Q3 2025

Farnsworth Contractor Index

THE Farnsworth GROUP

Research. Insight. Answers.

Objectives

1. Better understand trending data across various business and sentiment measures of home improvement professionals on a quarterly basis. This data is used for quarter over quarter, year over year comparisons as well as to correlate with home service market conditions and/or economic conditions.

2. Understand those topics as they pertained to five industry segments: Remodelers, Exterior Contractors, Mechanical Contractors, Finishing Contractors, and Landscaping Contractors.

Methodology

- The online survey was administered to five industry segments from July 1st to July 13th using vendor partner panels.
- The sample for the study included respondents across various construction and remodeling trades within the five industry segments.
- Respondents must have been at least 21 years old.
- Each respondent must have done at least 50% of their work on residential projects.
- Remodelers and general contractors had to do most of their work in the remodeling space (at least 50%).
- Data has been weighted by revenue and trade group for QoQ comparison.

Past, Present, & Future Business Outlook

+0.1

8.5 / 10

Confidence in getting business over next 6 months *(Compared to Q3 2024)*

+2%

69%

% of Pros expecting revenue to increase over the next 12 months *(Compared to Q3 2024)*

-3%

53%

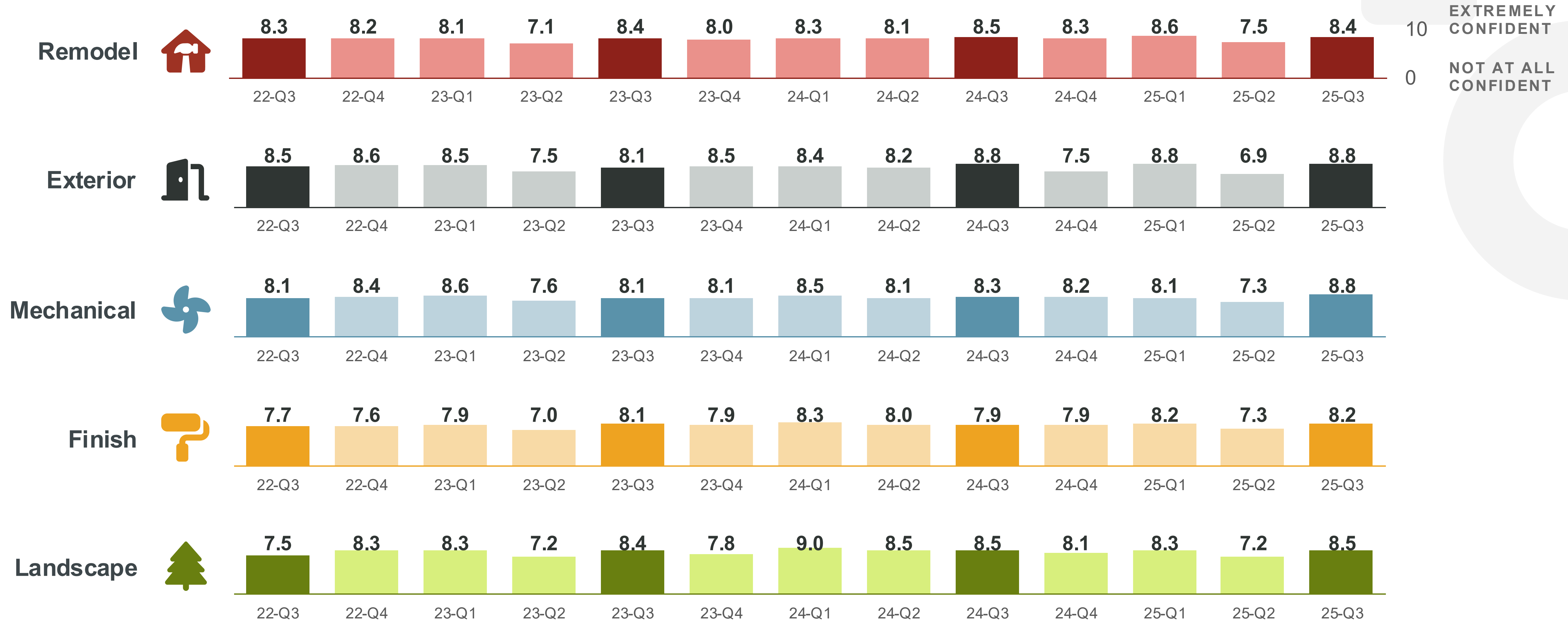
% of Pros stating revenue has increased over the past 12 months *(Compared to Q3 2024)*

State of

Pro Business Confidence

Business Confidence

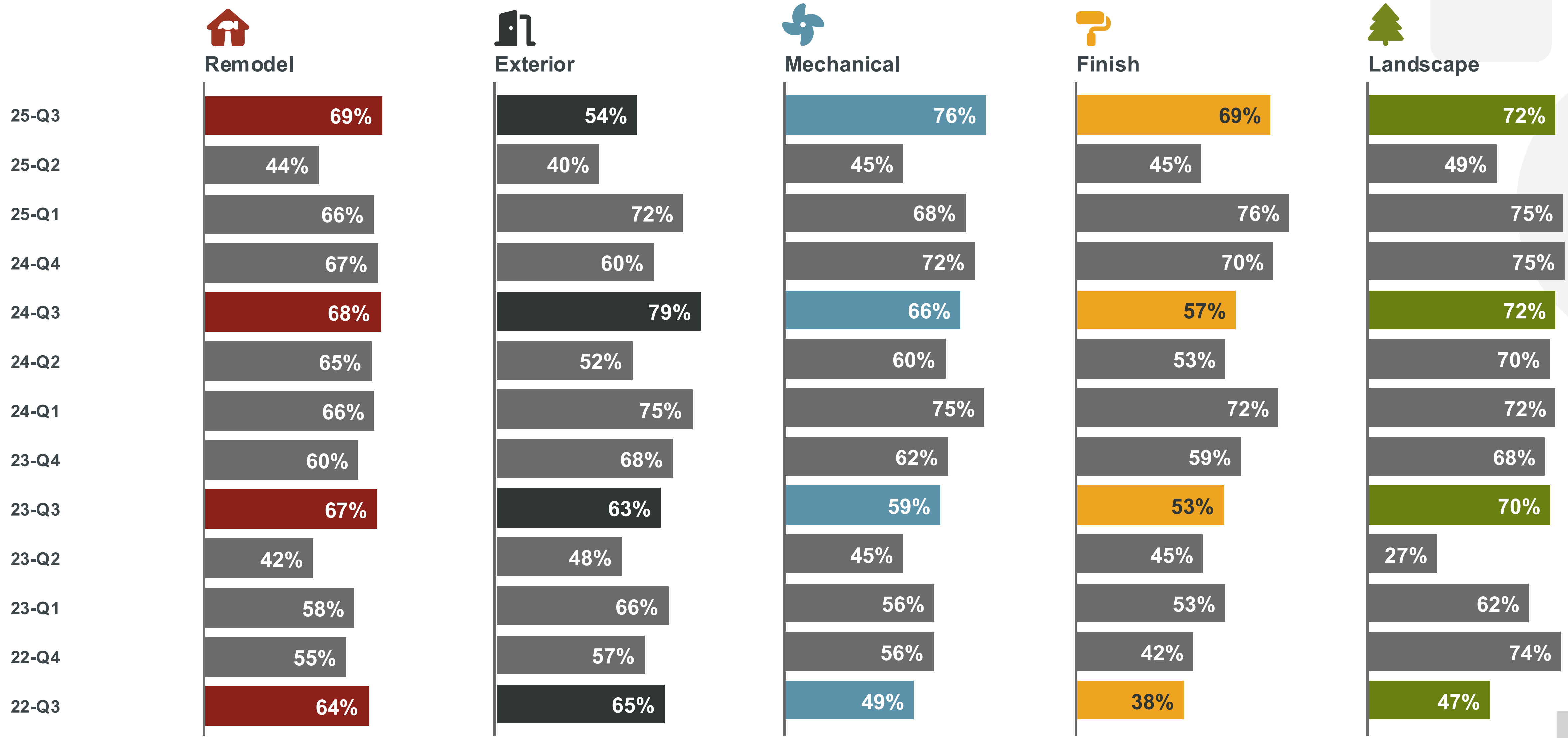
How confident are you in your company's ability to get new business in the **next 6 months**?



Business Confidence

How do you expect your company's revenue to change over the **next 12 months**?

