

## Who Are NAHB's Associate Members?

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Special Study for Housing Economics  
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The National Association of Home Builders (NAHB) has conducted an annual census of its associate members every year since 2008. Associate members are involved in a wide range of support industries and professions including, among others, trade contractors, manufacturers, retailers/distributors, designers, and architects. The most recent installment of the census covered business activity through 2024. At that time, NAHB had roughly 71,000 associate members, accounting for 65% of NAHB's 110,000 members (the remainder being NAHB's builder members, who were covered in the [August Special Study](#)).

Characteristics of NAHB's associate members in 2024 include the following:

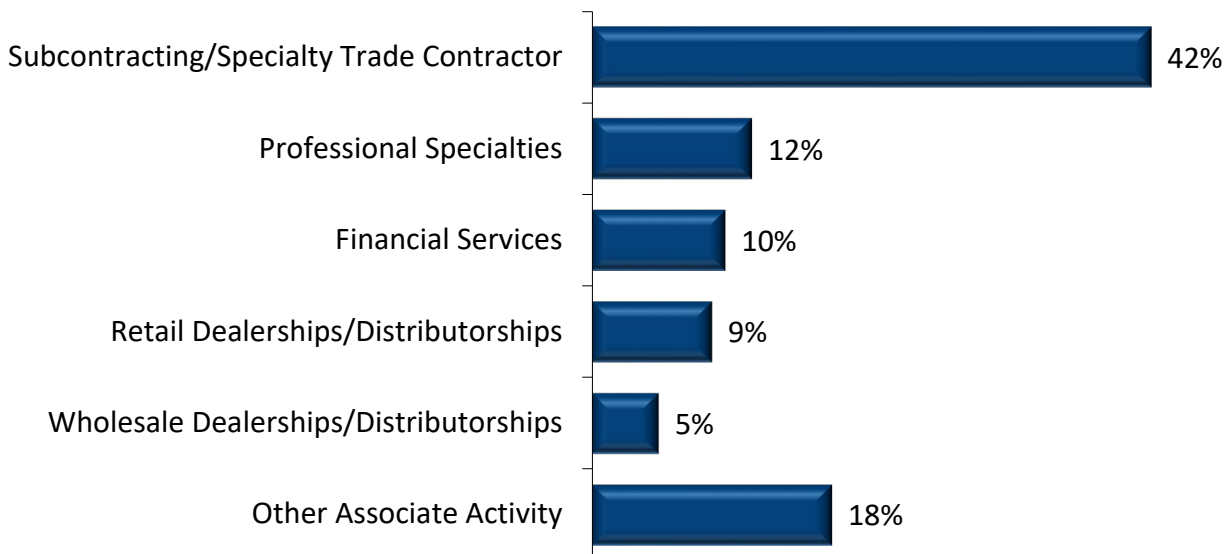
- Among the major categories of associates, the largest share (42%) are special trade contracts/subcontractors.
- Median gross revenue in 2024 was \$3.02 million, up from \$3.00 million in 2023.
- 40% say they contribute in some way to the development of green/sustainable homes.
- The share of NAHB associate members who are female is 25%, up from 24% in 2023.

The next sections describe these results in more detail, including how they have evolved over time, as well as showing results on associate members' demographics and educational attainment. At the end of the exposition, there is a series of profiles showing basic statistics for each of the major categories of NAHB's associate members.

## 42% of Associate Members are Subcontracting/Specialty Trade Contractors

The NAHB census asks associate members to identify one of 43 specialties as the primary activity of their business. These detailed specialties are grouped into 6 broader categories. Among these broader categories, 42% of associate members identified themselves as subcontractors/specialty trade contractors, 12% have a professional specialty business (e.g., architecture, engineering, marketing, accounting, legal, etc.), 10% provide financial services, 9% are retail dealers/distributors, and 5% are wholesale dealers/distributors. The remaining 18% listed some “other associate” activity as their primary business (fig 1.).

