



How has the worker shortage affected the homebuilding industry?



The Skilled Worker Shortage in the Homebuilding Industry

by: *Paul Cardis*



Out of the many homebuilders our team works with, the vast majority call **worker shortage** their top problem when it comes to delivering projects on budget and on time. As we see the market recover, the greatest problem we face is the trade shortage. Simply put, those who worked in the market prior to the downturn have not come back. Furthermore, millennials are not stepping in to take jobs in trade industries, such as construction, which is adding to the shortage.

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What's Your Core Competitive Strategy?

by: *Mark Hodges*



There's no one-size-fits-all-markets game plan for builders that want to grow, but guiding principles can offer direction. In his seminal 1980 book, *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, Michael Porter proposed that all companies must compete through one of three core competitive strategic approaches. Choosing one of these strategic frameworks requires discipline and commitment. It's done by making all decisions based on the competitive advantages the chosen approach can provide.

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"The idea for the ensuite came from feedback they noticed from survey results published by Avid Ratings. It appeared most buyers weren't too interested in a tub in the master ensuite. As a result, the company has opted for showers only in the ensuite, leaving more room for storage, an extra sink or as in this show home, a makeup table."

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