



MEMBER SAVINGS PROGRAM



In partnership with the National Association of Home Builders and your local & state home builder association.



Partnering with Your Local Home Builders Association: A Win-Win Opportunity

When your dealership partners with a local Home Builders Association (HBA), everyone benefits.



Grow Your Customer Base

Gain direct access to a network of builders, remodelers, and home building professionals who are in the market for vehicles to keep their business moving.



Support Local Builders

Your partnership helps the HBA attract and retain members by offering valuable auto savings, strengthening your builder community.



Deliver Real Savings

Builders save on the vehicles they need, making your dealership their first stop for future purchases.

It's a simple formula: More visibility for you, more members for the association and real savings for local builders.

ABOUT OUR MEMBERS

Residential home building is dominated by independent entrepreneurs, and they all need dependable vehicles to succeed. NAHB represents the largest network of craftsmen, innovators and problem solvers dedicated to building and enriching communities.

64%+

Members with 5+ fleet vehicles

7 Average fleet size



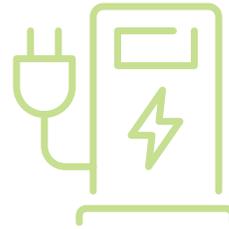
31%

Plan to increase their fleet size in the next 2 years



1-2

Average number of vehicles a member purchases each year



25%

Considering installing an EV charging station at their business or home



80%

Home builders are specialty trade contractors who are self-employed

35%

Builders & remodelers



65%

Associates who support the industry



6

Median number of homes started by a typical NAHB member in 2024

FORD PRO MEMBER SAVINGS PROGRAM Dealer Instructions

Step 1 – Ask for Proof of NAHB Ford Dealer Documents

Customers must present the NAHB Ford Dealer Documents. They receive access to these documents after completing the “Ford Discount Request Form” at nahb.org/ford.

Step 2 – Verify the Vehicle is Eligible

Members can save between \$500 – \$5,000 on select models. A full list of eligible vehicles is available at nahb.org/ford. This offer is valid for company purchases only, and vehicles purchased should be titled/registered under a business name.

Step 3 – Review Incentive Rules and Process Sale

Follow the steps outlined in the NAHB Ford Dealer Documents to correctly apply the NAHB member offer.