

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 2025. 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 September [Special Study](#)).

Characteristics of NAHB's associate members in 2025 include the following:

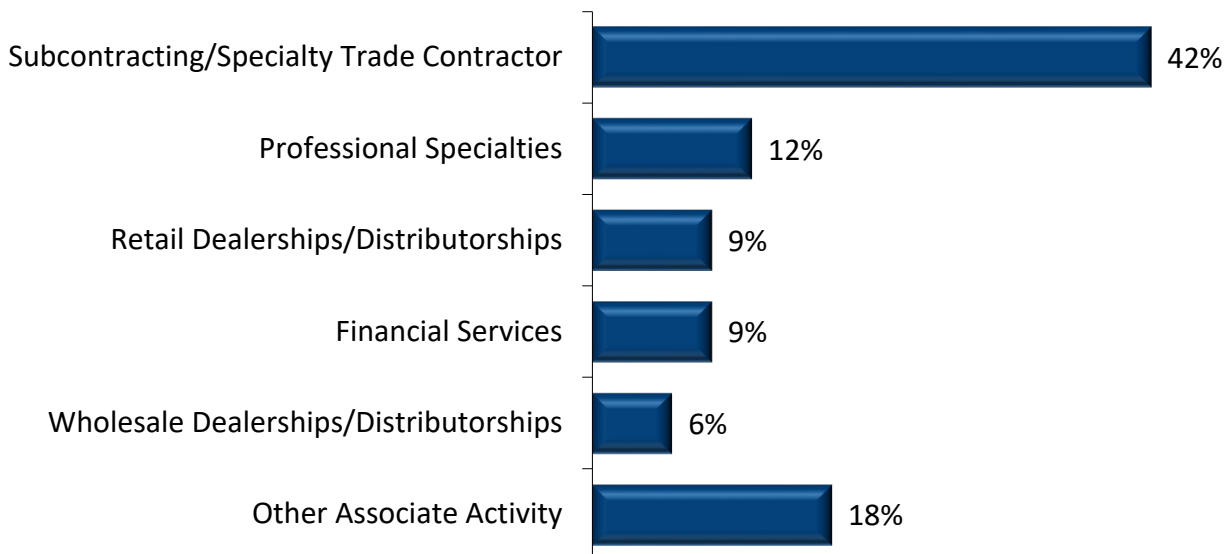
- Among the major categories of associates, the largest share (42%) are special trade contracts/subcontractors.
- Median gross revenue in 2025 was \$3.4 million, up from \$3.0 million in 2024.
- 40% say they contribute in some way to the development of green/sustainable homes.
- The share of NAHB associate members who are female is 25%, unchanged from 2024.

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.), 9% are either retail dealers/distributors or provide financial services, and 6% are wholesale dealers/distributors. The remaining 18% listed some “other associate” activity as their primary business (fig 1.).

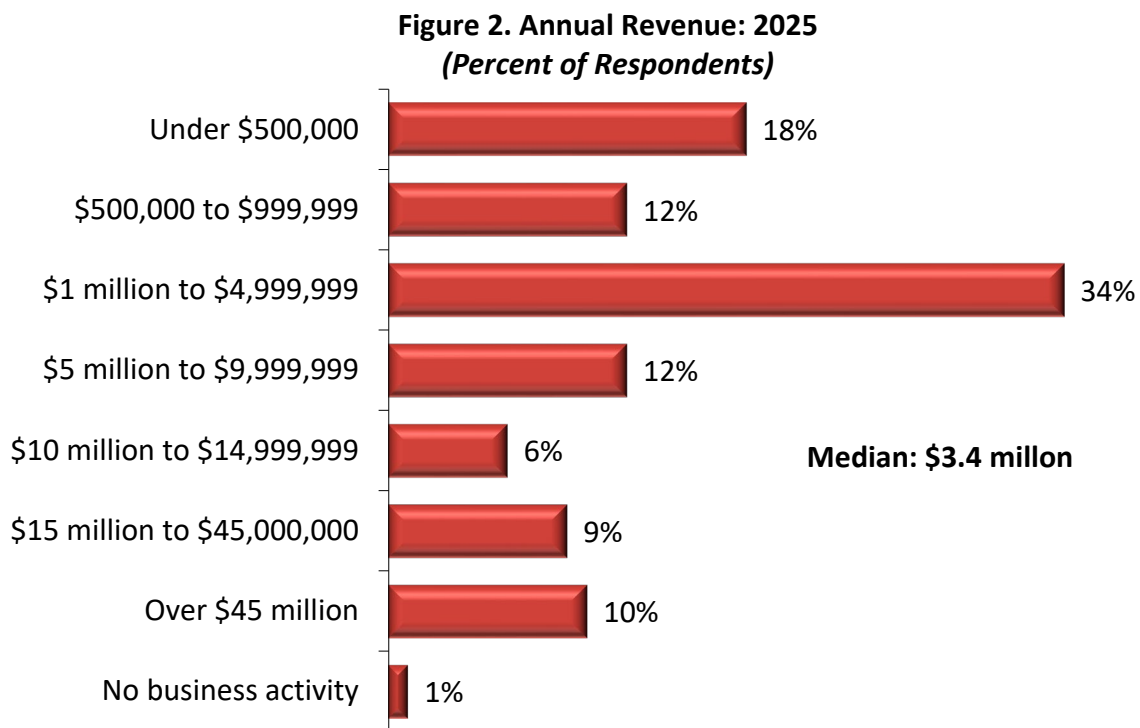
Figure 1. Primary Business Activity During 2025
(Percent of Respondents)



