



November 2011 PHCP Wholesalers' Sales Report - Up 3.6%

YEAR-TO-DATE BY PRODUCT GROUP	NOVEMBER 2011 Product Group versus NOVEMBER 2010	YEAR-TO-DATE BY REGION ALL PRODUCT GROUPS	NOVEMBER 2011 Region versus NOVEMBER 2010
HVAC/R is up 4.2%	HVAC/R is up 9.9%	BC is up 2.9%	BC is up 4.2%
Hydronics is up 2.7%	Hydronics is up 6.3%	Alberta is up 1.8%	Alberta is up 7.4%
Plumbing is up 0.7%	Plumbing is up 3.8%	West (SK, MB, Thunder Bay) is up 9.5%	West (SK, MB, Thunder Bay) is up 9.4%
PVF is up 6.2%	PVF is up 8.6%	Ontario is down 0.6%	Ontario is up 4.0%
Waterworks is down 5.6%	Waterworks is down 0.8%	Quebec is up 0.5%	Quebec is down 4.6%
		Atlantic is down 4.1%	Atlantic is up 7.9%

The percentage change numbers for small regions can be heavily impacted by individual transactions. For example, a single sale of \$50,000 made in one month would cause a large percentage change from the previous month in the Atlantic region, however, the same sale in Ontario would have no major impact on the percentage change figure. To better understand the percentage change figures, it is essential to also look at the change in dollar volume in the region.

Here are some important links:

1. From Canada Mortgage and Housing Corporation: November 2011 Housing Starts
<http://www.cmhc.ca/en/corp/nero/nere/2011/2011-12-08-0815.cfm>
2. From CIPH—Optimizing Distributor Growth & Market Share Workshop featuring Dr. Barry Lawrence. To register [CLICK HERE](#)
3. From Statistics Canada—Building Permits
<http://www.statcan.gc.ca/daily-quotidien/111206/dq111206a-eng.htm>
4. From Statistics Canada—Investment in Non-Residential Building Construction
<http://www.statcan.gc.ca/daily-quotidien/111018/dq111018a-eng.htm>
5. From Industrial Supply magazine—Creating a Powerful Sales Plan
<http://www.industrialsupplymagazine.com/pages/Sales---Creating-a-powerful-sales-plan.php>

The Canadian Institute of Plumbing & Heating is a not-for-profit trade association. Founded in 1933, the Institute is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 250 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial, waterworks and other mechanical products. CIPH wholesalers operate more than 700 warehouses and showrooms across Canada. Total industry sales exceed \$5 billion annually.

