

Who Are NAHB's Builder Members?

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Special Study for Housing Economics
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The majority of NAHB builder members are small businesses, according to the annual census of its members NAHB has been conducting since 2008. The most recent installment of the census covered business activity of its builder members through 2024. Results show steady housing starts, payroll, and moderate gains for median revenue for 2024.

More specifically, the 2024 builder member census shows:

- Median gross revenue of an NAHB builder in 2024 was \$3.7 million, up 8% from \$3.4 million the previous year (for comparison, the Small Business Administration considers most construction businesses small if their revenue is under \$45.0 million).
- The median number of homes started was 6, which has remained unchanged since 2021.
- The median number of employees carried on their payrolls was 6, unchanged from the previous year.
- NAHB members who are primarily or secondarily remodelers completed a median of 6 jobs costing more than \$10,000 during the year.

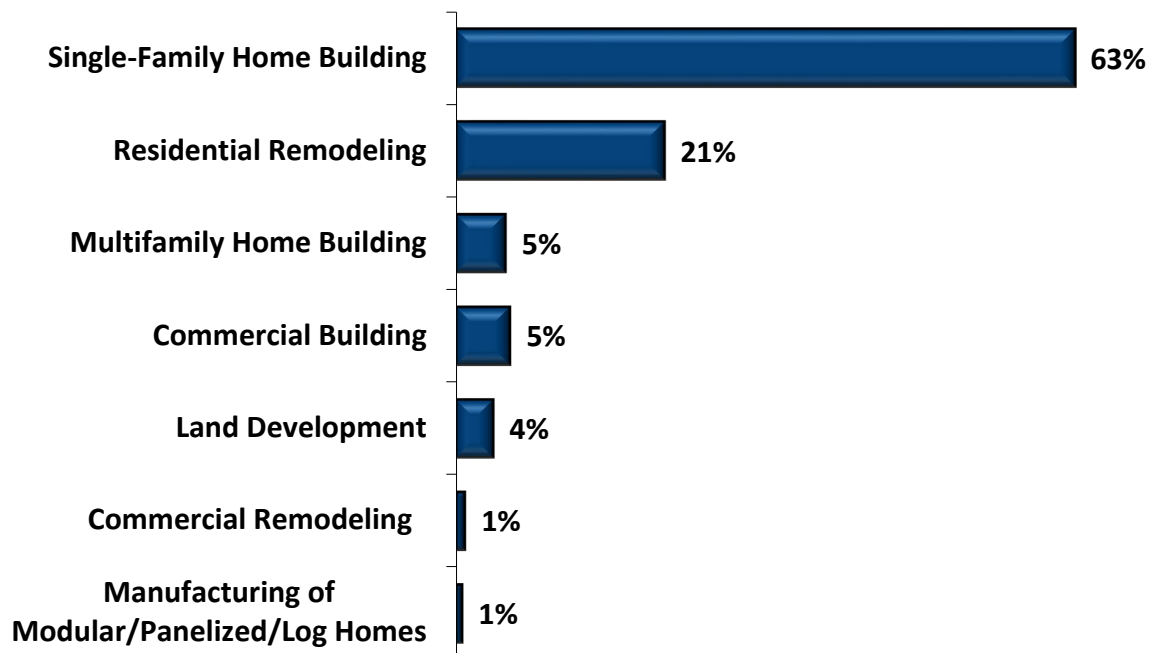
The following sections describe these and other results in more detail. At the end of the article is a series of profiles for each of the major categories of NAHB's builder members (single-family builder, residential remodeler, commercial builder, multifamily builder, land developer, commercial remodeler and manufacturer of modular/panelized/log homes).

63% of NAHB Builders Specialize in Single-Family Homes

At the time of the 2024 member census, NAHB had a total of 38,594 **builder** members, accounting for 35% of NAHB's total membership of roughly 110,000. The remainder are classified as **associate** members, engaged in activities related to home building while not being actual builders themselves.

Among NAHB builder members, 63% reported single-family home building as their primary activity, followed by 21% for residential remodeling, 5% each for multifamily home building and commercial building, 4% for land development, and 1% each for commercial remodeling and manufacturing of modular/panelized/log homes (fig. 1). Excluded from the chart are 4% of NAHB builder members who failed to report a primary activity in 2024.

