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How Contractors Are Embracing Technology: Trends, Challenges, and Opportunities

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The construction and home improvement industries are evolving rapidly, with technology playing a critical role in shaping operations and strategies. However, not all contractors are adopting technology at the same pace. By understanding the dynamics of adoption rates, motivators, and barriers, manufacturers and retailers can better align their offerings to meet contractors' needs and drive engagement. Here's a closer look at the trends and insights from HIRI's recent [Contractor Technology Adoption in Home Improvement Study](#).

Key Drivers Across Technology Adoption Levels



Efficiency and Growth Drive Adoption

The desire to **increase efficiency, remain competitive, and boost profitability** are key drivers for contractors adopting new technologies. High-tech users, in particular, report significant satisfaction with the tools they've adopted, citing **competitive advantages** as a major benefit.

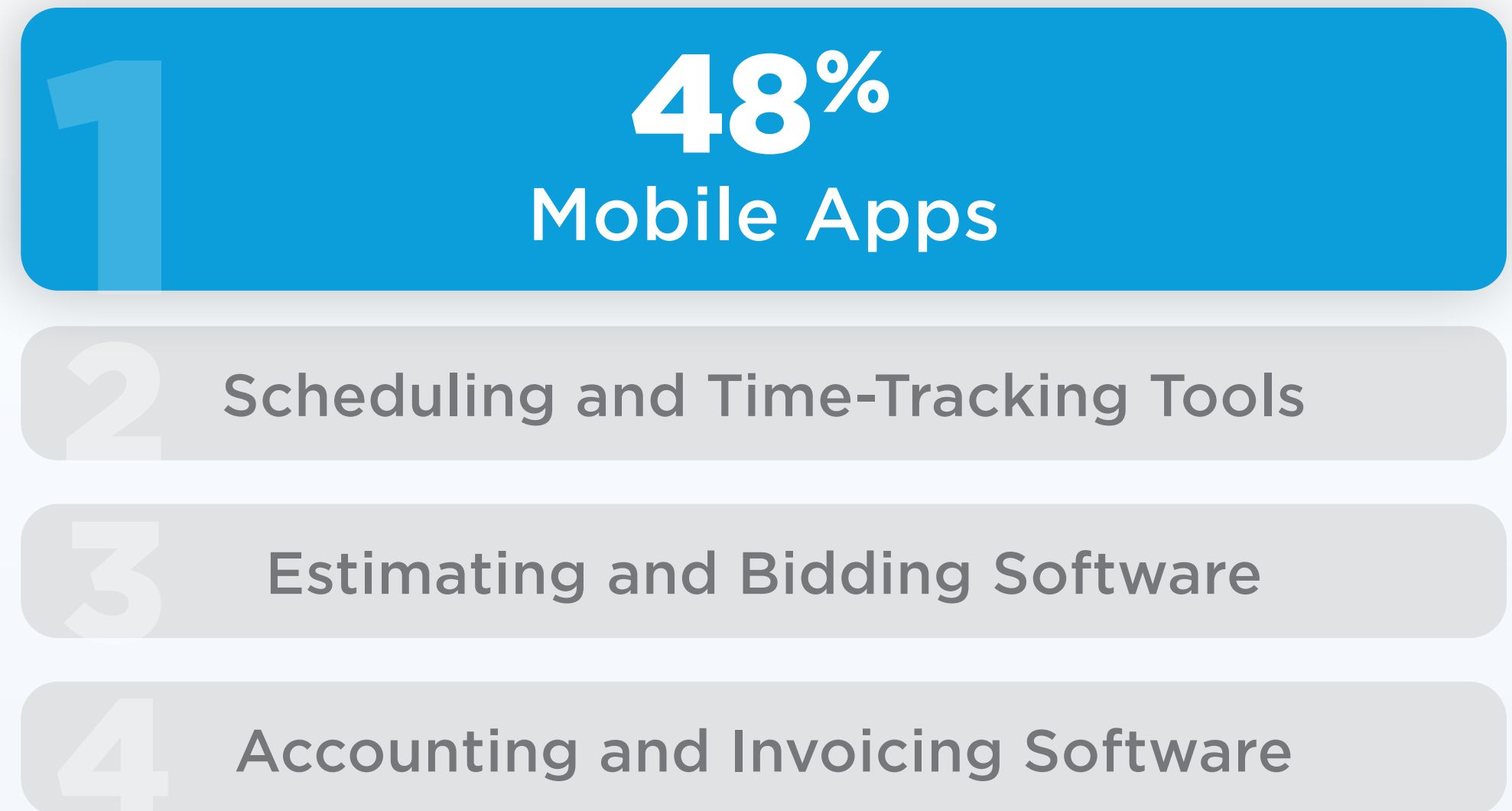
While **reducing costs is less important to high-tech users**, it remains a **primary motivation for low-tech** users. Moderate-tech users are driven by a mix of **staying competitive and cost reduction**. Regardless of their tech adoption level, **more than two-thirds** of contractors agree that **vendor support** plays a critical role in their decision to adopt new technologies.

