**Introduction To brand:**

Introduction to Progress:

What is **CONSTRUCTION SOFTWARE COMPANY**? **CONSTRUCTION SOFTWARE COMPANY** is a customer success application that aims to solve key problems within the home builder marketplace. Progress allows home builders to make customers aware of their home build in real-time along with scheduling client meetings, proactively approaching change orders, managing project data, improving their reputation and growing their bottom-line organically.

**Purpose:**

The purpose of this competitive analysis is to observe two points of data for a strategic go-to-market approach for **CONSTRUCTION SOFTWARE COMPANY**.

The data collected spans over two separate industries (Internal and external):

* Home builder’s (target audience)
* Construction software (industry competing in)

The reason for both data points (internal and external) being collected is to establish:

* Industry to target
* Areas to target
* Vulnerabilities in the competitive market
* Direct and indirect competitors market segmentation
* Direct and indirect competitors overview
* Market gaps to fill
* Direct and Indirect competitors advertising and branding efforts
* Go-to-market strategy

**Resources:**

In this competitive analysis, you will find data that has been collected and represents 17 total competitors broken down into 12 direct competitors and 5 direct competitors. We believe that a competitive pool of this size allows our team to find parallels that are common enough to identify market gaps, as well as provide our team with the ability to notice trends that expose vulnerabilities in Progress’ competitive market

The resources to which we collected data from are:

* **Competiton's website** - This gives us a customer viewpoint of their business briefly. We believe this data is helpful because it allows us to see what the competition may be doing right as well as what they may be doing wrong to give us a better go-to-market strategy.
* **Statista** – This is a resource database that provides data on various industries. For the purpose of this analysis, we used this as a resource to collect internal data such as “What Are the Top Business Challenges That Remodelers and Home Builders Encounter.” We believe this data helps us better understand our target market, where the Progress Platform fits in terms of demand, and gives us the opportunity to use critical thinking skills to discover new value propositions that may have otherwise been over sought.
* **Construction dive** – This resource provides news and updates within the construction industry. For the purpose of this analysis, our team used Construction Dive to provide data on the home builder industry. We believe this resource helps us in this competitive analysis because it’s relevant to Progress’ target audience, it tells us how much of a demand, in dollars, that platform is worth, it also allows us to think critically as to how we can have a competitive advantage.
* - **National Association of Home Builders –** This resource provides more national and regional data that is relevant to the target audience. For the purpose of this analysis, we use this data to show on a national level, and to answer the question, “Do we target custom home builders or spec/built-for-sale home builders?” We believe that this data is important because this data tells us what the market trends are as well as providing us with directories to pull potential leads from and lastly can provide us with regional data to better attack a specific market.
* **Google Search Analytics –** This resource provides current and previous data on searches that are relevant to the service being provided, whom that service is targeted, and analytics on how all competitors are performing within the marketplace. We believe that this data helps us because this data reflects the demand for “Homebuilder software” as well as the demand for Progress’ competitors. We can also use this data to make us aware of which areas are of the best interest.
* **Ubersuggest –** This resource provides us with a digital ranking of direct and indirect competitors website presence. This ranking includes factors such as:
	+ Backlinks
	+ Keywords they rank for
	+ Pages/services they rank highly for
	+ Where they rank among other competitors

We believe that this data helps us because it gives us a closer look at the back end/technical advantages as well as disadvantages that competitors have not just with each other but with Progress as well.