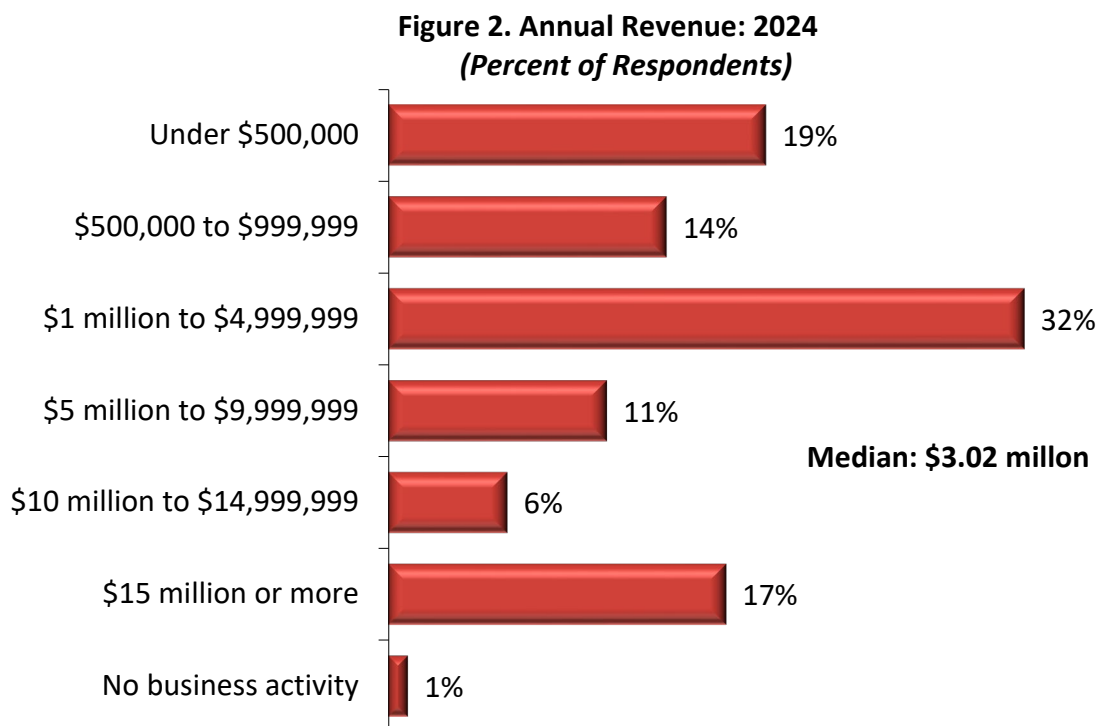
**Figure 1. Primary Business Activity During 2024**  
*(Percent of Respondents)*



There were share decreases for those associate members who identified primarily as subcontractors/specialty trade contractors (45% in 2023 vs 42% in 2024) and those involved with retail dealerships/distributorships (10% in 2023 vs 9% in 2024). On the other hand, the share of associates primarily involved in professional specialties and financial services experienced share increases of 1 and 2 points, up to 12% and 10%, respectively. Additionally, the share of other associate activities edged up one percentage point to 18%. The associate shares primarily involved in wholesale dealerships/distributorships remained unchanged for the fourth consecutive year at 5%.

