

DESIGN. BUILD. LIVE. NO LIMITS.



Vinyl Siding Industry Update and Outlook

Kate Offringa, President & CEO
Presentation to Vinyl 360 Conference

November 18, 2020



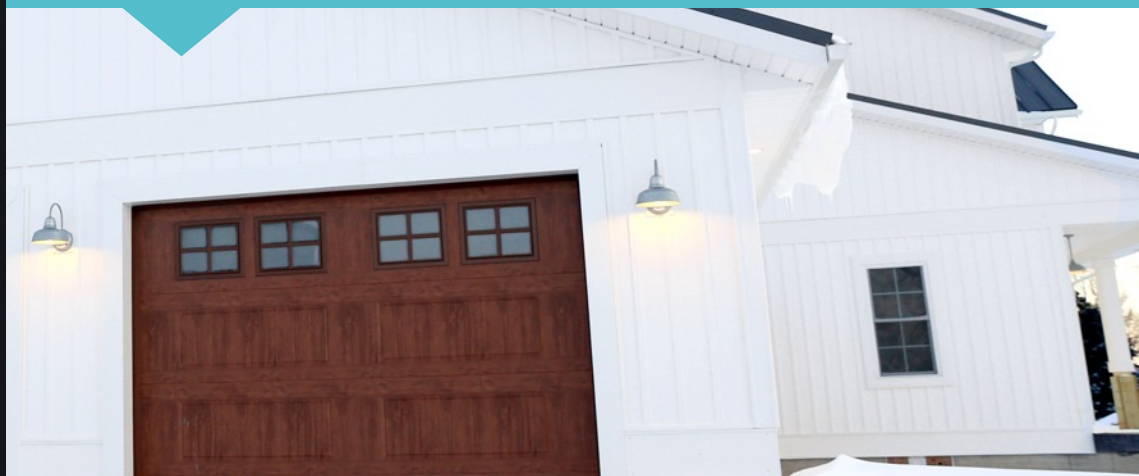
OVERVIEW

- What a Year!
- What's Next?
- What is VSI Doing to Promote Growth?



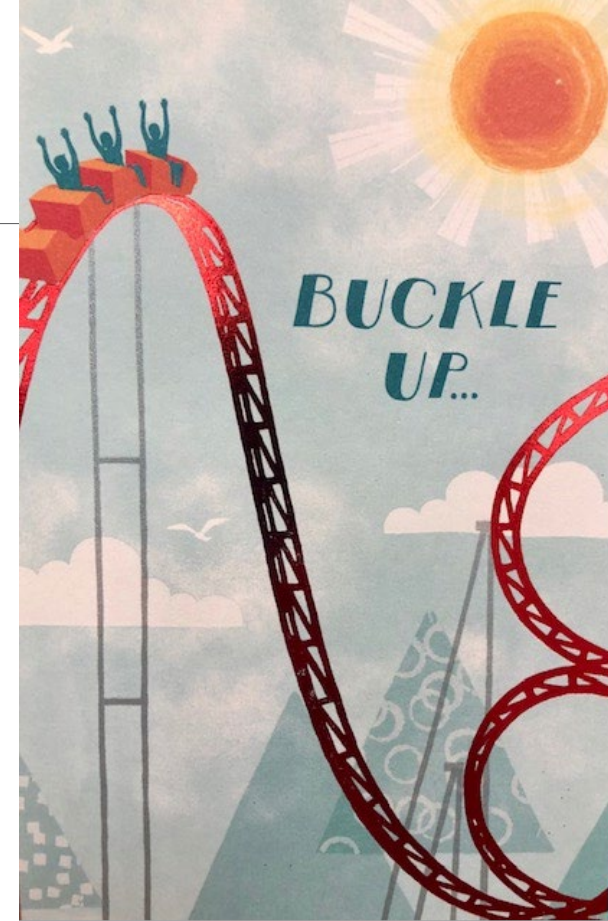
What a Year!

So far 2020 is like looking both ways before crossing the street and then getting hit by an airplane.



COVID IMPACTS

- VSI tracks industry shipments monthly and has for years
- January 2020 saw 7% growth over last year
- February and March strong too
- April down 22% from April of last year!
- But vinyl siding is a resilient product and housing has been a resilient industry in 2020
- September saw us back up to 8% growth over last year



What's Next?



