



Case Study

## Driving Growth and Loyalty Through Smarter Partner Training

How LP Building Solutions Used NetExam LMS+ to Scale Training, Reduce Costs, and Fuel Business Expansion





## Meet LP Building Solutions

LP Building Solutions (formerly Louisiana-Pacific) is a leading manufacturer of engineered wood products used in residential, commercial, and industrial construction.

Headquartered in Nashville, LP employs over 4,300 people and operates facilities across North and South America.

The company is best known for LP® SmartSide® Trim & Siding and LP Structural Solutions, products designed to help builders construct stronger, more durable homes.

LP's commitment to innovation and builder success now extends to scalable digital training, ensuring partners have the tools they need to succeed.

# Too Many Builders, Too Little Bandwidth

For years, LP relied on a dedicated but small team of around 20 field technical representatives to deliver hands-on training to contractors on proper product installation. These experts were responsible for educating installers across North America—thousands of whom were working with LP SmartSide products daily.

It quickly became clear that this model wasn't scalable. No matter how skilled or dedicated the field team was, they couldn't personally train every installer. As demand for SmartSide grew and LP accelerated its market expansion, the gap between the number of contractors needing training and those receiving it continued to widen.

Expanding the field team was considered, but the cost and time required to hire, onboard, and manage additional staff made this option unrealistic. LP needed a better solution—one that could scale efficiently without sacrificing quality or consistency.

**“We wanted training all in one place, standardized, consistent, and in an e-learning format.”**

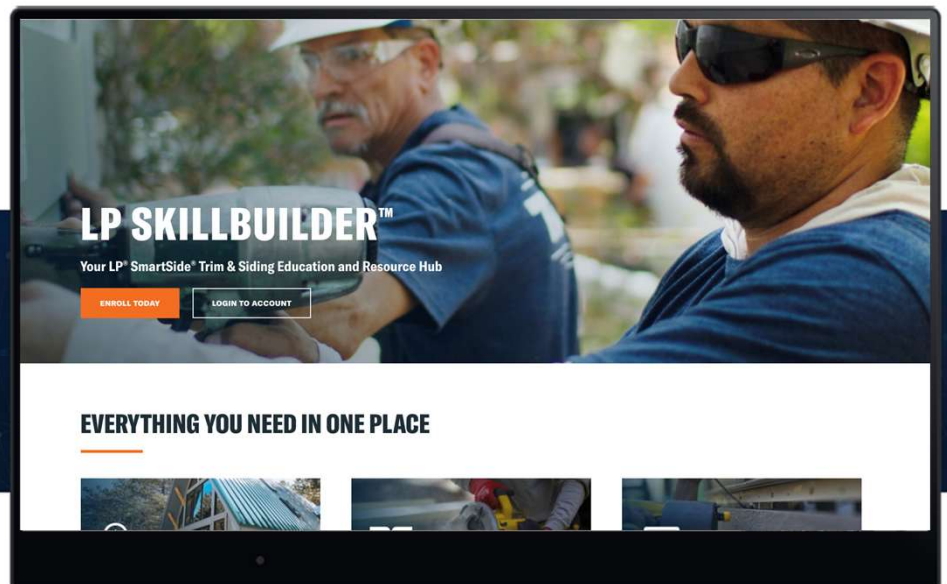
Christopher Shepard  
Brand and Sales Planning Manager  
LP Building Solutions



## Costly Callbacks

In addition, contractors were using unofficial sources like YouTube for guidance, which often led to incorrect installation methods. Improper installation not only risked customer dissatisfaction and costly callbacks, but it also threatened the reputation of LP's products and the value they delivered.

LP saw an opportunity to replace fragmented training with a centralized, digital platform that could deliver high-quality, on-demand learning to contractors whenever and wherever they were. They also needed capabilities for testing, certification, and content segmentation.





# Building the Blueprint for Scalable Training

To bring this vision to life, LP launched LP SkillBuilder, a comprehensive online training platform built on NetExam LMS+. This decision was based on NetExam's proven track record with channel partner training, its robust feature set, and the company's ability to support large, distributed user bases with varied roles and needs.

From the outset, LP SkillBuilder was designed to be intuitive, flexible, and relevant to busy contractors.

