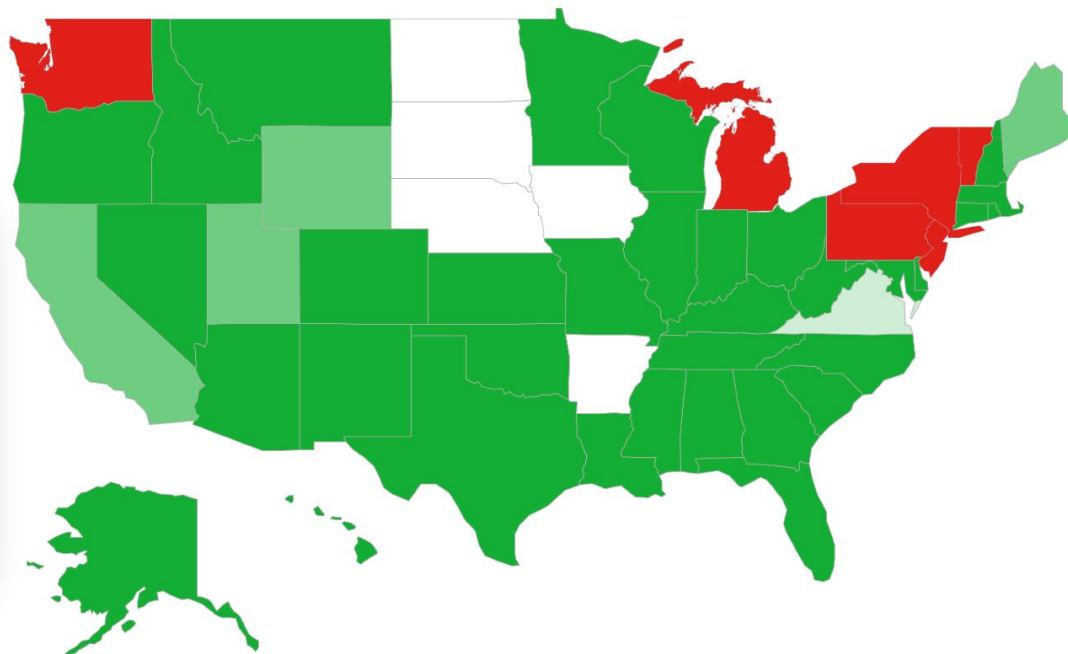


- Essential
- Limited
- Inconclusive
- Non-Essential
- No Mandate

Construction

Building Material Suppliers



Only 6/50
states consider
construction
non-essential

States With Orders Limiting Work Activities



States Defining Construction as Essential

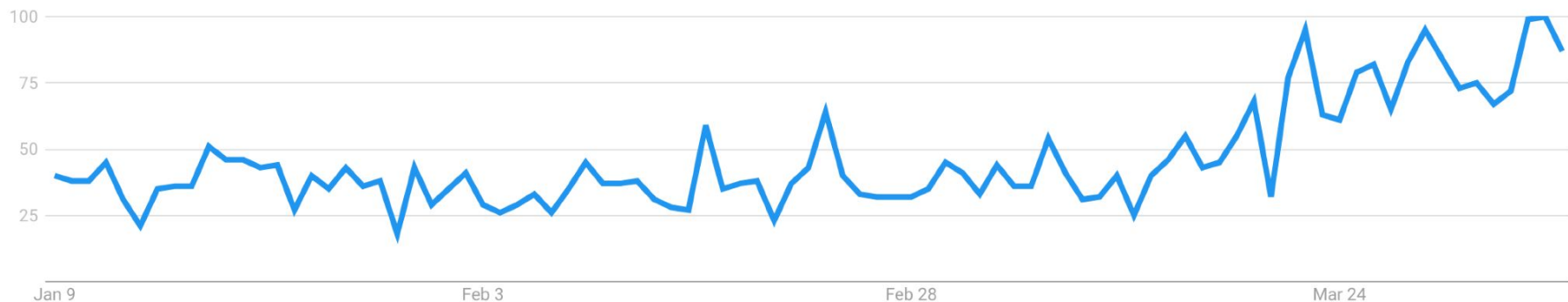


States Defining Building Material Suppliers as Essential





Interest over time 

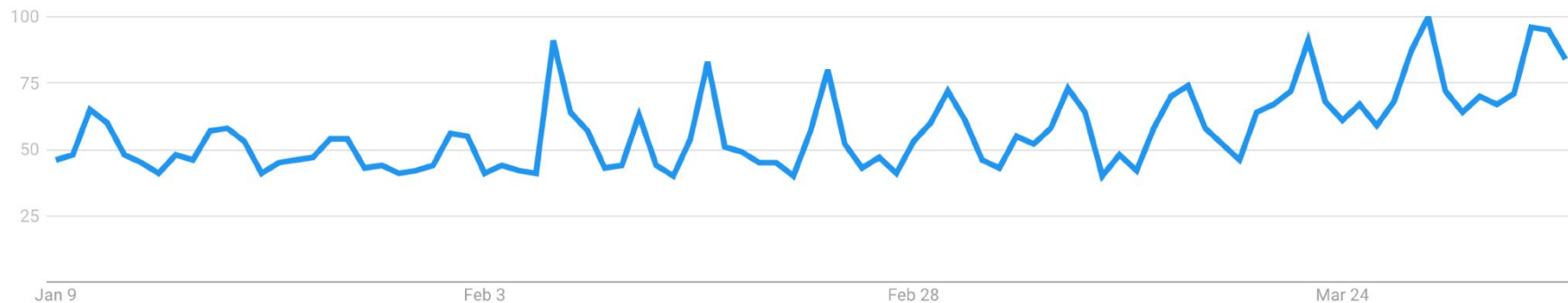


90-day Google search trend
for term **"home diy"**.



