

REAP THE BENEFITS ... of NHQ Sponsorship!

The NAHB Research Center, through its NHQ (National Housing Quality) Program, is offering manufacturers and financial services firms unparalleled access to builders and trade contractors involved in its NHQ Certification Programs. In the top housing markets across the country, owners and managers from approximately 1,600 building and trade contracting companies are working with the NHQ Program—and as an NHQ Program sponsor, you will have opportunities to directly access this targeted audience.

Who is Involved in the NHQ Program?

The builders currently involved in the NHQ Certified Builder program average **338 homes per year** for an **average annual volume of \$95 million**. They include national and regional production builders, as well as custom builders in 30 areas. Contractors involved in the NHQ Certified Trade Contractor program represent a range of trades, from foundations to roofing and landscaping.

The NHQ Program is looking for partners who will help to get information on the home building industry's quality movement out 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-focused quality needed to change and improve the business of home building.



How Can You Benefit?

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

- Recognition and visibility at quality-related, industry events, such as the 2006 Benchmark Conference and International Builders' Show
 - Acknowledgement in the National Association of Home Builders' electronic newsletter, *NBN Online*, with an approximate subscription of 100,000+ builders and trade contractors
 - Hotlinks and articles in the NAHB Research Centers' *Quality Matters* monthly e-newsletter
 - Recognition and active links on the NHQ Program's website www.nahbrc.org/quality, which has approximately 650 viewers each month
- Distribution of your company's collateral materials at NHQ consultation sessions across the country
 - Ability to tailor sponsorship opportunities to meet your company's needs

Interested?

For more information or to get started, contact Lisa Gibson, NHQ Program sponsorship coordinator, at (301) 785-3100 or lwglc@yahoo.com.

