



# The Active Builders Report



## What sort of information is contained in the Active Builders Report?

Also known as the Summary of Active Builders, this report provides an overview of all builders who had building permits approved during the given time period. Each builder's listing includes:

- their address
- phone number
- total number of jobs for the time period
- value of jobs for the time period, and
- average value of jobs for the time period.

Available for Single Dwellings, Multi-Dwellings, Duplexes, Extensions and Swimming Pools categories, you can be sure you're getting all the information you need to paint an accurate picture of the market you're involved in.

The Active Builders Report provides a great insight into the main players in the residential building market. Use the report to segment the builders in your market and ensure that each main player is contacted on a regular basis.

## How do I use this Report?

By looking at the number of jobs, value, and average value figures, you'll be able to tell which builders work on higher value jobs in comparison to those who work on lower value jobs, thus enabling you to segment your market. This is useful when, for example, you have a product that is considered 'prestige' because you would concentrate your marketing efforts towards the builders who work on higher value jobs. Conversely, if your product is aimed at a more budget conscious market, you would target builders working on lower value jobs.

You can also use the Active Builders Report to make sure that your own database is up-to-date by checking each builder's address and phone number against those in the report. Plus, you'll also see when a new builder enters the scene, meaning you can make contact with them and introduce yourself and your product or service.

## Can I choose how and when I receive the Active Builders Report?

Yes! The Active Builders Report is available electronically and in printed format. The electronic delivery options – Adobe Acrobat or ASCII data – are sent to you by E-mail, and the printed format is posted to you.

You can also choose how frequently you receive your Active Builders Report – monthly, quarterly, half-yearly or annually. If you intend using the report to segment your market and get an indication of any new players that emerge, the monthly report is the best option for you, ensuring you can make the most of the information available and stay one step ahead of your competitors.

### A snapshot of the Active Builders Report

**Categories:** Single Dwellings, Multi-Dwellings, Duplexes, Extensions, Swimming pools.

**Format:** Acrobat, ASCII data, Hard-copy.

**Frequency:** Monthly, quarterly, half-yearly, annual

**Coverage:** Available by regions within each state.

#### For more information

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