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



**Based on respondents who provided information on their primary activity.*

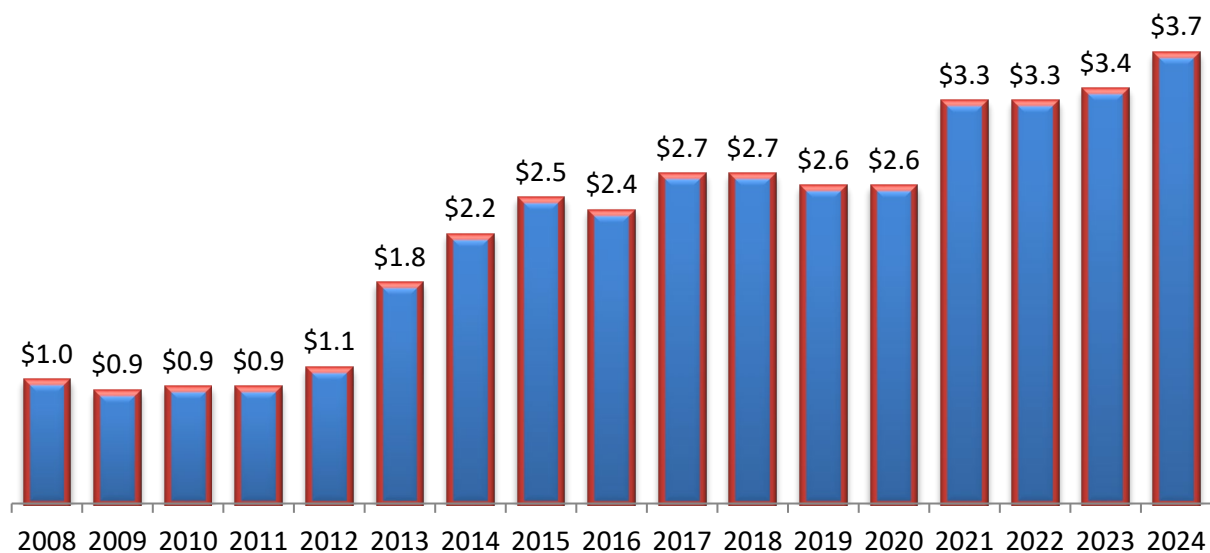
The composition of NAHB's builder membership in terms of their primary activity remained essentially unchanged between 2023 and 2024.

Median Revenue Rose in 2024

With a few exceptions, NAHB builder members are small businesses. In the 2024 NAHB census, 13% of builders reported a dollar volume of less than \$500,000, 12% reported between \$500,000 and \$999,999, 35% (plurality) between \$1.0 and \$4.9 million, 15% between \$5.0 and \$9.9 million, 7% between \$10.0 million and \$14.9 million, and 16% \$15.0 million or more. Only 1% reported no business activity at all in 2024. The typical builder member reported \$3.7 million in gross revenue in 2024, up 8% from 2023. For comparison, the Small Business Administration's [size standards](#) classify residential builders and remodelers as small if they have average annual receipts of \$45.0 million or less (\$34.0 million or less for land developers) .

NAHB initiated the current version of its member census during the industry-wide downturn of 2008, when the median annual revenue of builder members was only around \$1.0 million. Median annual revenue began rising in 2013, as the industry slowly recovered, plateauing at \$2.6 to \$2.7 million from 2017 through 2020, before jumping to \$3.3 million in 2021 and 2022, edging up by another \$0.1 million in 2023, and rising further to \$3.7 million in 2024 (fig. 2).

Figure 2. Median Annual Revenue: HISTORY
(Millions of dollars)