* **Capterra –** This resource provides data on comparisons of “Homebuilder Software.” It also provides data on market preferences, market shifts, buyer trends, and reviews from software professionals and target industry professionals. We believe this data helps us because this data can make us aware of what professionals use this type of software, what they are using it for, what they like, what they dislike, what they would like to see, as well as where they switched from, where they switched to, and why they chose to switch. With this data, we can strategically target market gaps that result in higher returns on a lower investment. We can also use this data to develop stronger value propositions, target market vulnerabilities, and pull potential customers that may be looking at switching their software vendor.
* **Software Advice –** This resource is similar to Capterra in that it provides very similar data, however, on a different platform. We believe that this resource helps us because if we see a pattern of buyer trends among different platforms, we can make an accurate decision as to market demand, trends, preferences, etc.
* **G2 –** This resource is also similar to Capterra and Software Advice, however, the biggest difference is the domain size of the organizations that left reviews. On software advice and capterra, the domain size of the organizations that frequently use the software’s reviewed is medium to large (even enterprise level) whereas G2 has smaller and more relevant domain size. We believe that this data helps us as it gives us another perspective of what a smaller and more relevant domain size thinks of competitive companies.
* **Owler –** This resource provides competitor data that includes market share, investor and funding data, real-time news, employee count, and more. We believe this data helps us because it provides us with exclusive insights into direct and indirect competitors and helps us navigate potential merging options
* **Google Play and App Store –** This resource provides consumer data on direct and indirect competitors. We believe that this data helps us because it provides us with a direct insight into what consumers believe are the advantages and disadvantages of the functionality, business structure, and general overview of direct and indirect competitors.
* **Social Media –** This resource provides us with branding and marketing data that direct and indirect competitors are using to grow their bottom line and retain their current customer database.

**Competitors Researched:**

For the purpose of this competitive analysis, we researched and grabbed insights from a total of 17 competitors. 12 direct competitors and 5 indirect competitors.

For direct competitors, we factored in several attributes that we believe provide us with enough data to make the correct course of direction:

* Services offered (Direct set of services that is comparable to Progress)
* Industry targeted (Same industry that the company aims to serve)
* Problems solved (Exact problems that the competitors aim to solve and how that compares to the problems that progress aims to solve)
* Market share and segmentation (Size of market that direct competitors pulled have and how that compares to Progress’ go-to-market direction)

The Direct Competitors that we pulled data from are as follows:

* Buildertrend
* Procore
* BuildXact
* BuildPro
* Contractor Foreman
* Construction Online
* BuiltIT Systems
* Sinc
* Service Titan
* Jonas Construction Software
* AroFlo
* Houzz Pro

For Indirect Competitors, we factored in several attributes that we believe provide us with enough data to make the correct course of direction:

* Services offered (Indirect set of services offered to the same industry that solve key problems and/or are utilized by an audience and under the right circumstances, would not require much effort to offer the set of services to target niche)
* Industry targeted (Same industry that the company aims to solve and/or could target the same industry with minimal effort)
* Problems solved (Exact problems that the competitors aim to solve and how that is comparable to Progress and direct competitors)
* Market share and segmentation (Size of market that direct competitors pulled have and how that compares to Progress’ go-to-market direction)

The Indirect competitors that we pulled data from are as follows:

* Wrike
* Trello
* Smartsheet
* Asana
* Airtable

**Industry Data:**

Introduction to Industry data:

In this section, we will provide industry data that gives key insight into:

* The target industry marketplace
* What problems they deal with
* Where demand is the largest
* Where marketplace weak points are

Then we will take these insights and apply them to **CONSTRUCTION SOFTWARE COMPANY** and how it affects their go-to-market

Based on our competitive analysis, we found a large demand for a streamlined communication service in the home builder market. Here are some data points that we believe point to the demand for Progress’ platform:

* Miscommunication and poor project data account for 48 percent of all reworks on U.S construction job sites
* While 75 percent of construction professionals provide mobile devices such as smartphones or tablets to their project managers and field supervisors, less than one-fifth of companies consistently use apps other than email, text, and phone calls to access project data and collaborate with customers
* The average time U.S. construction professionals spend on conflict resolution and looking for project data, issues that can be avoided with improved communication and data management, is costing the industry more than $177 billion annually
* In projects with good communication, seventy-one percent of these projects were finished on time, 76% were completed within budget and 80% of them met their original goals.
* In projects with minimally effective communications, only 37% of the projects were completed on time, only 48% were completed within budget and just 52% met their original goals.
* In key hurdles that affect home builders, 14% are equated to difficulty finding new customers, 16 equate to having increased competition, 26% equate to managing customer expectations, and 27% equate to managing customer cost concerns.
* Additionally, we found that New custom homes had a decrease in demand while the built-for-sale home market increased in demand.
* At the same time, we found that demand for home builders has increased and owns a majority of the market share in the following states:
	+ California
	+ North Carolina
	+ Georgia
	+ Florida
	+ Texas
* The flip side to this statistic is the demand for services like “Home Builder software.” During our search, we found that the following states have increased and have the highest demand for home builder software:
	+ California
	+ Texas
	+ Illinois
	+ Florida
	+ New York
* What does this data mean? We believe that this data reflects several key elements:
	+ The percentage of hurdles that can be overcome by construction owners through this software shows that the industry as a whole can benefit from Progress’ platform.
	+ The increase in demand for home builders and home builder software has some overlap as well as differences. This shows that areas where there is demand for both home builders and home builder software, are easier to wedge into due to vulnerabilities and need. This also shows that states such as Illinois, North Carolina, and New York, where there is no overlap, are more in need and easier to wedge into. In your go-to-market strategy, it’s important to attack the market in a way that gets you noticed and where you have the least resistance. With the data provided, attacking the market from the most vulnerable angle seems to be the best course of action.
	+ This data also shows that every month, over half a million people are actively looking for home builder software. In states where there is overlap between home builder demand and home builder software demand, exposes the biggest market vulnerabilities. In states where home builder software is higher and home builder demand is lower, exposes customers that while may looking at changes in software preferences.
	+ This data also reflects which market of the industry should be the highest target – with built-for-sale homes increasing in demand, the audience domain size is larger.

**Competitor Data:**

Introduction to competitor data:

In this section, we will provide you with direct and indirect competitor data that reflects:

* Market share
* Market segmentation
* Products/services offered
* General market preferences and reviews
* Sales tactics
* Price structure
* Marketing and Branding strategies

Market share:

Based on our competitive analysis, we found that in the direct competitor space there are 7 competitors that own a majority of the market share and are the closest in competition to **CONSTRUCTION SOFTWARE COMPANY**, 6 are direct competitors and 1 is an indirect competitor.

The competitors that own a majority of the market are as follows:

* BuilderTrend
* Procore
* Houzz
* AroFlo
* Sinc
* Smartsheet
* UDA Construction Online

Based on our data, other noteworthy direct and indirect competitors in the space are:

* ECI
* Jonas Construction
* Contractor Foreman
* Asana
* Airtable
* Trello
* Wrike

**Market Segmentation:**

Based on our findings, we found that of the software that owns a majority of the market share, there are some that are closer to competition based on their market segmentation. There are 4 categories that a software can fall into:

* Noteworthy
* Established Players
* Top Performers
* Emerging Favorites

These four categories span across a scale that goes from Highly Rated – Highest rated + Popular – Most Popular.

Noteworthy means that a software gained notoriety (I.e., became relatively popular) for a bit but has since slowed down and is at the end of its expansion cycle.

Established Player refers to software that gained notoriety, became popular, and has maintained that popularity through its expansion cycle long enough to become established among the niche that it is in.

Top Performers refer to software's that is the highest rated among its niche and has sustained high popularity during its expansion cycle (and is still expanding yet slowly).

Emerging Favorites refer to software that is highly rated and gaining popularity but has not been around for a period of time that gives them the ability to be established among its niches.

This data is important because as we take Progress to market, we believe the best course for Progress to follow is focusing its efforts solely on becoming highly rated among its niches, overtime this will result in becoming a top performer.

**Top Competitor Deep Dive:**

In this section, we will go over each of the top and closest competitors to get a better understanding of what they are doing to differentiate themselves from the rest of the market.

