



Engage with the NARI Chapters

Who Is NARI

NARI is an organization of high-quality top tier remodeling professionals. Its members are committed to integrity, high standards, professional education, ethics and market recognition. NARI has 49 local chapters across the US with just over 6,000 members and is the only professional trade association dedicated solely to the remodeling industry: contractors, builders, design and supply chain partners. NARI supports its members in adapting to the pressures of a changing economy through industry intelligence, providing a voice in Washington, increasing professionalism and allowing them to learn from their peers.

What You Can Expect

As an Industry Partner representative, you will be the liaison for your assigned NARI chapter(s) and the point of contact for your company. Building relationships at the chapter level is the quickest way to begin growing sales. Our chapters will support local community involvement and encourage you to attend, or even sponsor, local events.



How to Engage

We encourage you to actively reach out to your chapter contact(s) and discuss the best opportunities to engage at the local level. Recommendations include:

- Check out their website and review their chapter profile as each one has a unique personality and go-to market strategy
- Meet with the chapter executive:
 - Share your objectives for the next 12 months to build your brand/revenue
 - Identify specific products, services and programs you want to promote
 - Review local initiatives, events, trainings, communication methods and incentive options to reach your audience
- Attend chapter meetings. Ask for an opportunity to introduce your business
- Attend/sponsor events
- Be a resource and share industry updates and market intelligence
- Host a class that provides CEU or other educational opportunities
- Network. Get to know chapter members to further understand how to best position your products and services

As an Industry Partner representative, you are demonstrating your commitment to Remodeling Done Right™ and are an important resource to NARI members while promoting your company's products and services. Thank you for your continued support of NARI and propelling the remodeling industry forward.

Questions?



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



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