Mobile Apps Dominate Usage

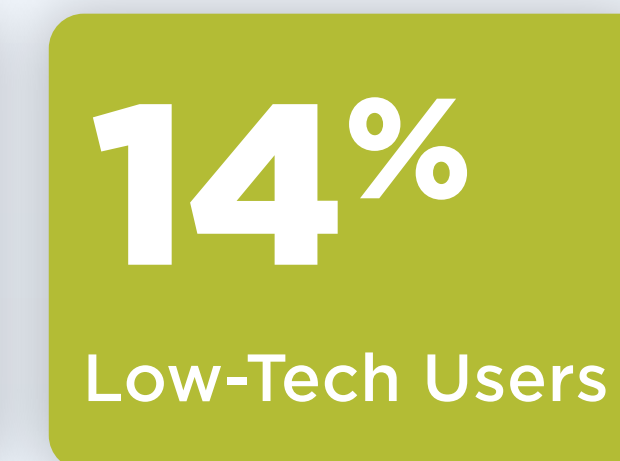
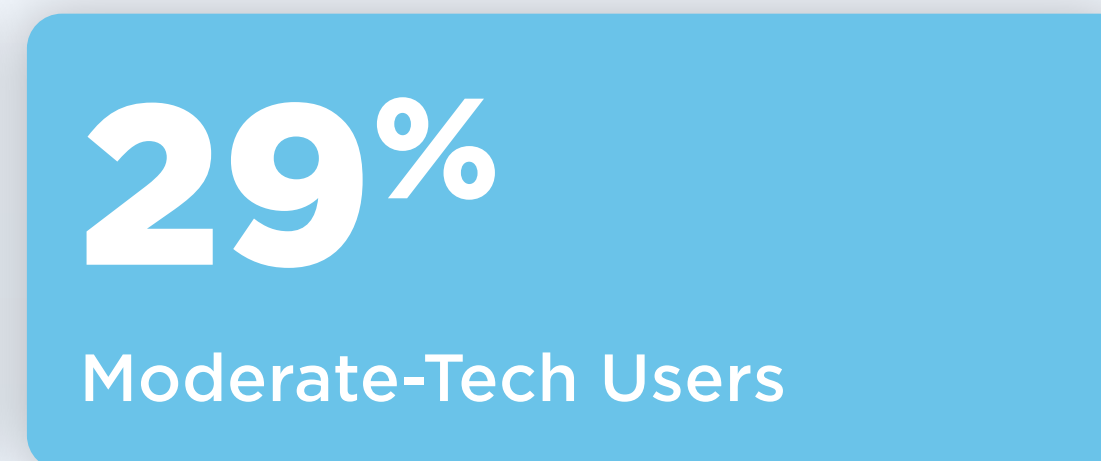
Mobile apps have become the go-to technology for contractors, with **48% using them for on-site work**. These apps are followed closely by **scheduling and time-tracking tools, estimating and bidding software, and accounting and invoicing software**.

Interestingly, high-tech users lead the way in adopting project management software, with **56%** reporting its use. In comparison, **only 14% of low-tech users and 29% of moderate-tech users currently leverage these tools**. This disparity signals a potential for broader adoption of project management software as its benefits become more evident to moderate and low-tech firms.

Go-To Technology for Contractors



Adoption of Project Management Software





★ Social Campaigns

★ Peer Referrals

★ Vendor-Led Workshops

Collaboration and Peer Insights Propel Technology Adoption

When it comes to discovering new technologies, contractors rely heavily on **peer and professional networks, vendors and suppliers, and social media platforms**. Low-tech adopters are particularly reliant on **peer networks**, while high-tech users prefer **video tutorials and in-person workshops** for training and support.

Manufacturers and suppliers should invest in accessible and engaging discovery methods, such as **social campaigns, peer referrals, and vendor-led workshops**. Tailoring training formats to user preferences can further enhance adoption rates.



