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HOME IMPROVEMENT
RESEARCH INSTITUTE

Pro Attitudes Toward Good-Better-Best Product Offerings

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Home improvement professionals form a critical customer base for building product manufacturers and retailers. Their purchasing power and brand loyalty can drive significant business growth—if brands understand how to meet their needs.

One effective approach is adopting the Good-Better-Best (GBB) model, offering product lines at multiple price points and quality levels. According to HIRI's [2024 Pro Attitudes Toward Good-Better-Best Product Offerings study](#), this strategy not only boosts brand loyalty but also enhances customer satisfaction. Here's what the data reveals about professional attitudes toward GBB offerings—and how brands can adapt.

96%

are aware of
the GBB model

70%

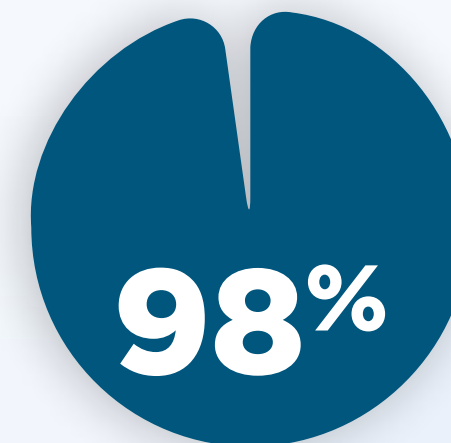
agree that GBB
strengthens loyalty

Why Good-Better-Best Works

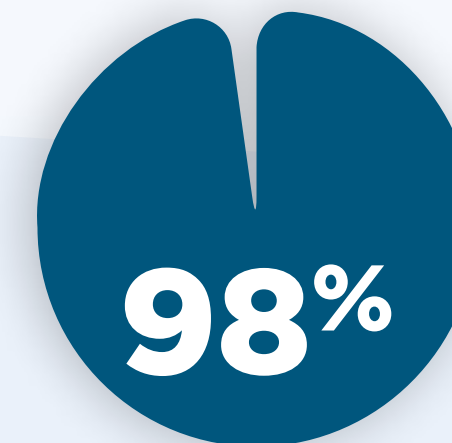
Offering a range of products at different tiers has significant advantages. **Nearly 70%** of home improvement professionals agree that GBB offerings **strengthen their loyalty** to a brand. Moreover, **96% of pros are aware** of the GBB model in the building products industry, demonstrating its widespread recognition and acceptance.

For manufacturers and retailers, this means that adopting GBB can **improve brand perception** while meeting the diverse needs of professional customers.

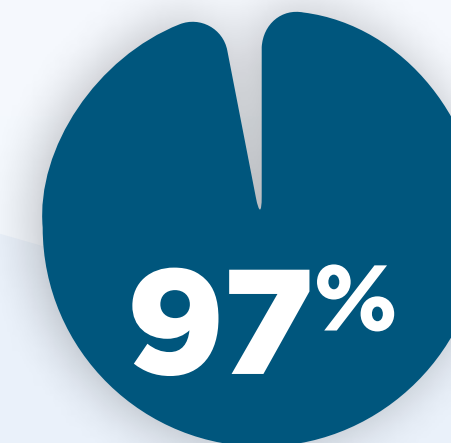
Major Category of Work for Good/Better/Best Awareness



New Construction



Mechanical



Remodelers



Landscape



Finish



Exteriors

Pro Purchasing Trends

Professional customers lean heavily toward **high-tier products**. The study found that:

- **Best-tier** products are **preferred over Better-tier** products by **20%**, and **over Good-tier** products by **40%**, despite higher costs.
- **76%** of pros believe manufacturers should offer products at **multiple price points**.

Brands can further **increase satisfaction and reduce gaps** between product tiers by focusing on two key areas: **availability and ease of installation**. Improving these attributes significantly **narrows the preference gap** between Better and Best products.



Best Preferred over Better by **20%**



Best Preferred over Good by **40%**



After Improving Product Availability and Ease of Installation



Best Preferred over Better by **3%**





Product
Availability

50%



Product
Compatibility

48%



Pricing
Transparency

45%

Common Challenges for Pros

Despite the benefits of the GBB approach, professionals face challenges navigating **product lines and pricing structures**:

- **50%** of pros report difficulties determining **product availability**.
- **48%** find it hard to ensure **product compatibility** with other materials.
- **Pricing transparency** remains another significant pain point.

By addressing these challenges, manufacturers and retailers can improve the overall customer experience and build stronger relationships with their pro customers.

Understanding Pro Customer Segments

HIRI's study identified **three distinct segments** of pro customers, each with unique attitudes toward purchasing decisions:

Want It All

- Prioritizes all attributes—quality, ease of use, and availability
- Primarily small firms that value a comprehensive offering.



45%

Brand Above All

- Focuses primarily on brand reputation.
- Includes many specialty contractors.



