



# Member Services Guide

Value. Engagement. ROI.



Remodeling Done Right.™



# Join

NARI's \$326 Billion Residential Remodeling and  
\$380 Billion Commercial Remodeling Industry

## NARI Membership. Remodeling Done Right.™

NARI Facts:

Over **6,000**  
member-companies

**50+** chapters



Represents  
Top Markets  
In the U.S.

### Best Business Decision You'll Make. Join NARI.

Membership in the National Association of the Remodeling Industry (NARI) is an investment in your company's success. NARI is the only association dedicated solely to the remodeling industry: contractors, builders and supply chain partners. NARI's core purpose is to advance and promote the remodeling industry through professionalism, programs and education.



NARI members are committed to integrity, high standards, a Code of Ethics, training, market recognition and increased profitability.

### JOIN TODAY!

Associate your business with the  
best contractors in the industry.

# Network

With the Industry at the National  
and Chapter Levels

## NARI Networking. Remodeling Done Right.™

### NARI National Events

The NARI Spring Business Meeting and Fall Leadership Summit are excellent opportunities to network with chapter leaders, attend industry education sessions and learn best practices about the remodeling industry.

### NARI Chapter Events

NARI chapter members gather for education and training to discuss advocacy and regulatory issues and enjoy fun, social activities. In a recent member survey, more than 7 out of 10 members are satisfied or very satisfied with chapter benefits and programming.

### Networking opportunities include:

- Educational and training events
- Conferences, tradeshow and vendor expos
- Contractor of the Year (CotY) Awards
- Consumer-focused events: home & garden shows, remodeling tours, etc.
- Monthly membership meetings
- Community service and social events
- Workforce development and recruitment events
- Committee and leadership events

# Awards

To Recognize Excellence within the Remodeling Industry

## NARI Recognition. Remodeling Done Right.™

NARI's prestigious awards **Contractor of the Year (CotY)** are presented during the annual Evening of Excellence to members who have demonstrated outstanding work with their remodeling projects.



Visit [NARI.org/awards](http://NARI.org/awards)

### Green Recognition Program

For remodeling projects that meet sustainable building and energy standards.

### Universal Design Recognition Program

Recognizes remodeling projects that create accessible spaces for all people, including those who wish to age-in-place or families with special needs.

### Achievement Awards

Recognizes outstanding achievements by an individual, company or chapter that has worked to promote or enhance the remodeling industry.

## CotY Awards

Proud of the work you've done? The following categories inspire NARI's most exceptional remodeling projects. Enter to win one of these prestigious awards:

- Basements
- Commercial Exterior
- Commercial Interior
- Commercial Specialty
- Entire House
- Landscape Design / Outdoor Living
- Residential Addition
- Residential Bath
- Residential Exterior
- Residential Kitchen
- Residential Interior
- Residential Historical Renovation/Restoration
- Green Projects
- Universal Design Projects

# Consumer Awareness

NARI is committed to building a strong industry image. We are focused on educating consumers to make smart remodeling decisions. NARI members are more professional, ethical, trained and skilled at delivering quality.

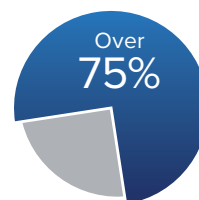
### Excellence. Integrity. Professionalism.

When consumers hire a NARI member, they're working with an experienced professional who adheres to **NARI's Code of Ethics and Standards of Practice**, rated a #1 value by NARI members. NARI members are vetted to comply with the following:

- In business for a minimum of one year. Over 75% have been a NARI member for 3 or more years
- Carry all licensing and insurance required by the federal, state and local authorities
- Hold to the highest industry standards, ethics and business operations
- Invest in knowledge, skill development and quality production
- Access latest information through publications, education and conferences
- Enhance the professionalism of remodeling
- Be an ally to clients

## Direct to Consumer Messaging:

- Editorial, Advertising and Social Media Campaigns
- Industry Press Releases
- Broadcast and Radio Spots
- NARI.org Consumer Portal
- Online Member Directory
- Chapter Home Shows and Remodeling Tours
- Community Service Events



Have Been a  
NARI Member  
For 3 or More  
Years



# Learn

At NARI University, Advance Your Craft and Expand Your Business Knowledge

## NARI Education. Remodeling Done Right.™

NARI University provides valuable distance learning when you need it. It is your resource for continued education.