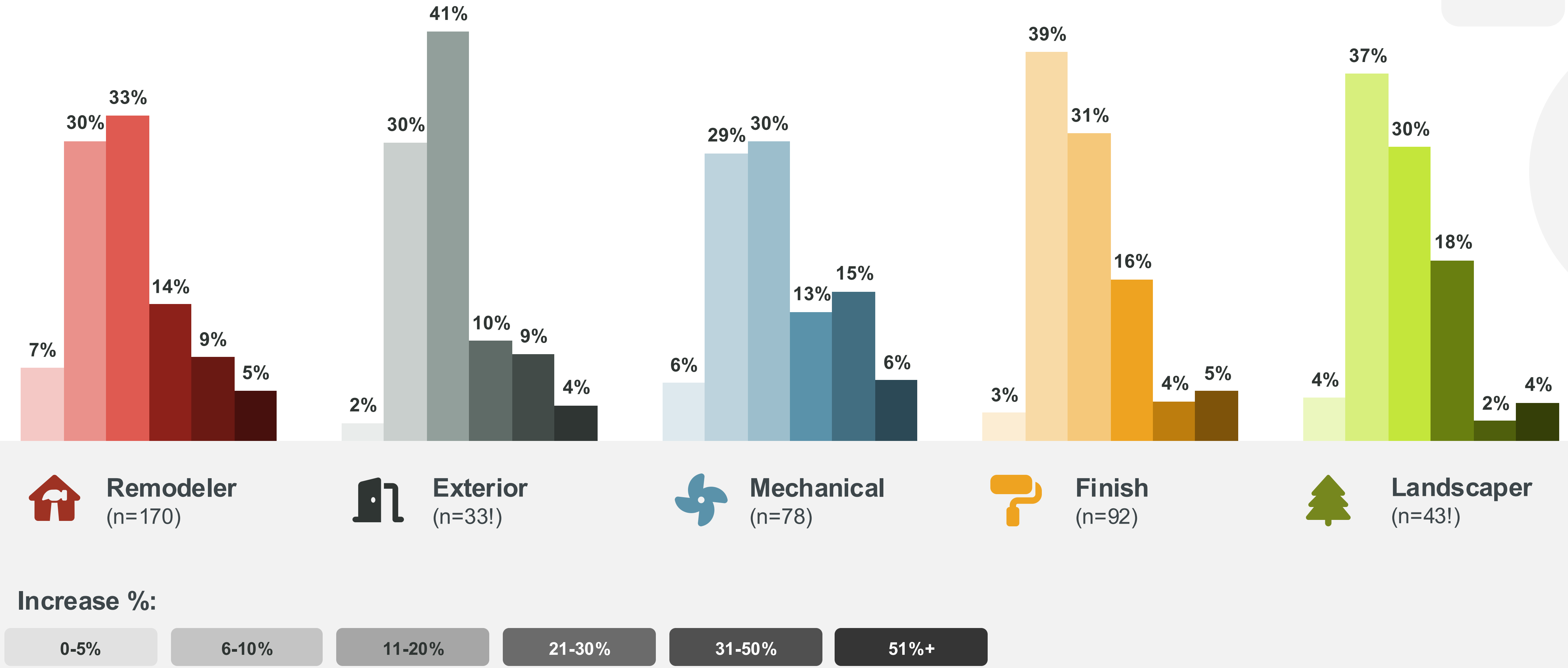
% Increase



Business Confidence

By how much do you expect your company's revenue to **increase** over the **next 12 months**?

Among those who expect it to increase



!Caution: Small Sample Size

Business Confidence

Have you had any challenges in the **past 12 months** hiring skilled laborers?

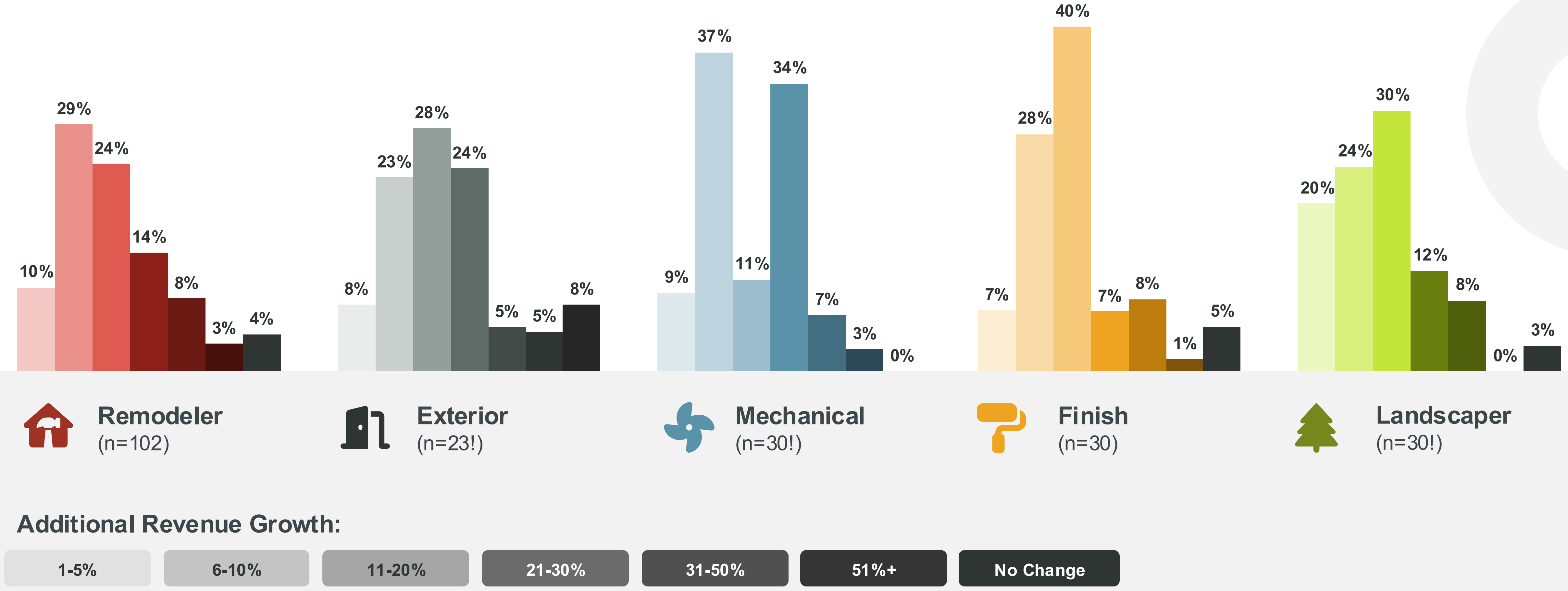
Yes | No

Quarter	Remodel – Yes	Remodel – No	Exterior – Yes	Exterior – No	Mechanical – Yes	Mechanical – No	Finish – Yes	Finish – No	Landscape – Yes	Landscape – No
25-Q3	38%	59%	36%	61%	29%	71%	43%	55%	48%	50%
25-Q2	31%	63%	44%	52%	38%	55%	39%	58%	35%	58%
25-Q1	42%	56%	29%	68%	42%	55%	47%	51%	31%	67%
24-Q4	38%	57%	36%	60%	45%	52%	33%	65%	41%	56%
24-Q3	48%	50%	32%	65%	44%	53%	45%	51%	42%	54%
24-Q2	38%	59%	28%	72%	33%	63%	37%	61%	36%	63%
24-Q1	44%	54%	46%	51%	38%	57%	41%	58%	27%	70%
23-Q4	47%	49%	51%	48%	39%	57%	42%	55%	27%	70%
23-Q3	41%	57%	43%	57%	38%	57%	35%	62%	49%	50%
23-Q2	47%	50%	56%	43%	42%	56%	52%	43%	52%	46%
23-Q1	41%	54%	61%	36%	54%	45%	56%	41%	32%	63%
22-Q4	49%	48%	40%	59%	53%	41%	57%	40%	52%	48%
22-Q3	37%	61%	46%	48%	35%	58%	27%	69%	30%	69%

Business Confidence

Assuming you had no challenges with hiring skilled laborers, by what percentage do you think you could grow your revenue over the **next 12 months**?

