



product selection. Overall, the surveys suggest a fresh look at what factors really dictate where professionals and consumers shop

Consumers and professionals are exposed to so many different opinions about which products are the best for their projects, they find it reassuring when they encounter a knowledgeable and friendly sales associate noted Danny Lipford, host of the Emmy-nominated show a member of the Home Projects Council. As a contractor by trade, having the quantity of products I need is critical to completing a job on time. On the other hand, the homeowners we talk to on my television and radio shows are generally dealing with smaller projects, so they are more concerned with the availability of multiple high-quality product options. The surveys reflect those preferences.

The two online surveys were conducted simultaneously in April with 423 building professionals and 650 consumers. Each survey asked the respondents to categorize the 10 factors purchase products for building and home improvement projects. A numeric score was calculated based on the collective responses to create the rankings.

To learn more about the Home Projects Council, a group of highly reputable home improvement experts and influencers serving consumers as a project resource, visit [Facebook](#).

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