



Contractor Intelligence for Building Product Manufacturers

INTRODUCTION

Building product manufacturers supply the trades with the materials to construct and wrap our buildings. Each of the construction material subcategories is a competitive market: from roofing to lumber and electrical wire, there are many options.

Building product manufacturers can leverage building permit data to discover new leads and segment existing ones.

BUILDING PERMITS + BPM

Building permit data and related contractor details hold valuable information that assist building product companies in pinpointing their target audience and expanding their product range.

Examples of applications include:

- Using Shovels' contractor intelligence to assist their top three distributors expand into their respective markets.
- For wholesalers, use our contractor lookup tools to ensure that only licensed contractors access the product catalog.
- Enhance CRM (Salesforce, HubSpot) with territory and revenue data.

TOP SHOVELS BPM CUSTOMERS



USE SHOVELS FOR

- **Market entry strategies**
- **Account nurturing and segmentation**
- **Competitive intelligence**
- **Board-level reporting**
- **Total addressable market calculations**

HOW TO USE BUILDING PERMIT DATA

Here are a few ways that BPM companies can take advantage of the richness of building permit data:

- Contractor verification for wholesalers.
- Market intelligence to track new construction and permits mentioning specific brands.
- Homeowner intelligence, including lead scoring to determine the likelihood of purchasing products.
- Fraud prevention by analyzing permit data to check for inconsistencies in orders.

HOW BPM COMPANIES USE SHOVELS


Shovels has a few unique features that BPM customers can take advantage of. Here are a few of them:

- Filter for specific types of active contractors in regions where distributors operate. Get very specific, drilling into certain zip codes and permit values.
- Integrate with CRM systems using our API. Other building permit data companies don't offer well-documented API endpoints. We do!
- Provide insights into R&D efforts related to the materials used in construction. Scan 150M+ permits for brand keywords to help inform decision-making and see which contractors use your products -- or your competitors' products.

CONCLUSION

Shovels offers the most comprehensive, clean, and customer-friendly building permit and contractor data products for building product manufacturers.

Access this powerful data via a web browser, our API, or private table sharing into Snowflake, Databricks, BigQuery, and Amazon S3.



Filter permits and contractors by ZIP code, city, county, CBSA, or permit jurisdiction

Discover contractors that work on government buildings, large office buildings, or high-end residences. Filter by total permit count and revenue. That's our unique value proposition.