Among those had challenges hiring skilled laborers and those uncertain

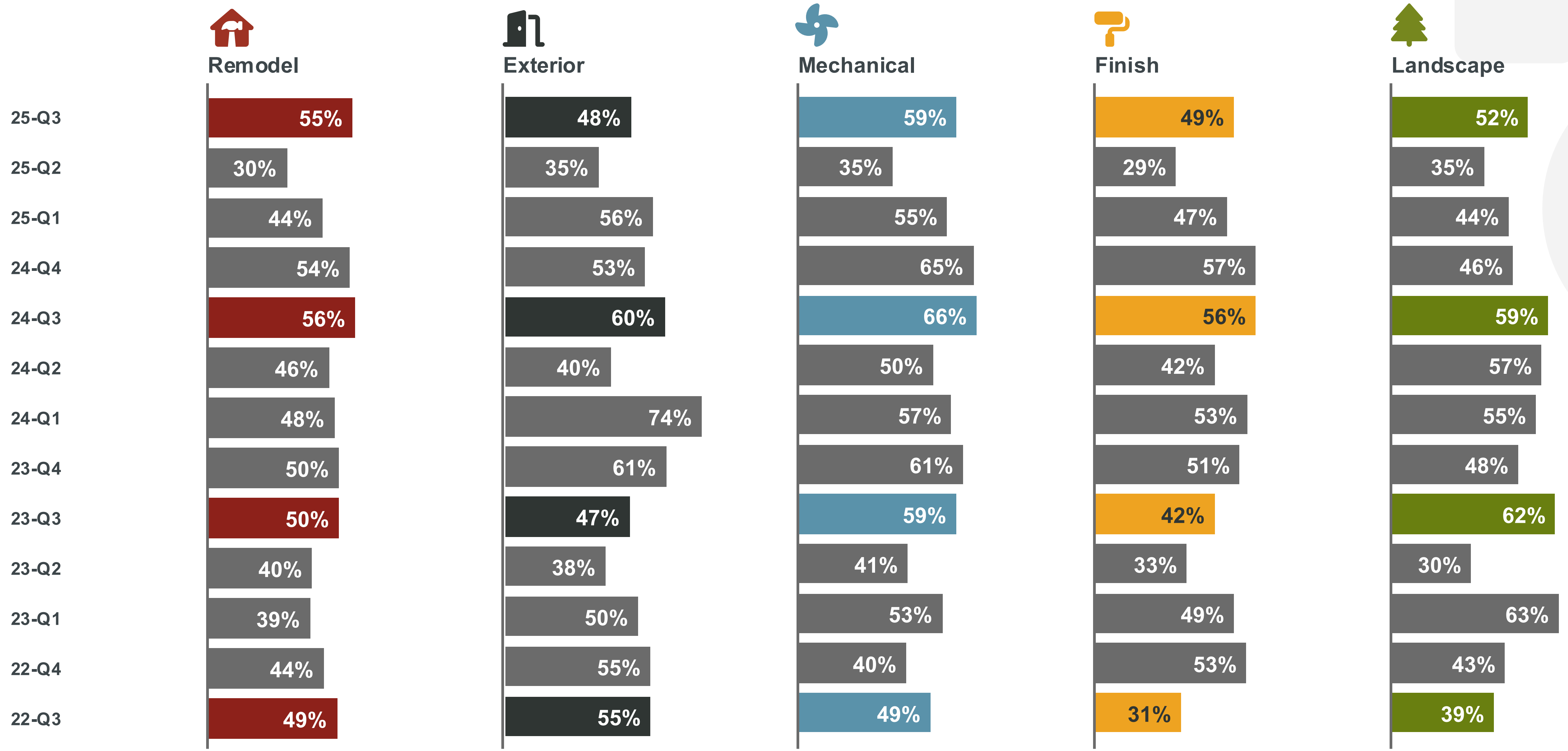


!Caution: Small Sample Size

Business Confidence

How has your company’s average revenue per project changed over the past **12 months?**

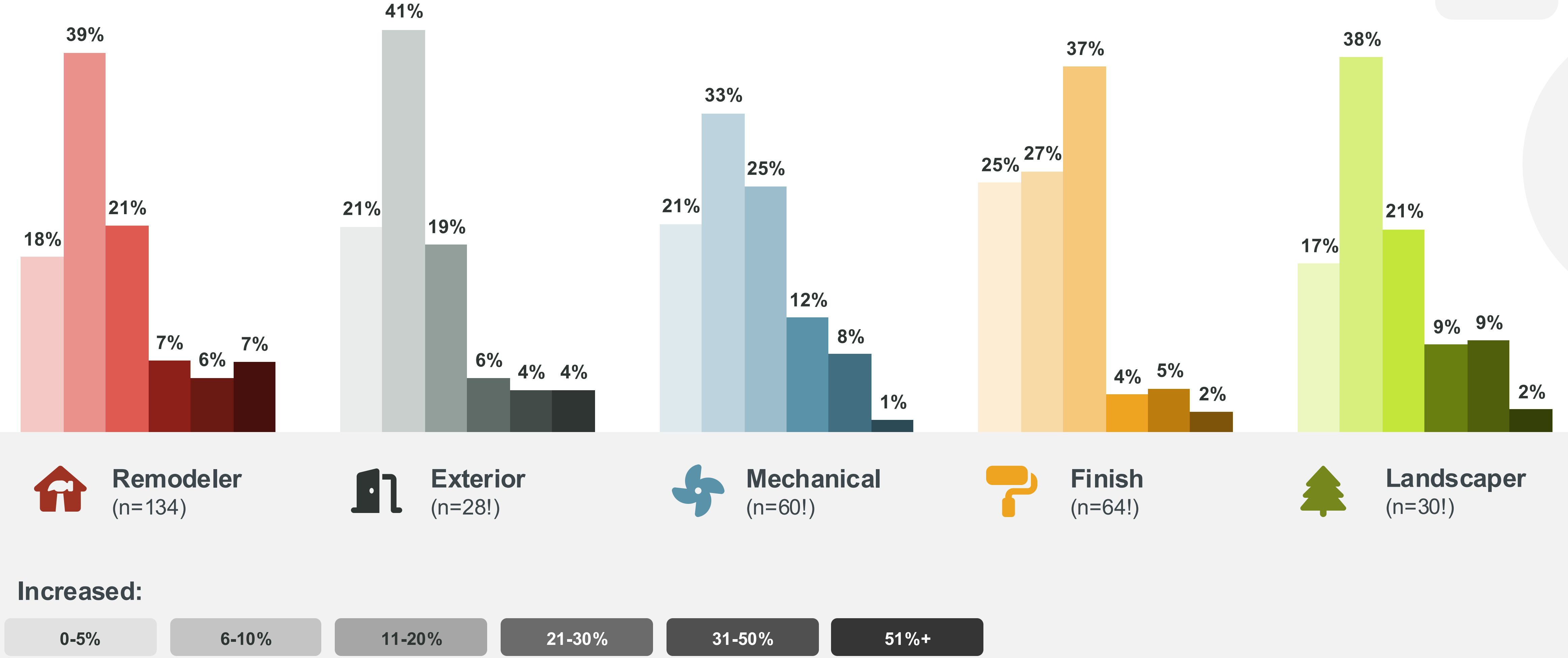
% Increase



Business Confidence

By how much has your company's average revenue per project **increased** over the **past 12 months**?

