**Underlying Theme**

* Our company has been focused on the Mechanical, Electrical, and Plumbing Contractor. This has provided great growth. However, for us to continue on that path we need to expand into new areas of opportunities. We have experienced recent success in the Single Family, Multifamily, and Remodeling industry with the right partners, strategy, and product mix. As we move into the future, we will continue to invest in this space with our product road map, new and improved partnerships, and a focused team with a renewed strategy.
1. Discuss recent growth, current size, and future forecast for the residential, multifamily, and remodeling industry (develop a story to highlight the economic changes in this space over the past 5-10 years)
	* Multi Family has experienced a 20% CAGR over the past six years
		+ Nearly $60B in growth
	* Single Family has experienced a 15% CAGR over the past six years
		+ $130B+ in Growth
	* The remodeling industry has experienced a 6% CAGR over the past five years
		+ Slowest growth. However, this represents the largest market, which is why we need to be focused
	* All Three combined represent a 10%+ CAGR and have grown over $238B
2. Tell the audience they are going to take away two things from the presentation. First, the opportunity/trends. Second, our current success/future strategy
3. Discuss the current and expected trends
	* Remodelers are in high demand for flipping homes
	* Remodeling industry grows as home ownership continues to rise
		+ Younger generations are buying modestly due to increase in rates and home prices. Thus, they buy and remodel to meet their standards.
	* Baby Boomers
		+ Represent the largest portion of the market. Currently 33%+ and expected to grow. Why? Because they represent the 55+ in age and will most likely stay in their home unless they downsize. This means the largest population will remodel, not buy.
4. Provide recent examples of success and who we partner with
	* Home Depot, Hardware, Ferguson and White Cap, Sphere 1
		+ Use high level successes of the SoCal Residential team and the possibility of expansion
		+ Discuss numbers and growth in HD and Hardware Channels. Possibly get results on White Cap and Ferguson residential growth (Need to work with J. Walter and Laura Skytte)
5. Future Strategy
	* Robust Product Roadmap (27 Engineers Dedicated to Carpentry)
	* Continue to explore and execute on additional residential opportunities (Ex: Southern Carlson, ACME, Ferguson Residential Team, etc.)
	* Expansion in the Depot, Hardware, and IC Channel to drive product awareness. Chasing after Carpenters Union, GC Association
6. Recap
	* Opportunity / Trends
	* 3 Core Strategies (Product Innovation, Execution with Current Partners, Expansion to drive awareness across Depot, Hardware, and IC)