

HIRI MEMBERSHIP:

Your Key to Home Improvement Industry Data & Insights

HIRI delivers 40+ reports each year, including special interest topics tailored to both homeowners and professionals. These reports are shaped by member input and guided by HIRI's member-led Research Steering Committee, ensuring relevance to industry needs and trends.

\$15,000/yr

unlocks \$1M worth of insights for every employee in your company

[Become a Member](#)

Value Extends Across Your Team

HIRI operates uniquely as a non-profit and exists to serve the research needs of our members. This means when more members join HIRI, there are more funds available to conduct home improvement industry specific research for you, for a nominal \$15,000 annual fee.

Executives

- 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

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

Analysts & Researchers

- 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

Discover how HIRI membership can transform your decision-making and drive success for your organization.

[Book a Consultation](#)

Equip Your Team with Essential Research

Key Drivers of Home Improvement

[Quarterly Homeowner Activity Tracker](#)



[Quarterly Contractor Activity Tracker](#)



[Contractor Channel Study](#)



Market Forecast and Intent

[HIRI U.S. Size of Market](#)



[U.S. Economic and Industry Drivers](#)



[Canada Size of Market](#)



Homeowner Sentiment

[Product Purchase Tracking Studies](#)



[Project Decision Studies](#)



[Special Topic Reports](#)



HIRI delivers ~40 reports per year, including special interest topics conducted among homeowners and professionals. Member input, facilitated by HIRI's Research Steering Committee, drives our focus areas.

Why Join HIRI?

Download Exclusive Research

HIRI members access \$1 million in proprietary research, with ~40 reports released annually tailored to member needs and market trends.

Connect at Annual Summit

Connect with industry experts, explore market & customer trends with peers, and stay ahead of market shifts by attending the [HIRI Summit](#).

Get Curated Research Insights

Stay informed with research summaries, notices when new research is released, and the latest industry news, delivered directly to you.

Be Among Industry Leaders

Join top retailers, manufacturers, distributors, and industry stakeholders with access to essential research to outperform competitors.

Join 100+ Companies Leveraging HIRI Membership for Go-To-Market Success



How to Join HIRI

1 Schedule a Consultation

Meet with Dave King, HIRI's Executive Director, to determine if HIRI's research aligns with your objectives.

2 Get Approval to Join

Secure organizational approval, sign the membership agreement, and make the initial payment.

3 Complete Onboarding

Provide a list of users for access, and we'll set up accounts and host an onboarding call to introduce your team to HIRI's research.

4 Leverage the HIRI Data

Regularly explore the data, with email updates ensuring you never miss new research or insights.

Membership Pricing

\$15,000/yr

unlocks \$1M worth of insights for every employee in your company

[Become a Member](#)

Membership is enterprise-wide, lasts 12 months from your preferred start-date, and is only \$15,000 annually. Every employee in your organization will gain access to \$1,000,000 worth of new market research annually, funded by pooling HIRI member dues together to conduct the studies.

Membership also includes one complimentary ticket to our annual Summit held each fall, typically in Chicago. 2 in 3 members attend this event each year to collaborate with peers and stay abreast of the latest developments in the home improvement industry. Learn more at [HIRISummit.com](#).