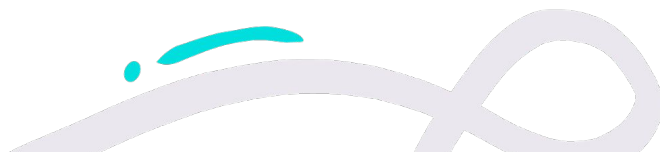


Interest over time ?

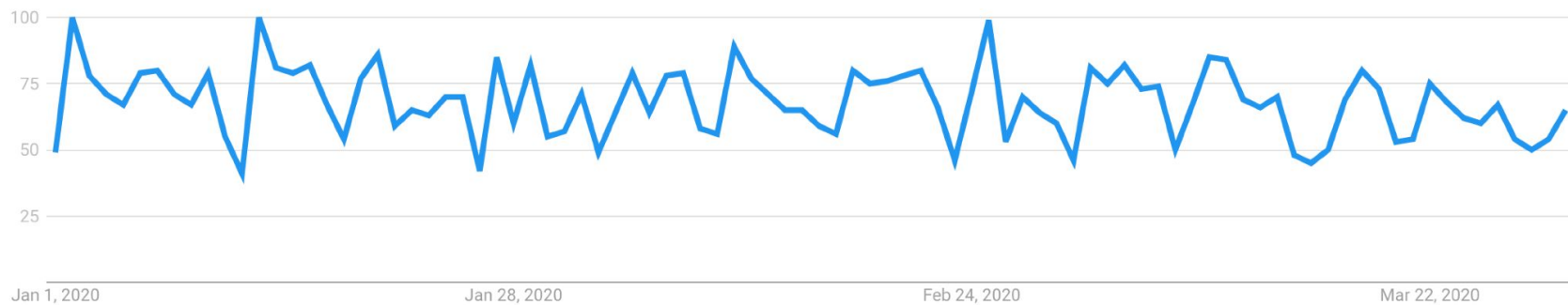


90-day Google search trend
for term **“home improvement”**.

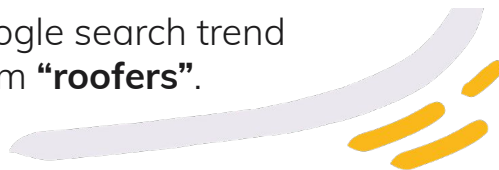




Interest over time ?

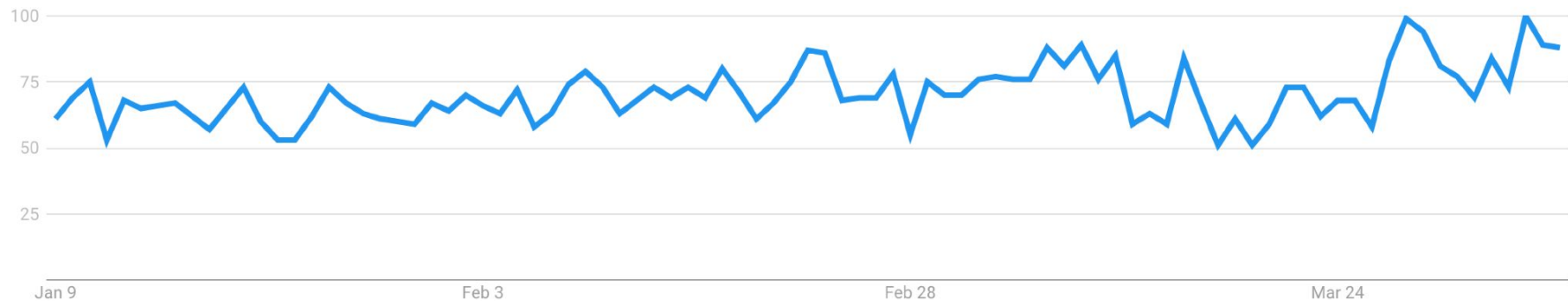


90-day Google search trend
for term **“roofers”**.





Interest over time 



90-day Google search trend
for term **"siding"**.





2%

Home improvement leads are only down **2%**
from **February to March**, according to Modernize.

HVAC, Roofing, Siding, Solar, Windows

Month over Month | Feb - March

Source: Hatch Home Improvement Customers



The infographic consists of three rounded square boxes connected by a dashed orange line. The first box is purple and contains the text '+9% Engagement Rate'. The second box is dark purple and contains the text '+33% Sales'. The third box is teal and contains the text '-5% Average Selling Price'.

+9%
Engagement
Rate

+33%
Sales

-5%
Average Selling
Price

Virtual Selling Toolkit

Virtual Appointments

Whereby

Measurement

 **HOVER**

Visualization


CompanyCam

Estimating

 **Leap™**

Communication

 **Hatch**

 **Hatch**

See more at
usehatchapp.com/digital-toolkit