## Median Dollar Volume Increases in 2024

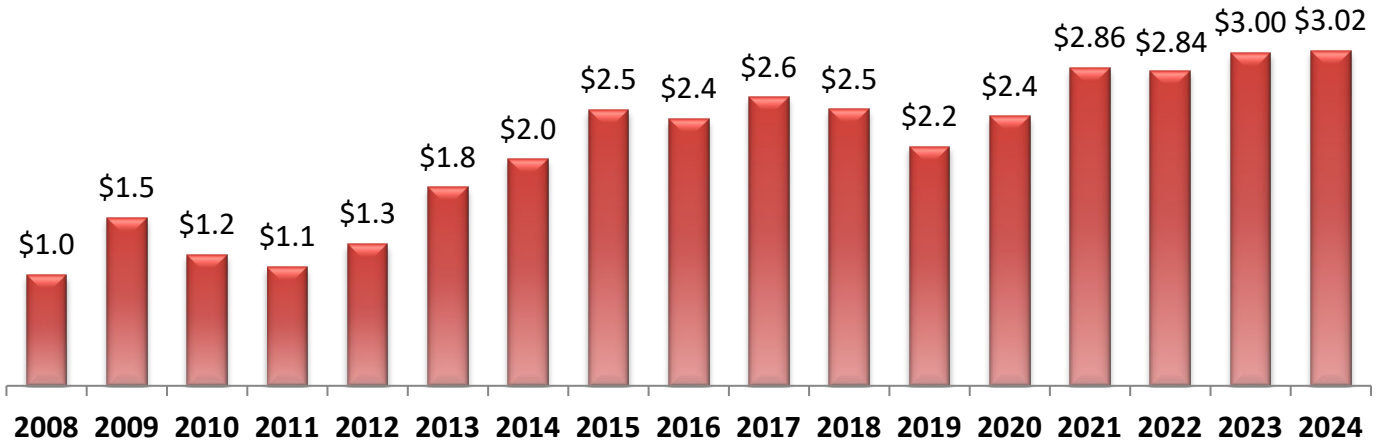
The gross median dollar volume for associate members increased by 1% between 2023 and 2024, from \$3.00 to \$3.02 million. Nineteen percent of associate members reported 2024 revenue of less than \$500,000, 14% reported between \$500,000 and \$999,999, 32% (the plurality) between \$1.0 million and \$4.9 million, 11% between \$5.0 million and \$9.9 million, 6% between \$10.0 million and \$14.9 million, and 17% reported their dollar volume in 2024 at \$15.0 million or more (fig. 2). One percent reported no business activity at all in 2024.



The median dollar volume associates reported for 2024 was a record high (\$3.02 million) in the 17-year history of this series. The median fluctuated between \$1.0 million and \$1.8 million from 2008 to 2013 (the period immediately following the onset of the Great Recession), then between \$2.0 million and \$2.6 million from 2014 to 2020, before jumping by 18% to \$2.86 million in 2021, remaining essentially unchanged in 2022 at \$2.84 million, and, finally, rising to \$3.00 million in 2023 and \$3.02 million in 2024 (fig. 3).

**Figure 3. Median Annual Revenue: HISTORY**

*(Millions of dollars)*



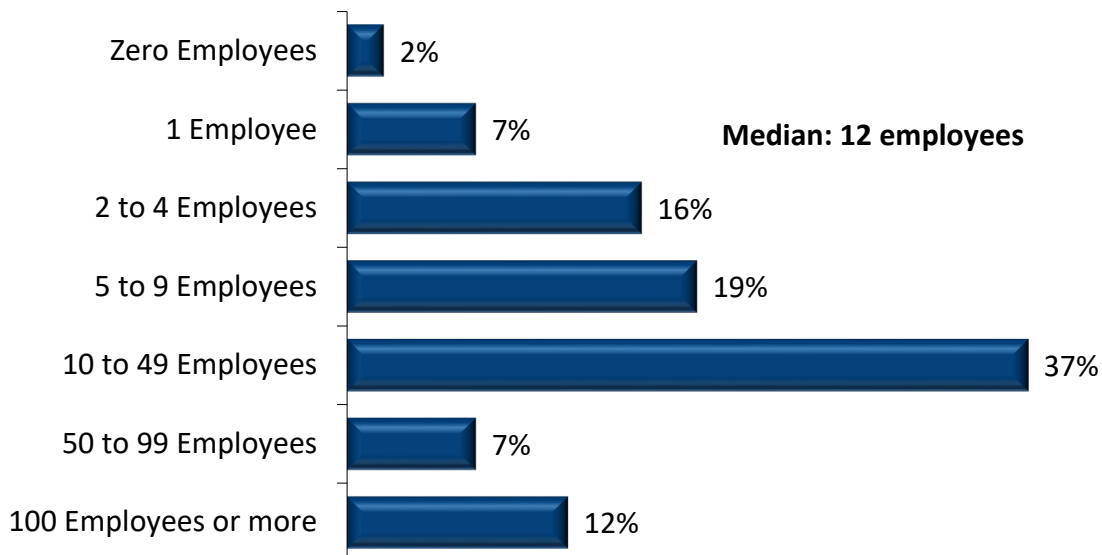
Associate members were also asked about the share of their company's dollar volume that is derived specifically from the residential construction industry. Results show that for a typical associate member, about 52% of revenue comes from residential construction.

