



HBA Revenue Share Program FAQ

What is Member Savings?

NAHB offers exclusive discounts on products and services that can benefit your member's business, employees and family. These discounts are offered through strategic alliances between NAHB and national companies. In 2021 NAHB members saved \$29 million through Member Savings.

What vendors participate in the Member Savings Program?

As of 10/26/2021 below are the current vendors participating in the program:

- American Express
- Avis
- Budget
- ConstructionJobs.com
- Dell
- Geico
- General Motors Fleet
- Heartland
- HotelPlanner
- Houzz Pro
- Lowes
- Member Deals
- NAHB BuilderBooks
- NAHB Contracts
- NAHB Education
- NAHB Housing Economics Plus
- NAHB IBS
- Nissan
- Office Depot
- RingCentral
- Sam's Club
- UPS
- YRC Freight

How do builder associations use Member Savings Program?

Builder associations use Member Savings as a tool for membership recruitment and retention. The quantifiable nature of the program allows members to realize an immediate return on their membership dues investment, making the program a valuable member benefit. Visit www.nahb.org/savings to access our NAHB Member Savings Program.

What is the benefit of the program?

The HBA Revenue Share Program is a way for builder associations to generate non-dues revenue. A builder association that participates in the program can earn up to fifty percent of all royalties through shared non-dues revenue.

How does an HBA opt-in to the program?

Each state and local HBA must opt-in to the program and each participating vendor. To opt in The Executive Office or President of local or state HBA must register for each affinity program through the www.nahb.org/matoolkit page and click on the “Sign Up” button.

As NAHB adds new programs HBAs must opt-in to each new program. The Executive Office or President must sign up for each program through www.nahb.org/matoolkit page and click on the “Sign Up” button.

How do I know if my builder association is participating and who should I contact with questions?

Contact Amanda Scharff at ascharff@nahb.org or 202-266-8430

Are there any eligibility requirements of the program?

To be eligible to receive royalties each local and state HBA must promote availability of member savings programs and submit copy of the communication to NAHB.

The HBA must promote the program in the following:

- HBAs homepage and Member Benefits page (if applicable)
- HBAs e-newsletter or email to members at minimum four (4) times per year on a quarterly basis
- Print newsletter or magazine at minimum four (4) times per year on a quarterly basis

Where can I find the print and digital ads and banners to promote?

All Member Savings print, or digital ads and banners, or company specific ads are available at www.nahb.org/maAds

Where should I link can I find the print and digital ads and banners to promote?

All Member Savings promotions must link to www.nahb.org/savings

My HBA does not print newsletter or magazine, how can we promote the program?

HBAs that do not print newsletters or magazines may add Member Savings Program to email signature and link to www.nahb.org/savings

My HBA completed all requirements where do I submit proof to NAHB?

All requirements must be forwarded to ascharff@nahb.org E-newsletters must be submitted on a quarterly basis.

If HBAs have questions about these guidelines, please contact Amanda Scharff, Manager, Business Development, Member Savings Programs at ascharff@nahb.org, or 202-226-8430

Are there additional ways to promote the Member Savings Program?

The Member Savings Program is an exciting opportunity for members to save. HBAs to receive additional revenue and promote membership. The following are ways the local or state HBAs can promote the Member Savings Program:

- **Meetings & Events:** Each meeting or event is an opportunity for an HBA to promote the program. Example: at your next Ambassadors Club or similar event to welcome new members include information about the member savings program. Every meeting & event is a chance to discuss the program
- **Board Meetings & Membership Committee Meetings:** Each board and committee

meeting are an opportunity to discuss promotion of the member savings program. Add member savings to the agenda to always discuss promoting the program to members

- **HBA Website:** Feature the [Member Savings banner](#) and [vendor specific](#) on additional website pages linking to www.nahb.org/savings
- **Printed Materials:** include Member Savings materials in new member welcome kits, member mailings, and dues renewals. Order free inserts at www.nahb.org/matoolkit
- **Email Signature:** Feature the Member Savings Program in your email signature www.nahb.org/savings

I have already signed up for Revenue Share, but a new vendor has been added.

HBAs must opt-in to all vendors as vendors are added to the program. If a new vendor has been added after your HBA has signed up for Revenue Share, and you would like to participate in the new program, go to www.nahb.org/matoolkit. Signups are handled on a per program basis, and to participate HBAs must opt-in using the online form. NAHB cannot automatically sign an HBA up for Revenue Share. So long as you are signed up by December 31 each year you can participate in that program for the full year.

How much can a builder association earn?

To a large extent, that's up to you. As a revenue sharing HBA, you'll receive up to 40% of the royalty NAHB earns based on member participation. The more members know about these programs, the more they'll use them and the larger your royalty check. The more your members utilize these programs, the more your HBA has the opportunity to earn!

In 2020 combined revenue share for HBA Revenue Share Program was over \$700,000

How does NAHB calculate the split with participating builder associations?

NAHB receives reports from each of the revenue share program vendors sorted by zip code so we can allocate the royalties to the appropriate participating builder associations.

If both the state and local associations are participating in the revenue share program, 60% is disseminated to the local HBAs and 40% is disseminated to the state. If only the local associations are participating, 100% of the available revenue share goes to the locals.

When do I receive my royalty payment?

Payments are processed once per year in March. In March you will receive payment for the prior year. Example: March 2022 you will receive payment for 2021 program.

How do I find out about new programs, special offers, and other Member Savings incentives?

Subscribe to the *Member Savings Update* e-newsletter, e-mailed bimonthly. This is not limited to only Executive Officers. In fact, we encourage builder association staff to subscribe as well. Subscribe [HERE](#).

Additional Questions?

Please contact Amanda Scharff, Manager, Business Development, Member Savings Programs at ascharff@nahb.org, or 202-226-8430