There was very little change in the share of these broader categories between 2024 and 2025. Subcontracting/specialty trade contractors, professional specialty businesses, retail dealers/distributors, and other associate activity all experienced no change from the previous year. The only two broad categories to change by a single percentage point were financial services (down to 9%) and wholesale dealer/distributor (up to 6%).

Median Dollar Volume Increases to All-Time High in 2025

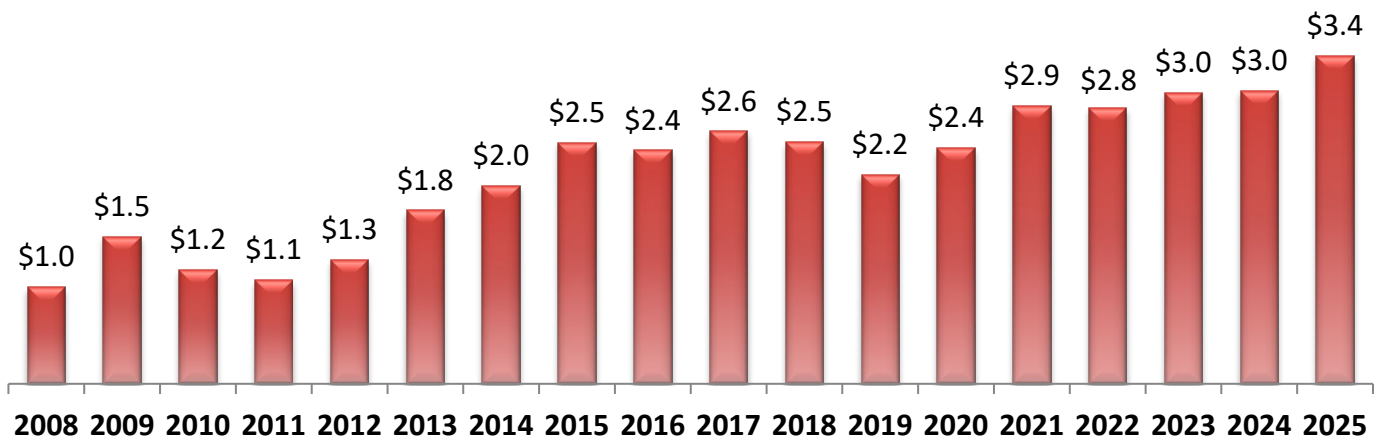
The gross median dollar volume for associate members increased by about 12% between 2024 and 2025, from \$3.0 to \$3.4 million. Eighteen percent of associate members reported 2025 revenue of less than \$500,000, 12% reported between \$500,000 and \$999,999, 34% (the plurality) between \$1.0 million and \$4.9 million, 12% between \$5.0 million and \$9.9 million, 6% between \$10.0 million and \$14.9 million, 9% between \$15.0 million and \$45 million, and 10% reported their dollar volume in 2025 over \$45.0 million (fig. 2). One percent reported no business activity at all in 2025.



The median dollar volume associates reported for 2025 was a record high (\$3.4 million) in the 18-year history of this series. The median fluctuated between \$1.0 million and \$1.7 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 \$2.9 million in 2021. After flattening in 2022, median dollar volume for associates reached \$3.0 million in 2023 and 2024, before hitting a record high (in nominal terms) of \$3.4 million in 2025 (fig. 3).