### Typical Associate Has 12 Employees on Payroll

Associate members carried a median of 12 employees on payroll in 2024. While only 2% of associate members reported having no employees on payroll, 7% reported 1 employee, 16% reported 2 to 4 employees, 19% reported 5 to 9 employees, 37% (plurality) reported 10 to 49, 7% reported 50 to 99, and 12% reported 100 or more employees on their payroll in 2024 (fig. 4).

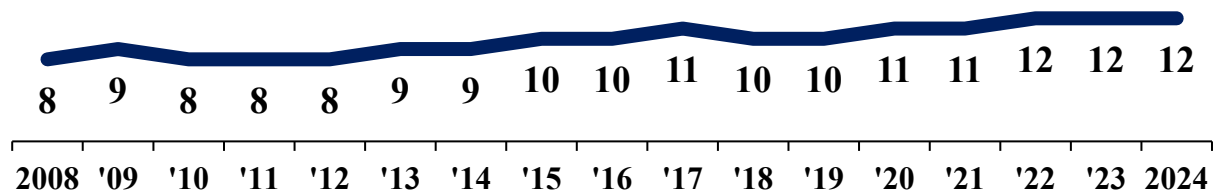
**Figure 4. Number of Employees on Payroll: 2024**

*(Percent of Respondents)*



The median number of employees has grown gradually, from 8 or 9 between 2008 and 2014, to 10 or 11 from 2015 to 2021, to 12 employees since 2022 (fig. 5).

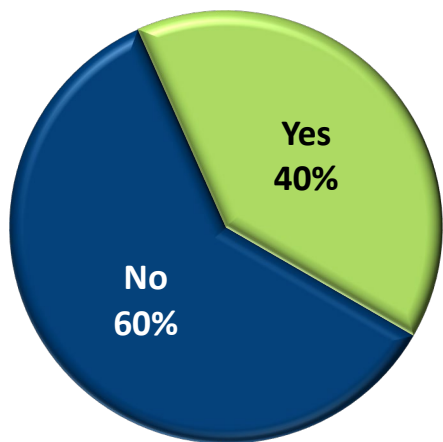
**Figure 5. Median Number of Employees: HISTORY**



**40% of Associates Contribute to the Development of Green/Sustainable Homes**

The NAHB census asked associate members if their companies contribute in any way to the development of green or sustainable homes. Forty percent of associates indicated that their companies contributed to green/sustainable homes in 2024, while the remaining 60% indicated that their companies did not (fig. 6).

**Figure 6. Does Your Company in Any Way Contribute to the Development of Green/Sustainable Homes?  
(Percent of Respondents)**

