

The background of the top section is orange. A large, faint watermark of the letters 'NHQ' with a checkmark is visible behind the text.

**National Housing  
Quality Program  
Sponsorship Opportunities**

**FOR FINANCIAL SERVICES PROVIDERS**

The background of the bottom section is dark blue. A large, faint watermark of the letters 'NHQ' with a checkmark is visible behind the text.

**NHQ**

**Join the Leader of the Home Building Industry's Quality Assurance Movement to Connect with Builders and Trade Contractors Who Are Focused on Profitability, Accountability, and Customer Satisfaction**

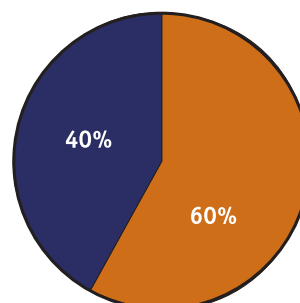


The National Housing Quality (NHQ) Program offers financial services providers the opportunity to reach builders and trade contractors whose focus on quality assurance results in greater customer satisfaction, profitability, and insurability. In the top housing markets across the nation, owners and managers from over 1,600 building and trade contracting companies are working with the NHQ Program to develop, implement, evaluate, and improve quality systems that foster consistency, quality, and customer satisfaction in building practices. NHQ Certified Builders and Trade Contractors document and implement a quality management system, and participate in a rigorous annual assessment of its implementation.

The NHQ Program is looking for partners who will help disseminate information on the home building industry's quality movement to as many builders and trades as possible. Keeping the NHQ Program's administrative costs low while expanding its reach across the country will bring about the large-scale focus on customer-centered quality needed to change and

improve the business of home building.

**Job Titles of NHQ Certification Participants**



■ Owner/President  
■ Manager/Foreman

# The NHQ Focus: Reducing Risk by Building Homes Right the First Time

The goal of the partnership between the NHQ Program and its builder and trade contractor partners is to **enhance the quality of homes while increasing builders' and trade contractors' profitability, marketability, and insurability, and creating a defensible position against defect litigation.** This is accomplished by a focus on continual improvement that results in **increased efficiencies,**

**documented decreased product defects and callbacks related to incorrect product installation, and quantifiable cost savings derived from improved quality.**

**Through NHQ Certification, participants develop powerful tools for protecting their companies against defect litigation lawsuits.**

According to Steve Mysliewiec of DLA Piper Rudnick, Grey Cary U.S. LLP in Washington, D.C., "One of the principal defenses that builders and trade contractors mount [to construction defect claims and lawsuits] is that they do quality work and care about the quality of the finished home. The fact that a

builder or trade contractor has devoted time and energy to become NHQ Certified would provide powerful evidence in support of these defenses ... the quality assurance procedures that must be in place to earn such certification will certainly result in high-quality work and fewer construction defect claims in the first place."



*HBW has become very familiar with the NHQ Certification requirements, and the significant positive impact that successful implementation of the requirements can have on the technical quality of the home building industry.*

**Bruce Harrell, CEO  
HBW Insurance Services, LLC  
NHQ Program Founding  
Sponsor**



## Making Connections with the Right Builders in the Right Places

The NHQ Program is working with builders and trade contractors in the hottest housing markets in the country to act as a catalyst for increased productivity and profitability, and even higher rates of customer satisfaction. These markets include:

- Albuquerque, NM
- Atlanta, GA
- Chicago, IL
- Colorado Springs, CO
- Dallas, TX
- Houston, TX
- Jacksonville, FL
- Las Vegas, NV
- Los Angeles/Long Beach, CA
- Melbourne, FL
- Myrtle Beach, SC
- Ontario, Canada
- Orlando, FL

- Phoenix/Mesa, AZ
- Reno, NV
- Riverside/San Bernadino, CA
- Sacramento, CA
- San Antonio, TX
- Tampa, FL
- Tucson, AZ
- Washington, DC

NHQ Program participants are owners and other key company managers—decision makers who are looking for financial services providers who understand the real gains in profitability and insurability that their companies have made through their extraordinary commitment to quality assurance.

# Sponsorship Opportunities

The NHQ Program is offering financial services providers many outstanding opportunities for reaching quality-minded home builders and trade contractors.

