

NOW WHAT?

Applying Your Market Forecast Knowledge

01

DIGEST

Take a moment to process what you have learned and determine what information might be meaningful for your firm.

02

DEBRIEF

Set up a briefing meeting with your firm's leaders. Provide highlights based on today's event that might interest your team.

03

ASK

Ask what additional information (data sources) your leaders need to be able to make informed decisions going forward.

04

SUMMARIZE

Track data sources identified by your firm leaders and report (dashboards, infographics, etc.) regularly.

05

RELATE

Relate this information to your company's efforts. Understand how this information supports your marketing and/or strategic plan.

Data Sources to Help Build Your Own Market Forecast

Construction

Census, Construction Spending, HUD | www.census.gov

Dodge Data & Analytics | www.construction.com

ConstructConnect | www.ConstructConnect.com

Financial Data (Prices, Costs)

U.S. Bureau of Labor Statistics Producer Price Indexes | www.bls.gov/ppi

Bureau of Economic Analysis National Income & Product Accounts | www.bea.gov

Leading Indicators

AIA Architecture Billings Index | <http://new.aia.org/resources/10046-the-architecture-billings-index>

Dodge Momentum Index | www.construction.com

NAHB/Wells Fargo Housing Market Index

www.nahb.org/en/research/housing-economics/housing-indexes/housing-market-index.aspx

Beige Book | <https://www.federalreserve.gov/monetarypolicy/publications/beige-book-default.htm>

Manpower Employment Outlook Survey | www.ManpowerGroup.com

Industrial Production | www.federalreserve.gov/releases/G17/

AGC Data DiGest: Weekly Email Summary of Construction Economic News |

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Other Sources