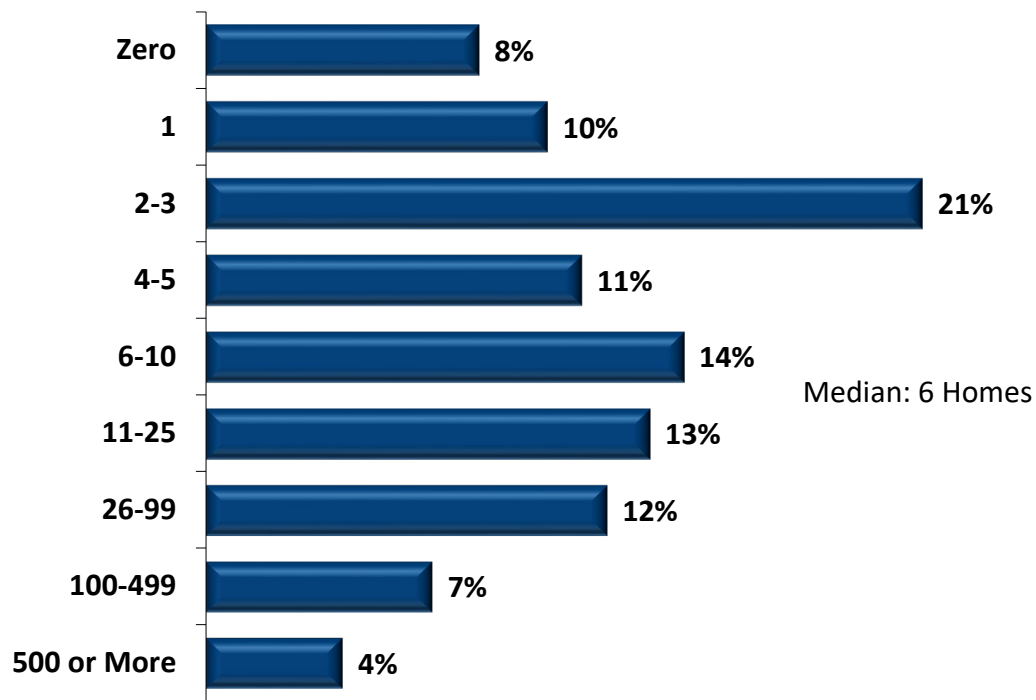


Revenue tends to vary considerably by builder type, and the same was true in 2024. The median dollar volume for multifamily builders was \$7.5 million, compared to \$1.7 million for residential remodelers, \$3.0 million for commercial remodelers, \$3.8 million for commercial builders, \$4.4 million for single-family builders, \$4.6 million for land developers, and \$4.9 million for modular/panelized/log home manufacturers.

Median Number of Homes Built Holds Steady at 6 Per Year

The NAHB census also asked builders about the number of homes they started¹ in 2024. A plurality of 21% said they started 2 or 3 homes, 10% started one, 11% started four or five, 14% started six to ten, 13% started 11 to 25, 12% started 26 to 99, 7% started 100 to 499, and 4% started 500 homes or more. About 8% did not start any homes at all (fig. 3). The typical builder started 6 housing units in 2024.

Figure 3. Number of Housing Starts in 2024
(Percent of Respondents)

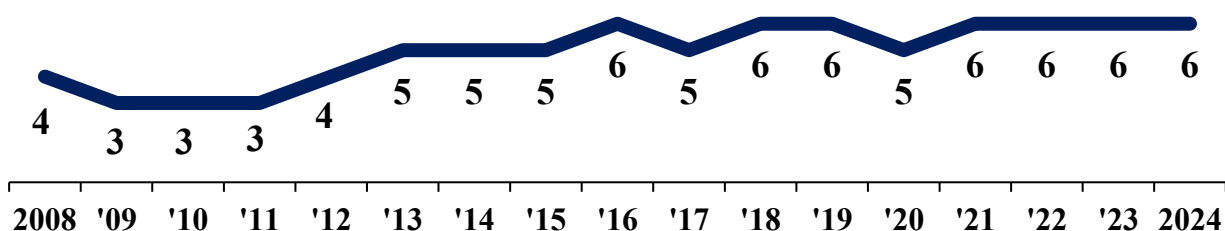


Not surprisingly, multifamily builders tend to start more homes per year than single-family builders. Multifamily builders reported a median of 100 housing starts in 2024, compared to 6 for single-family builders.

Although the typical builder continues to be a small business, the median number of housing units started has edged up over the last decade and a half. From 2009 to 2011 (during the housing recession), the typical builder started only 3 housing units. By 2024, that number had doubled to 6, where it has plateaued since 2021 (fig.4).

¹ In its [Survey of Construction](#), the U.S. Census Bureau considers a housing unit started when excavation for the foundation of the structure begins.

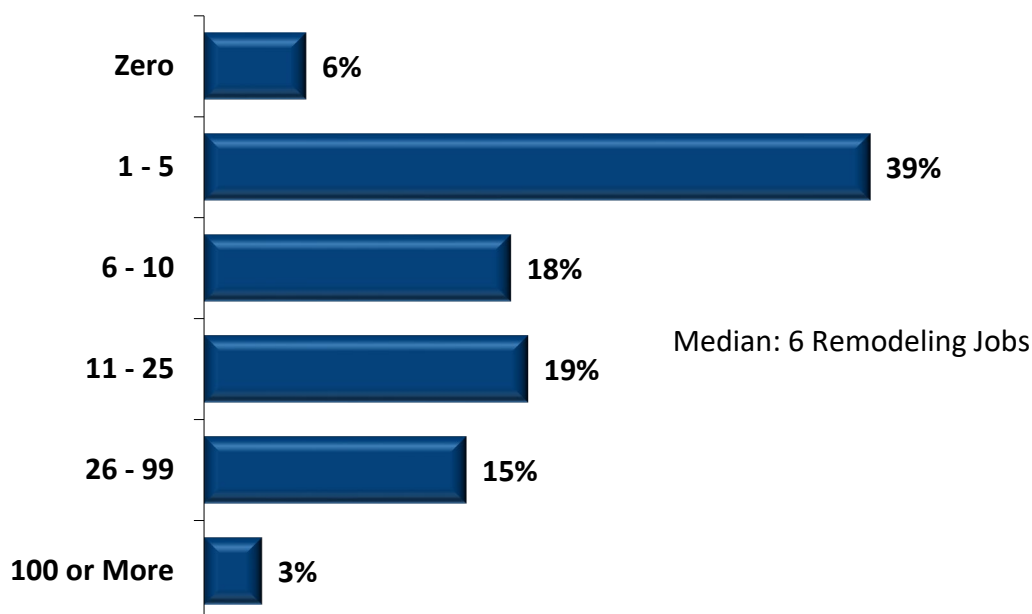
Figure 4. Median Number of Housing Starts: HISTORY