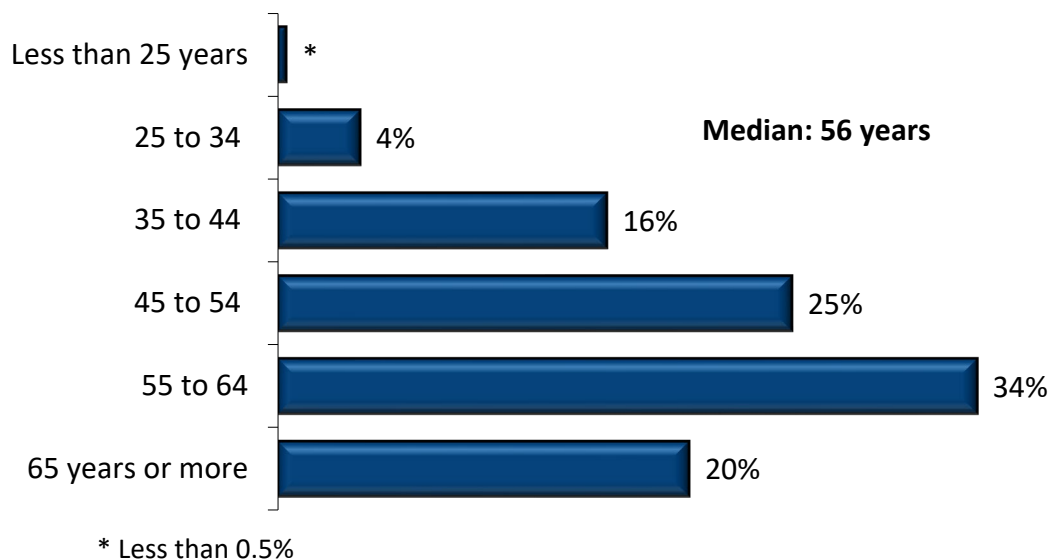


**Age, Gender, Race and Ethnicity**

The typical associate member was 56 years old in 2024. Four percent were under 35 years old, 16% were 35 to 44, 25% were 45 to 54, 34% (plurality) were 55 to 64, and 20% were 65 or older (fig. 7). Although the median age of NAHB’s associate members has been relatively stable

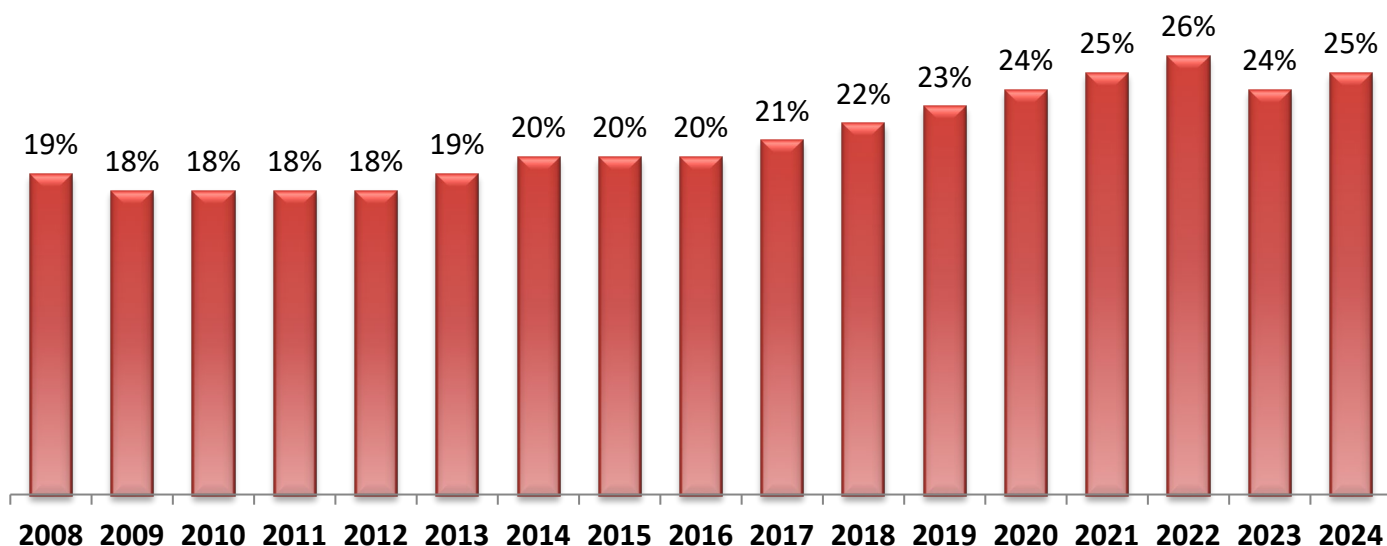
in recent years, it has generally tended to drift upward: the typical associate was 50 years old in 2008, six years younger than in 2024.

