

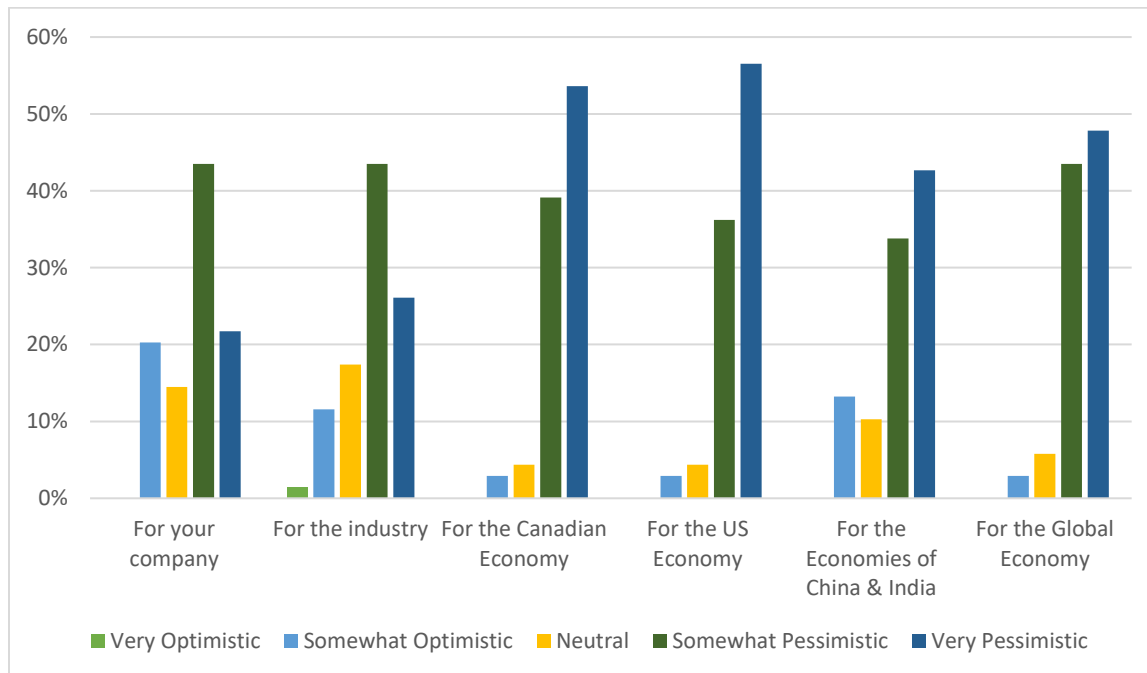


**Members' Predictions and  
Forecast for 2020 due to  
COVID-19**

## 1. Please indicate your membership type:

1. Wholesaler Distributor – 16%
2. Manufacturer/Associate Manufacturer – 50%
3. Master Distributor – 6%
4. Agent – 28%

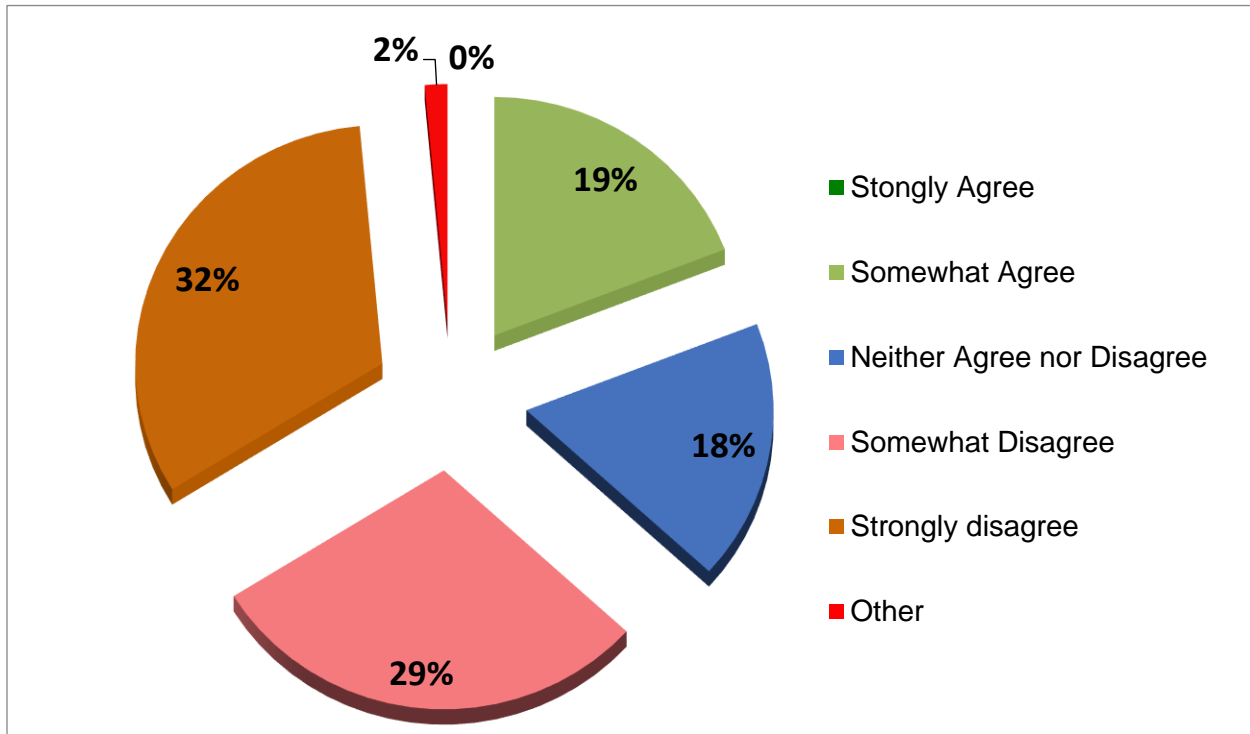
## 2. How Optimistic or Pessimistic are you about overall economic growth prospects for the next 6 months?



## Comments

- 5 letters COVID;
- Expect 90 days of a decline in sales. If the pandemic is widely deemed to be under control then pent up demand could propel the last two quarters to balance the loss.
- Primarily due to COVID-19 pandemic;
- COVID-19 will be devastating for the economy;
- With all the layoffs and job losses, it is going to be hard to get consumers spending and also the amount of defaults on loans and other financial commitments;
- Still too early to tell the full economic impact of the survey. Obviously 2nd quarter is going to be the worst; then depending on the recovery, each quarter should be getting better. Too much anxiety now, and with the measures in place, no one can predict. Some industries will take years to recover, such as travel industry. We supply things that society needs, so while it may slow new construction, regular business should continue;
- Believe we could see another 2009 economy due to COVID;
- The certainty of a recession compounded with the uncertainty of the timing to recover;
- 3 months.