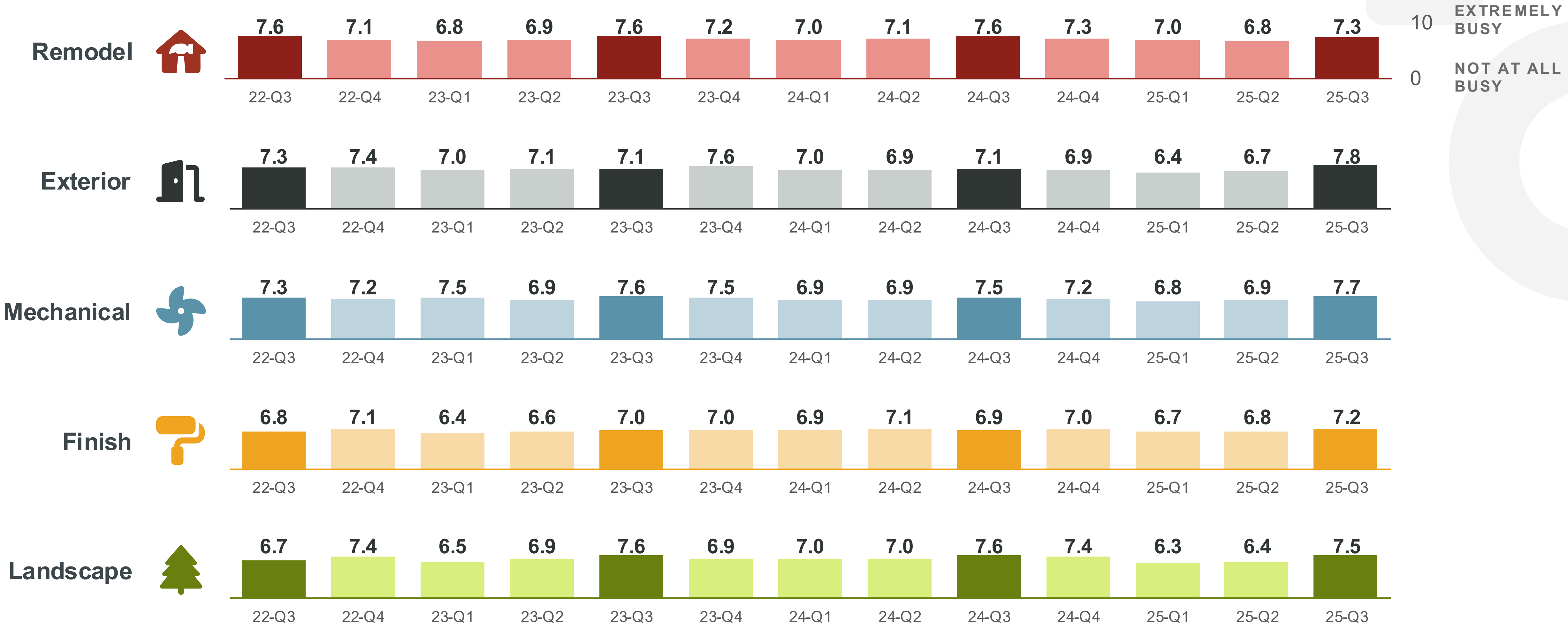
Among those who expect it to increase



!Caution: Small Sample Size

Business Confidence

How busy would you say your company is at this time?



New Business Leads / Inquiries

+1.0

9.2 Weeks

How far out is your company booked with work?
(Compared to Q3 2024)

0.0

6.8 / 10

Pros whose ability to close leads is improving vs. declining
(Compared to Q3 2024)

0.0

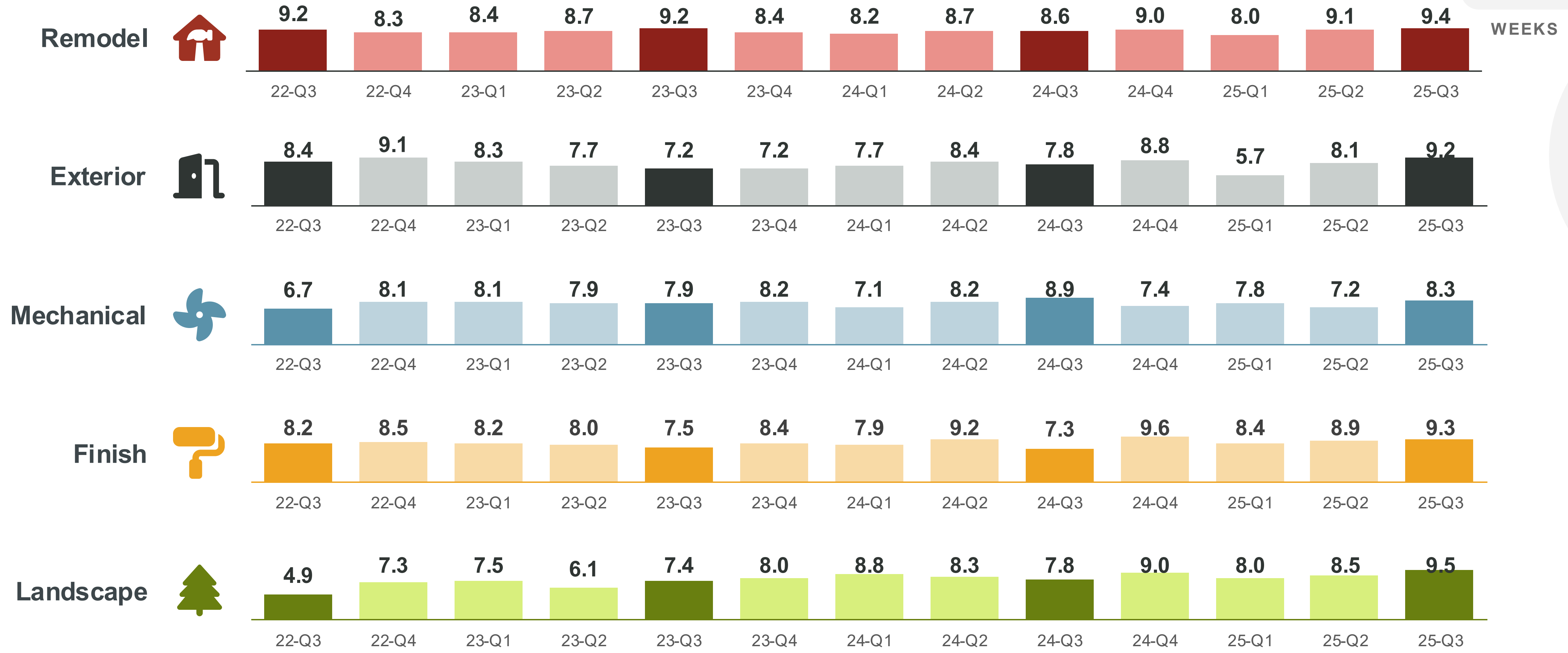
6.8 / 10

Current volume of company's leads and inquiries; Extremely High (10) or Low (0)
(Compared to Q3 2024)

State of
Business Activity

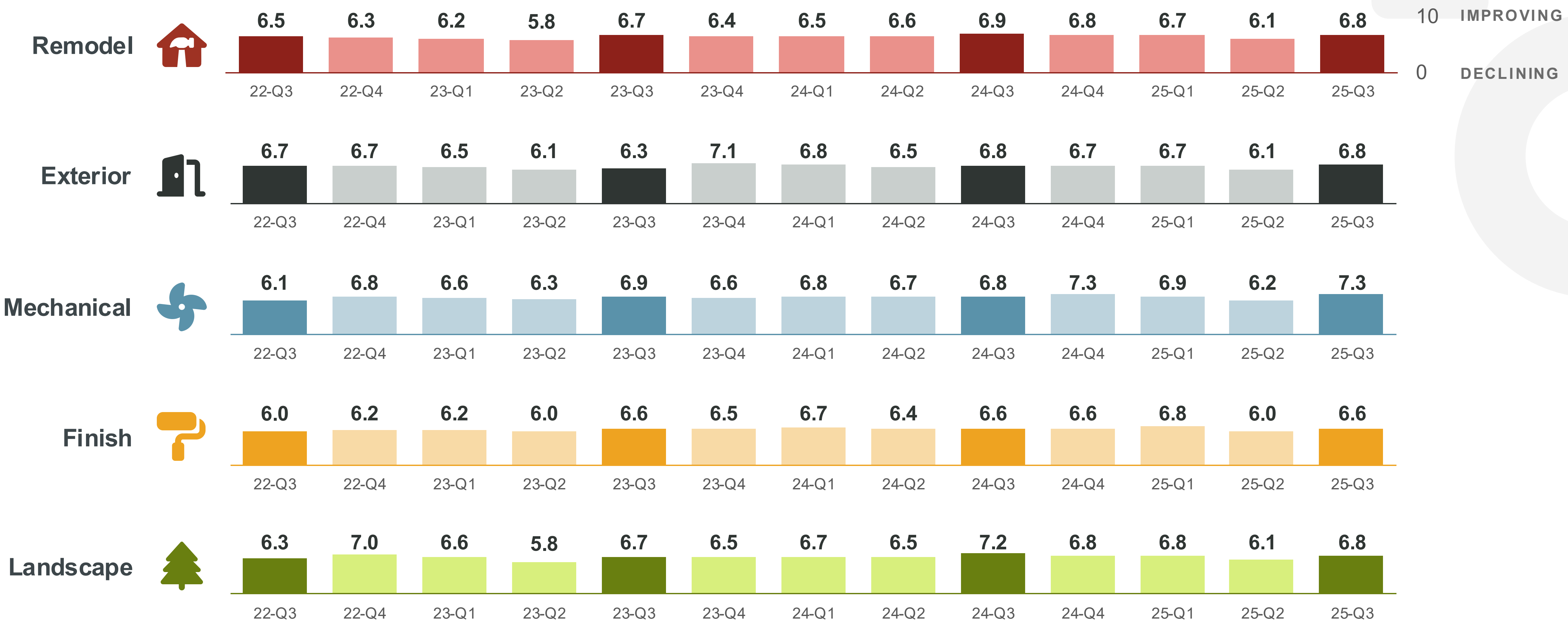
Future Capacity

How far out is your company booked with work?