**Figure 7. Age of Associate Members: 2024**  
*(Percent of Respondents)*



Twenty-five percent of NAHB's associate members in the 2024 Member Census are women, edging up from 24% in 2023. The female share stayed constant at 18% from 2009 through 2012, edged up to 19% in 2013, then to 20% from 2014 through 2016. From 2017 to 2022, it increased by one percentage point annually for six consecutive years to 26%, before slipping to 24% in 2023 and then rebounding to 25% in 2024 (fig. 8).

**Figure 8. Female Share of Associate Members: HISTORY**  
*(Percent of Respondents)*

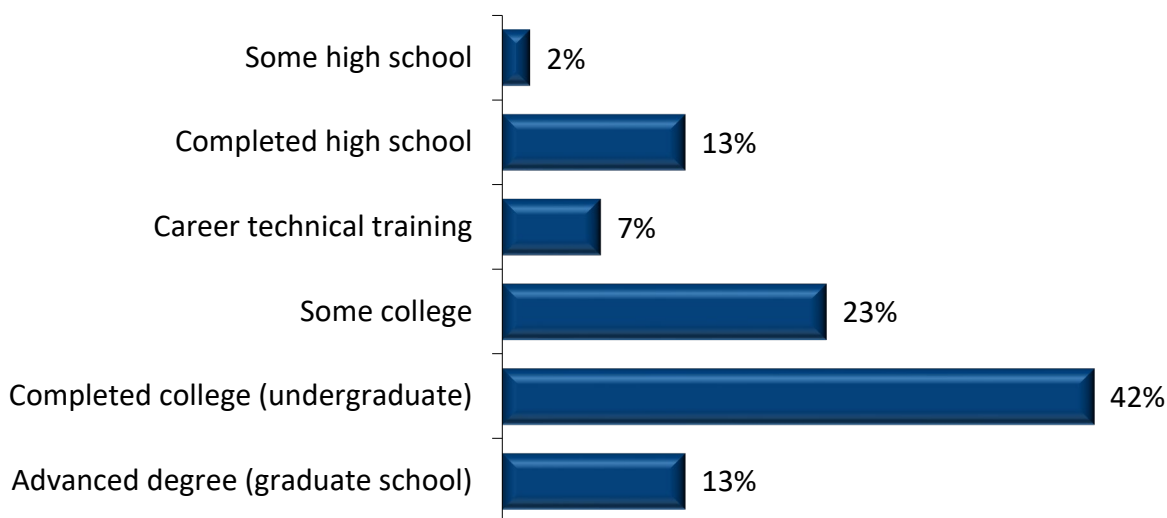


The vast majority of NAHB's associate members identify themselves as white. Ninety-four percent of associates indicated they were White, alone, compared to 1% each for Asian, alone; American Indian or Alaska Indian, alone; and Black or African-American, alone. Less than 0.5% identified as Pacific Islander, alone. Three percent of associates are of some other race and 1% are of two or more races. These racial categories follow the classification scheme implemented by the U.S. Census Bureau in the 2000 Census (after a long process of soliciting input from stakeholders). In terms of ethnicity, only 5% of associates identified themselves as being of Hispanic, Latino, or Spanish origin, which was unchanged from 2023 and remains the highest share since 2013 (when the question was added to the Census).

### **55% of Associate Members Have a Higher Education Degree**

Thirteen percent of NAHB's associate members have an advanced degree (graduate school), while 42% (plurality) have completed college, 23% have some college education, 7% have career technical training, 13% have completed high school, and 2% only have some high school education (fig. 9).

