



THE RIPPLE EFFECT

Stories of purpose and lasting impact

Deloitte.

Contractors need to put a roof over their heads, too

When COVID-19 took a sledgehammer to construction, we swung into action

IN MAY 2020, A MILLION CONSTRUCTION WORKERS LOST THEIR JOBS.¹

THE SITUATION

The residential construction industry was dropping like a hammer. In May 2020 alone, residential building dropped by 4.5%.² Construction, the sixth largest US employment sector, was sinking.³

And to make matters worse, the construction industry had the highest rates of asymptomatic COVID-19 infection.⁴ Help was needed, and fast.

Our client, one of the largest home construction companies in the United States, knew they had to act. Their vital trade partners, especially contractors, needed help in getting help: deciphering the 800-plus pages of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act).

We were already working with our client on identifying potential cash opportunities through other tax planning. And now they urgently needed us to help them understand how the CARES Act could affect their trade partners in a short amount of time.

Billions of dollars in new construction starts were dead in the water.⁵ And without help, contractors would be, too.



THE SOLVE

Our tax professionals analyzed and interpreted the gargantuan legislation and presented a more easily understandable version to our client that weekend. And then we helped the homebuilder deliver two conference calls to more than 3,500 of their trade partners across the United States.

Making the complex simple

The calls covered specific benefits available to the trade partners, provided a forum for the homebuilder to address questions, and helped contractors understand how the CARES Act and the stimulus package would apply to their business.



Sticking together

At a time when laying off employees may have seemed the only answer, we helped these small businesses understand the benefits of keeping employees on the payroll.

Answers where they could find them

Armed with this information, the homebuilder then created a website with valuable information for their contractors about the stimulus legislation, including accelerated access to loans. The website allowed the contractors to continue asking questions pertaining to the CARES Act on an ongoing basis, even as a new administration took office and brought with it subsequent rounds of loans.



800 PAGES OF LEGISLATION.
JUST A LIGHT WEEKEND READ.

THE IMPACT

Our client understands that without trade partners, homebuilders cannot exist.

And their purposeful outreach paid off. Emails and phone calls from appreciative trade partners began pouring in right after the conference calls. With Deloitte as their trusted adviser, the homebuilder created stronger relationships, strengthened its reputation, and helped small businesses survive an unimaginable environment.

The image shows two construction workers in silhouette, wearing hard hats and safety vests, standing on a construction site. They are looking at a set of plans held by one of the workers. The background is a bright, hazy sunset or sunrise, creating a warm, golden glow. The scene is framed by the dark structure of the building under construction.

CONTRACTORS DON'T WORK FROM
HOME. THEY BUILD THEM.



LET'S CONNECT.

Do these challenges
sound familiar?



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¹ Amy Scott, "The construction industry's getting back to work after shedding a million jobs," Marketplace, June 2, 2020.

² Ibid.

³ International Union of Painters and Allied Trades, "Construction workers speak out," 2020.

⁴ Joe Bousquin, "Study: Construction has the highest COVID-19 rate of nearly any industry," Construction Dive, December 15, 2020.

⁵ Ibid.

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