30%

Brand Immaterial

- Least influenced by brand alone.
- Often larger firms or those working in new construction.



25%

By tailoring strategies to each segment, brands can better serve their professional customers.

What Pros Value Most in Products

When selecting building products, professionals consider several factors:

Among these, **brand reputation** stands out as the most influential factor. Improving reputation requires a **long-term strategy** but offers **substantial rewards** in terms of **loyalty** and **repeat business**.

14%

Product Quality

15%

Price

15%

Product Availability

15%

Ease of Installation

41%

Brand Reputation



How Brands Can Communicate Better

One surprising insight from the study is that **physical retail stores** provide the greatest opportunity for improving communication. Nearly half of the Want It All segment (**49%**) and **41%** of the Brand Above All segment suggested focusing on **in-store communication**.

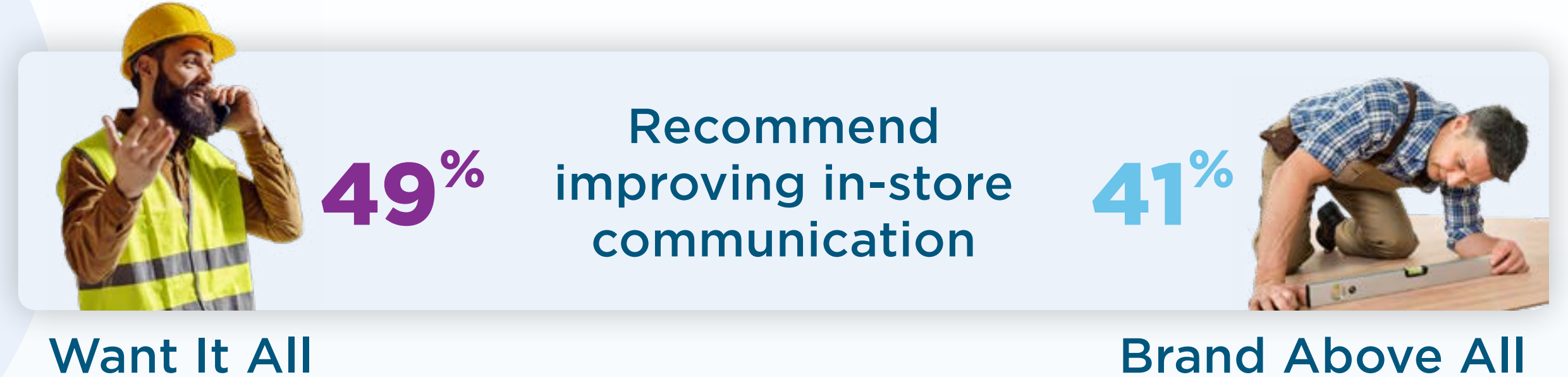
By investing in these areas, brands can strengthen their connection with pro customers and **reinforce their reputation as trusted partners**.

Building a Stronger Future with Good-Better-Best

The Good-Better-Best approach isn't just a pricing strategy—it's a way to **foster loyalty, satisfaction, and trust** among professional customers. HIRI's [2024 Good-Better-Best Study](#) highlights the significant impact this model has on pro attitudes and behaviors, offering valuable insights for building product manufacturers and retailers.

Want to dive deeper into the findings? Access the full report and other exclusive studies by becoming a HIRI member today.

[Access the Full Report](#)



Additional ways to improve brand communication

Enhancing supplier and manufacturer websites

Improving product documentation

Training store employees to provide expert advice

Unlock \$1M in Industry Insights

Join 100+ Leading Companies with On-Demand, Unlimited Access to Home Improvement Research

Executives Across Business Units Are Able To:

- Understand Key Purchase Drivers in the Evolving Marketplace
- Understand Pro and Consumer Attitudes and Behaviors
- Increase Organization ROI
- Identify Emerging Opportunities & New Revenue Streams

Directors & Managers Use HIRI Research To:

- Extend Departmental Budgets and Increase ROI
- Be Better Informed to Execute on Departmental Initiatives
- Drive Decisions with Authoritative Customer- and Market-Centric Research

Customer Insights Analysts & Researchers Are Able To:

- Spend Less Time on Data Collection
- Provide Well-Rounded Analysis to Executives
- Decrease Turnaround Times
- Leverage Historical Data to Inform Leadership's Understanding of Emerging Questions of the Day

Perks of a HIRI Membership

- ★ \$1M in up-to-date, primary market research conducted by industry recognized researchers at The Farnsworth Group
- ★ No limits on the number of users with full access to HIRI resources within each organization
- ★ On-demand access to raw data files alongside a Research Report on every study
- ★ Support from HIRI's research specialists
- ★ Member exclusive participation rights in the annual HIRI Summit. The HIRI Summit facilitates presentations by leading home improvement industry experts so that HIRI members maintain a comprehensive understanding of how to stay ahead of the changes impacting the home improvement market.



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