



Businesses and organizations involved in the retail of products and providing service solutions for the residential establishment whether for interior or exterior. Includes but not limited to tile and flooring retailers, lumber yards, cookware distributor, TV repair, landscaping service, pool installers, and home furnishings retailers.

INTERNAL USE ONLY

CAPTRUST EXPERIENCE

CAPTRUST AT A GLANCE

Clients – 65
Total Assets – \$8.1 billion
Plans/Pools – 82
Plan/Pool Types – DC (75), NQ (2), DB (2)
Top Providers – Milliman, Fidelity, Empower

EXPERIENCED ADVISORS

- Kim Huppertz (6)
- Chris Kulick (4)
- Dan Esch (3)
- Yvonne Zeoli (3)
- Bob Auditore (2)
- Grey Kennedy (2)

INDUSTRY BACKGROUND

POINTS OF INTEREST

- This industry is closely tied to the housing market, consumer confidence, and per capita disposable income levels.
- When it comes to home furnishings, competition from e-commerce channels and big-box stores is expected to stifle profit growth.
- Private spending on home improvements and the value of residential construction is anticipated to drive revenue.
- Focus on the home continues and with the return of customers to in-store shopping, the industry is positioned to return to steadier growth following the pandemic.

COMMON TERMS

- Big box store
- Brick-and-mortar
- Do-it-for-me (DIFM)
- Do-it-yourself (DIY)
- Electronic data interchange (EDI)
- Green remodeling
- One-stop shop store

EXTERNAL RESOURCES

- Home Furnishings Association myhfa.org
- National Association of Home Builders nahb.org
- National Association of the Remodeling Industry nari.org
- National Retail Federation nrf.com

FOR THE CHALLENGER

CHALLENGES

Corporate

- Similar to the construction industry, specialty residential product retailers and service providers face supply chain issues and higher cost of materials
- Rising labor costs, higher freight and gas expenses, and the supply-and-demand imbalance have resulted in raising prices this year. Some project these prices may be the limit of what consumers are willing to pay
- Attracting, hiring, and retaining talent when potential employees have options like work-from-home opportunities and higher starting wages with other businesses/industries

Retirement

- Engagement of employees to focus on their financial wellness due to many competing factors and overall lack of focus on saving for retirement
- Challenging to communication to employees with language barriers, multiple locations, and timing issues
- Company match and auto enrollment are toughest to address because of low wage earner turnover and cost

CLIENT OUTCOMES

- Improved employee education, able to increase the participation rate and average deferral rate
- Added auto enrollment
- Lowered cost and improved transparency