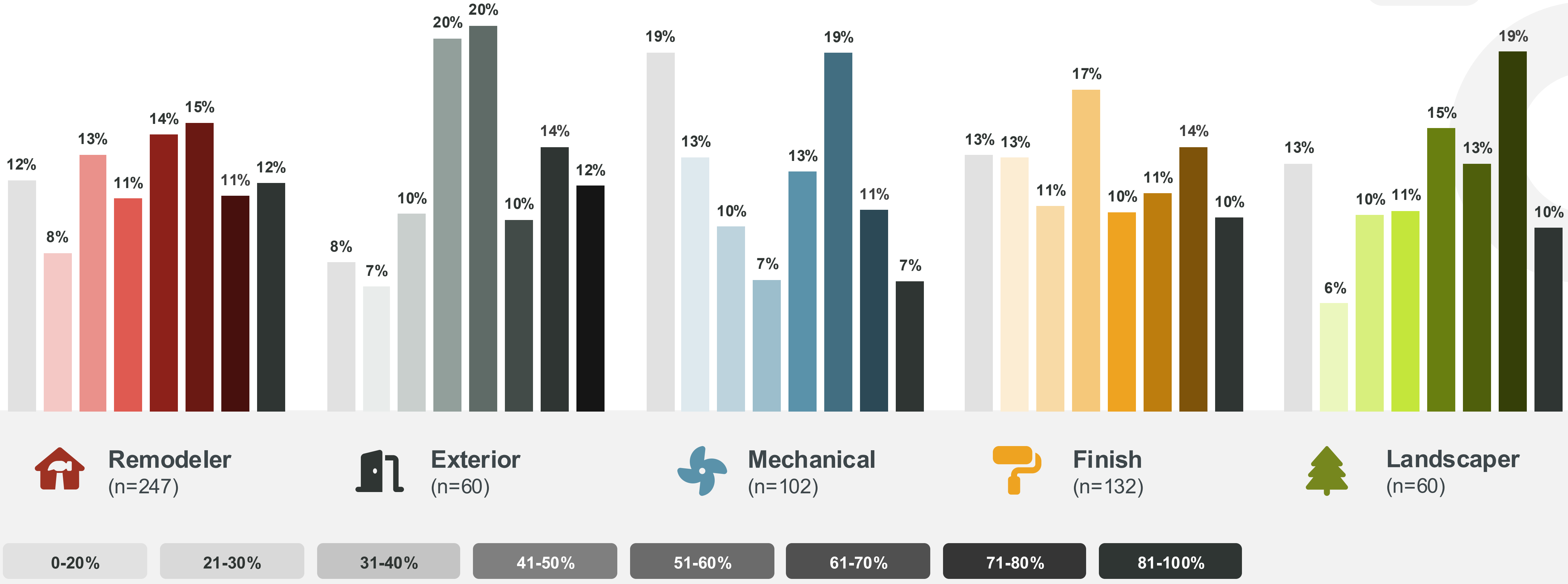
New Business Leads/Inquiries

Thinking of **ALL** your lead sources, is your company's ability to **CLOSE** leads improving, staying the same, declining?



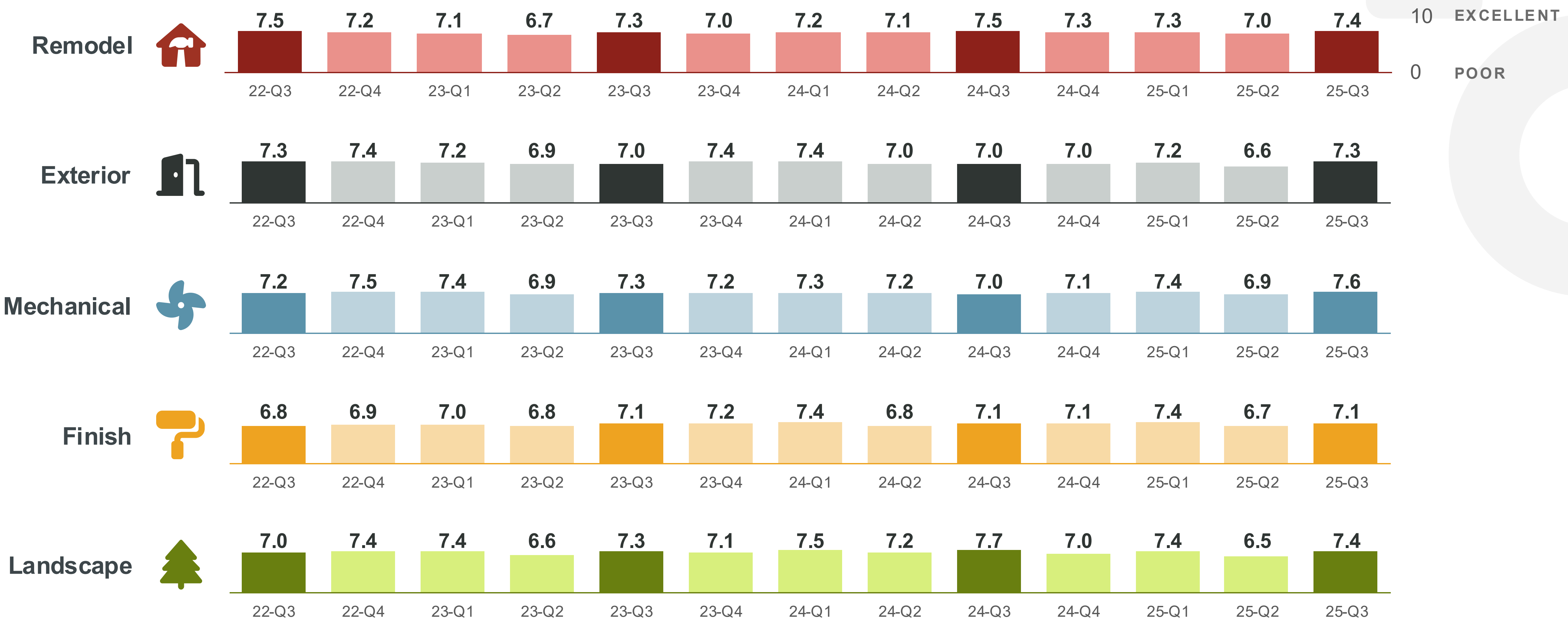
New Business Leads/Inquiries

Thinking of **ALL** your lead sources, what percent of your leads/inquiries typically turn into a new job?



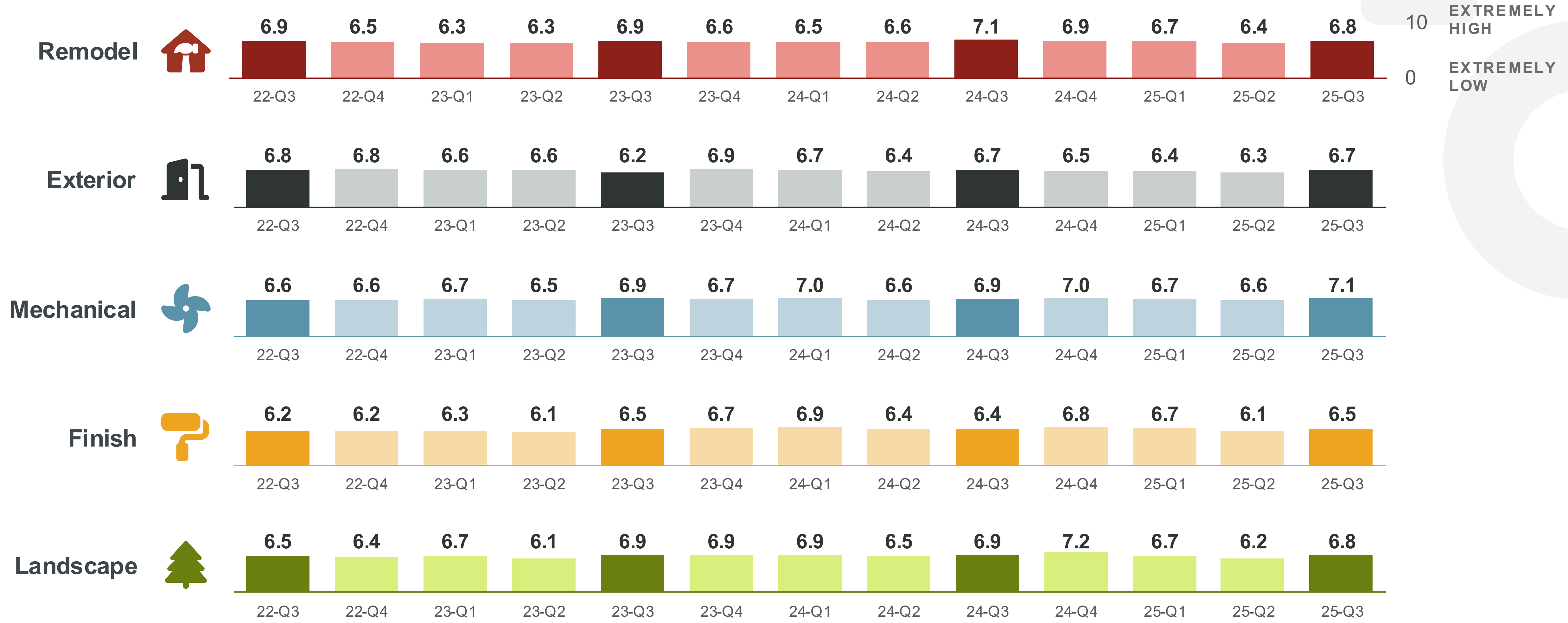
New Business Leads/Inquiries

Thinking of **ALL** your lead sources, how would you rate the **QUALITY** of your company's leads/inquiries over the **LAST 12 MONTHS?**



New Business Leads/Inquiries

Thinking of **ALL** your lead sources, what is the current **VOLUME** of your company's leads and inquiries?