*Quality Matters in home building—by connecting with the leader of the industry's quality movement, you can reap the benefits of builders' and trade contractors' increased customer satisfaction, profitability, and decreased risk.*

The unparalleled opportunities for accessing quality-minded builders and trade contractors across the United States include:

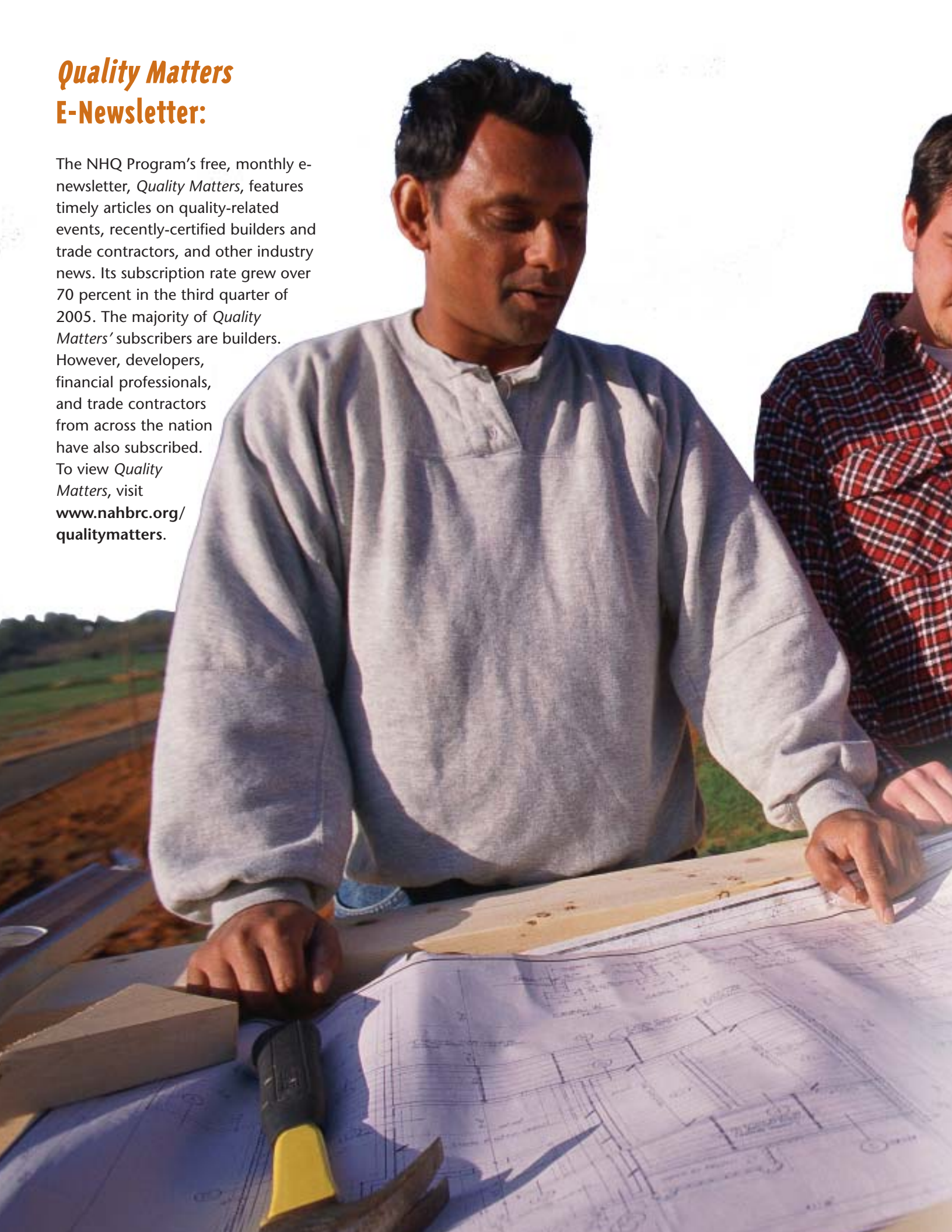
## NHQ Website:

Approximately 650 visitors per month view the NHQ Program's website, [www.nahbrc.org/quality](http://www.nahbrc.org/quality). The website focuses on methods for incorporating quality assurance into home building, and features different ways to get involved in the NHQ Program. On its dedicated "Sponsoring Organizations" page, visitors can view brief sponsor descriptions and use links to connect with sponsor websites.



