Diane Butterworth Ltd | Industry Insight Report 2025 | Revit Families

This is the first Diane Butterworth Ltd Industry Insight Report, and its aim is to explore key topics surrounding Building Information Modelling, asking the right questions to address industry challenges and uncovering solutions through collective survey results and market research.

This year's survey focuses on Revit Families.

Diane Butterworth Ltd has been developing Revit families for over 10 years, during which time, we have seen the criteria evolve, but we too are sometimes left confused as to what the standard is.

The aim of this research was to explore the challenges associated with the production, storage, and maintenance of BIM objects by evaluating their alignment with industry standards, assessing the effectiveness of current practices, and investigating how emerging technologies such as AI and automation could enhance data quality.

Therefore, as the industry continues to evolve, we're committed to being part of the positive digital transition, ensuring our customers can rely on BIM files that are accurate, high-quality, and aligned with industry standards.

As part of this commitment, we invited clients, collaborators, or anyone with their own Revit families to participate in our Industry Insight Survey 2025 in order to uncover the main issues, get a better understanding of what we are all doing separately and collectively, and to help shape the future of digital construction.

The results presented a mixed picture, when taking into consideration production, storage and updating of Revit families, raising some interesting questions that need to be addressed. Let's get into it!

What We Asked

What Percentage of your fixed product range is available as Revit Families for others to use?

50%

Our survey, targeting manufacturers with Revit Families across architectural, MEP and FF&E sectors, revealed that over 50% of our respondents have Revit Families available for more than three-quarters of their fixed product range. This indicates that manufacturers view BIM Objects as central to their offering.

50% of our respondents have Revit Families available for more than three-quarters of their fixed product range.

What We Asked

How were your Revit Families produced?

As a Revit Family authoring consultancy, we felt it extremely important to establish how the respondents' Revit Families were produced. We were then able to use this information to split results into two categories:- 'Produced in-house' and 'Outsourced'.

What We Asked

How Integral are Revit Families to your business?

A significant 74% of participants felt that Revit families were either essential or important to the operations and future growth of their business, with 39% of these expressing a desire to develop them further.

We picked the subject of Revit Families, not because they are trending, but because they have become a standard expectation for commercial products. Their growing importance is reflected in our findings:- where a significant proportion of businesses not only consider them essential but are also looking to expand their use.
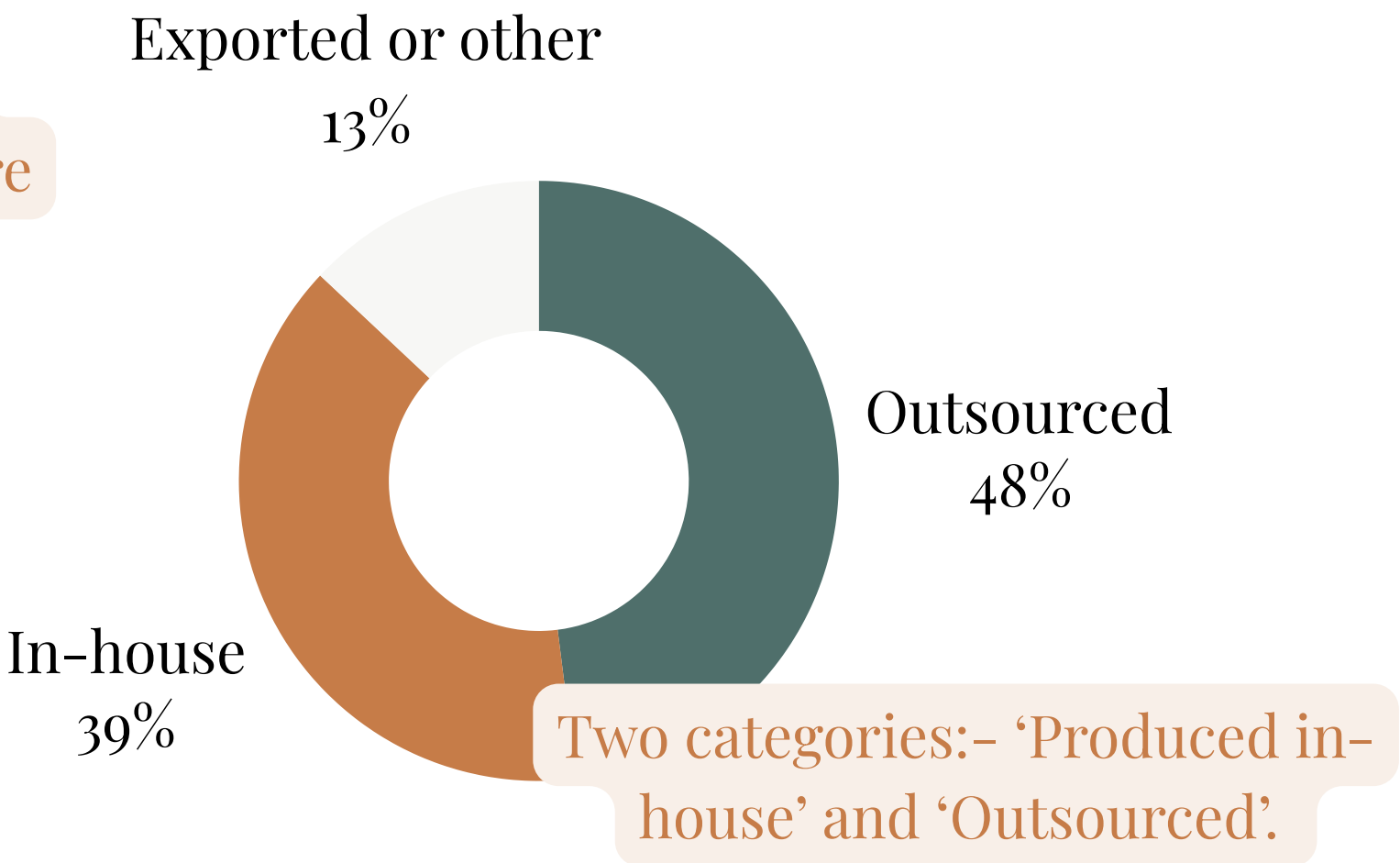
74% of participants felt that Revit families were either essential or important to the operations and future growth of their business,