ANTICIPATING A DECADE OF GROWTH

- New home building is strong
 - Builder confidence remains high
- Remodeling is up
 - DIY is up too
- Millennial buying power is kicking in
 - Pandemic shifting preferences away from cities and towards single family homes



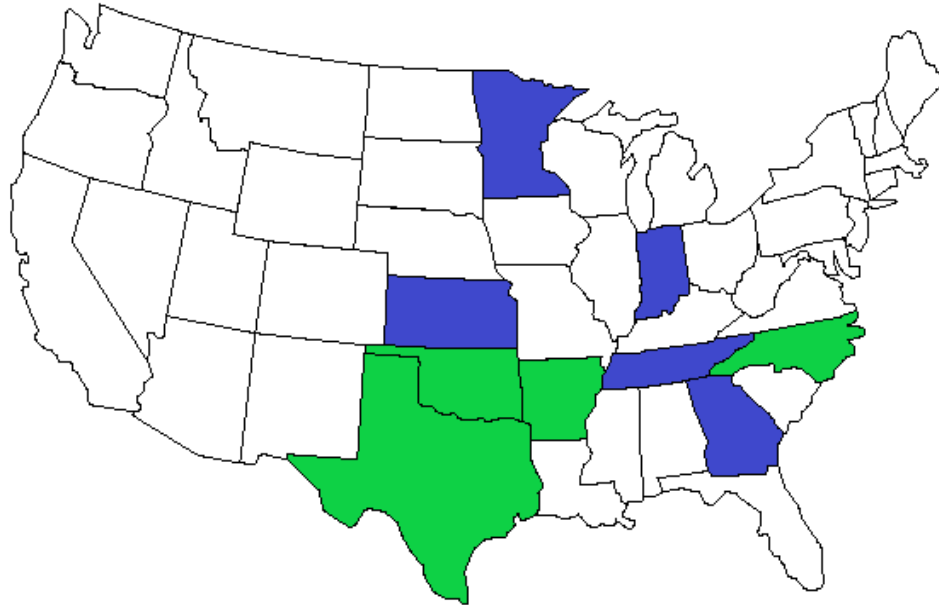
What is VSI Doing to Promote Growth?



VSI STATE LEGISLATIVE INITIATIVES

2021 Agenda:

- Indiana
- Georgia
- Tennessee
- Minnesota
- Kansas



- **Green:** Successful in passing legislation to outlaw local product bans
- **Blue:** In progress

ARCHITECTURAL DESIGN PROGRAM

- Years of outreach to Congress for New Urbanism now bearing fruit
- Book launch at 2020 International Builders Show “Architectural Design for Traditional Neighborhoods”
- Product array box
- New design spec guide coming
- AIA chapter newsletter campaign
- Webinars for continuing education credits



UNDERSTANDING THE MILLENNIAL

- Conduct research on how to market home improvement products to millennials
 - Create a category perception strategy
- Leverage vinyl siding features that appeal to the millennial audience
 - Sustainability
 - Low maintenance
 - Low cost
- Share research with VSI members to inform their outreach and marketing



