

2026

SPECIFIER INSIGHTS



AGENDA

- Growing risk
- Earning Specifier loyalty
- Confidence in certification
- The influence of AI on product selection
- Specifiers and cost

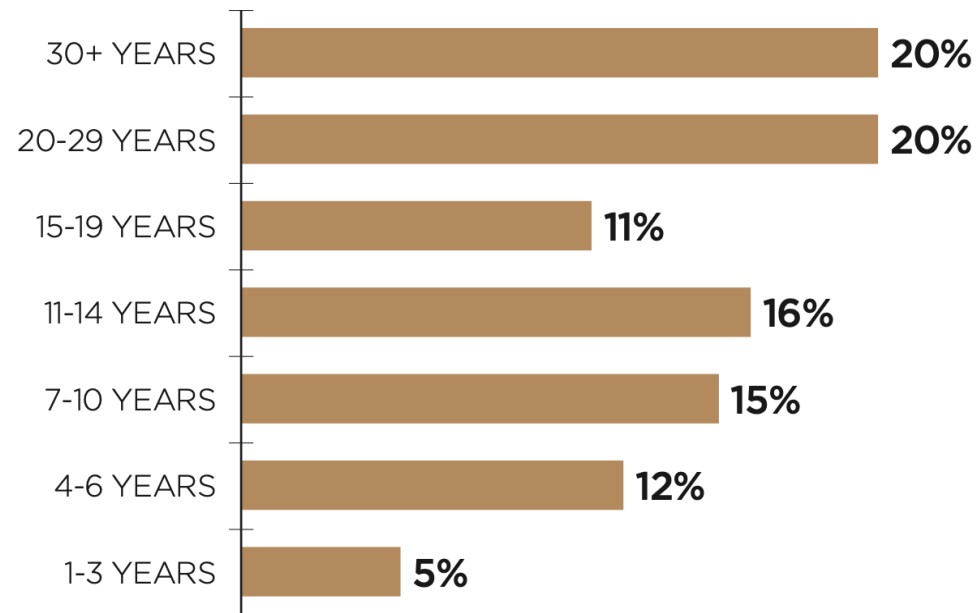


**Data Geeks session 16 October cover all
Specifier & Builder Insights**

SPECIFIER PROFILE

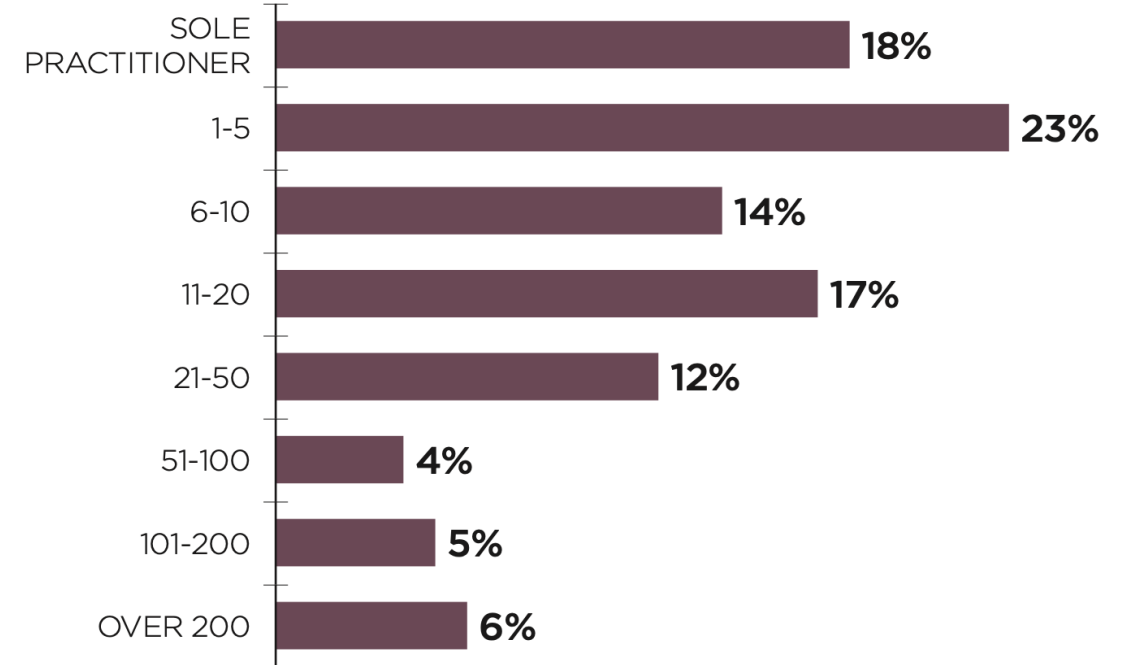
