



The BIG COMEBACK

Safely Reviving Your Business

Not everyone had the option of working from home during the nation-wide COVID-19 shutdown. The hands-on sectors, builders, electricians and plumbers couldn't apply their trade over Skype or Zoom. Some states halted construction work altogether in March to slow the spread of the coronavirus, other states allowed construction to continue mostly uninterrupted as an "essential industry".¹ While 19% of carpenters, plumbers, electricians and roofers were laid off, those who were still working, weren't as busy.

Good News on the Rise

According to one research survey, 65% of Construction companies have retained their rosters and 5% of builders have increased their staff. Those who placed their workforce on furlough began calling them back in May as demand began to pick up.

Homebuyer traffic has improved with homes selling 13% faster in May compared to March and April. At the same time, 19% of surveyed builders increased their home

prices.² And through the use digital technology, the construction industry is getting back on its feet.

Some contractors are using Artificial Intelligence to create navigable 360-degree photos of construction sites. While builders must be physically present, stakeholders, architects and inspectors can access the sites remotely. The 360 camera views help project managers spot issues before they escalate. The technology combines 3D-models, drawings and weekly snapshots captured on-site. The software allows a site manager to safely schedule tasks for his team while adhering to social distancing guidelines³ and projects can progress according to revised schedules.

Back to Work Planning

The nationwide shut down caused a scarcity of skilled laborers in the field. Even if employees are healthy, some are still reluctant to return to worksites as fears still linger about exposure to infected coworkers and clients.


In the wake of the pandemic, contractors

are still finding that materials are at a premium and CDC-compliant safety gear like face-masks and eye-protection for their workers is hard to come by. They are also faced with new safety concerns and requirements. Those in management and leadership positions must remain aware of these developments to make informed decisions for their teams, as well as guide their customers.

So how does one begin to the comeback after the pandemic?

The Starr Group recommends:

- Consultation with your industry memberships, CPA and Insurance Agent;
- Legal Consultation to address things like new government programs, and contractual changes.

Through our resources and connections, we've developed our own "Back to Work" initiative for our employees. **With our Risk Reduction Services, we can help you prepare a successful "back to work" strategy too!** Our specialized consultants will guide you through Human Resource issues, Safety compliance, Contract & Document reviews and so much more. Call us today **414-421-3800** and get your business back on track. 

The Starr Group and Frankenmuth Insurance are proud to support NARI Foundation and its members all year long. See us online: www.starrgroup.com/products-services/nari-members/

Resources:

- 1 The Wall Street Journal; 5/3/2020 <https://www.wsj.com/articles/construction-work-resumes-but-demand-weakens-11588521600>
- 2 Forbes; 5/18/2020 <https://www.forbes.com/sites/dimawiliams/2020/05/18/new-home-building-sentiment-picks-up-after-record-coronavirus-slump/#44bc09481df8>
- 3 Venture Beat; 5/20/2020 <https://venturebeat.com/2020/05/20/how-ai-and-remote-collaboration-tools-could-help-the-construction-industry-get-back-to-work/>
- 4 Lexology; 4/30/2020 <https://www.lexology.com/library/detail.aspx?g=9cd5dedb-75b6-4781-b095-f9ad7036ec06>
- 5 Construction Junkie; 8/8/2017 <https://www.constructionjunkie.com/blog/2017/8/8/how-360-images-take-construction-documentation-to-the-next-level>

***Call our Consultants
if you have questions
about your Policy.
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