## **Quality Matters** **E-Newsletter:**

The NHQ Program's free, monthly e-newsletter, *Quality Matters*, features timely articles on quality-related events, recently-certified builders and trade contractors, and other industry news. Its subscription rate grew over 70 percent in the third quarter of 2005. The majority of *Quality Matters'* subscribers are builders. However, developers, financial professionals, and trade contractors from across the nation have also subscribed. To view *Quality Matters*, visit [www.nahbrc.org/qualitymatters](http://www.nahbrc.org/qualitymatters).





## Nation's Building News:

The official membership publication of the National Association of Home Builders (NAHB), *Nation's Building News* (NBN), includes national regulatory, technological, trend, education, business, and legislative news and more. This free, weekly news summary of the housing industry is delivered by email to over 100,000 builders and trade contractors. To view NBN, visit [www.nahb.org/nbn](http://www.nahb.org/nbn).

The screenshot shows the homepage of Nation's Building News, dated October 9, 2006. The main headline is "Builders Prevail Against Costly Energy Code Change". Other news items include "NAHB Warns Against Home 2 Computer Program" and "Freddie Mac Network". A table at the bottom right shows market data for the week of 10/9/06.

Category	Change	Value	Previous
NEW HOMES	↑	34	31
EXISTING HOMES	↑	911	847
HOUSING STARTS	↓	65	68

# NHQ S P O N S O R S H I P

## Gold Level

**\$150,000**

- Opportunities to tailor additional collaboration and recognition in accordance with NHQ Program guidelines
- One full-page advertisement, recognizing your NHQ Program gold sponsorship, in NHQ Program consulting materials
- Recognition as an NHQ Program gold sponsor, including company logo with a link to your company's website, on the NHQ Program's dedicated "Sponsoring Organizations" web page
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity for regular, non-promotional, quality-focused article submission to *Quality Matters*, with editorial review reserved for NHQ Program staff
- Recognition as an NHQ Program gold sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- Full-page advertisement, recognizing your company's NHQ Program gold sponsorship, in the *International Builders' Show Official Exhibit Guide* (time/deadlines permitting)
- NHQ Program gold sponsor pin at the International Builders' Show
- Recognition as an NHQ Program gold sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program gold sponsor status
- Sponsor recognition plaque (similar to recognition piece presented to NHQ Certified Builders—pictured right.)



## Silver Level

**\$100,000**

- One half-page advertisement, recognizing your NHQ Program silver sponsorship, in NHQ Program consulting materials
- Recognition as an NHQ Program silver sponsor, including company logo with link to your company's website, on the NHQ Program's dedicated "Sponsoring Organizations" web page
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity to submit one non-promotional, quality-focused article for *Quality Matters* e-newsletter, with editorial review by NHQ Program staff
- Recognition as an NHQ Program silver sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- One half-page advertisement, free of charge, recognizing your company's NHQ Program gold sponsorship in the *International Builders' Show Official Exhibit Guide* (time/deadlines permitting)
- NHQ Program silver sponsor pin at the International Builders' Show
- Recognition as an NHQ Program silver sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program Sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program silver sponsor status
- Sponsor recognition plaque



A photograph of a man and a woman shaking hands. The man is on the right, wearing a light blue polo shirt, and the woman is on the left, wearing a grey top and a white vest. They are both smiling and looking towards the right. The background is a blurred indoor setting with white shelves.

## Bronze Level

**\$50,000**

- One quarter-page advertisement, recognizing your NHQ Program bronze sponsorship, in NHQ Program consulting materials
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity to submit one non-promotional, quality-focused article for *Quality Matters* e-newsletter, with editorial review by NHQ Program staff
- Recognition as an NHQ Program bronze sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- NHQ Program bronze sponsor pin at the International Builders' Show
- Recognition as an NHQ Program bronze sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program Sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program bronze sponsor status
- Sponsor recognition plaque

A man in a grey suit and tie is seen from the side, looking out a large window. The window has multiple panes and is set in a light-colored frame. The background outside the window is bright and slightly blurred, suggesting an outdoor setting. The overall scene is professional and well-lit.

## Additional Sponsorship Opportunity

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- Sponsorship of an NAHB Research Center Board of Directors meeting, to include a five-minute speaking opportunity in front of the board, logo placement on board member name tents, and distribution of promotional literature (\$3,000)

For more information on NHQ Program sponsorships, visit [www.nahbrc.org/quality](http://www.nahbrc.org/quality) or email [quality@nahbrc.org](mailto:quality@nahbrc.org)

NHQ ✓

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**NAHB Research Center**

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Fax: 301-430-6180

Or visit us on the web at:  
**[www.nahbrc.org](http://www.nahbrc.org)**

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