The Median Remodeler Completed Six \$10,000 Jobs

To provide a measure of housing activity roughly analogous to starts, the NAHB census asked builder members who are primarily or secondarily residential remodelers about the number of remodeling jobs above \$10,000 they completed in 2024. The responses show that a plurality of 39% completed 1 to 5 jobs of this size, 18% did 6 to 10, 19% did 11 to 25, 15% did 26 to 99, and 3% completed 100 or more jobs costing more than \$10,000 (fig.5). The typical builder member involved in residential remodeling as a primary or secondary activity completed six \$10,000 plus jobs in 2024 . This number is significantly higher among members only engaged in residential remodeling as a primary activity: they completed a median of 15 jobs worth more than \$10,000 in 2024. These results are not significantly different from the ones reported in 2022 and 2023, when NAHB first added this question to its census.

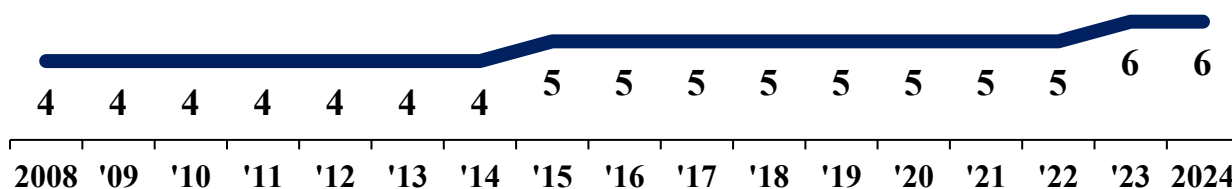
**Figure 5. Number of \$10,000+ Remodeling Jobs
(Percent of Residential Remodeler Respondents)**



Typical Builder Member Carries 6 Employees on Payroll

Due to their status as small businesses and extensive use of [subcontractors](#), many builders carry relatively few employees on their payrolls. In NAHB's 2024 census, builder members reported a median of 6 employees (including employees in both construction and non-construction jobs). The number varied with the company's primary activity. Among manufacturers of modular/panelized/log homes, the median number of employees was 22, compared to 5 for single-family builders, residential remodelers, and land developers, 8 for commercial remodelers, 10 for commercial builders, and 14 for multifamily builders. Historically, the median number of payroll employees for NAHB builder members remained stable at 4 from 2008 through 2014, and at 5 from 2015 through 2022, before edging up to 6 in 2023 where it stayed unchanged in 2024 (fig. 6).