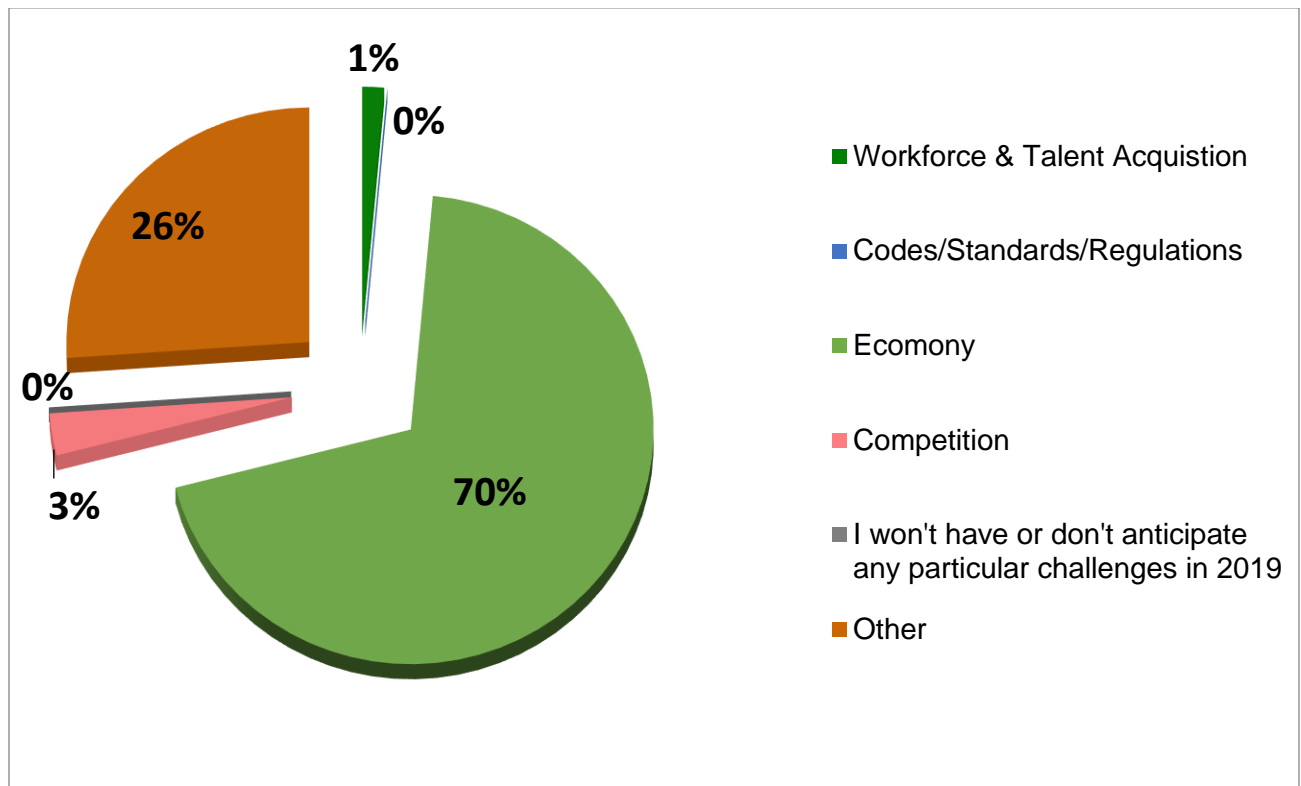
### 3. PART 1: End of year forecasts 2020 will bring an upward trend for my business:



#### Comments:

- I thought it would before the pandemic;
- Foresee a month long slowdown that will take longer than 6 months to recover from;
- I don't see any increase in business for this year;
- Virus;
- Tough times will end. Tough teams will endure. (quote from a local grocer);
- I thought it would before the pandemic;
- If this ends in the next 6 weeks, there is a lot of work in our industry that will need to get completed;
- The next 3 months will see a downturn then after the worst passes with the virus we will see a pick up back to last year's numbers;
- Hope to remain at LY numbers;
- COVID being during our peak time is not a good thing;
- Q4 could see a lift.

