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Building the Future: Insights and Innovations for Masonry and Tile Contractors



Dukathole Brickworks | Acumatica Customer

Masonry and tile contractors perform essential installation and repair services for both new construction and renovation projects. With specific demands for skilled labor, material management, and project execution, these businesses rely on careful planning and agility for success. Contractors using entry-level accounting software find it difficult to keep up with the document-heavy and fast-paced nature of the modern construction industry.

This industry digest explores the unique landscape for masonry and tile specialists, highlighting how an AI-first approach with modern technology can help you overcome common hurdles, streamline operations, and build a more profitable future.

Discover more about the masonry and tile market needs, growth trends, and the power of digital transformation.

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Provide exceptional service delivery with the Field Service module.

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Industry Overview and Technology Needs

Masonry and tile contractors are skilled artisans whose work is critical to a building's structure and aesthetic.



Masonry Contractors

These specialists work with materials like brick, stone, and concrete block to construct foundations, walls, and decorative finishes. Their projects often involve structural work that requires strict adherence to safety and compliance standards, increasing the need for clear project visibility and collaboration tools.



Tile Contractors

Tile specialists install a wide range of products, including ceramic, stone, and mosaic tiles. Their profitability is closely tied to inventory and procurement management, as they must accurately track tile prices and stock availability to bid jobs competitively and ensure materials are on hand.

For both trades, efficient project management and exact cost estimates are paramount. Success depends on presenting a comprehensive work portfolio, managing compliance documentation effectively, and keeping a strong reputation. As they often provide independent services outside of large general contractor projects, they also require robust tools to manage service requests, technician schedules, and equipment.

"Acumatica is easily managed and end-user-friendly. We are able to create KPIs by customizing our own dashboards and generic inquiries."

– Peggy Strom, Database Administrator, Boulder Creek Stone

Industry Stats

$50-90 million

Mid-Market Masonry Firms Outrun Giants and Micros

US firms with an annual revenue between $50-90 million posted the highest growth.

Why it matters:
They are large enough to qualify for big projects, but nimble enough to redeploy crews rapidly.[1]

66,076 contractors

Small Tile Contractors Dominate the Market

The sector has 66,076 contractors but only eked out a 0.9% CAGR from 2020-2025 with an average full-time headcount of under 2 people.

Why it matters:
Tile contractors are very small and are struggling to convert demand gains into revenue growth.[2]

10-employee

Headcount Threshold Correlates with Margin Lift

In the broader finishing contractor universe, firms that cross the 10-employee mark report higher profit margins than smaller peers.

Why it matters:
Double-digit payroll is the inflection point where size begins to translate to revenue growth.[3]

1. ENR Top Lists
2. IBIS World
3. U.S. Bureau of Labor Statistics

How Company Size Influences Growth

The majority of masonry and tile contracting companies are small businesses with fewer than twenty employees. They are founded by experienced tradespeople who start out using general accounting software like QuickBooks. As these businesses expand, they often take on more complex projects and larger teams, quickly discovering the limitations of their initial systems.

Growth creates a need for a more comprehensive solution that provides mobility for field teams, advanced service management, and better control. A scalable system is crucial for efficiently managing multiple jobs, monitoring real-time profitability, and capitalizing on growth opportunities, such as in-house material manufacturing to reduce costs and selling materials to other specialty trades to boost revenue.

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The Power of an AI-First Transformation: Before and After

For masonry and tile contractors, an AI-first approach with modern cloud ERP solution is not about replacing skilled labor but empowering it. Artificial intelligence transforms operations by turning data into a strategic asset.

How does an AI-first transformation change the game?

Before: Project managers chase down the latest drawings, RFIs, or change orders, causing costly delays and confusion.

After: AI-powered systems instantly surface the most current project documents in the field, reducing errors and keeping teams aligned.

Before: Estimators track inventory and pricing with manual spreadsheets, often missing supply risks or material price hikes.

After: AI-driven analytics flag inventory gaps and market price trends, allowing for accurate estimates and proactive purchasing.

Before: Field crews and office staff work in silos, responding to labor shortages or scheduling conflicts after they occur.

After: Real-time AI alerts highlight upcoming resource gaps, enabling proactive scheduling and better workforce alignment.

Before: Compliance, daily reporting, and billing require hours of manual entry, straining limited administrative resources.

After: Automated workflows handle repetitive documentation and compliance, freeing up staff for high-value tasks and customer relationships.

How to Overcome the Challenges You Will Face

1. **Skilled Labor Shortage:** As seasoned masons and tile setters retire, recruiting and keeping qualified talent can limit your growth. Partner with trade schools, invest in apprenticeship programs, and use cloud-based project management tools to train and onboard new team members quickly and effectively.

2. **Unpredictable Material Costs and Supply Chains:** Fluctuating prices and availability of stone, brick, and specialty tile can erode your margins overnight. Leverage real-time inventory tracking and procurement automation to keep a close eye on costs, anticipate shortages, and minimize jobsite delay.

3. **Compliance and Risk Management:** Manual tracking of lien waivers, insurance, and safety documentation creates significant legal and financial risk. Implement digital document management systems that automate renewal alerts and secure records, making it easy to share compliance data with every stakeholder.

4. **Field-to-Office Disconnect:** Poor communication between field and office teams reduces accuracy and slows down projects. Deploy mobile-enabled tools that connect jobsite teams with back-office functions in real time, ensuring everyone is working from the same data and can make timely, informed decisions.



"Acumatica really is an all-in-one, adaptable solution that quickly enables everything you need to run your business."

– Graham Leonard, Chief Financial Officer & Operations Manager, Dukathole Group

Key Takeaways

Masonry and tile contractors play a vital role in both construction and renovation, requiring high levels of skill and precision. Technology needs are evolving rapidly, with a shift toward integrated, cloud-based solutions that enable immediate collaboration and smarter resource management.

- Most industry firms are small to mid-sized businesses that quickly outgrow basic accounting tools as they expand and diversify.
- Company size influences the need for scalable, integrated technology solutions that provide real-time access for both office and field teams.
- Adopting AI-driven, cloud-based platforms boosts project visibility, streamlines workflows, and provides actionable insights to manage labor, materials, and costs.
- Key market trends include a persistent skilled labor shortage, rising demand for sustainable and energy-efficient solutions, and fluctuations in material prices.
- Major challenges include managing detailed compliance and safety requirements, reducing fragmentation between field and office operations, and maintaining profitability in a competitive environment.
- By leveraging modern technology, masonry and tile contractors can improve collaboration, adapt to industry changes, and support sustainable business growth.



Raubex | Acumatica Customer

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on LinkedIn.

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