Figure 3. Median Annual Revenue: HISTORY

(Millions of dollars)



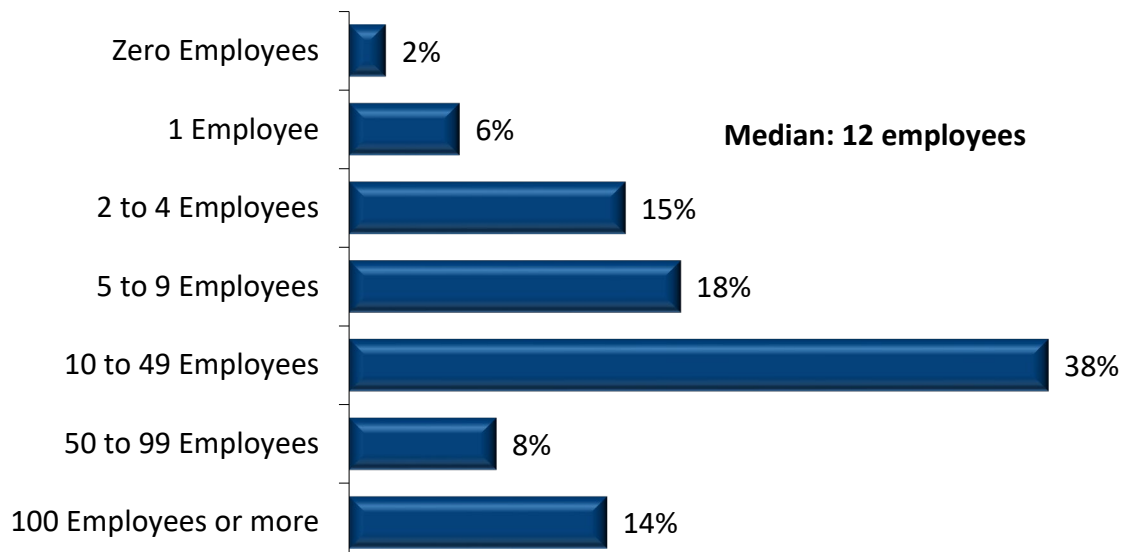
Associate members were also asked about the share of their company's dollar volume that is derived specifically from the residential construction industry. Results show that for a typical associate member, half of their revenue comes from residential construction.

Typical Associate Has 12 Employees on Payroll

Associate members carried a median of 12 employees on payroll in 2025. While only 2% of associate members reported having no employees on payroll, 6% reported 1 employee, 15% reported 2 to 4 employees, 18% reported 5 to 9 employees, 38% (plurality) reported 10 to 49, 8% reported 50 to 99, and 14% reported 100 or more employees on their payroll in 2025 (fig. 4).

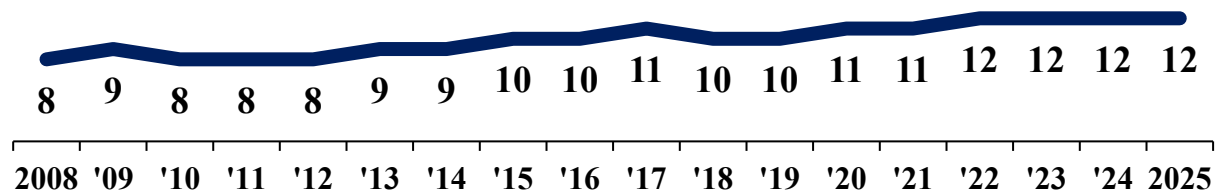
Figure 4. Number of Employees on Payroll: 2025

(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).

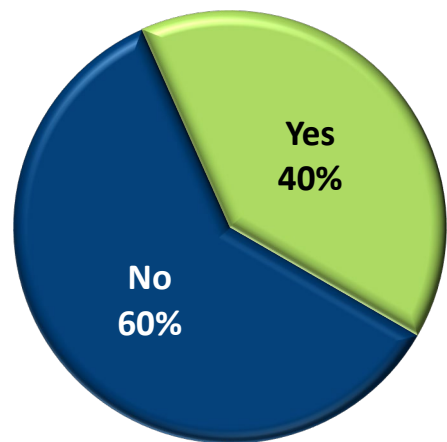
Figure 5. Median Number of Employees: HISTORY



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 2025, which is unchanged from 2024 (fig. 6).

