



Vertical Market Selling Guide

**Carpentry & Flooring**



## Purpose

This guide is provided to you at no charge to create awareness for the needs of a payment terminal solution within a specific vertical market that may be less penetrated than traditional retail stores.

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## Market Segment: Carpentry and Floor Laying

MCC: 1750

SICs: 1751 - Carpentry Work; 1752 - Floor laying & other floor work

NAICS CODE(S): 23551 - Carpentry; 23352 - Flooring

## Market Overview

Although there are two separate SIC and NAICS codes for these occupations, they are combined into one (along with other similar groups), according to the card association's MCC system. They are also considered one group by both the trade associations and unions.

It's hard to determine exactly how many individuals/entities are involved in these trades. A good guess is in the range of 80,000-120,000 establishments. The United Brotherhood of Carpenters and Joiners boast a membership of over 500,000. The US census shows close to 1,000,000 employees. Getting good numbers is difficult because every group seems to define the industry differently.

Bank card use is practically non-existent. Industry data shows that the average ticket amount when a card is used is in the \$1,000+ range. While less than 1% of the estimated 750 billion dollars spent in this market is charged to bank cards.



## Sales & Marketing Insights

This is a very large market group that to-date does very little in the way of card payments. Jobs are generally pre-arranged and of high cost with an average of over \$1,000.

There are plenty of local groups that might provide further insight into specific niches and marketing opportunities. There are over 170 local chapters of the two main associations and a large number of local chapters of the United Brotherhood of Carpenters and Joiners union. These groups also provide advertising and business partnership programs that could help to promote the use and sale of portable terminals where the economics make sense.

## Market Characteristics

- Estimated number of establishments: 100,000
- Segmentation: Very segmented, includes Carpenters, Cabinet Makers, Pile Drivers, Floor Layers, Millwrights, Framers, Lathers, Roofers

## Payment Characteristics

- Card payments, estimated percent of total payment volume : <1%
- Estimated average ticket size of a card transaction: \$1,000+
- Average monthly number of card transactions per establishment: not available



## Market Resources

### ■ Associations

#### The Associated General Contractors of America

- <http://www.agc.org/>
- Nationwide membership 32,000+ firms
- 96 chapters
- Annual convention

#### Associated Builders and Contractors

- <http://www.abc.org/>
- 25,000 merit shop construction and construction-related firms
- 79 chapters
- Firms that perform work in the industrial and commercial sectors of the industry.
- Annual convention

#### United Brotherhood of Carpenters & Joiners

- 500,000 members
- includes **carpenters**, cabinetmakers, millwrights, pile drivers, lathers, framers, **floor layers**, roofers, dry wallers, and workers in forest-products and related industries
- <http://www.carpenters.org/>



VeriFone Solutions

Carpenters and floor layers would need to have devices that are portable and can be brought to the point-of-service. This would satisfy the needs of the contractor and the desire to accept card-present transactions. VeriFone offers a variety of portable communication options, including PAYware Mobile which allows contractors to accept payment securely with their iPhone whenever and wherever they conduct business.

- PAYware Mobile
- Nurit 8020S
- RoamPay Swiper



PAYware Mobile



PAYware Mobile for iPhone™ allows for payments to be accepted anywhere, anytime in a secure manner via card swipe.

PAYware mobile is a PA-DSS approved payment application for iPhone™. Accepting credit card payment via PAYware Mobile comes with a variety of benefits including higher security and increased transaction savings.