

**Builderscrack | DATA**

# Trade Demand Index

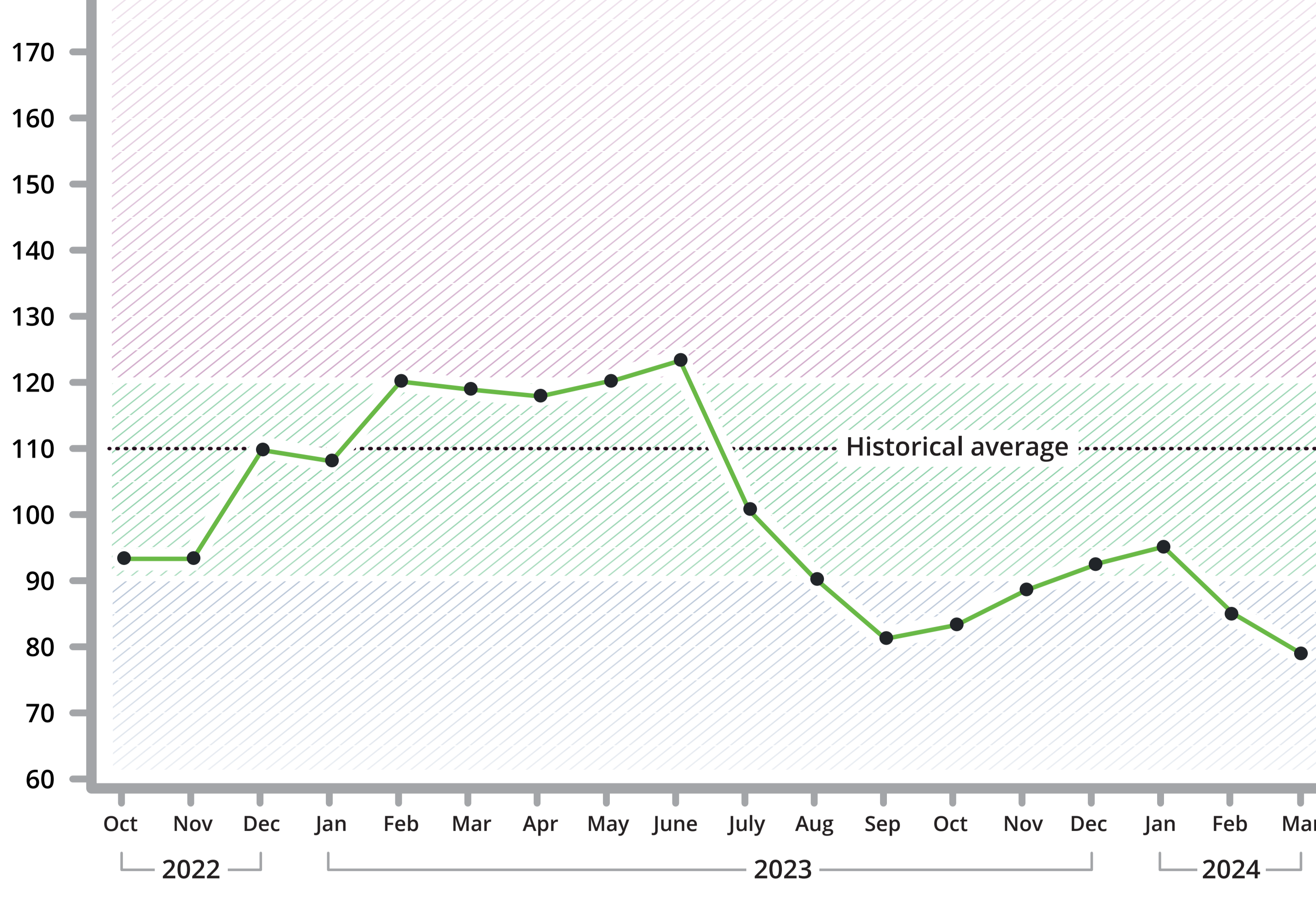
The current interest rates continue to shape the demand we're seeing across the trades.

While the OCR remained at 5.5% in April, households continue to roll off their 2 and 3 year fixed mortgages into significantly higher interest rates. This continues to affect how people invest in their home, with demand at an all time high for appliance repairs, cleaning, gardening, and windows & doors. The primary trades including builders, electricians and plumbers are in demand for smaller jobs while the volume of large renovations remains relatively low.

**About this index:**

Our Trade Demand Index aggregates a variety of Builderscrack data-points into a representative measure of demand on the trades sector.

**Key:** Higher demand pressure Balanced Lower demand pressure



Index Version 1.4  
(Source: builderscrack.co.nz)

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# Movers and Shakers: Top 20 Trades

Appliance Repair has the highest level of unmet demand of all trades, indicating that homeowners are still taking a conservative approach to home improvements.