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

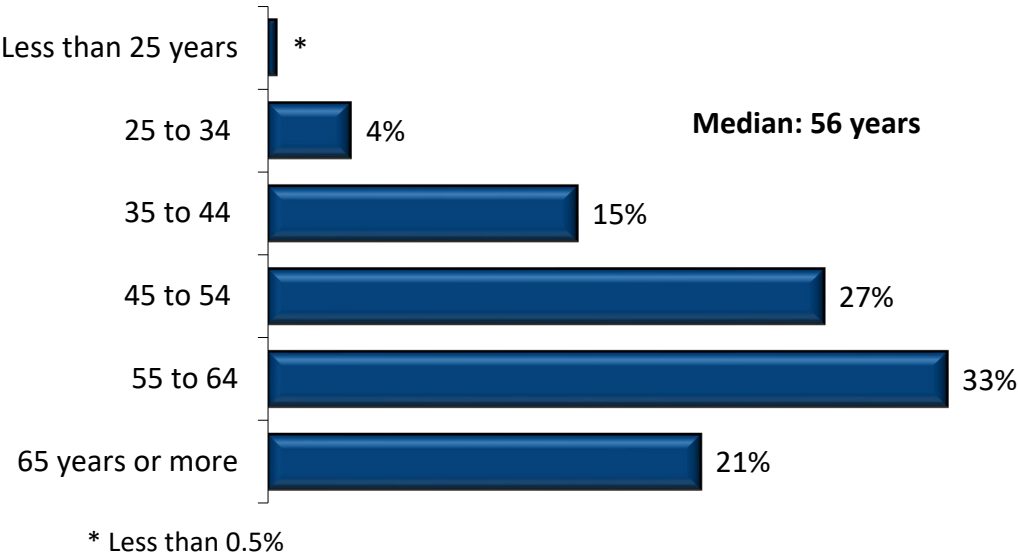


Age, Gender, Race and Ethnicity

The typical associate member was 56 years old in 2025. Four percent were under 35 years old, 15% were 35 to 44, 27% were 45 to 54, 33% (plurality) were 55 to 64, and 21% were 65 or older (fig. 7). Although the median age of NAHB’s associate members has been relatively stable

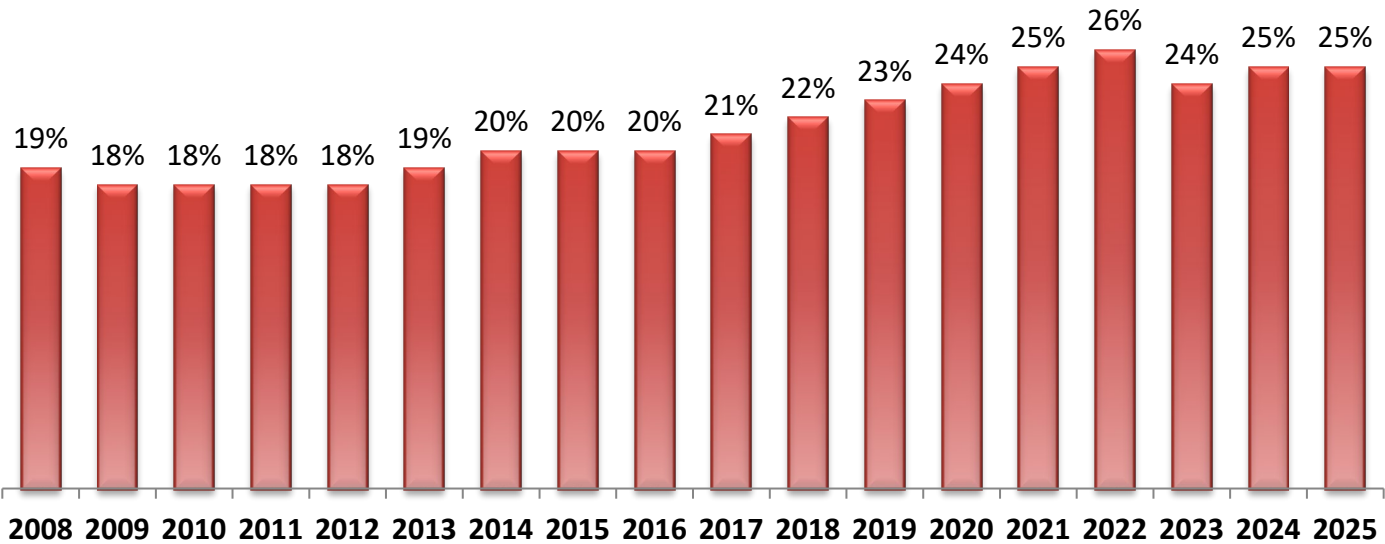
in recent years, it has generally tended to drift upward: the typical associate was 50 years old in 2008, six years younger than in 2025.