74%

Exported or other
13%

Outsourced
48%

In-house
39%

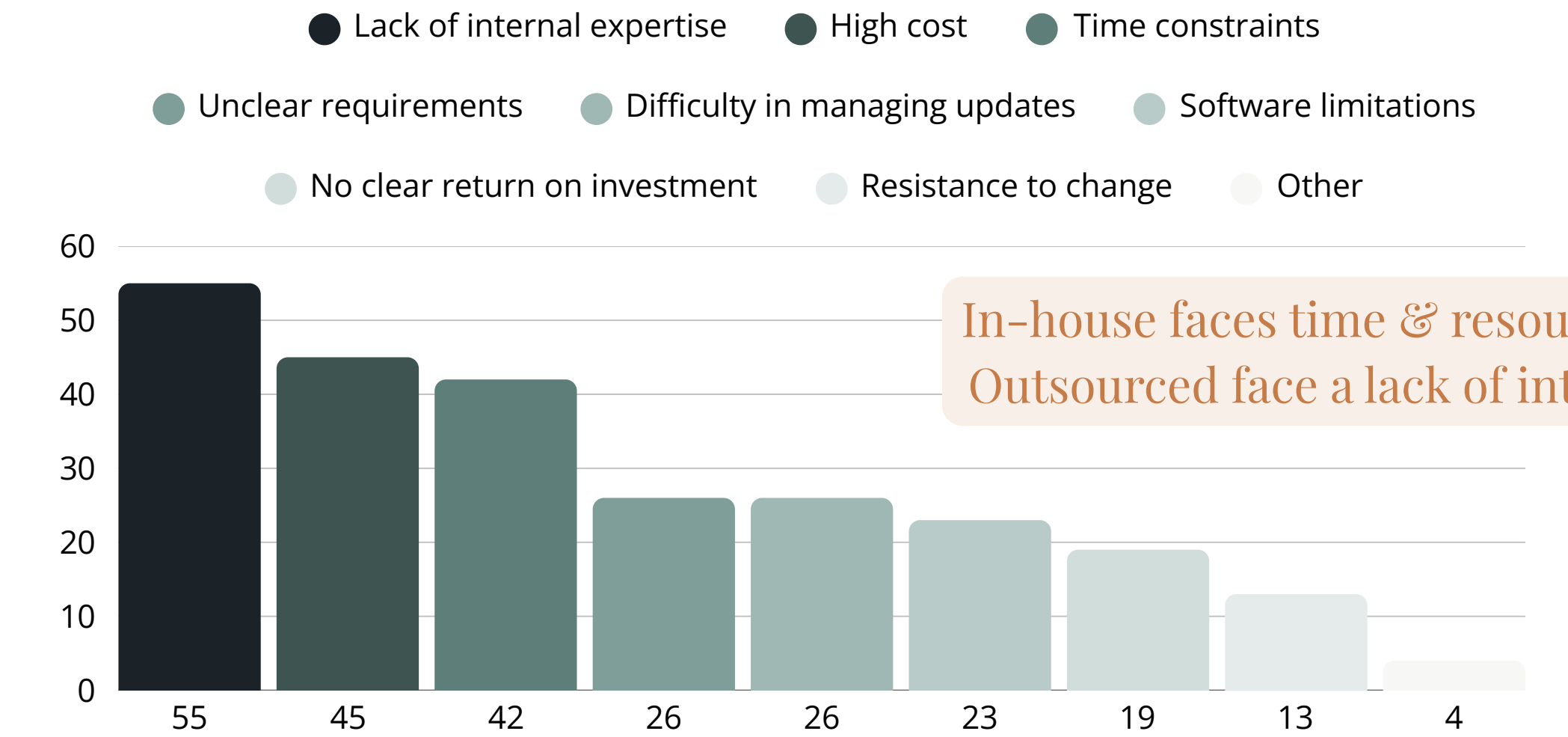*Two categories:- 'Produced in-house' and 'Outsourced'.*

What We Asked

What challenges have you faced in adopting or creating Revit Families?