**Trade Position**

- |                           |                          |
|---------------------------|--------------------------|
| 1 Appliance Repair        | 11 Roofing               |
| 2 Interior Cleaning       | 12 Plumbing              |
| 3 Stone Masonry           | 13 Plastering            |
| 4 Glazing & Glass         | 14 Handymen Services     |
| 5 Brick & Block Masonry   | 15 Paving & Driveways    |
| 6 Gardening               | 16 Landscaping           |
| 7 Windows & Doors         | 17 Painting & Decorating |
| 8 Timber & Vinyl Flooring | 18 Earthworks            |
| 9 Draining                | 19 Residential Building  |
| 10 Kitchens & Bathrooms   | 20 Electrical            |

(Source: builderscrack.co.nz)

**Builderscrack | OPINION POLL Results**

# Client retention is a top focus for maintaining pipeline

In last month's edition of Insights, we asked you what you'll be focusing on to maintain your pipeline this year, **and these were the top 5 results:**

- 1 Client retention (48%)
- 2 Lead generation (45%)
- 3 Social media (45%)
- 4 Advertising and marketing (45%)
- 5 Business networking (41%)

(Source: Trade Insights Poll, April 2024, n=29 respondents)

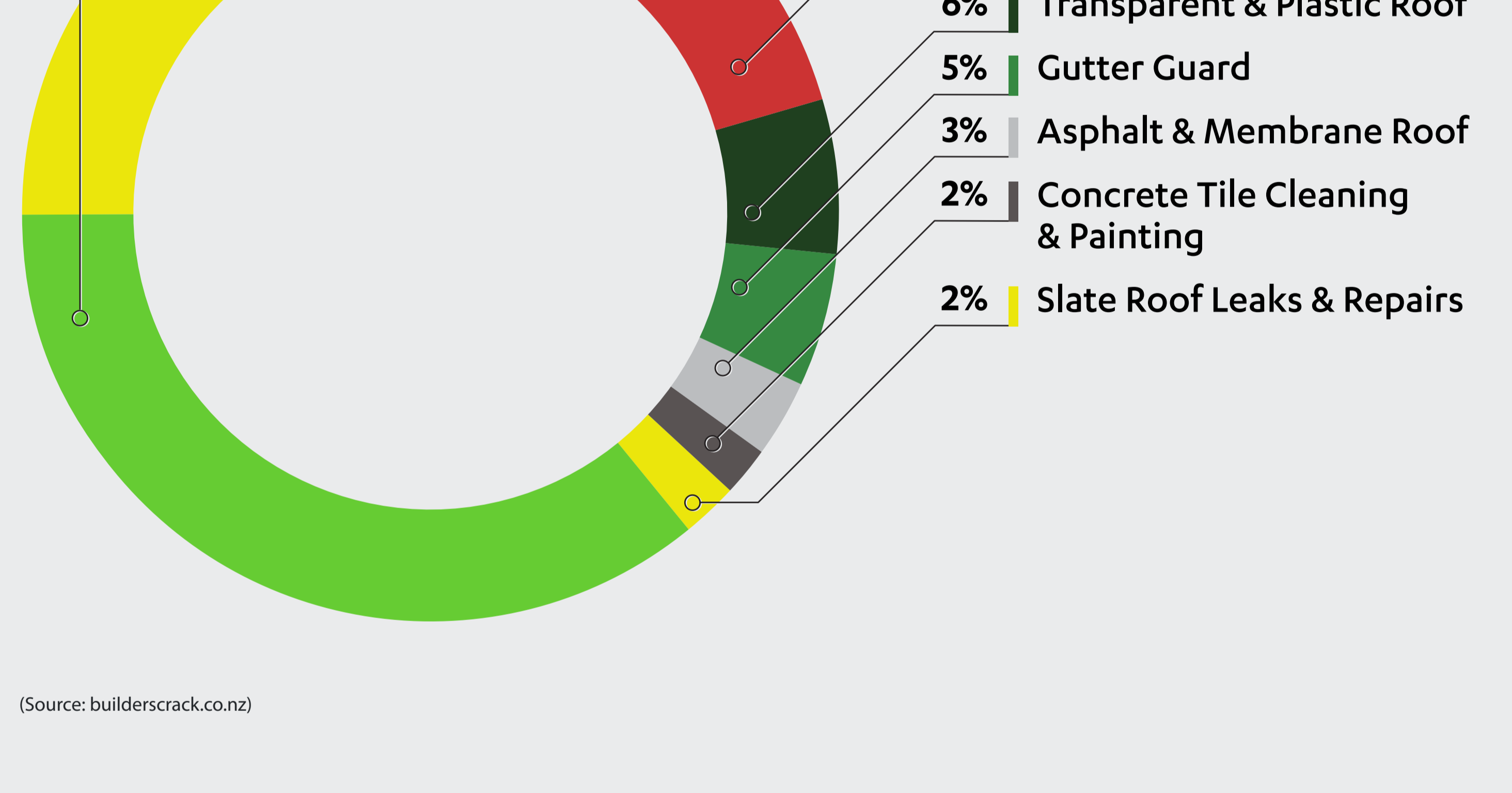
**Builderscrack | OPINION POLL**

# What are your go-to strategies for managing challenging clients?

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# Trade Spotlight: [ Roofing ]

Throughout autumn, we've seen an increase in roofing-related jobs as homeowners seek out repairs and maintenance to strengthen the structural integrity of their homes for winter.



(Source: builderscrack.co.nz)

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# Roofing Insights

These were some of the top trending words in Roofing job descriptions from the past month.



(Source: builderscrack.co.nz)

# Building cost inflation slows to its lowest level in eight years

“The growth rate of construction costs in New Zealand has dropped below long-term averages, as the industry completes a wave of building consents and resolves COVID-19 supply chain disruptions. CoreLogic's latest Cordell Construction Cost Index (CCCI) recorded a 0.5% increase in the first quarter of the year, less than half the long-term quarterly average of 1.1%. The annual change of 2.3% is well down on the peak of 10.4% recorded in Q4 2022 and is the lowest rate in almost eight years.”

(Source: CoreLogic)

# Key Takeaways

- Small jobs are a good chance to boost reviews
- Client retention is a top focus for maintaining pipeline
- Building cost inflation has softened with demand

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