70%
of contractors
update their
technology at
least annually

Landscaping Contractors

42% Adopt new
tools every 6
months or less

41% Adopt new
tools annually

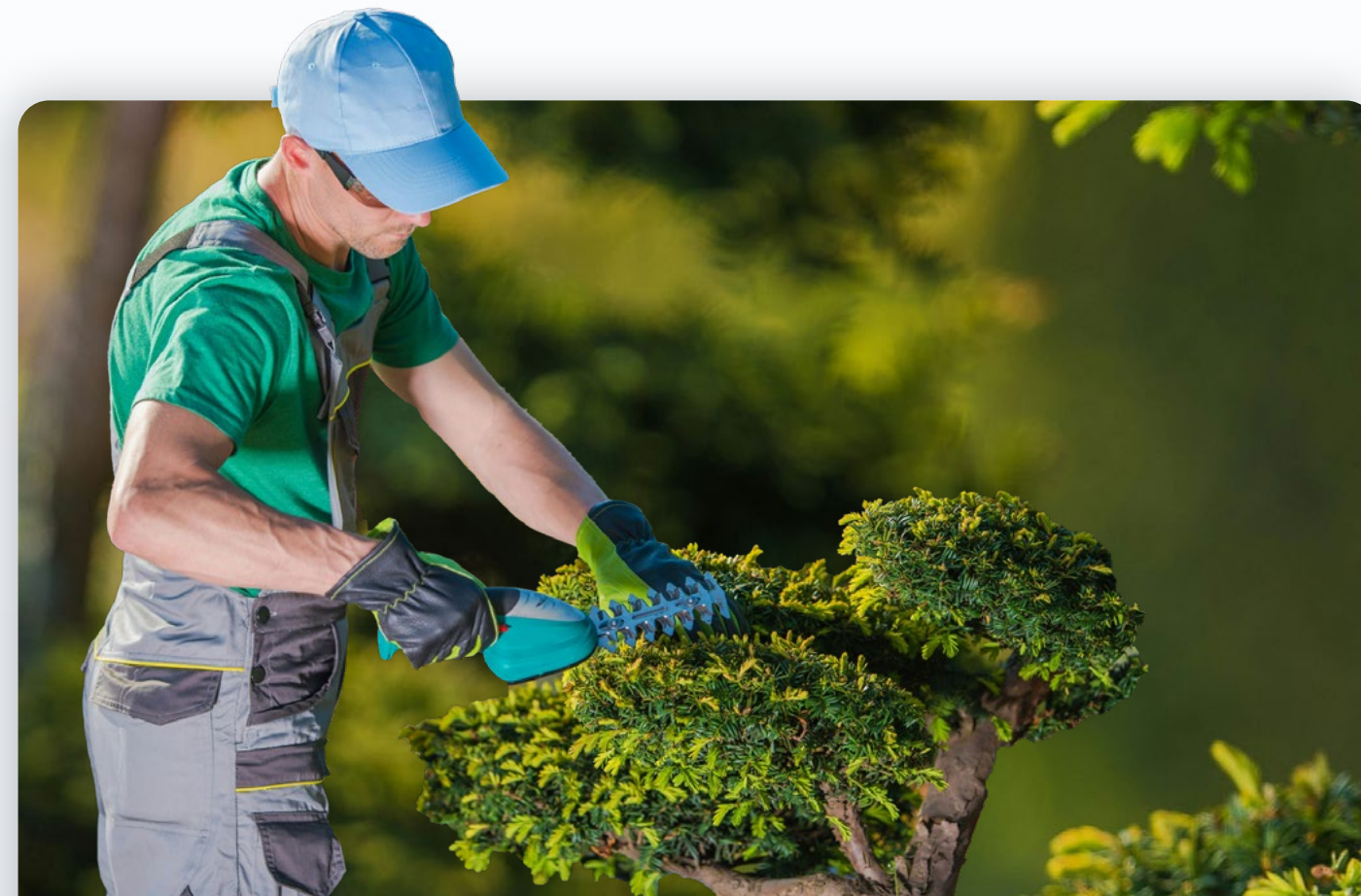
Mechanical and Landscaping Contractors Lead the Way

Adopting and updating technology is becoming standard practice for many contractors. According to the report, **70% of contractors update their technology at least annually**. Among these, **landscaping** contractors stand out, with **42% adopting new tools every six months or less** and another **41%** making annual updates.

In contrast, smaller firms and exterior professionals tend to lag behind in adoption rates. These groups often face **unique challenges** that slow their ability to embrace new technologies. For **manufacturers and retailers**, offering **targeted resources such as case studies or cost-benefit analyses** could help smaller firms better understand the value of investing in technology.

Overcoming Barriers to Technology Adoption

Despite the benefits, contractors face notable barriers to technology adoption. High costs and satisfaction with the status quo are common deterrents across trades. Additionally, trade-specific challenges vary:



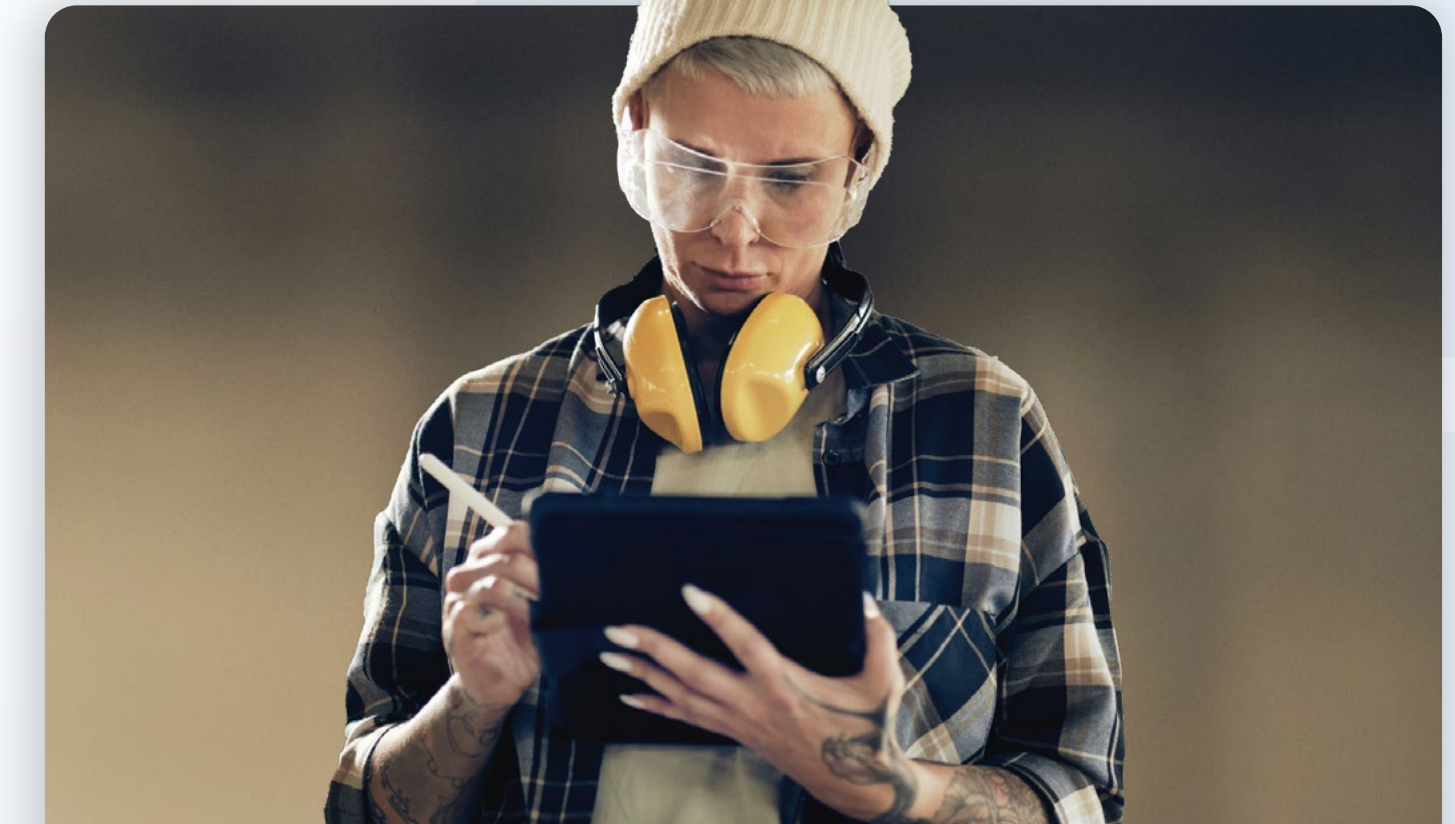
Landscapers

Concerned about disruption to business processes.



Remodelers

Struggle finding time to implement and learn new tools.



Mechanical Tradespeople

Most satisfied with current methodology.

Manufacturers and retailers can address these barriers by offering **cost-effective solutions, free trials, and robust vendor support**. Providing specialty-targeted strategies can also help contractors overcome trade-specific challenges.

Future Tech Investments Look Promising

The outlook for technology adoption in 2025 is **optimistic**. Approximately **54% of contractors plan to adopt new technologies** in the coming year, with larger firms showing even greater intention to invest. Top priorities for contractors include **mobile apps, tools leveraging generative AI, and project management and estimating software**.

To capitalize on this momentum, manufacturers and retailers should prioritize creating **tailored training formats** and **strengthening vendor support systems**. Ensuring accessibility and consistent follow-up can build contractors' confidence in adopting new technologies.

Preparing for 2025

As technology adoption accelerates, understanding the varying needs and challenges of contractors is more important than ever. By **addressing barriers, supporting discovery, and providing targeted solutions**, manufacturers and retailers can position themselves as essential partners in contractors' success.

For a deeper dive into these trends, download the full Contractor Technology Adoption Report. This comprehensive resource offers actionable insights to help industry professionals navigate the evolving landscape of technology in home improvement.

[Access the Full Report](#)

Contractors' Top Priorities

Mobile Apps

Tools Leveraging Generative AI

Project Management Software

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Executives Across Business Units Are Able To:

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- Increase Organization ROI
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