta, GA



April 24-25, 2019
Charlotte, NC



July 24-25, 2019
Atlanta, GA



October 23-24, 2019
Charlotte, NC

Home Improvement Advisory Services

In addition to syndicated research and live events, you can now leverage our team's unparalleled industry expertise to optimize strategies specific to your business.

On-site presentations • CRC-facilitated strategy sessions • Custom category and brand surveys



CRC Home Improvement Team



Mark Herbek, CFA

*Founding Partner &
Executive Director*



Matt Leiser

*Director, Home
Improvement Council*



Omarr Aleem

*Senior Analyst &
Partner*



Tom Mahoney

Senior Analyst



CRC Sales Team



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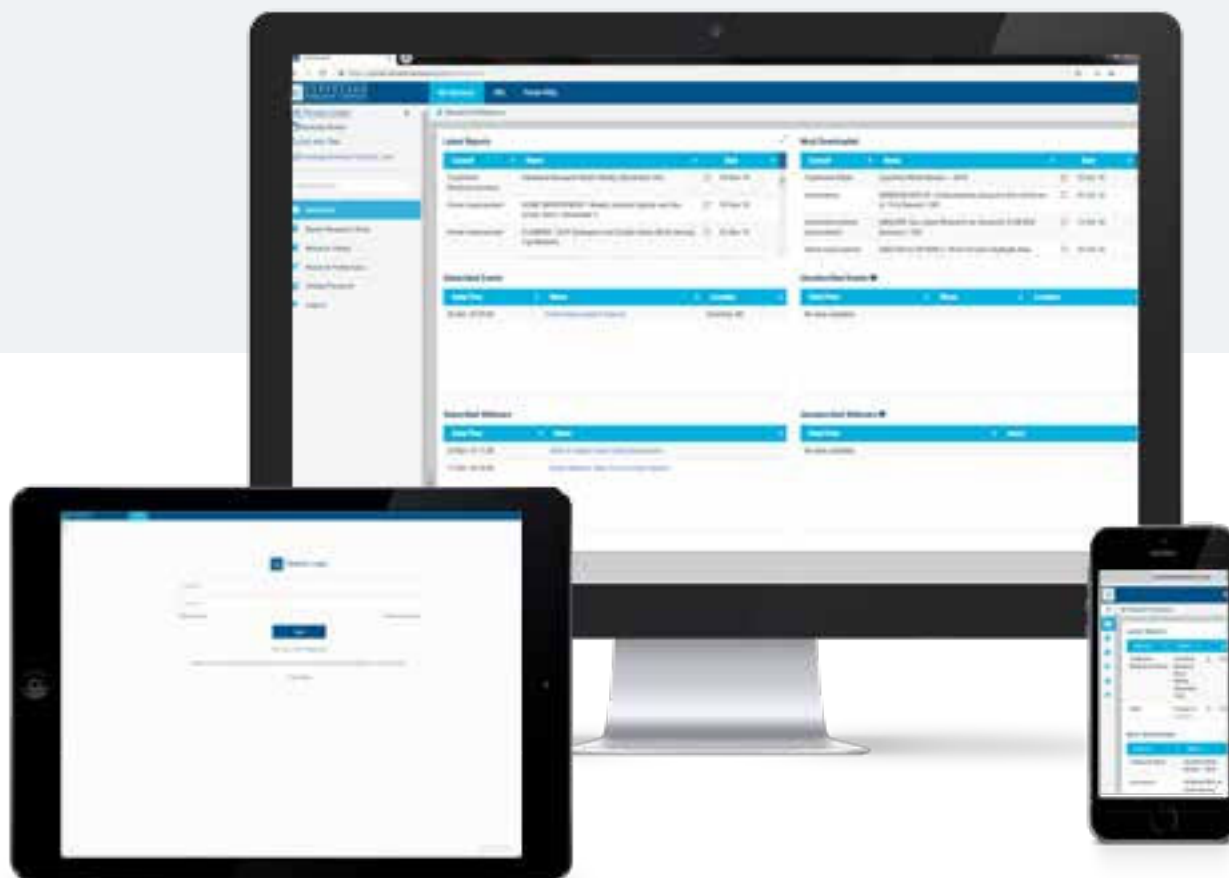


Brian Zeit
Food & Consumables

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Market Research Partner Portal

CRC's Partner Portal is an online research tool that allows partners to search and download industry reports, customer updates, shopper reports, and channel outlooks. Our custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business. Current and historical reports, dated back five years, are available to download.



Engage with Cleveland Research in a variety of convenient ways.



Reports & Benchmarks

CRC's custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business.



Expert Engagement

With a Cleveland Research partnership, you gain access to our analyst team to help you answer questions and solve problems on a day to day basis.



Roundtables

Aimed at sharing best practices on a particular topic, channel or retailer with non-competitive peers, we host small group roundtable gatherings with industry experts and identify new action items to implement in your business.



Webinars

We host a variety of webinars that identify key changes and emerging themes in the industry with practical implications to help partners with strategic planning, forecasting, and benchmarking their businesses.



Market Research 2019 Event Calendar

Whether you want to accelerate your strategic thinking or need key deliverables for your team to execute immediately, our events and webinars provide forward-looking forecasts and actionable recommendations. CRC events help empower intelligent business decisions.



January

1|15 Macroeconomic Webinar



February

2|6-7 Home Improvement Roundtable
Atlanta

2|21 TRC Walmart Year Beginning Webinar

2|22 FSC Foodservice Distribution Webinar



March

3|7 eCommerce Webinar

3|12 TRC Target Forum
Minneapolis

3|14 FSC Sysco Roundtable
Houston

3|21 eCommerce Roundtable
Phoenix



April

4|4 eCom Live Cast

4|24-25 Home Improvement Roundtable
Charlotte



May

5|7 TRC Natural Webinar

5|9 eCom Live Cast

5|16 eCommerce Roundtable
Cleveland

5|29 eCom Amazon Webinar

5|31 FSC Non-Commercial GPO Webinar



June

6|2019 Home Improvement Webinar

6|6 TRC Walmart Roundtable
Bentonville

6|19 eCom Live Cast

6|20 FSC US Foods Roundtable
Chicago

6|28 FSC 2H19 2020 Forecasting Webinar



July

7|16 TRC Club Webinar

7|24-25 Home Improvement Roundtable
Atlanta

7|31 eCom Live Cast



August

8|15 FSC Contract Management Roundtable
Cleveland

8|30 FSC Restaurant Industry Webinar



September

9|2019 Home Improvement Webinar

9|2019 TRC Dollar Webinar

9|10 TRC Costco Roundtable
Seattle

9|12 eCommerce Summit
Seattle

9|25 Foodservice Forum
Dallas



October

10|17 TRC Walmart Forum
Bentonville

10|18 FSC Performance Food Group Webinar

10|23-24 Home Improvement Roundtable
Charlotte



November

11|2019 TRC Kroger Roundtable
Cincinnati

11|6-7 eCommerce Roundtable
Seattle

11|22 FSC eCommerce in Foodservice Webinar



December

12|2019 TRC Holiday Real-Time Update Webinar

12|5 Home Improvement Summit
Charlotte

12|10 TRC Traditional Retail Roundtable
Chicago

