



STEEL VS. WOOD:

THE FUTURE OF HOMEBUILDING

Why more builders are pivoting from lumber to precision steel systems.

| FEATURE | WOOD | STEEL (PRINTED FRAMING) |
|-----------------------|-------------------------------------|--|
| MATERIAL COST | Lower upfront, but volatile pricing | Stable pricing, 5% more upfront but consistent |
| LABOR TIME | Slower assembly, more waste | Up to 50% labor savings with prefab steel |
| DURABILITY | Warping, rot, pests, moisture | Resists warping, pests, and moisture |
| INSURANCE/MAINTENANCE | Higher due to fire/pests | Lower premiums + lower lifetime costs |
| WASTE | High scrap and offcuts | Precision manufacturing = less waste |

WHY BUILDERS ARE SWITCHING

- LABOR EFFICIENCY:** Up to 50% faster assembly vs wood framing.
- MARKET GROWTH:** U.S. light-gauge steel framing projected to grow from \$7.8B (2023) → \$10.9B (2030).
- GLOBAL TREND:** Steel framing market forecast to hit \$163B by 2030.
- STABILITY OVER VOLATILITY:** Steel pricing stays consistent while lumber swings wildly.
- LONG-TERM RESILIENCE:** Pest, fire, and moisture resistant → fewer callbacks and headaches.