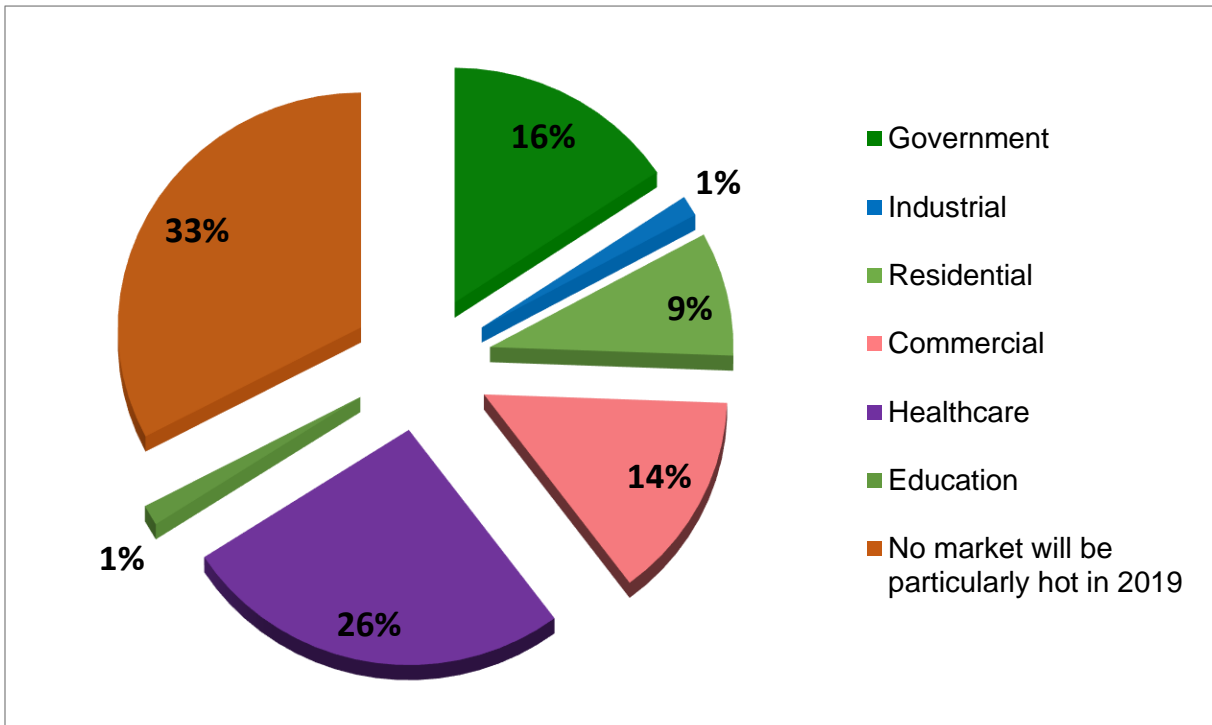
#### 4. What is the biggest challenge your business will face in 2020?



#### Comments:

- COVID, uncertainty and Govts more concerned with the economy than the population;
- This is the unknown;
- Covid-19 recovery timeline;
- Government aid is promised but it will be very complicated and time consuming to receive it;
- With all the layoffs coming to light, the economy will suffer and people will not have money to spend;
- I would say the economy, however, it will depend also how competition reacts;
- What do we do with staff to protect them as well as keep the business units running;
- Overcoming fear and looking forward (thus affecting the economy) will be the biggest challenge.

## 5. Which market do you think will be the hottest in 2020?



### Comments:

- Possibly renovation market may be reasonable but certainly not "HOT";
- Based on stimulus spending on infrastructure;
- There will be further shutdowns;
- I see construction, distribution all declining for this year;
- Industrial is where the money is at right now;
- Even when this Pandemic is over, there will be lessons learned and money invested into healthcare for future preparedness.