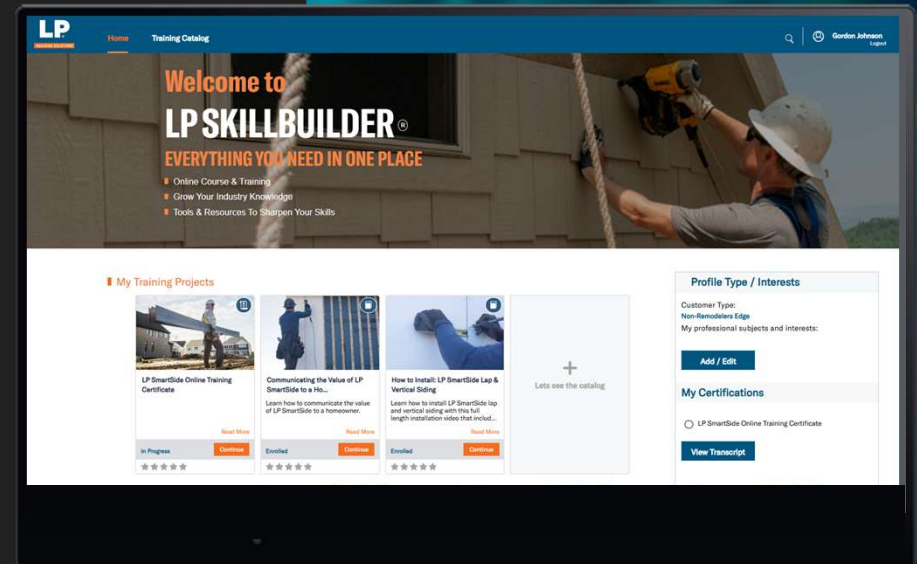
Today, it has over 65 module-based courses covering topics such as:

- ✓ Proper product installation techniques
- ✓ Safe and compliant storage practices
- ✓ Jobsite preparation
- ✓ Trim and flashing details
- ✓ Usage guidelines for both LP SmartSide and LP Structural Solutions products

Each module is short, focused, and easy to consume—ideal for professionals who need quick access to information during a busy workday. Courses can be taken on desktop, tablet, or mobile, allowing contractors to access training materials wherever and whenever they need them.

Contractors can earn certifications by completing grouped sets of modules, allowing them to demonstrate product knowledge and installation expertise. This not only supports professional development but also helped LP build a trusted network of trained, high-quality installers.

LP SkillBuilder also integrates with the company's Remodelers Edge loyalty program. To earn points and climb status levels, Remodelers Edge members must complete relevant training modules. This creates a direct incentive for learning and deepens partner engagement.



**“The program has become much more than just a training tool—it’s a driver of engagement, loyalty, and even sales.”**

David Perez  
Marketing Engagement Associate  
LP Building Solutions



# The Measurable Impact of a Smarter Training Platform

Since launching LP SkillBuilder in 2022, LP Building Solutions has experienced a significant transformation—not only in how training is delivered but, in the performance, and alignment of its extended partner ecosystem.

Before LP SkillBuilder, contractor training was difficult to scale. Today, with over 6,000 users enrolled and 1000 certifications completed, LP now has a widespread network of trained pros who know how to install its products correctly the first time.

Field representatives have a digital ally, reducing repetitive in-person training requests. The sales team is now equipped to recommend certified Remodelers Edge contractors with confidence, knowing these professionals meet LP's standards for quality and performance.

**“LP SkillBuilder has certified over 1000 partners, added hundreds to our loyalty program, and fueled exponential growth—helping LP exceed revenue targets a year early.”**

David Perez

Instead of expanding its field team, LP scaled efficiently through NetExam LMS+, delivering consistent, high-quality training at a fraction of the cost.

The business results speak for themselves. LP exceeded its 2025 revenue goals, and its stock price increased by 105% since SkillBuilder's launch. Loyalty has deepened as well, with over 1,300 Remodelers Edge members completing training and hundreds of new partners joining the program.

## Key Performance Indicators



**1,000+** contractors earned certifications



**6,000+** users enrolled in the platform



**1,300+** Remodelers Edge members completed training



**Hundreds of new contractors onboarded into Remodelers Edge**

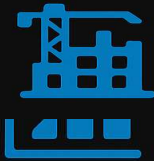
## BUSINESS OUTCOMES



**Exceeded 2025  
revenue goal  
a year early**



**105% increase  
in stock price**



**Avoided costly  
field team  
expansion**



**Avoided costly  
field team  
expansion**



**Fewer installation  
errors and callbacks**

## The Road Ahead for LP SkillBuilder

SkillBuilder has evolved into more than a training platform—it's a strategic asset that strengthens LP's partner relationships, reinforces product value, and drives long-term growth.

LP continues to evolve SkillBuilder with plans to:

- ❑ Expand training into Latin America and Europe
- ❑ Introduce gamification and digital badges
- ❑ Develop new courses based on installer needs
- ❑ Improve analytics and reporting
- ❑ Further refine the user experience

**“We’re just getting started. We’re constantly looking for ways to make LP SkillBuilder better—whether it’s adding new training, improving the user experience, or expanding internationally.”**

Christopher Shepard

## Power Your Partner Training with NetExam LMS+

NetExam LMS+ helps companies like LP Building Solutions turn training into a strategic advantage—scaling education, increasing loyalty, and driving sales growth.



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