About NAHB 20 Clubs

The 20 Clubs are a group of home builders or remodelers from non-competing markets across the country who are focused on discussing and developing real-world solutions to help improve each other’s operations and increase their bottom lines.

The 20 Clubs program equips you with the added knowledge you need to build business management systems that survive and thrive the ups and downs of the home building industry.

Benefits to Your Business

The monetary gains and competitive edge that can be acquired as a member of the 20 Club program is undeniable - on average, 20 Club members doubled their net profits by the end of their third year of membership.

“Crucial to my business’s turn-around was the advice I received from my fellow 20 Club members on how to improve my operations and increase my profit ratios. As a result, the townhouse projects I build generate a healthier revenue.”

Mark Huber
President, Huber Custom Homes

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Anatomy of a 20 Club Meeting

WHAT TO EXPECT WHEN YOU JOIN

Each 20 Club meets in the Spring and Fall. These meetings are usually three-day events and held in a member’s city of operation.

During a typical 20 Club meeting, you can expect to:

1. Learn new construction management tips by touring member sites and meeting with their staff.
2. Gain valuable business management insight from your peers through roundtable discussions.
3. Prepare your business for the unpredictable with help from industry experts.
4. Keep up-to-date on the latest product trends from leading suppliers and service providers.

Every meeting concludes with a segment called “Club Business”, where members lay the foundation for the next meeting by developing the agenda and outlining a roadmap for NAHB staff to make the necessary preparations.

SPEAKING FROM EXPERIENCE

The access to other builders and their knowledge and insight through the 20 Clubs program has been invaluable to me as a business owner. Becoming a member of the 20 Clubs has more than doubled my annual closings.

David Campbell
President, David Campbell Building PTY LTD

SPRING MEETINGS

These meetings are focused on financials, during which:

1. Each club member submits their company financials to NAHB staff.
2. NAHB compiles the financial information submitted into a benchmarking tool allowing you to compare yourself to members in your 20 Club and the top 10% of all 20 Club program members.
3. The group discusses each other’s financials or brings in a financial consultant for a more in-depth review and analysis of the numbers.
3 Attributes of Successful 20 Club Members

HOW TO MAXIMIZE THE VALUE OF THE 20 CLUBS

1. Commitment to the Club
   It’s more than just showing up to a couple of meetings – it’s about staying committed throughout the year by continuously exchanging ideas, having a willingness to mentor and seeking and sharing business advice with your fellow 20 Club members.

2. Willingness to Share
   20 Club members share and compare financial information, look for trouble spots and offer each other advice on how to improve performance through benchmarking tools that compare your business to similar builders or remodelers. Confidentiality agreements with each member ensure all information shared remains within the group.

3. Readiness to Change
   Success requires the ability to make whatever internal changes are necessary to respond effectively to the changing outward environment, as quickly as possible. All you have to do is show up with an open mind and be ready to share what you know and gain what you need.

“Being a member of the 20 Clubs program has helped me manage my company more effectively by becoming better organized and well-positioned to maximize opportunities. These improvements have led to increased profits for my business.”

Chris Nelson
President, Nelson Construction

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