

Peter H. Johnson Image Award

The Home Depot



George Brogan, Home Depot's National Accounts Manager, and the Home Depot organization have been instrumental to the National Association of the Remodeling Industry's success and the membership through providing membership leads, event sponsorships, cash back savings, and non-dues revenue.

George spends countless hours working with Home Depot Pro Account Representatives around the country, educating them on the benefits of belonging to NARI. This helps the Pro Account representatives generate new membership leads from their customer accounts for the association while providing access to the NARI PRO Program and rebates.

In partnership with NARI, Home Depot offers members a semi-annual rebate on purchases over a prescribed spending amount. Based upon the overall membership's participation in achieving these spending thresholds, NARI National receives royalties. These royalties comprise a significant portion of NARI's non-dues revenue, which allows the association to innovate, develop new programs for the membership, and market the association to build its brand awareness with consumers and the industry.

When Chapters have been shuttered from meeting because of the pandemic, the Home Depot rebate benefit and the Home Depot Pro Program provides members the opportunity to more than pay for their membership with the rebate cash and savings on materials that they receive. This helps to keep members engaged in the NARI membership.

Through George Brogan, the Home Depot's generosity extends to many corners of the National Association of the Remodeling Industry. Be that major sponsorship at National conferences and educational events, sponsoring the annual CotY, Contractor of the Year, event and providing gift cards for NARI to use as incentives for surveys of the membership for business intelligence. In addition to regularly consulting with NARI National leadership on developing new member benefits that would be useful to NARI members through the Home Depot.

George and The Home Depot are always prompt and helpful in addressing any needs or assistance for NARI members. Working with the Pro Desks at The Home Depot stores help our members save time and money.



Inside The Home Depot Pro: Savings

George also builds awareness with Home Depot's suppliers encouraging them to become NARI Industry Partners. Last year this helped NARI have all of the interior paints donated for the new HQ office from Behr Paints.

NARI is fortunate to have George and the Home Depot as partners in NARI's success.