**ARC Quarterly Messaging Campaign**

**Program Messaging Platform**

Defining the messaging platform provides the foundation for any integrated marketing elements to be rolled out throughout the life of the campaign. The platform provides options for each key message including headline, copy and call to action.

This document outlines messaging elements that can be used for web, email and social media.

**Headlines:**

* The Hallmark of Excellence
* Credible. Reliable. Accredited.
* The Advantages of NARI Accreditation
* Accredited and Ahead of the Competition
* Accredited and AStronger Remodeling Company
* Accredited, Credible, Reliable and Trustworthy Partner
* NARI Accredited for Peace of Mind

**Copy**:

* The National Association of the Remolding Industry (NARI)’s Accredited Remodeling Company (ARC) Program is recognized as THE industry standard for remodeling businesses. NARI Accredited remodeling companies:
* Follow a higher set of Industry standards
* Have a solid management foundation
* Are vetted by an independent Accreditation Board
* Practice continuous improvement
* The National Association of the Remodeling Industry (NARI) is leading the way to identify credible, accountable and reliable remodeling companies throughout the nation. The NARI Accredited Remodeling Company logo signifies a company has:
* Sound business and operations practices
* Employees with top-tier credentials
* Been in business for a minimum of five years
* Solid project management practices to assure project completion on time and on budget
* Sound financials to assure continuity in services
* We are proud to be recognized as an Accredited Remodeling Company by the National Association of the Remodeling Industry (NARI) for meeting the highest standards for remodeling businesses management and operations.
* The National Association of the Remodeling Industry (NARI) Accredited Remodeling Company Program (ARC) evaluates remodeling contractors in the following areas:
* Ethics
* Business and Financial Operations
* Marketing and Sales
* Quality, Compliance and Training
* Production/Field Operations
* The National Association of the Remodeling Industry (NARI) has developed the first of its kind accreditation for remodeling companies. NARI Accredited Remodeling Companies demonstrate sound business and operations practices and MUST have at least one employee with specialized credentials (i.e. MCR, CR, CKBR).
* As a NARI Accredited Remodeling Company, we follow THE industry standard for management and operations of a quality remodeling organization.
* Our NARI Accreditation provides peace of mind to our clients that we are held to the highest industry standard for remodeling business operations and have been vetted by an independent Accreditation Board.
* NARI Accredited Remodeling Companies (ARC) have passed a thorough assessment by an independent Accreditation Board to assure professional management and operations.
* {Name of ARC Business} is proud to have achieved the highest honor the industry has to offer, NARI Accreditation.

**CTA**:

* Visit [remodelingdoneright.nari.org/arc](https://remodelingdoneright.nari.org/arc) to learn more (for consumer messaging)
* Visit [www.nari.org/arc](http://www.nari.org/arc) to learn more (for messaging to other remodeling companies)
* Visit {Company Website} to partner with us on your next remodeling project.

**Social Sound Bites:**

* *[Company Name]* is officially a NARI Accredited Remodeling Company!
* *[Company Name]* just joined an elite group of companies who hold the NARI Accredited Remodeling Company designation.
* We’re officially the best of the best. We just became a NARI Accredited Remodeling Company!
* *[Company Name]* is leading the way as an Accredited Remodeling Company by the National Association of the Remodeling Industry.
* NARI Accreditation takes the guesswork out of selecting a remodeling company. And *[Company Name]* is officially a NARI Accredited Remodeling Company.
* Hire [Company Name], a trusted NARI Accredited Remodeling Company
* Being an Accredited Remodeling Company is a mark of Excellence.
* Being a NARI Accredited Remodeling Company means we meet the industry’s highest standards for:
* Ethics
* Business and Financial Operations
* Marketing and Sales
* Quality, Compliance and Training
* Production/Field Operations
* We are leading the way to excellence in the industry. *[Company Name]* is an Accredited Remodeling Company.
* Hire a credible, trusted, accountable and reliable NARI Accredited Remodeling Company.
* We took a hard look at our business and became an Accredited Remodeling Company through The National Association of the Remodeling Industry.
* NARI Accredited and AStronger Remodeling Company
* The NARI Accredited Remodeling Company logo represents our commitment to the remodeling industry and driving consumer trust as a superior remodeling company.
* We made the decision to choose us for your remodeling project easy… We are officially a NARI Accredited Remodeling Company.