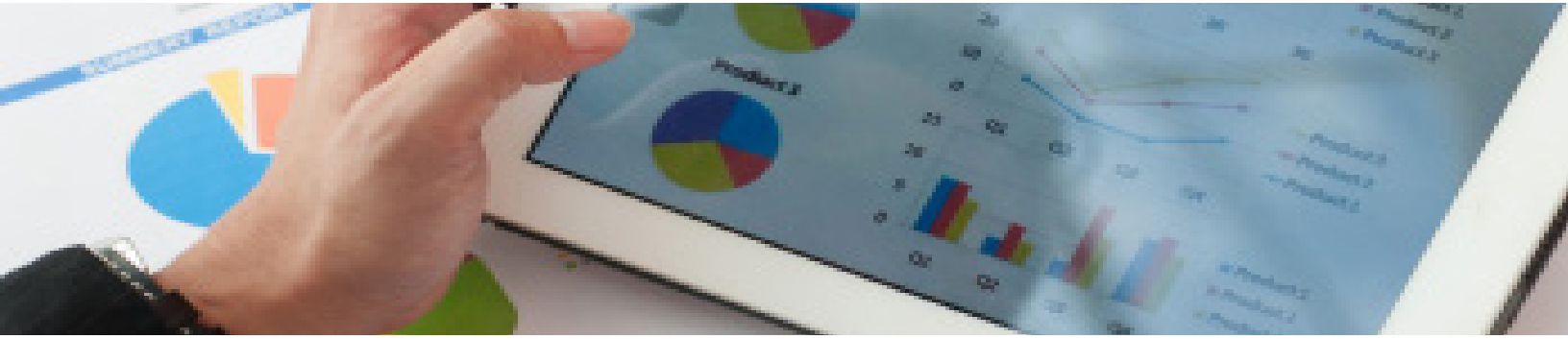


# MARKET DATA ON DEMAND

Access the data you need, whenever you need it



## WHAT'S INCLUDED

No business has the same data needs, but you deserve to receive it fast when you need it. Since you work throughout the year on various size initiatives, you'll require different levels and types of market insights to support any decision at hand. Principia's Market Data on Demand product gives you the ability to obtain customized data quickly from selected residential building product categories. The data will be provided in Excel format to your specs and delivered within 2 business days. Data at a category level is available by:

### Product Category

Segmented by material type

### Unit volume & Revenue

Manufacturer or channel level

### Construction Type

New construction, repair & remodel

### Unit type

Single family, multifamily

### Application

End use

### Geography

Custom geocoding for your specific territory

## MARKET DATA ON DEMAND BENEFITS

Market Data on Demand allows your business to quickly get custom data that will help you:

Develop next year's budget

Identify market shifts or trends

Prepare for an internal or customer meeting

Develop or refine marketing plans

Shape a transaction deal

Aim resources at specific markets or geographies

Support plans for markets to enter or exit

Screen markets for potential investment



**CONTACT PRINCIPIA TO LEARN MORE**

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