

Ecohome.net Expert Robert J. Pierson Weighs in on How U.S. Tariffs Could Impact North American Construction

Robert J. Pierson, Construction Expert, Highlights the Potential Regional Differences in U.S. Tariff Impacts on Homebuilding and Renovation Costs.

VANCOUVER, BRITISH COLUMBIA, CANADA, January 21, 2025 /EINPresswire.com/ -- [Ecohome.net](#), a leading authority in affordable sustainable construction, is bringing attention to the [potential impacts of U.S. tariff proposals on Canadian & U.S. construction](#) materials and the

industry in general. Robert J. Pierson, an expert in North American construction and co-founder of Ecohome Network, explores the potential economic repercussions for both U.S. and Canadian builders, with an emphasis on the challenges and opportunities created by these proposed tariff increases.

“

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Robert J. Pierson - CEO - Ecohome Network Inc



The impact of Trump's tariffs on the Canadian and US construction industry likely to be substantial

The new U.S. President Donald Trump's proposed 25% tariff increase on Canadian imports - ranging from softwood lumber to steel, aluminum, and cement - could have far-reaching consequences for the beleaguered construction industry on both sides of the border. These tariff hikes threaten to escalate construction costs, particularly in areas that rely heavily on Canadian materials like softwood lumber, cement, and steel. This includes regions in both countries such as Washington State, British

Columbia, New York, Ontario, and beyond.

“Given the close trade relationship between the U.S. and Canada, any disruptions in construction materials will have a direct impact on housing affordability,” said Pierson. “Areas like Washington and British Columbia, where softwood lumber is a primary construction material, will face the

sharpest cost increases. On the flip side, urban centers in the U.S. Northeast - like New York - will struggle with rising steel and aluminum prices, which will affect both residential, midrise and commercial construction projects."

One of the primary consequences of these tariff increases will be a spike in homebuilding costs. As the price of materials rises, homebuilders will have to make critical decisions on how to absorb the additional costs, pass them along to consumers, or shift to alternative building methods. Pierson points out that this could lead to a rise in alternative construction methods, such as Insulated Concrete Forms (ICF) and [panelized prefab homes](#) using concrete encapsulated continuous insulation. These methods use concrete, steel, and other materials less likely to be impacted by tariff increases.

Pierson further emphasizes the regional differences in how these tariffs will impact various parts of North America. While states like Washington and provinces like British Columbia will see the most significant impact due to their reliance on Canadian lumber, areas in Ontario and Quebec may experience cost increases related to steel and aluminum, pushing some builders toward more cost-effective alternatives.

"Regional construction economies are deeply interconnected with material supply chains," Pierson said. "The increased costs due to tariffs will likely disrupt these supply chains, which could slow construction activity in certain markets while accelerating the adoption of alternative materials in others. In the struggling North American home construction landscape, these Tariffs might be the straw that breaks the camel's back!"

In addition to the impact of tariff increases, Canadian retaliation could further exacerbate the situation. Canada has historically responded to U.S. tariffs with its own trade barriers, and Pierson suggests this could lead to even higher prices and potential shortages for builders on both sides of the border. With Canadian cement, steel, and aluminum supplies at risk, the broader construction market could feel the strain as demand for these materials continues to



The construction industry has enough challenges without the threat of extra tariffs on building materials



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outpace supply.

Despite the challenges these tariffs could create, Pierson remains hopeful that North American builders and industry leaders will find ways to mitigate the impact. Increased domestic production, improved trade negotiations, and innovations in building techniques could provide a much-needed cushion for construction companies facing rising material costs.

As the construction industry looks to the future, Pierson stresses the importance of adapting to new market realities. The impact of these tariffs presents an opportunity for the industry to innovate and build more resilient, sustainable homes, ultimately benefiting homeowners and builders alike.

“While these tariffs certainly introduce new challenges,” Pierson concluded, “they also open up the conversation about how we can evolve as an industry and focus on building homes that are more energy-efficient, durable, and cost-effective in the long term. Ecohome.net is committed to supporting the industry in navigating these changes and creating better homes for the future.”

About Robert J. Pierson & Ecohome.net:

Robert J. Pierson is a renowned North American construction expert with over 3 decades of experience in the construction industry in multiple countries. As a co-founder of Ecohome.net, Pierson has become a leading voice in affordable sustainable construction and innovative building practices, with regular appearances on CTV and Global News. Ecohome.net provides expert advice, resources and Professional directories to help builders, homeowners, and contractors connect and create more sustainable, energy-efficient homes affordably.

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