**BuilderTrend:**

 There’s a better way to manage construction projects:

With Buildertrend app downloads being up 28% year over year, this software dominates the marketplace with **nearly 1 million users** across the globe and expanding rapidly. Buildertrend is the most widely used cloud-based system in the industry. Buildertrend's clients have completed over 730,000 projects utilizing the software, totaling **$63 billion in value. Their company revenue is estimated to be about $100m - $500m.**

Buildertrend offers a fully integrated service that focuses on solving three major hurdles:

 - Rising Demand

- Labor Shortages

- Supply Costs

Their ideal customers are:

* *homebuilders,*
* *Remodelers*
* *specialty contractors*
* *general contractors.*

Where this company differentiates itself the most from its competitors is:

* Having full integrations
* Their powerhouse marketplace that consists of lots of continuing education resources
* Their ability to process change orders

They have three types of sales channels for their software:

* Website
* Zoom call
* Phone call

Their sales process depends on the channel in which the lead is given.

* For website clicks, you either click on the demo or proceed to check out. If you click on the demo, you get contacted by a sales rep to get on a Zoom call where they answer your questions and a demo goes to your email box
* If you decide to proceed to check out, you click on the plan that best fits your needs, you fill in your information, and then you proceed to check out.
* Additionally, you also may get contacted through a phone call by a sales rep. This person's sole purpose is to set up a zoom call with you and the closer where they answer questions, overcome objections, etc.

Aside from a general sales audit, I actually set an appointment with the buildertrend closer to see what his sales process and platform were like to gain better insights into their company. We believe providing this data is important because it helps gain a competitive advantage through the sales side to outperform them.

Through the appointment I attended, here are some important notes:

* Clients get sms and email notifications that redirect them to the app but for the most part, clients must use the client portal given to them by the builder to access their data
* Home builders can choose what they want to send to the buyer
* Leads are managed through an in-app CRM that handles the automations and contacts
* Their sales process is very straight to point, they show you the software and then ask for the sale.
* Every call is recorded
* They have people that work on appointment only and are hybrid sales people (This tells me they get a high volume of sales to warrant needing people in both positions)
* The call seemed very salesy, and the salesperson seemed to forget who I was

Based on the data we gathered, here is what the general market feels about the Buildetrend software:

**- The user interface is kind of clunky, especially on the app. Sometimes it is difficult to find stuff and the filters can get annoying.**

* **I did not like the pricing and how much time it takes to set up I signed up for trial to help save my company time, but it was only timing up my days more to set up**
* **We are only using about half of the features the fact that we have been unable to implement them causes me some frustration**
* **Buildertrend is a bit convoluted and cumbersome for the small company like myself.**

**Several former customers from BuilderTrend switched and signed up with these companies:**

* **MarketSharp**
* [**improveit 360**](https://www.softwareadvice.com/construction/improveit-360-profile/)

The bright side to buildertrend is that they are very content heavy. In fact, they have 18 different channels where content is posted to. While all over the place, their content seems to be focused on several main areas:

* Podcasts: <https://buildertrend.com/podcasts/>
* YouTube: <https://www.youtube.com/c/buildertrend/featured>
* Blogs: <https://buildertrend.com/blog/>
* Webinars: <https://buildertrend.com/webinar-hub/>

Content audit:

For podcasts, blogs, e-books, webinars, and YouTube videos, their content is incredibly accurate.

For social media, their content misses the mark (high followers, low engagement) though it is more so to direct people to their site.

For their podcasts, webinars, blogs, e-books, customer testimonials, and YouTube videos their content is in depth. For their social media it's lack luster and driects people to their site

Their most engaging pieces of content are:

- Podcast episodes

- Posts about features and tips

- News/press releases

The tags they lean into the most are: [#Buildertrend](https://www.instagram.com/explore/tags/buildertrend/) [#Financials](https://www.instagram.com/explore/tags/financials/) [#Construction](https://www.instagram.com/explore/tags/construction/) [#ProjectManagement](https://www.instagram.com/explore/tags/projectmanagement/) [#Software](https://www.instagram.com/explore/tags/software/)[#HomeDesign](https://www.instagram.com/explore/tags/homedesign/) [#HomeBuilder](https://www.instagram.com/explore/tags/homebuilder/) [#CustomBuilder](https://www.instagram.com/explore/tags/custombuilder/)

**Market Preferences:**

After observing the top and closest competitors to Progress, we found several market preferences and market gaps that open the door for Progress to fill.