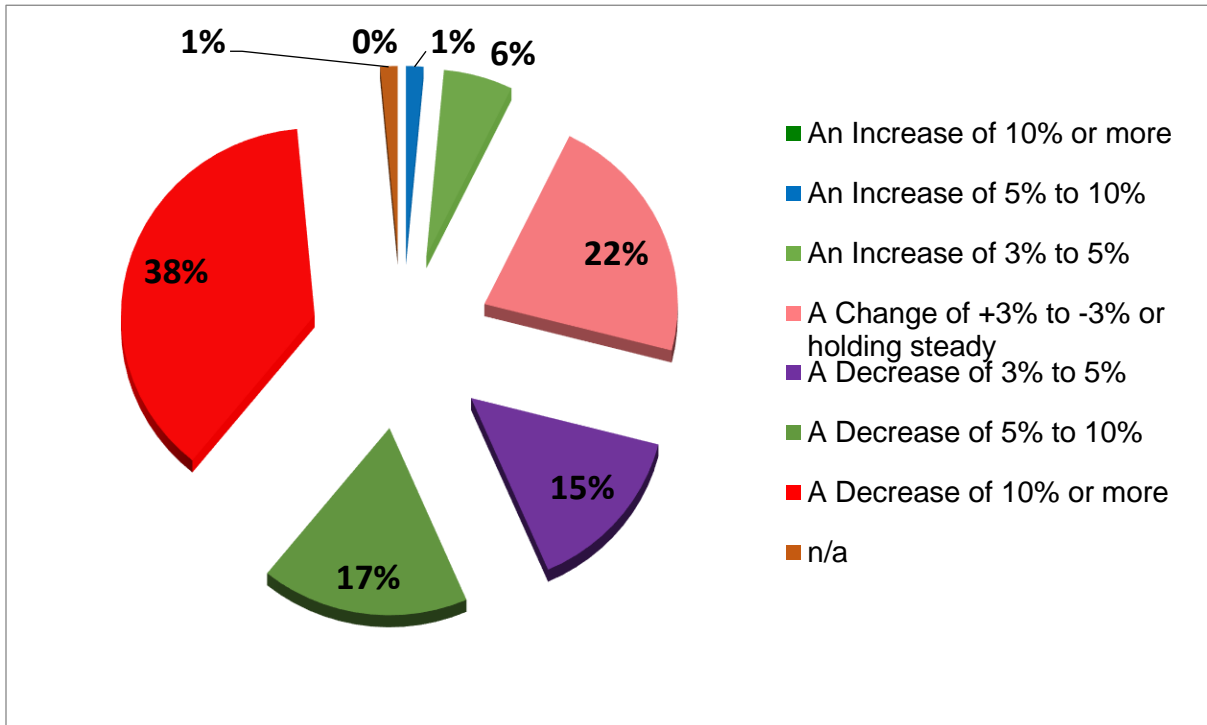
## 6. What predictions do you have for the industry for 2020?

- To early to say until we know how long this pandemic will last;
- Funding for projects falling through, projects cancelled or put on hold, a decline in housing starts, massive supply chain impact on scheduling;
- Down 5% across all segments of business;
- This will be a difficult year but hopefully by year end we will start seeing some normality back in the world issues;
- Decline due to global pandemic;
- Business pushed out to 2021;
- Overall Down, with luck maybe flat. No real recovery until into 2021;
- A very tough year ahead;
- It will be slow. Growth is very limited;
- Major slowdown;
- I am hopeful for a 4th quarter surge with a recovery starting in September;
- I think this going to hurt us all, and some companies are not going to recover;
- Very slow;
- A lot more price wars due to the decrease in Canadian dollar;
- Some Companies will fail. Sometimes thinning out the herd has advantages;
- It will be difficult for the next 2 years;
- There will be a new way of conducting business. Not sure what that means today but there will be a change to the norm;
- Next 3 months will be slow with just items that are essential (Heating, cooling, Water tanks). The after the biggest part of the scare over things will pick up;
- Drastic slowdown and significant layoffs;
- 20% reduction;
- Recession or depression? Both are depressing;
- We will have a sharp downturn in March to July and a sharp upturn for the rest of the year. Theory of relativity concerning the quick downturn the virus is causing.