### Did you know?

**OVER 80% of consumers would choose a remodeler who is certified versus a contractor who isn't.**

**CERTIFIED**  
**NARI** PROFESSIONAL

#### NARI offers 8 valuable certifications:

- NARI Master Certified Remodeler (MCR)
- NARI Certified Remodeler (CR)
- NARI Certified Remodeler Specialist (CRS)
- NARI Certified Remodeler Associate (CRA)
- NARI Certified Kitchen & Bath Remodeler (CKBR)
- NARI Certified Lead Carpenter (CLC)
- NARI Certified Remodeling Project Manager (CRPM)
- NARI Universal Design Certified Professional (UDCP)

**CERTIFIED**  
**NARI** PROFESSIONAL  
MCR

**CERTIFIED**  
**NARI** PROFESSIONAL  
CR

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CRPM

**CERTIFIED**  
**NARI** PROFESSIONAL  
UDCP

### How to Get Certified?

- Submit an application to NARI
- Enroll in a NARI study group among peers (4-12 weeks)
- Pass a rigorous written exam

#### After Certification

- Use this powerful designation to market your company
- Grow your business based on what you've learned

### Need CEUs?

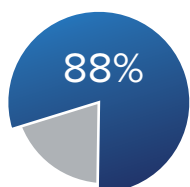
NARI has more than 60 on-demand webinars, each worth 1 CEU. Learn on your own time the subjects that will move your business and your team forward.

Visit [NARI.org/learn](https://www.nari.org/learn)

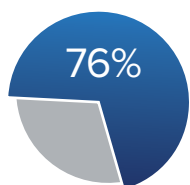
NARI delivers value and ROI so members can be more professional and profitable.

## Recent Member Survey Results:

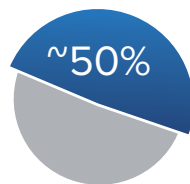
### NARI Member Business Profiles



Are Original Business Owners



Employ 1-10 People

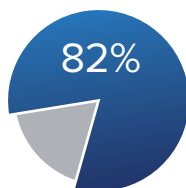


Run 4-6 Projects at Once

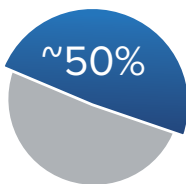
### NARI Member Services



Provide In-house Design Services



Provide General Contractor Services



Employ a Dedicated Sales Team

### NARI Member Profitability



Top Remodels Are Kitchens, Baths and Additions

**\$51,500**

Average Project Cost



Remodeling Projects Are Residential

# Advocate

For the Remodeling Industry  
at the National Level

## NARI Advocacy. Remodeling Done Right.™

### A Powerful Industry Voice

NARI is the voice of the remodeling industry. NARI advocacy takes a two-pronged approach to provide member value in legislative areas while protecting the remodeling industry's interests:

- NARI advances a unified voice with lobbying efforts in Washington D.C. on critical issues
- NARI conducts industry research to gauge key performance indicators and benchmark consumer demand

### On The Hill for You.

NARI's lobbyists in Washington D.C. and on The Hill are fighting for remodelers' rights and consumers' interests. This is more than any one company can do on its own. NARI lobbying efforts focus on federal advocacy priorities:

- Workforce development
- Tax reform
- Industry regulation
- Energy efficiency
- Small business programs
- Financing
- Access to credit

“NARI has the programs and value that deliver ROI for remodelers. If you include NARI education, nationally recognized certifications, advocacy, chapter networking, industry partners and awards programs, NARI is a remodeler's partner in performance and prosperity. We ask consumers ‘Are you working with a NARI member?’ NARI members are the only contractors that promise Remodeling Done Right.™”

**Rachel Rusch**  
Director of Membership Relations & Strategy



## Download a member application and join today.



## Visit **NARI.org/join**

**NARI**

PO Box 4250 • Des Plaines, IL 60016



[NARI.org/join](https://nari.org/join)



847.298.9200



[membership@nari.org](mailto:membership@nari.org)