**Figure 9. Education Level of Associate Members: 2024**  
*(Percent of Respondents)*



The educational background of NAHB associate members has not changed significantly over time. Since the inception of the Census in 2008, half or more of associate members have reported having a higher-education degree (either undergraduate or graduate).

Following is a series of profiles: one for each of the major categories of NAHB's associate members.

## PROFILES BY MAJOR ASSOCIATE MEMBER TYPE

### Subcontracting/Specialty Trade Contractors in 2024

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of members	49,382	44,351	42,070	34,574	30,974	32,160	28,802	32,441	33,795	31,639
	2018	2019	2020	2021	2022	2023	2024			
	32,148	34,293	33,528	30,325	29,165	31,125	30,073			

#### Company Profile

**1. Primary business activities covered are:** Carpentry work, Electrical work, Masonry, Stone work, Tile setting and Plastering, Landscaping, Plumbing, Heating and Air Conditioning, Roofing, Siding and Sheet Metal Work, Painting and Paper Hanging, Floor laying and other Floor work, Concrete work, Excavation work, Insulation work, Drywall Installation, Security Systems, Home Technology, Window/Glass/Door installation, and Other Subcontracting.

**2. No. of employees on payroll (*Median*):**

Construction Employees:	6
Non-construction Employees:	2
Total:	10

*(6% have 50 to 99 employees and 6% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** **\$2.2 million**  
*(8% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** **64%**

**5. Contribute to the development of green/sustainable homes:** **37%**

#### Member Profile

**1. No. of years as a member of NAHB (*Median*):** **10 years**

**2. Age (*Median*):** **56 years**

**3. Gender:** Male: 81%      Female: 19%

**4. Race/Ethnicity:** White: 93%      Hispanic: 7%

**5. Education:** 38% have college/advanced degree  
26% have some college education



### Professional Specialty Members in 2024

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of members	18,242	19,609	12,652	10,789	10,754	10,502	10,744	10,265	10,261	9,512
	2018	2019	2020	2021	2022	2023	2024			
	10,286	10,212	9,097	8,639	9,105	7,598	8,966			

### Company Profile

**1. Primary business activities covered are:** Accounting, Architecture, Engineering, Planning or Designing, Legal Services, Computer Products and Services, Marketing, Advertising or Public Relations, and Land Surveyor.

**2. No. of employees on payroll (*Median*):**

Construction Employees:	<b>0</b>
Non-construction Employees:	<b>7</b>
Total:	<b>8</b>

*(6% have 50 to 99 employees and 13% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** **\$1.7 million**  
*(13% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** **41%**

**5. Contribute to the development of green/sustainable homes:** **43%**

### Member Profile

**1. No. of years as a member of NAHB (*Median*):** **10 years**

**2. Age (*Median*):** **57 years**

**3. Gender:** Male: 68%      Female: 32%

**4. Race/Ethnicity:** White: 96%      Hispanic: 4%

**5. Education:** 78% have college/advanced degree  
14% have some college education

### Financial Services Members in 2024

Number of members	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	11,974	11,197	8,340	6,492	7,508	8,426	8,710	8,492	7,714	7,180
	2018	2019	2020	2021	2022	2023	2024			
	7,941	6,402	5,887	6,475	6,751	5,883	6,279			

### Company Profile

**1. Primary business activities covered are:** Commercial Banking/Thrift Institution, Mortgage Banking and Insurance or Title Company.