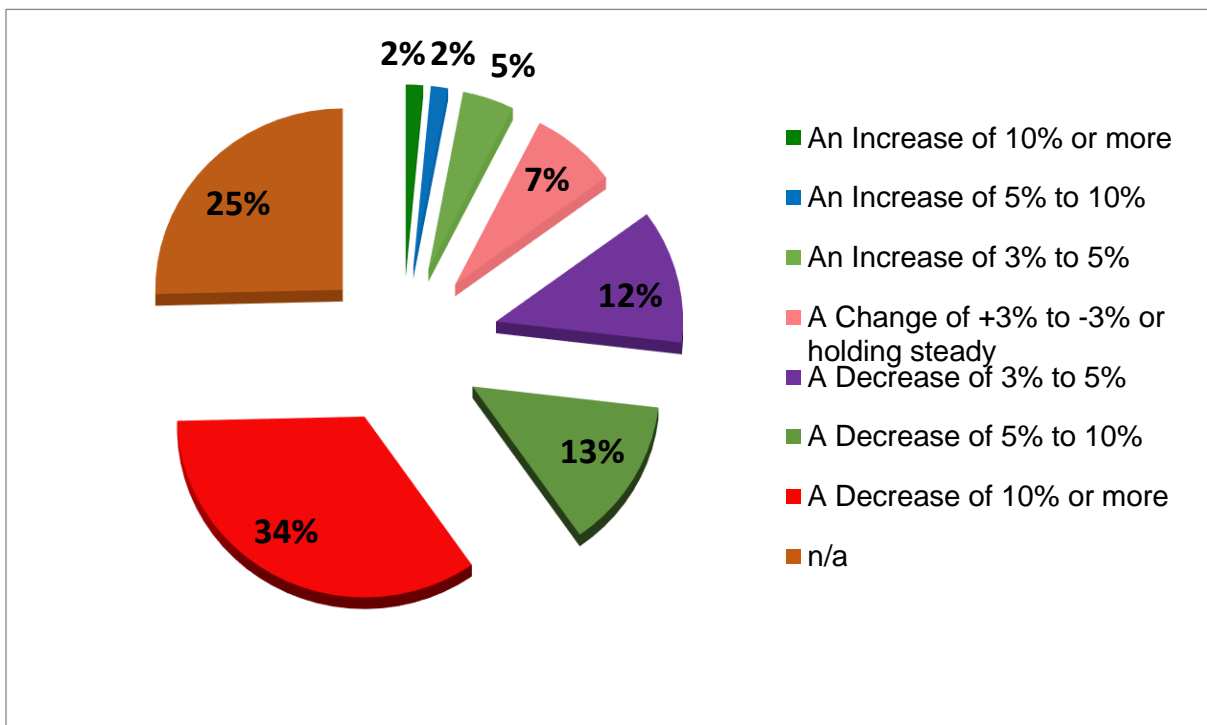
## PART 2: Sales Forecasts

7. What is your forecast on Canadian Sales through Wholesale Distribution for the following products for the next 6 months of 2020:

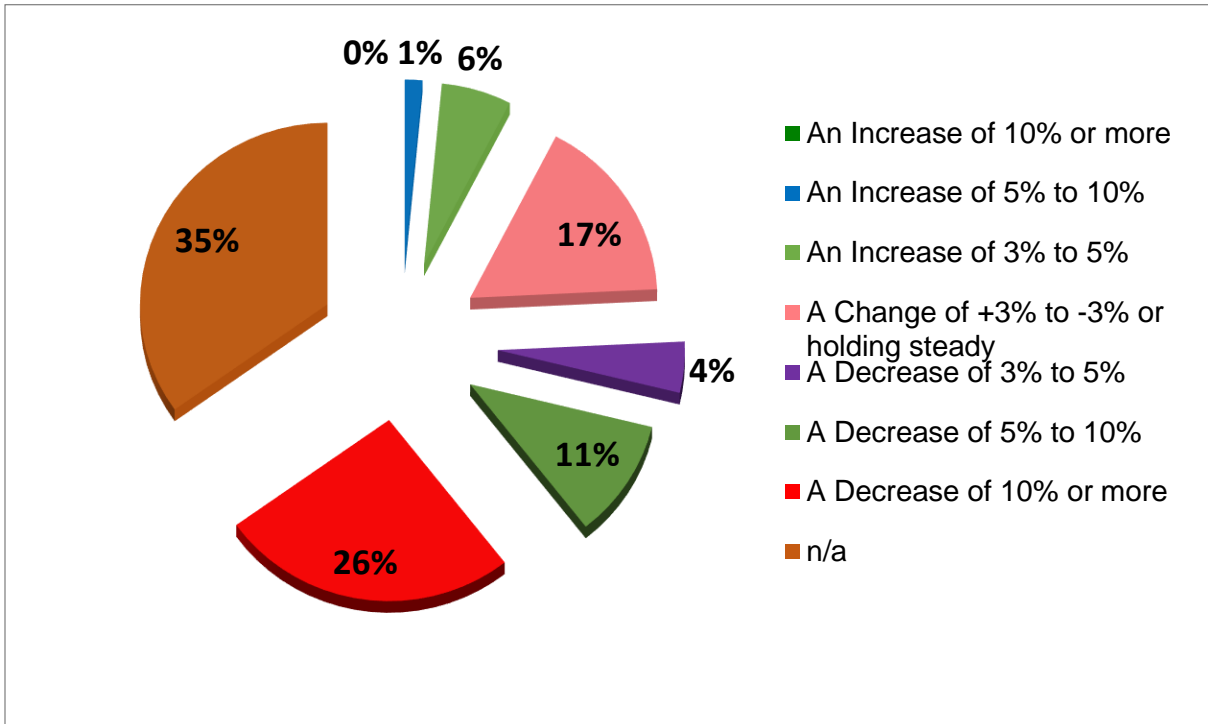
### Plumbing



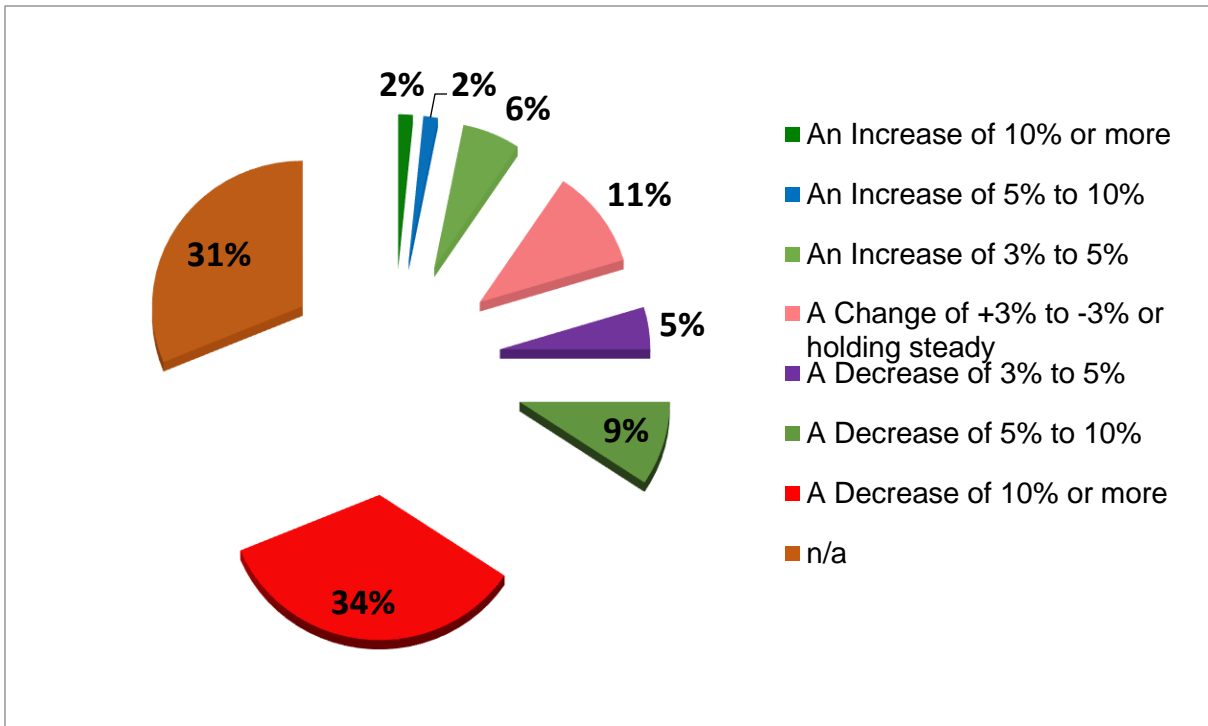
### Hydronic Heating



### Waterworks



### HVAC



#### **Additional Comments**

- These are trying times - nobody expected this challenge;
- If jobsites stay open, product will be put in. However, with the slowdown, will manufacturers be able to catch up?