Figure 6. Median Number of Employees: HISTORY

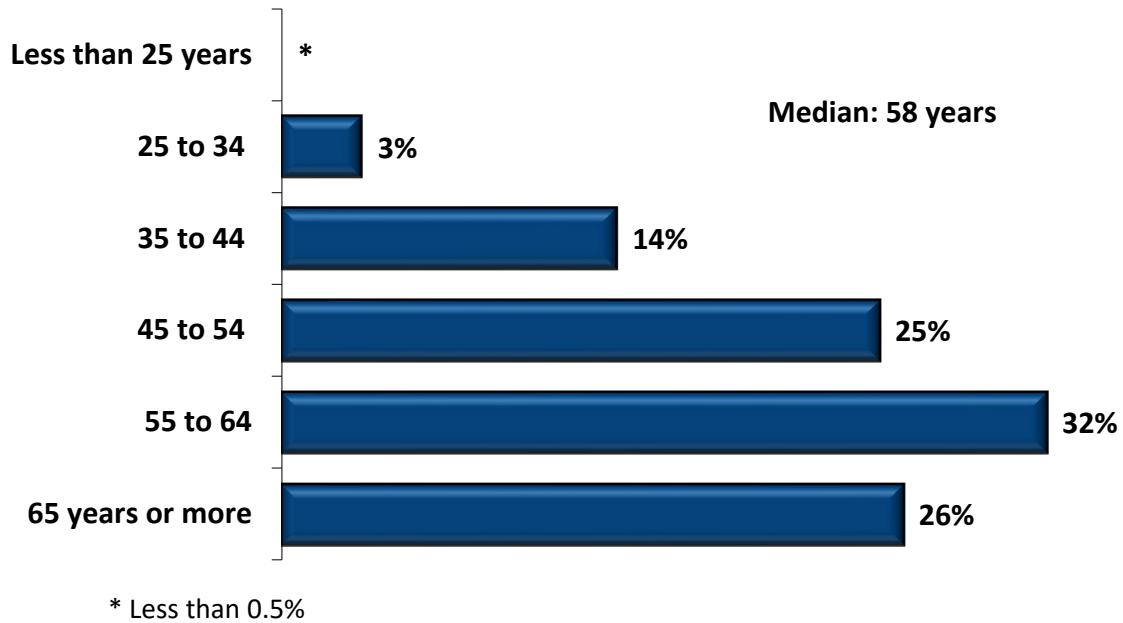


Age, Gender, Race, and Ethnicity

In 2024, only 3% of NAHB builder members were under 34 years old, 14% were 35 to 44, 25% were 45 to 54, 32% were 55 to 64, and 26% were 65 years or older. The typical builder member was 58 years old in 2024, the highest median age for builders since the inception of the series in 2008 (fig. 7).

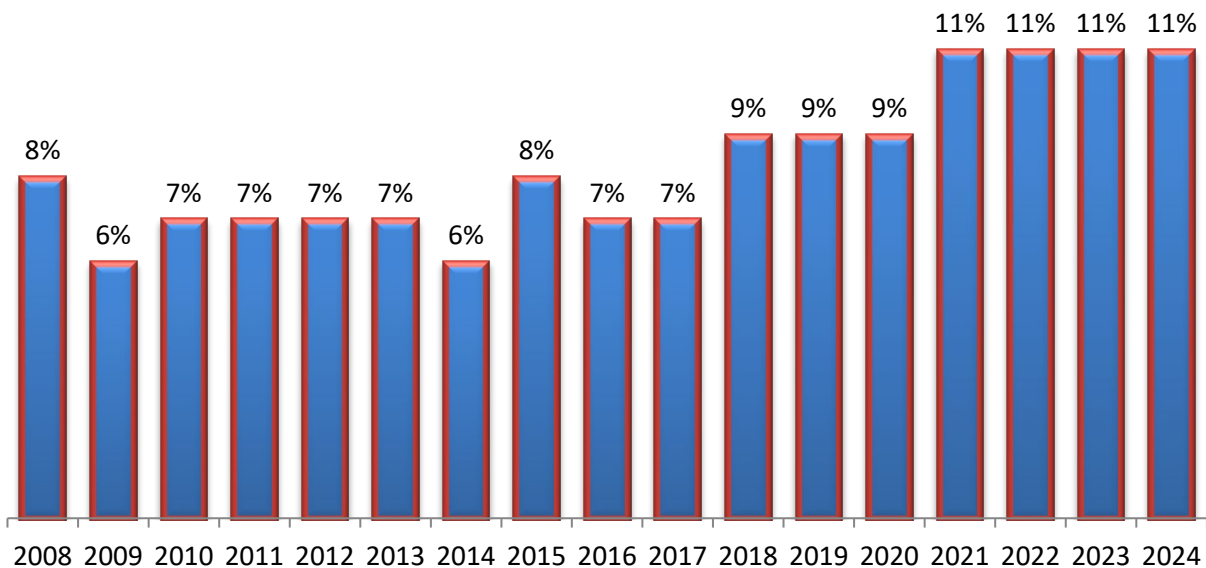
Builders' median age also shows some variation across primary activities. The typical commercial remodeler is older, at 62, than the typical manufacturer of modular/panelized/log homes (44), single-family builder (57), or multifamily builder (58).

**Figure 7. Age
(Percent of Respondents)**



In 2024, 11% of builder members were women. From 2008 to 2017, women accounted for between 6% and 8% of total builder members. Over the next three years (2018 to 2020), the share remained constant at 9%, before rising to 11% in 2021, where it remained for the past four years (fig. 8). The 2024 census also shows that the female share is slightly higher among more recent members: 17% of those with only 1 to 4 years of membership are women, compared to 8% of those with 10 years or more.