Project Size

→ +0.1

7.7 / 10

Confidence in labor availability
(Compared to Q3 2024)

→ 0.0

7.1 / 10

Confidence in credit availability
(Compared to Q3 2024)

→ +0.1

8.1 / 10

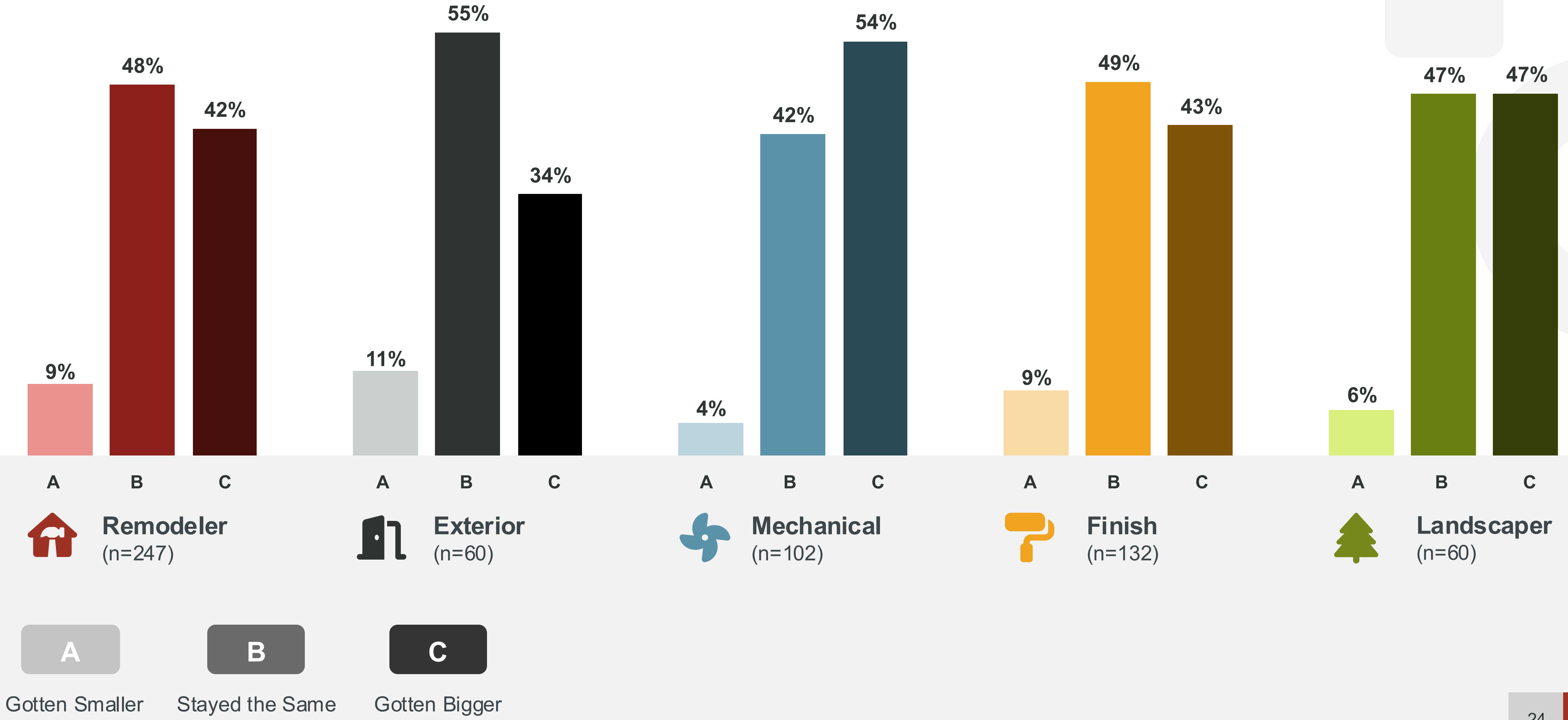
Confidence in material availability
(Compared to Q3 2024)

State of

Resource Availability

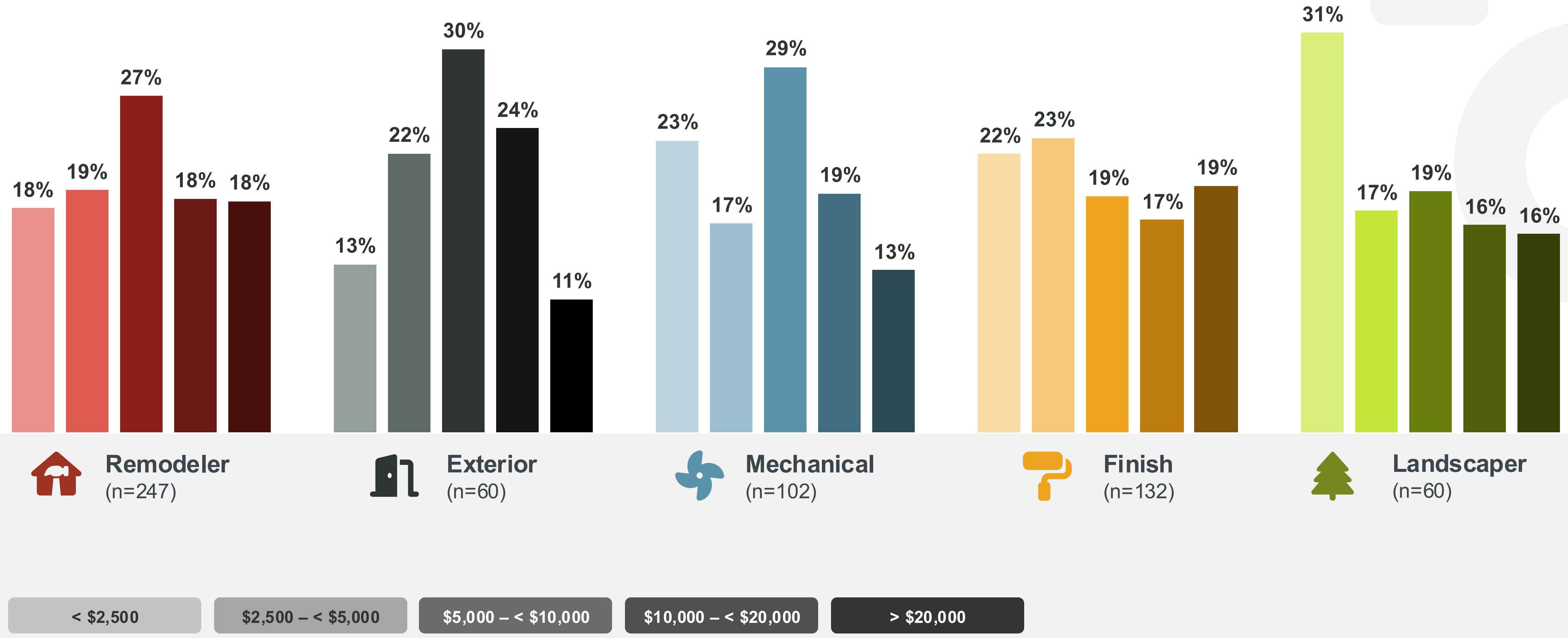
Project Size

How has your company's average project size changed over the **past 3 months**?



