The Highlights

**Build Your Business**
> **Article:** Target areas where costs can be controlled.
> **Article:** Become familiar with the new role of building materials salespeople.
> **Article:** Create a return-to-office plan that satisfies your employees.

**News From NAFCD**
> **Event:** Register for the 2021 NAFCD Annual Convention at the early-bird rate.
> **Event:** Become a sponsor of the 2021 NAFCD Annual Convention.

**Industry Insights**
> **Article:** Learn how U.S. officials plan to address transportation supply chain issues.
> **Article:** Take a look through the logistic lens.

**Material for Members**
> **Report:** Access the latest research on home centers, construction, industrial distribution and other related topics.
> **Report:** Download the Summer NAFCD Quarterly Economic Trend Report.

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**BUILD YOUR BUSINESS**

Building materials distributors are currently enjoying an upcycle, but experts say that doesn’t mean they should brush off the rising cost of oil and subsequent escalation in fuel prices.

Read More

When digital marketing is done right, it can produce a lot of new leads, but sales teams don’t know how to qualify and nurture them. Digital leads are a new type of prospective customer, which means they require a new type of salesperson to handle them. Find out how building materials sales teams can be restructured and retrained to adapt to the new realities in the industry.

Learn More

According to recent surveys, 96% of employees would like some form of remote work arrangement in moving forward. The primary reasons for their desire to remain remote are their continued concern about COVID-19 safety as well as their concern with having less flexibility and work-life balance. While weighing options for your workplace, consider some thoughts from NAFCD partner Affinity HR.

Learn More
NEWS FROM NAFCD

Join us in Dallas, for the 2021 NAFCD Annual Convention. Throughout this event, taking place November 2-4, attendees will have the opportunity to learn, engage and grow their business alongside the top distributors and suppliers from the flooring industry. The wellbeing of our members remains our top priority. With that, we have implemented various health and safety protocols to ensure your in-person experience is as enjoyable as it can be. Register by September 3 to save $100 per person.

Register Now

Suppliers: Sponsorship at the annual convention is a cost-effective, efficient way to get your brand name in front of hundreds of distribution decision-makers. By sponsoring at the event, your brand will be top-of-mind for distributor attendees from start to finish. Explore the prospectus to learn more.

Learn More

INDUSTRY INSIGHTS

Recently, U.S. Transportation Secretary Pete Buttigieg held a virtual roundtable on congestion at the Los Angeles and Long Beach ports that included the Federal Maritime Commission chair, Los Angeles Mayor Eric Garcetti and other senior U.S. officials to look at ways of reducing congestion at ports.

Read More

In a year of unprecedented disruption, U.S. business logistics costs fell 4% as shippers found new ways of moving freight. Like the supply chains they
serve, logistics managers must now fundamentally rethink and redesign their solutions—and how they do will define their future success.

Read More

MATERIAL FOR MEMBERS

The Q2 2021 NAFCD Quarterly Sales Trends Report is now available. This report provides insight on supply chain and procurement trends, as well as best practices that will help your company facilitate growth. Here are some highlights from the report:

- Since Q1, NAFCD members have seen a 18.7% increase in sales growth.
- Over the last 90 days, all of the NAFCD members surveyed have forecast transportation and freight costs to be meaningfully or modestly higher in 2021.
- Most NAFCD members rank “slow-down of imported products due to lack of containers and/or port back-ups” as the most impactful result of global supply chain disruptions.

View Report

The Summer NAFCD Quarterly Economic Trend Report, powered by ITR Economics, is now available. The report provides economic data based on industry-specific indicators, allowing you to forecast what effect the economy has on your business and what you can reasonably expect for up to six quarters in the future. Here are some highlights from the report:

- Low mortgage rates, low home inventories and elevated consumer savings are boosting demand for new homes as well as renovation activity. This, along with higher material costs, will drive a rise in retail sales in the coming quarters.
- The residential construction market is expected to transition to Phase C, Slowing Growth, in the near term which could slow demand for veneer, plywood and engineered wood during 2022.
- A recent two-month tick-down in the US OECD Leading Indicator rate-of-change suggests the US industrial sector may transition to a slowing growth trend as early as the first quarter of 2022.

View Report

The NAFCD Research Center is brimming with new reports. Check out the latest Flooring Industry Updates, Homecenter Industry Updates and more.