

GROWTH IN THE FOG

A ROADMAP FOR BUILDING PRODUCT
BRANDS IN VOLATILE TIMES



INTRODUCTION

In an environment marked by potential inflation, construction slowdowns, and tightening capital, building product brands are facing more uncertainty than ever. But history – and 2025's emerging trends – suggest that now may be the most important time to act. This guide outlines five key growth plays for companies ready to own their future rather than react to it.

UNDERSTANDING THE MOMENT

- **Permits Up, Completions Down:** Demand for residential and multifamily housing is rising, but builders are hesitant.
- **Capital is Scarce:** Investment is hard-won. Marketing must deliver measurable value.
- **Specifiers Want Support:** Architects, designers, and contractors are hungry for brands that make their jobs easier.

This creates opportunity for brands who show up boldly.

With clarity, tools and purpose.



THE CASE FOR BOLDNESS

Consider these examples:

- **Trex** grew during the Great Recession by expanding retail partnerships and running bold campaigns while others went dark.
- **Moen** doubled down on its consumer-facing brand and specifier loyalty tools during COVID... and emerged stronger.
- **Cambria** continued R&D and brand storytelling investments even as competitors paused spending.

These moves weren't reckless. They were strategic. And they paid off.



5 STRATEGIC GROWTH PLAYS

1. Double Down on Visibility

- Invest in brand-building while others pull back. Ad space is cheaper and share of voice is easier to grab now.

2. Win the Trade—One Pro at a Time

- Leverage tools, content and PR to engage architects, builders, designers and showrooms who influence project specs. Set definitive goals for these efforts.

3. Align Sales & Marketing Around Key Accounts

- Use Account-Based Marketing (ABM) to convert leads faster and increase deal size with targeted outreach.

4. Implement “Speed to Spec” Programs

- Cut friction in your buyer journey. Be the easiest to specify, order and install.

5. Use CRM + Analytics to Double Down on What’s Working

- Analyze campaigns, prioritize Ideal Customer Profiles (ICPs)... and kill what’s not working. Efficiency is power.

QUICK WINS VS. LONG PLAYS

Quick Wins

Optimize website SEO + downloads

Publish a bold POV blog or newsletter

Run LinkedIn campaigns at high-fit targets

Long-Term Growth Levers

Launch a refreshed content strategy

Expand trade partnerships and co-marketing

Align marcom and sales enablement for ABM

TAKE THE NEXT STEP

Need help prioritizing your next bold move?

Let's Identify Your #1 Growth Opportunity... Book a 20-Minute Call.

Need clarity in this market?

Schedule a complimentary 30-minute strategy session with a K&A growth advisor.

Want to learn more?

Explore how your team can lead and clear the fog.

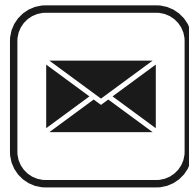
Email Steven Kleber sk@kleberandassociates.com or 404-918-5700 cell.

Want your Boldness Score?

Take the Boldness Benchmark.

Find out how your brand compares to growth leaders in the building industry [CLICK HERE](#).

Subscribe or refer an associate to our Sunday newsletter



ABOUT KLEBER & ASSOCIATES

Founded in 1987, Kleber & Associates is the established leader in brand development and integrated communications for clients in the construction and building products industry. The Atlanta-based agency works in partnership with a variety of client brands that market products for both residential and commercial applications targeted to consumers, architects and designers, as well as developers, builders, remodelers and contractors. The agency addresses its clients' needs through a strategic, disciplined brand development process, combined with customized communications programming and an in-depth knowledge of the marketplace.

Agency founder, Steven Kleber, serves on the National Association of Homebuilders (NAHB) Global Opportunities Board and is president of the National Remodeling Foundation (NRF), as well as the immediate past president of the Center for Kitchen & Bath Education and Research (CKBER) and serves on the board of trustees for the Home Projects Council.



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