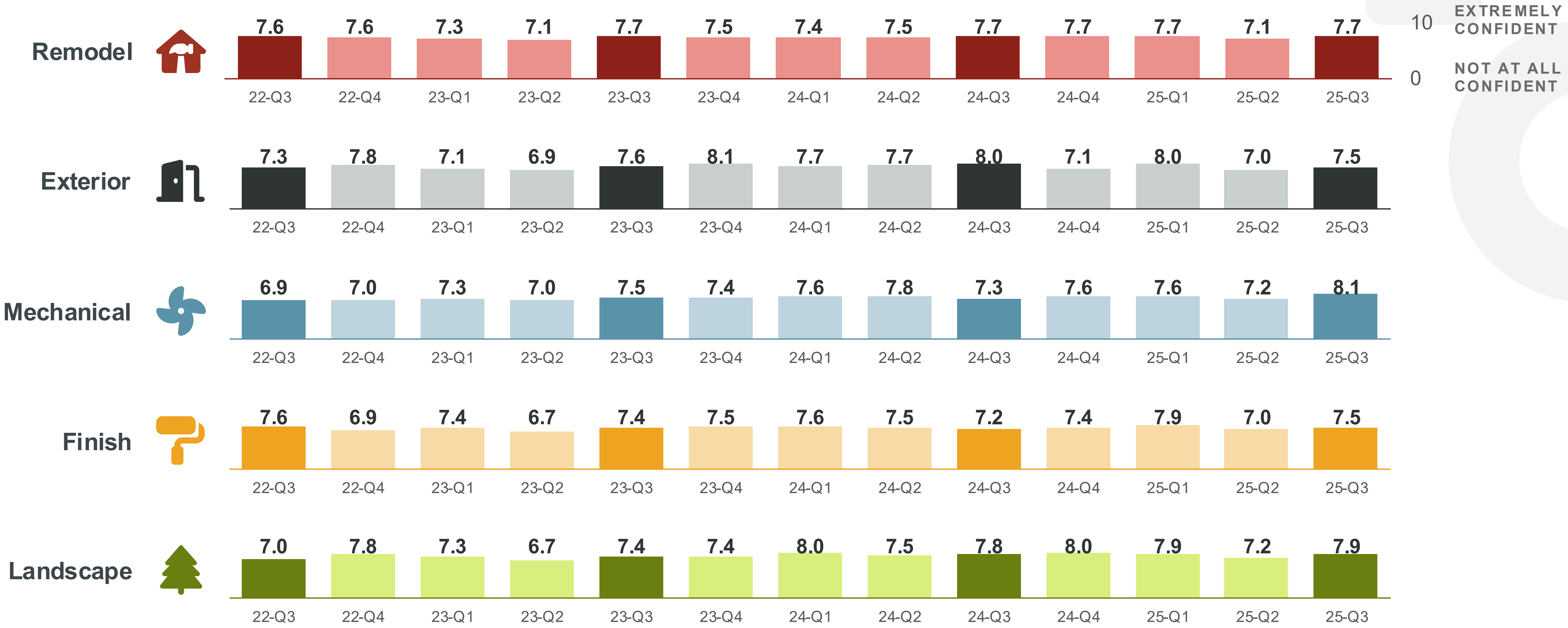
Prices of Current Projects

What percentage of your current projects fall into each price range? This includes labor and materials.



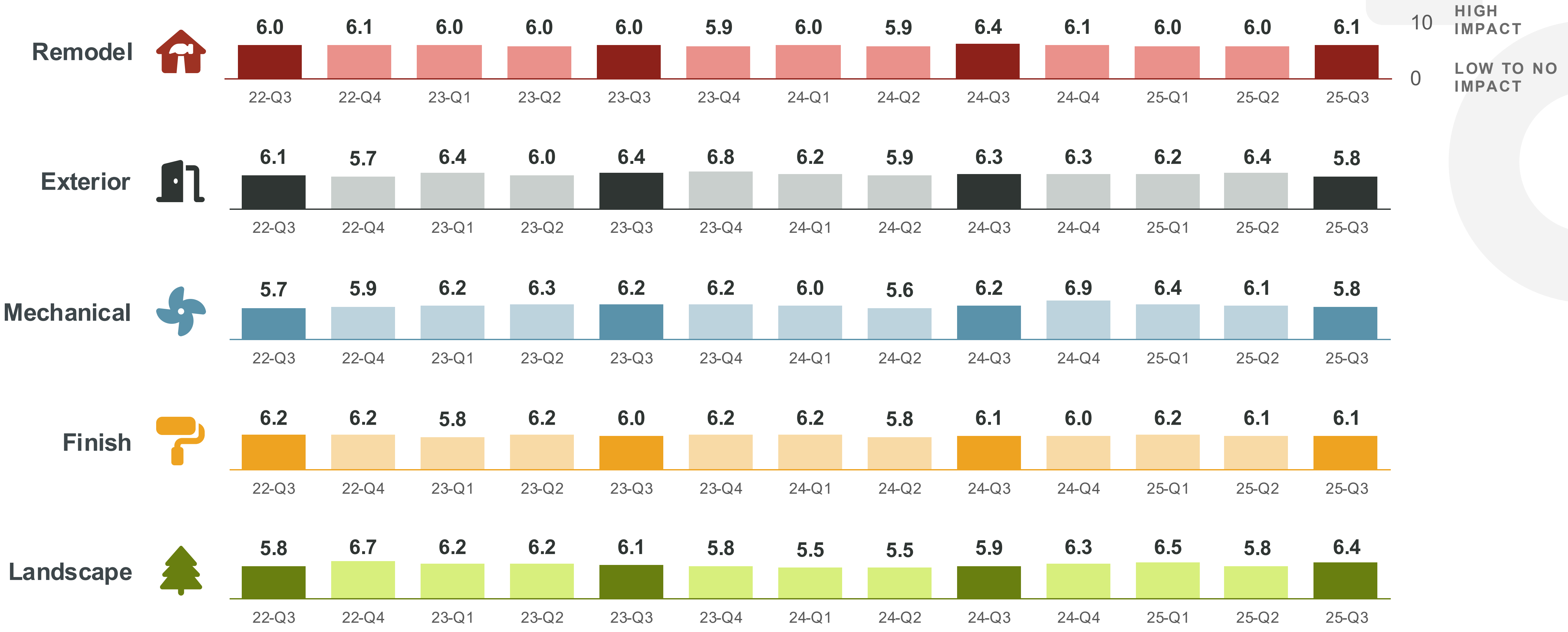
Labor

How confident are you that your company will have enough labor or will be able to hire enough labor over the **NEXT 12 MONTHS?**



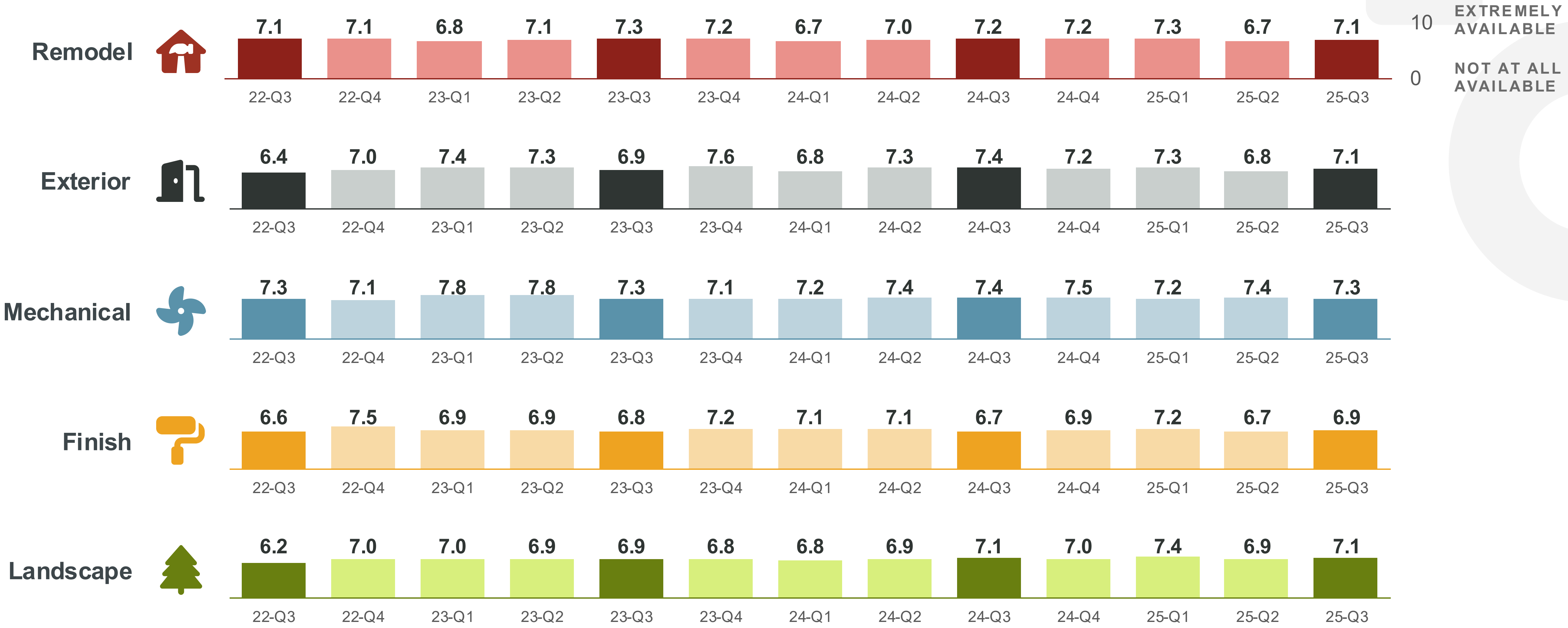
Labor

What type of impact will labor costs have on your business over the **NEXT 12 MONTHS?**