**2. No. of employees on payroll (*Median*):**

Construction Employees:	0
Non-construction Employees:	16
Total:	17

*(7% have 50 to 99 employees and 26% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** \$4.5 million  
*(30% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** NA

**5. Contribute to the development of green/sustainable homes:** 18%

### Member Profile

**1. No. of years as a member of NAHB (*Median*):** 10 years

**2. Age (*Median*):** 56 years

**3. Gender:** Male: 66% Female: 34%

**4. Race/Ethnicity:** White: 96% Hispanic: 4%

**5. Education:** 72% have college/advanced degree  
 23% have some college education

### Retail Dealership/Distributors in 2024

Number of members	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	18,776	13,009	11,014	9,182	8,939	9,090	8,719	9,782	8,790	8,308
	2018	2019	2020	2021	2022	2023	2024			
	8,721	8,485	8,160	7,092	6,706	6,788	6,724			

### Company Profile

**1. Primary business activities covered are:** Retail Appliances, Retail Building Materials/Lumber, Retail Floor Coverings, Retail Paint/Wall Coverings and Other Retail Dealerships.

**2. No. of employees on payroll (*Median*):**

Construction Employees:	<b>0</b>
Non-construction Employees:	<b>10</b>
Total:	<b>15</b>

*(6% have 50 to 99 employees and 13% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** **\$5.4 million**  
*(28% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** **62%**

**5. Contribute to the development of green/sustainable homes:** **51%**

### Member Profile

**1. No. of years as a member of NAHB (*Median*):** **10 years**

**2. Age (*Median*):** **57 years**

**3. Gender:** Male: 77%      Female: 23%

**4. Race/Ethnicity:** White: 97%      Hispanic: 2%

**5. Education:** 55% have college/advanced degree  
25% have some college education

### Wholesale Dealerships/Distributors in 2024

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number of members	5,676	6,734	5,453	4,300	4,759	4,384	4,644	4,466	3,889	3,685
	2018	2019	2020	2021	2022	2023	2024			
	3,828	3,467	4,298	3,908	3,511	3,785	3,964			

#### Company Profile

**1. Primary business activities covered are:** Wholesale Appliances, Wholesale Building Materials/Lumber, Wholesale Floor Coverings, Wholesale Paint/Wall Coverings and Other Wholesale Dealerships.

**2. No. of employees on payroll (*Median*):**

Construction Employees:	<b>0</b>
Non-construction Employees:	<b>13</b>
Total:	<b>20</b>

*(14% have 50 to 99 employees and 17% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** **\$10.9 million**  
*(40% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** **60%**

**5. Contribute to the development of green/sustainable homes:** **64%**

#### Member Profile

**1. No. of years as a member of NAHB (*Median*):** **5 years**

**2. Age (*Median*):** **56 years**

**3. Gender:** Male: 81%      Female: 19%

**4. Race/Ethnicity:** White: 94%      Hispanic: 7%

**5. Education:** 57% have college/advanced degree  
26% have some college education

### Other Associate Activity Members in 2024

Number of members	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	40,153	16,980	18,353	14,410	17,240	18,011	19,054	15,591	16,115	16,295
	2018	2019	2020	2021	2022	2023	2024			
	16,146	16,290	13,103	12,805	12,766	11,719	12,281			

### Company Profile

**1. Primary business activities covered are:** Manufacturing, Property Management, Real Estate, Utilities, Industry Consultant, Trade Association/Non-Profit, and Other Associate Activities

**2. No. of employees on payroll (*Median*):**

Construction Employees:	<b>0</b>
Non-construction Employees:	<b>6</b>
Total:	<b>11</b>

*(8% have 50 to 99 employees and 19% have 100+)*

**3. Dollar volume of company's business activity (*Median*):** **\$3.3 million**  
*(23% had \$15 million or more in business activity.)*

**4. Share of dollar volume derived from residential construction (*Median*):** **25%**

**5. Contribute to the development of green/sustainable homes:** **41%**

### Member Profile

**1. No. of years as a member of NAHB (*Median*):** **5 years**

**2. Age (*Median*):** **57 years**

**3. Gender:** Male: 65%      Female: 35%

**4. Race/Ethnicity:** White: 93%      Hispanic: 4%

**5. Education:** 68% have college/advanced degree  
20% have some college education