Homebuying Preferences

Detached
SF home
3 bed/2 bath

1,600 sf
177-274K
average



Quality
neighborhood

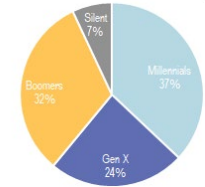


Convenience
to job



Affordability

Percent of Home Ownership



75M+
millennials

\$36,000
personal debt
excluding home mortgages

73%

would pay more, if produced
from a sustainable brand

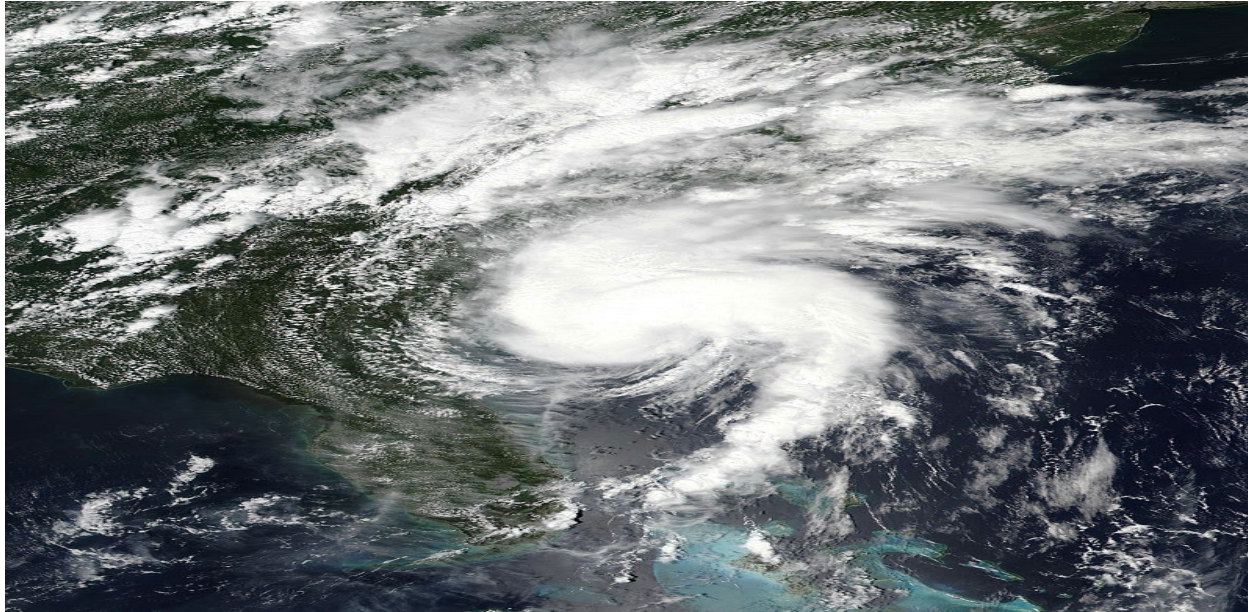
2019 National Association of Realtors (NAR) Home Buyer and Seller Generational Trends

SUSTAINABILITY AND RESILIENCE

- Longstanding focus at VSI gets amped up effort moving forward
- Upgraded our Sustainability Working Group to a full standing Committee
- Sustainability web content updated with an increased focus on recycling
- Recycling program case studies being published as a series of blogs
- Recycling pilot program in research phase

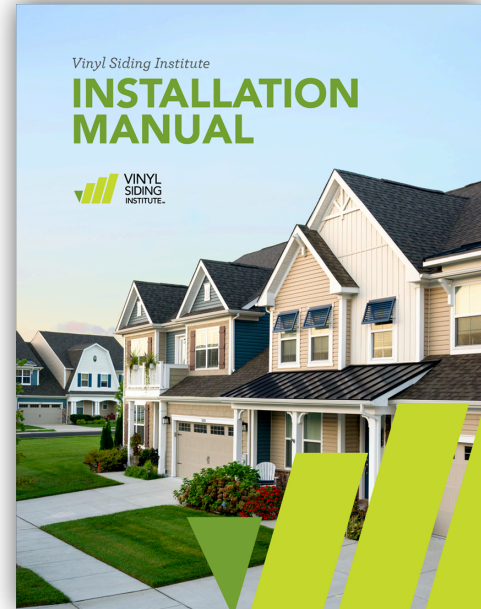


HURRICANE FIELD RESEARCH AND REPORTS



WORKFORCE DEVELOPMENT

- Two programs: Certified Installers and new Trainees
- Started 2020 with trainings and job fairs
- Moved everything online in early COVID
- Partnering with tech schools
- Recruitment through distributors and big installation cos
- Local advisory boards
- Installation Manual Update
 - English and Spanish
 - Video too



STRATEGIC PLANNING

- **Goals**
 - Focusing on growth for the industry through multiplication of our efforts
- **Tactics**
 - Membership growth
 - New categories of engagement
 - Sponsorships
 - Joint initiatives
- **Stay Tuned!**



KEEP UP WITH INDUSTRY NEWS

Our industry blog helps building professionals keep up with the latest vinyl siding news, from building codes and product performance to business building tips and inspiring design ideas.

Category

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WHY VINYL SIDING? / SUSTAINABILITY AND RESILIENCE / INDUSTRY NEWS / FOR THE HOMEOWNER

Proving Necessity Really is the Mother of Recycling Innovation

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Going Back to His Roots

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WHY VINYL SIDING? / SUSTAINABILITY AND RESILIENCE

Spreading the Word About Vinyl Siding's Recycling Advantages

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Rethinking Quality By Finding Your 'Why'

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WHY VINYL SIDING?

Combining Passion with



GROW YOUR BUSINESS

Reflections And Change

Thank you!

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