



### PART 1: MARKET FUNDAMENTALS THAT SHAPE THE INDUSTRY

What are some important implications of the 10% market growth rate (market normalization)?

How have consumer values and priorities shifted since the advent of COVID-19?

### PART 2: THE SIZE OF THE HOME SERVICE MARKET

Why is home improvement spending so high in comparison to the other two categories in the home service market?

How much has home equity increased since 2021? Why is this number important?

### PART 3: WHAT TO EXPECT

What changes can we expect to see as the millennial generation begins to buy more homes and start building families?

How does changing technology influence consumer behavior?