NUMBER OF YEARS IN BUSINESS

BASE: 744

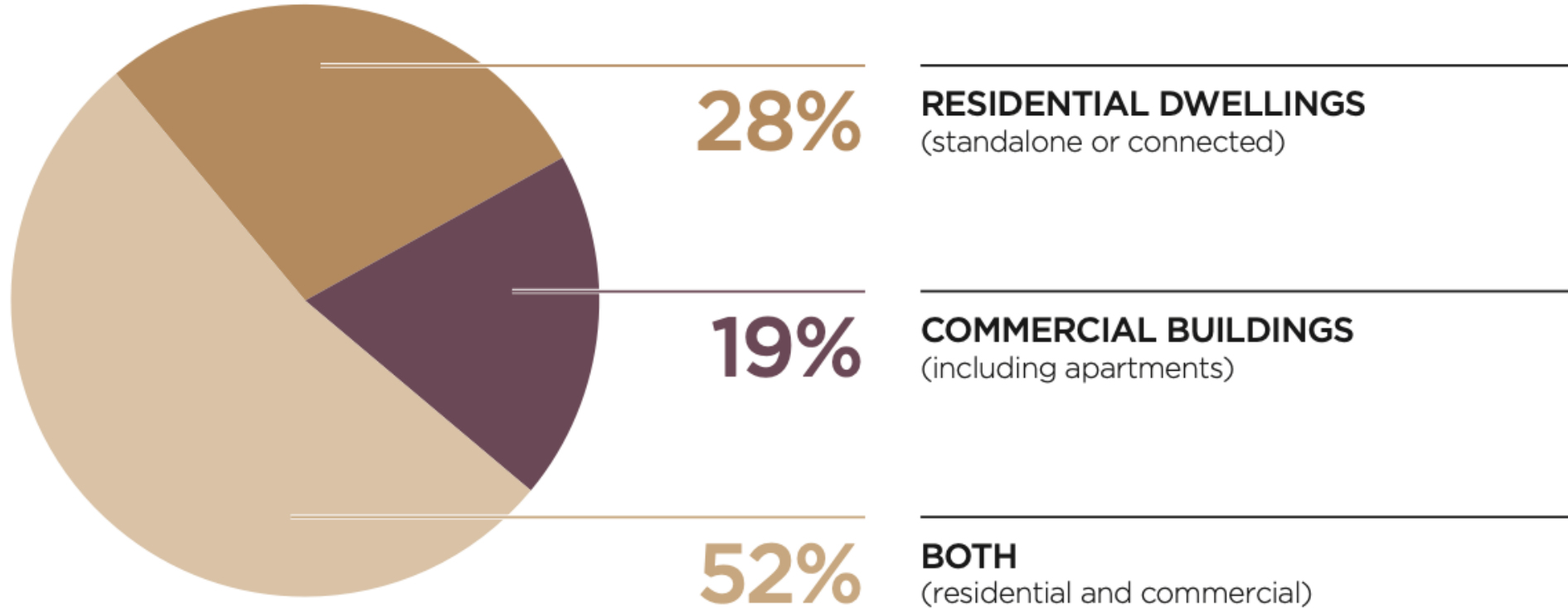


NUMBER OF EMPLOYEES

BASE: 744



WORK FOCUS



BASE: 744

BY PRACTICE SIZE

1-5 EMPLOYEES

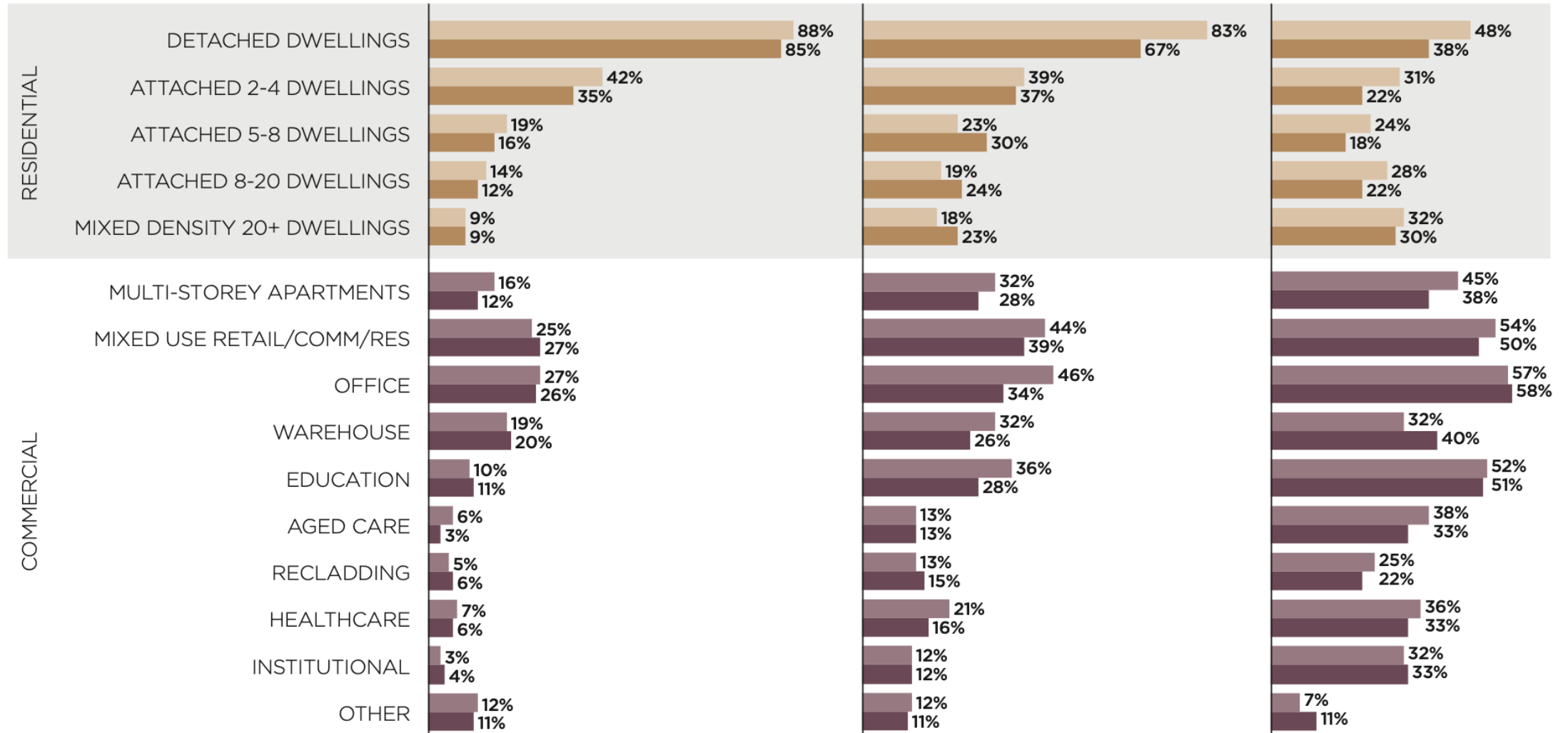
6-20 EMPLOYEES

21+ EMPLOYEES

BASE: 295

BASE: 225

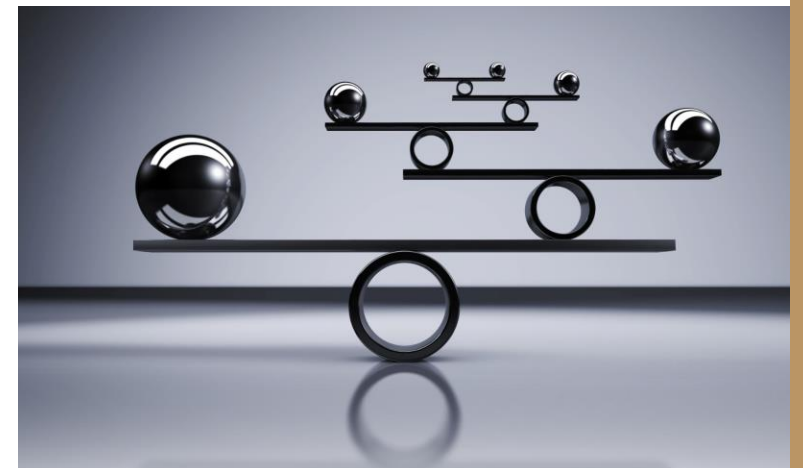
BASE: 193



2024 2026 2024 2026

INDUSTRY RISK IS HIGH

- Specifiers doing a wider variety of work, winning on low design fees
- Output is less refined designs for contractors to interpret
- Builders are quoting more but winning less
- Subbies are hesitant to tag & responding within tight timeframes



HOW ARE SPECIFIERS RESPONDING?



