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## **2023 Year in Review: Jay Maschmeier, Tecta America NE and WeatherGuard**

December 29, 2023 - Spotlights



Jay Maschmeier  
Senior VP

What person, project, transaction, or market trend had the greatest impact on your industry this year?

The market trend that has had the biggest impact on our industry this year is the ongoing challenge to find skilled labor to perform the work. Without the correct number of trained workers on the project it's harder to continue working at full capacity. The opportunities are out there, but everyone in the construction industry faces the difficulty of completing projects without adequate manpower.

What emerging trends will drive investment and development in 2024?

Due to market fluctuations in the investment world, I believe increased maintenance of real estate properties is an emerging trend that is more important than ever. As property owners are holding onto properties vs. flipping them, they need to stay on top of preventative maintenance to protect their investment and insure longevity.

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