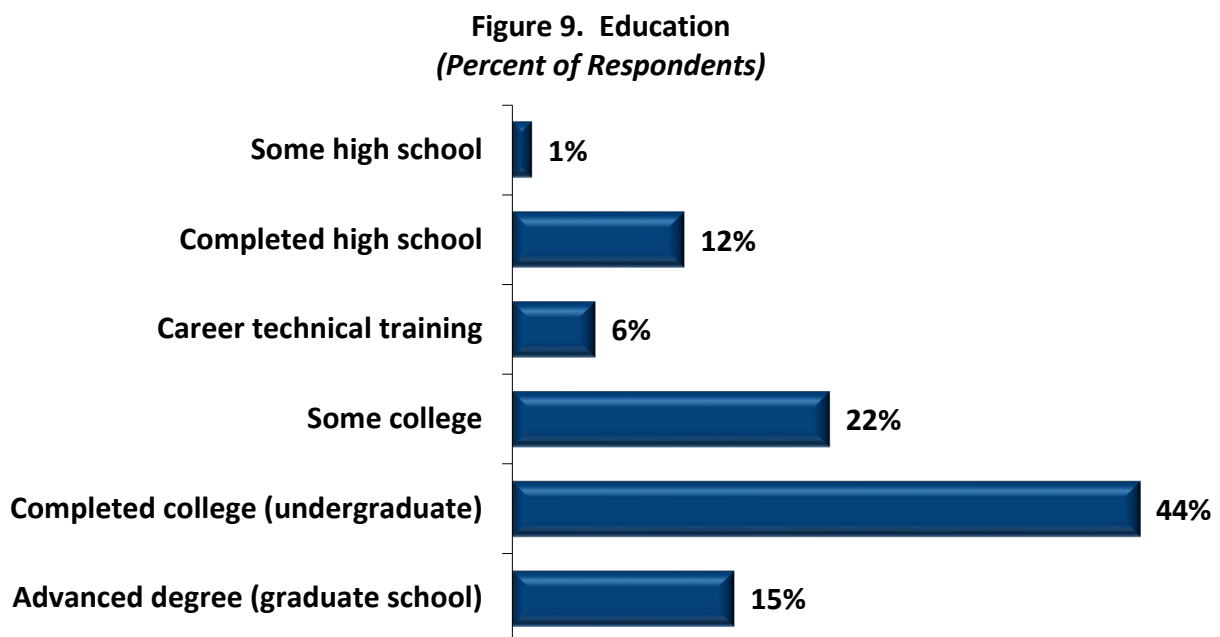
Figure 8. Female Share of Builder Members: HISTORY



The vast majority of NAHB's builder members are white. In 2024, 96% of builders identified themselves as White, while 1% identified as Black or African-American, and another 1% as Asian. Less than half of 1% identified as American Indian or Alaska Native. About 1% are of some other race and 1% are of two or more races. In terms of ethnicity, 3% of builder members report being of Hispanic, Latino, or Spanish origin.

59% of Builder Members Have a Higher Education Degree

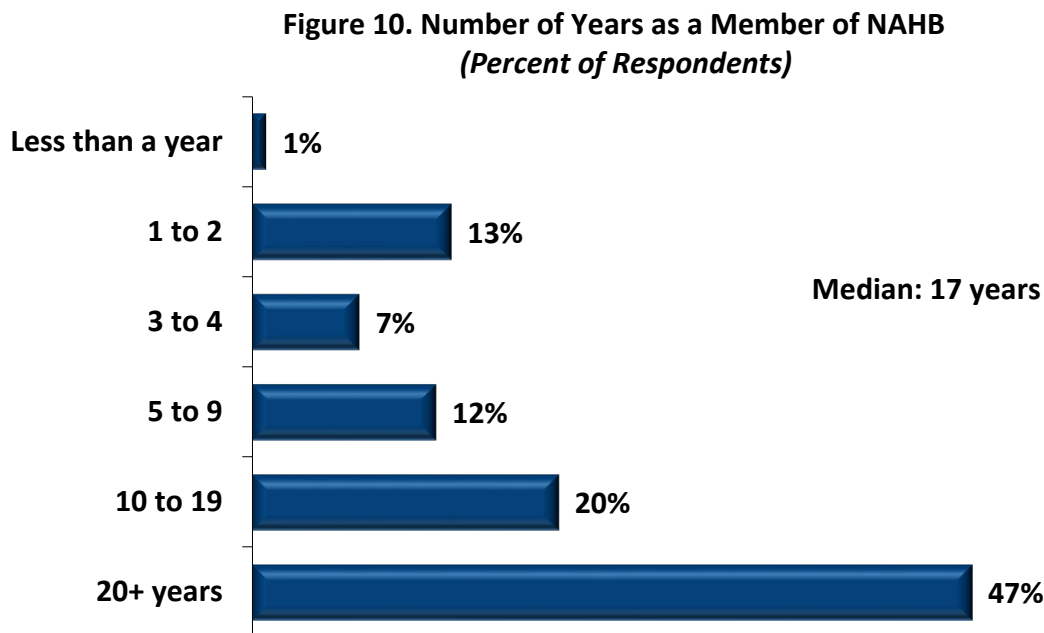
Fifty-nine percent of NAHB's builder members have either completed college or attained an advanced graduate degree beyond that, 22% have some college but not a degree, 6% have career technical training, 12% completed high school, and only 1% report some high school education without graduating (fig. 9). The share of builder members with a college and/or advanced degree has remained consistently above 50% since the inception of the current version of the member census in 2008.



The share of builder members with a college or graduate degree varies significantly across their companies' primary activities. For example, 76% of multifamily builders and 70% of land developers have a degree, compared to 51% of residential remodelers and 56% of manufacturers of modular/panelized/log homes.