#1

**WORKFLOW
EFFICIENCIES**

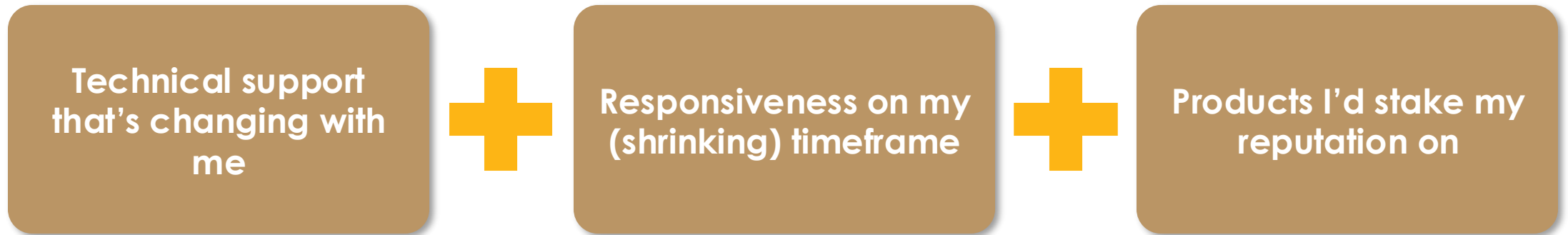
#2

**NETWORKING AND
RELATIONSHIP
DEVELOPMENT**

#3

**DIVERSIFYING
FOCUS**

THE LOYALTY EQUATION LOOKS SIMPLE

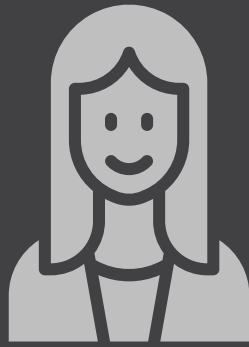


but half of you have failed the test



AI is changing the way specifiers and builders do business



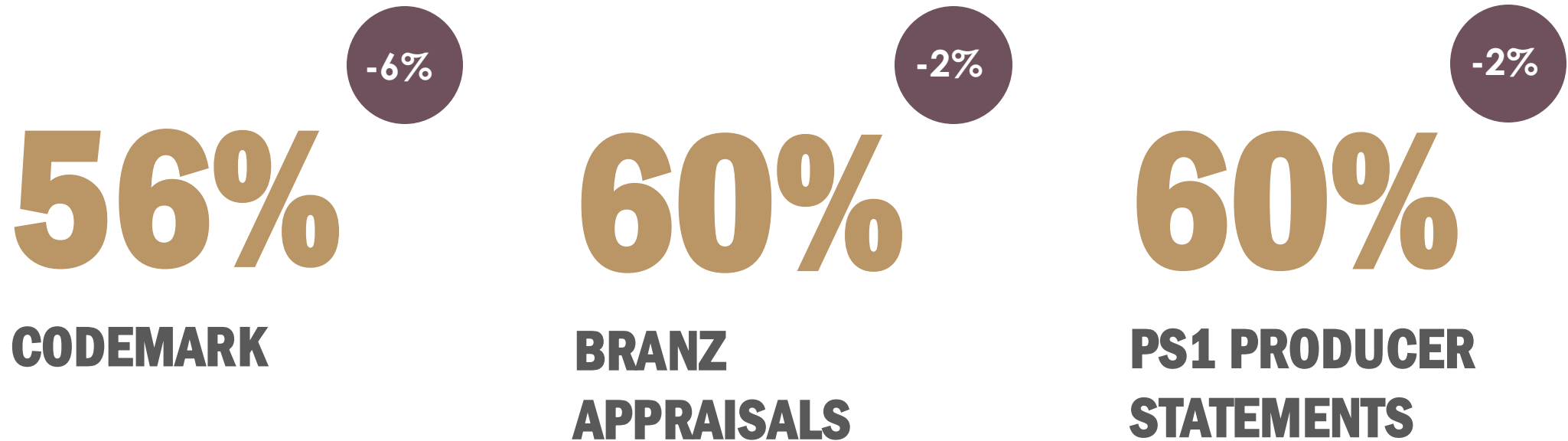


One in four specifiers either requires fewer staff, hasn't added staff, or manages a higher workload with the same staff thanks to AI

"We have invested in AI-assisted workflows and standardised internal processes to improve productivity."

CONFIDENCE MUST BE ON TOP OF CERTIFICATIONS

% who have full confidence:



56%

-6%

CODEMARK

60%

-2%

**BRANZ
APPRAISALS**

60%

-2%

**PS1 PRODUCER
STATEMENTS**

PRICE RISES MAY HAVE EASED

but cost pressures are in the driving seat

69%

**NET SPECIFIERS SAYING COST
IS MORE OF A CONSIDERATION
IN 2026 THAN 2025**

51%

**OF BUILDERS HAVE
SUBSTITUTED TO SAVE COST**

THE UNDERLYING IMPERATIVE:

Shift from passive provider to proactive partner

“*Use your specialist product knowledge to collaborate and assist in problem solving, provide guidance and input to direct the best solutions.*”

“*Be willing to be involved throughout the design process, customer service and follow through from the design stage through to construction and supply.*”

TAKEAWAYS

- Where are opportunities to drive efficiency and derisk projects?
- How do you demand loyalty from specifiers?
- Certification is becoming less influential
- Specifiers will defend your specification, but they will need pricing to do it
- AI can not be ignored