The top three selected barriers were 'lack of internal expertise,' 'high cost,' and 'time constraints,' all pointing to the overarching issue of time and money.

It is clear that creating Revit families, whether produced in-house or outsourced, represents a significant investment. Positively, only 19% of respondents felt there was 'no clear return on investment,' suggesting that, regardless of the approach taken, most see value in the process.
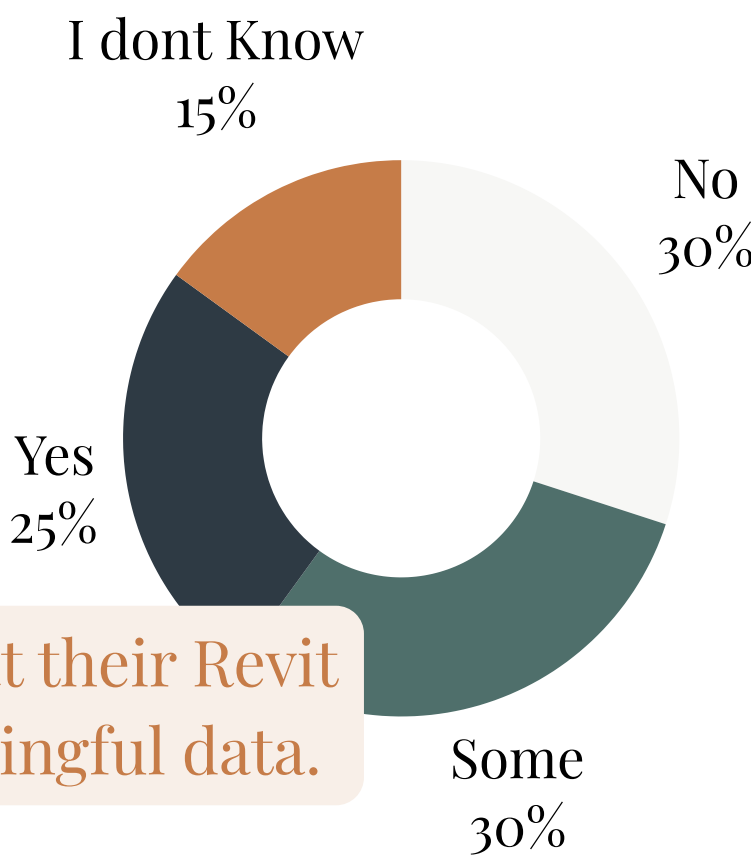
- ● Lack of internal expertise
- ● High cost
- ● Time constraints
- ● Unclear requirements
- ● Difficulty in managing updates
- ● Software limitations
- ● No clear return on investment
- ● Resistance to change
- ● Other

In-house faces time & resource constraints. Outsourced face a lack of internal expertise

What We Asked

Do your Revit Families include non-graphical data?

- 45% did not know, or confirmed, that their Revit families contained little to no meaningful data.
- Only 25% reported including extensive non-graphical data,

This suggests that, for many, Revit Families are treated primarily as a 'tick-box' deliverable, with limited awareness of the data content that could enhance their value. While outsourcing can help manufacturers overcome skill gaps, it can also reduce their visibility into the information embedded in BIM objects, creating uncertainty about completeness.

I dont Know 15%
No 30%
Yes 25%
Some 30%

45% did not know, or confirmed, that their Revit families contained little to no meaningful data.

What We Asked

How are your Revit Families shared or made available to others?

Version Control: A Weak Link

Nearly half of respondents admitted they do not track or manage versions once files are released, with 70% stating their BIM files are untrackable once shared. This presents significant challenges for designers and specifiers, who then shoulder the burden of checking whether the data is still up to date.

While some respondents use manual notifications or embedded version numbers, a consistent, industry-wide approach to version control is lacking.

70% stating their BIM files are untrackable once shared

70%

Survey Conclusion

The survey results highlight that while manufacturers are continuing to invest in BIM, there are still gaps in awareness and process when it comes to managing and maintaining their digital assets. Many organisations remain unsure of the data embedded within their files, and without the necessary software, they often lack a clear way to review or update content once released. Greater clarity around data requirements at the point of production would help ensure that BIM objects are not only easy to access but also accurate and reliable over time.

DBLTD Takeaway

What stood out to us from these results is that it's not enough for BIM objects to simply exist, manufacturers also need visibility of the data within them, even when the work is outsourced. More importantly, this information should not sit in isolation. Product data has value beyond the Revit family itself, and manufacturers should be able to access, review, and edit it without relying on Revit software.

This is a key area we will be exploring further and looking to implement within our own processes.