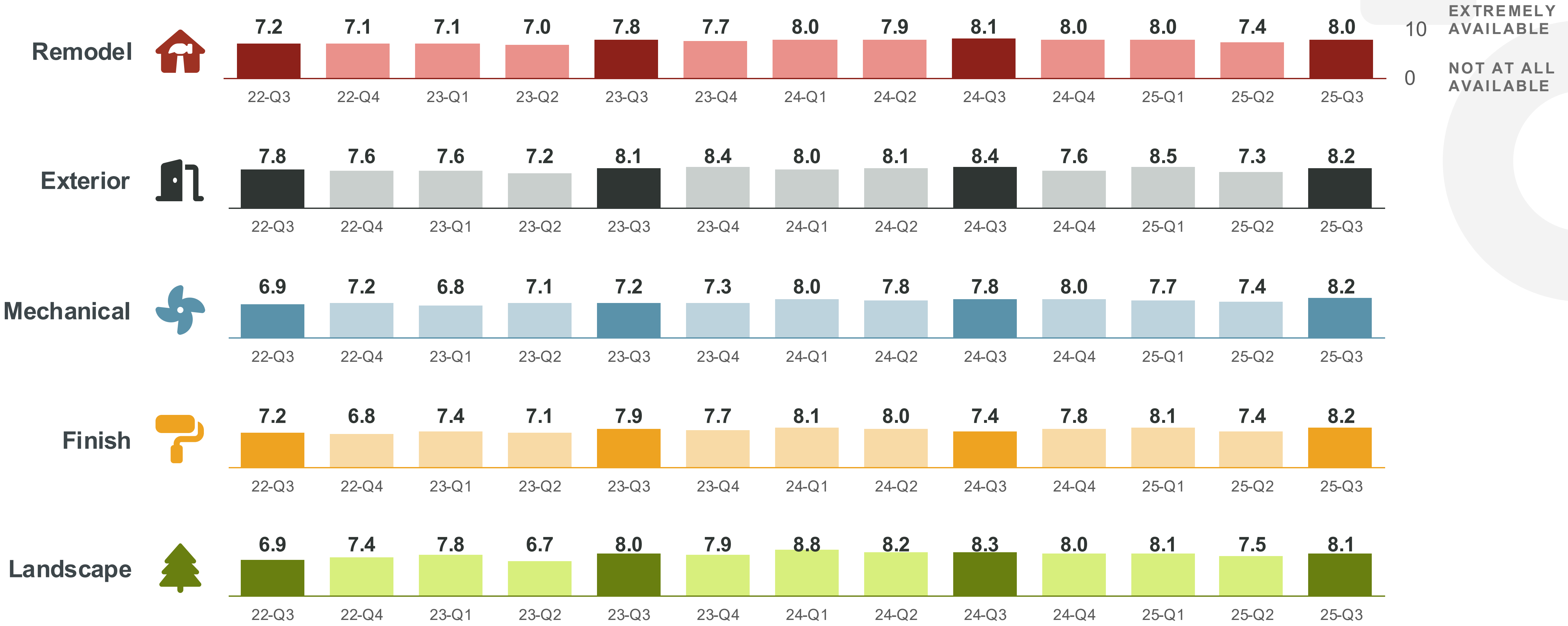
Credit Availability

How available is **CREDIT** you need for your business?



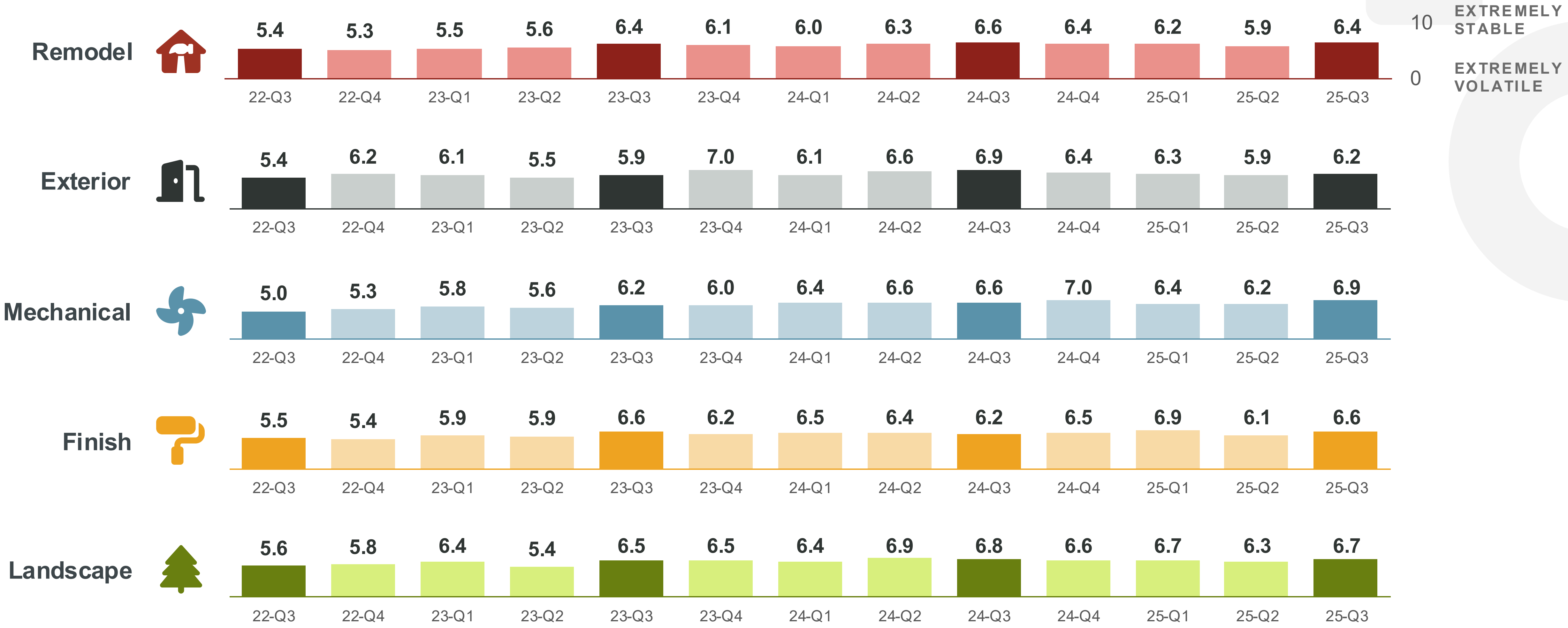
Material Availability

How available are **MATERIALS** you need for your jobs?



Material Cost Stability

How stable or volatile are your **MATERIAL COSTS**?



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Improved Market Strategy With Customized Research

Customer Behaviors & Attitudes

- Learn where customers shop, when and why to identify marketing and sales opportunities through the path to purchase
- Profile customers for effective targeting
- Quantify product usage to define market opportunity
- Prioritize selection criteria to know what you must deliver

Brand Health & Performance

- Monitor brand performance to measure marketing success
- Capture brand perceptions to define market position
- Understand brand equity to improve category growth success
- Define brand usage to determine share opportunity

Product Development & Pricing

- Explore product uses and needs to establish viable concepts
- Validate concepts to increase adoption at launch
- Define price & feature combinations to win at point of sale
- Determine preferred messaging and packaging to attract buyers

Market Sizing & Structure

- Define total product sales volume to know market potential
- Define brand share to determine acquisition opportunity
- Define product distribution structure to inform channel strategy
- Define share by customer type to develop marketing and sales strategy

Learn More About Our Services

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Custom Research for Building Products

Remove the Risk in Your Next Decision

Change is risky. That’s why you need more than just the numbers to make the right decision. Get deep insights with useful recommendations from research tailored for YOU backed by over 35 years of building product industry expertise.

Book Your Consultation

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