47% Have Been Members for Two Decades or More

The median tenure for NAHB builder members in 2024 was 17 years. Tabulations show that 14% have been members for less than 3 years, 7% for 3 to 4 years, 12% for 5 to 9, 20% for 10 to 19 years, and the remaining 47% have been members of NAHB for 20 or more years (fig. 10).



The tenure of NAHB builder members has risen over time. In 2008, builders had been NAHB members for a median of 8 years. Their typical tenure grew to between 10 and 14 years from 2009 to 2014, then to 15 years from 2015 to 2023, before reaching 17 years for the first time in 2024. With a median tenure of 20 years, land developers have been NAHB members the longest, followed by commercial builder (19 years), single-family builders (18 years), manufacturers of modular/panelized/log homes (16 years), and multifamily builders, residential remodelers, and commercial remodelers (all at 15 years).

A series of profiles covering each of the major categories of NAHB builders begins on the next page.

PROFILES BY BUILDER MEMBER TYPE

Single Family Builder in 2024

Member Count	2008	2009	2010	2011	2012	2013 ²	2014	2015	2016	2017
	45,198	31,630	27,512	24,159	23,520	18,973	24,289	24,463	22,908	22,708
	2018	2019	2020	2021	2022	2023	2024			
	22,996	23,733	22,891	22,412	23,462	23,005	23,246			

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

Construction Employees	3
Non-construction Employees	2
Total	5

(4% have 50-99 employees and 3% have 100+)

2. No. of units Started/Remodeling Jobs (*Median*):

Single Family	5
Multifamily	0
Total	6

Remodeling Jobs > \$10,000	4
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(6% started 100-499 units and 3% started 500+ units)

3. Dollar volume of company's business activity (*Median*): **\$4.4 million**

(19% had \$15 million or more in business activity.)

4. Build Age-Restricted Housing for People Age 55+: 19%

5. Incorporate Green/Sustainable Features into Homes: 65%

Member Profile

1. No. of years as a member of NAHB (*Median*): 18 years
2. Age (*Median*): 57 years
3. Gender: Male: 91% Female: 9%
4. Race/Ethnicity: White: 96% Hispanic: 4%
5. Education: 60% have college/advanced degree
21% have some college education

² Count for 2013 is skewed downward by the anomalous large share of respondents who failed to provide a primary activity that year.

Residential Remodeler in 2024

Member Count	2008	2009	2010	2011	2012	2013 ³	2014	2015	2016	2017
	12,885	13,645	11,484	11,986	10,364	8,078	8,546	7,427	8,602	7,638
	2018	2019	2020	2021	2022	2023	2024			
	8,291	7,891	8,191	7,845	7,709	7,742	7,677			

Company Profile

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

Construction Employees	3
Non-construction Employees	1
Total	5

(2% have 50-99 employees)

2. No. of units started/Remodeling Jobs (*Median*):

Single Family	1
Multifamily	0
Total	1
Remodeling Jobs > \$10,000	15

(Among residential remodelers who also build new housing units, 8% started 26 to 99 units. 7% completed 100+ remodeling jobs > \$10,000)

3. Dollar volume of company's construction (*Median*): **\$1.7 million**

(2% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: **10%**

5. Incorporate Green/Sustainable Features into Homes: **48%**

Member Profile

1. No. of years as a member of NAHB (*Median*): **18 years**
2. Age (*Median*): **59 years**
3. Gender: **Male: 89% Female: 11%**
4. Race/Ethnicity: **White: 96% Hispanic: 4%**
5. Education **51% have college/advanced degree
26% have some college education**

³ Count for 2013 is skewed downward by the anomalous large share of respondents who failed to provide a primary activity that year.

Multifamily Builder in 2024

Member Count	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	3,006	2,633	1,702	1,445	1,423	1,853	1,568	1,639	1,773	1,637
	2018	2019	2020	2021	2022	2023	2024			
	1,817	1,566	1,532	1,911	1,689	2,107	1,981			

Company Profile

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

Construction Employees	5
Non-construction Employees	4
Total	14

(9% have 50-99 employees and 16% have 100+)

2. No. of units Started/Remodeling Jobs (*Median*):

Single Family	0
Multifamily	100
Total	100
Remodeling Jobs > \$10,000	10

(31% started 100-499 units and 20% 500+)

3. Dollar volume of company's construction (*Median*):

\$7.5 million

(34% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+:

44%

5. Incorporate Green/Sustainable Features into Homes:

72%

Member Profile

1. No. of years as a member of NAHB (*Median*): **15 years**

2. Age (*Median*) **58 years**

3. Gender: **Male: 89% Female: 11%**

4. Race/Ethnicity: **White: 91% Hispanic: 6%**

5. Education **76% have college/advanced degree
17% have some college education**

Commercial Builder in 2024

Member Count	2008	2009	2010	2011	2012	2013 ⁴	2014	2015	2016	2017
	3,177	2,491	2,603	2,347	2,028	1,487	1,611	2,516	2,399	2,028
	2018	2019	2020	2021	2022	2023	2024			
	1,964	2,151	1,692	1,956	1,909	2,008	1,954			

Company Profile

1. No. of employees on payroll (Median):

Construction Employees	6
Non-construction Employees	2
Total	10

(4% have 50-99 employees and 4% have 100+)

2. No. of units Started/Remodeling Jobs (Median):

Single Family	2
Multifamily	0
Total	4
Remodeling Jobs > \$10,000	5

(Among commercial builders who also build new housing units, 3% started 500+ units)

3. Dollar volume of company's revenue (Median): \$3.8 million

(18% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 16%

5. Incorporate Green/Sustainable Features into Homes: 39%

Member Profile

1. No. of years as a member of NAHB (Median): 19 years
2. Age (Median) 59 years
3. Gender: Male: 84% Female: 16%
4. Race/Ethnicity: White: 92% Hispanic: 2%
5. Education 64% have college/advanced degree
17% have some college education

⁴ Count for 2013 is skewed downward by the anomalous large share of respondents who failed to provide a primary activity that year.

Land Developer in 2024

Member Count	2008	2009	2010	2011	2012	2013 ⁵	2014	2015	2016	2017
	2,972	2,709	1,928	1,630	1,588	1,346	2,022	1,450	1,641	1,695
	2018	2019	2020	2021	2022	2023	2024			
	1,624	1,489	1,732	1,505	1,649	1,383	1,621			

Company Profile

1. No. of employees on payroll (Median):

Construction Employees	1
Non-construction Employees	3
Total	5

(7% have 50-99 employees and 3% have 100+)

2. No. of units Started (Median):

Single Family	1
Multifamily	0
Total	14
Remodeling Jobs > \$10,000	3

(Among land developers who also build new housing units, 8% started 500+)

3. Dollar volume of company's revenue (Median): **\$4.6 million**
(31% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 11%

5. Incorporate Green/Sustainable Features into Homes: 37%

Member Profile

1. No. of years as a member of NAHB (Median): 20 years
2. Age (Median): 59 years
3. Gender: Male: 83% Female: 17%
4. Race/Ethnicity: White: 94% Hispanic: 0%
5. Education: 70% have college/advanced degree
16% have some college education

⁵ Count for 2013 is skewed downward by the anomalous large share of respondents who failed to provide a primary activity that year.

Commercial Remodeler in 2024

Member Count	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	661	973	714	700	573	1,625	680	536	405	520
	2018	2019	2020	2021	2022	2023	2024			
	542	573	471	396	376	332	421			

Company Profile

1. No. of employees on payroll (Median):

Construction Employees	6
Non-construction Employees	2
Total	8

(4% have 100+ employees)

2. No. of units Started/Remodeling Jobs (Median):

Single Family	1
Multifamily	0
Total	2
Remodeling Jobs > \$10,000	22

(Among commercial remodelers who also build new housing units, 22% started 4-5 units)

3. Dollar volume of company's construction (Median): \$3.0 million

(5% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 16%

5. Incorporate Green/Sustainable Features into Homes: 49%

Member Profile

1. No. of years as a member of NAHB (Median): 15 years
2. Age (Median) 62 years
3. Gender: Male: 92% Female: 8%
4. Race/Ethnicity: White: 90% Hispanic: 0%
5. Education 64% have college/advanced degree
14% have some college education

Manufacturers of Modular/Panelized/Log Homes in 2024

Member Count	2008	2009	2010	2011	2012	2013 ⁶	2014	2015	2016	2017
	273	431	278	177	244	93	260	274	244	156
	2018	2019	2020	2021	2022	2023	2024			
	217	223	102	217	244	228	208			

Company Profile

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

Construction Employees	16
Non-construction Employees	18
Total	22

(8% have 50-99 employees and 38% have 100+)

2. No. of units Started (*Median*):

Single Family	100
Multifamily	1
Total	111

(50% started 100 to 499 housing units and 13% started 500+)

3. Dollar volume of company's revenue (*Median*): **\$4.9 million**
(49% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 32%

5. Incorporate Green/Sustainable Features into Homes: 82%

Member Profile

1. No. of years as a member of NAHB (*Median*): 16 years
2. Age (*Median*): 44 years
3. Gender: Male: 67% Female: 33%
4. Race/Ethnicity: White: 100% Hispanic: 0%
5. Education: 56% have college/advanced degree
33% have some college education

⁶ Count for 2013 is skewed downward by the anomalous large share of respondents who failed to provide a primary activity that year.