Figure 7. Age of Associate Members: 2025
(Percent of Respondents)



Twenty-five percent of NAHB’s associate members are women. The female share stayed constant at 18% from 2009 through 2012, edged up to 19% in 2013, and to 20% from 2014 through 2016. From 2017 to 2022, it increased by one percentage point annually for six consecutive years to 26%. The upward momentum stalled in 2023, however, when the female share slipped to 24%. In 2024, it bounced up to 25%, where it stayed in 2025 (fig. 8).

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

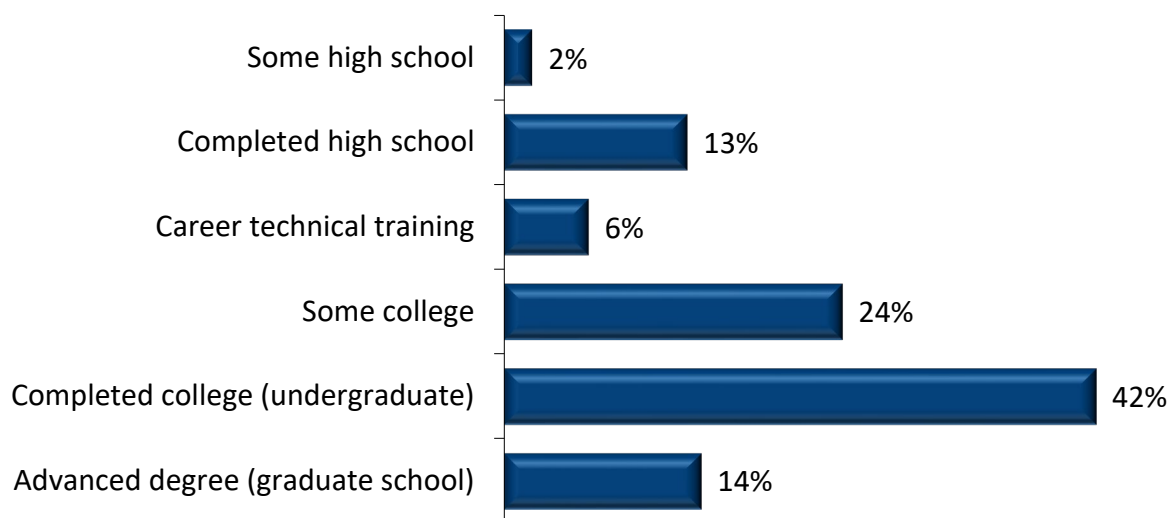


The vast majority of NAHB's associate members identify themselves as white. Ninety-four percent of associates indicated they were White, alone, compared to 1% each for Asian, alone and Black or African-American, alone. Less than 0.5% identified as American Indian or Alaska Native, alone; or Pacific Islander, alone. Two 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, unchanged for the past three years and the highest share since the question was first asked in 2013.

56% of Associate Members Have a Higher Education Degree

Fourteen percent of NAHB's associate members have an advanced degree (graduate school), while 42% (plurality) have completed college, 24% have some college education, 6% 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: 2025
(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 2025

	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	2025		
	32,148	34,293	33,528	30,325	29,165	31,125	30,073	29,177		

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:	7
Non-construction Employees:	3
Total:	11

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

3. Dollar volume of company's business activity (*Median*): **\$2.6 million**
(6% had between \$15 and \$45 million in business activity; 4% had over \$45 million)

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

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: 83% Female: 17%

4. Race/Ethnicity: White: 94% Hispanic: 6%

5. Education: 39% have college/advanced degree
27% have some college education

Professional Specialty Members in 2025

	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	2025		
	10,286	10,212	9,097	8,639	9,105	7,598	8,966	8,636		

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:	0
Non-construction Employees:	10
Total:	11

(11% have 50 to 99 employees and 13% have 100+)

3. Dollar volume of company's business activity (*Median*): **\$2.6 million**
(8% had between \$15 and \$45 million in business activity; 7% had over \$45 million)

4. Share of dollar volume derived from residential construction (*Median*): **39%**

5. Contribute to the development of green/sustainable homes: **46%**

Member Profile

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

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

3. Gender: **Male: 67%** **Female: 33%**

4. Race/Ethnicity: **White: 94%** **Hispanic: 3%**

5. Education: **81% have college/advanced degree**
14% have some college education

Retail Dealership/Distributors in 2025

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	2025		
	8,721	8,485	8,160	7,092	6,706	6,788	6,724	6,718		

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:	0
Non-construction Employees:	10
Total:	13

(11% have 50 to 99 employees and 11% have 100+)

3. Dollar volume of company's business activity (*Median*): **\$4.6 million**
(15% had between \$15 and \$45 million in business activity; 13% had over \$45 million)

4. Share of dollar volume derived from residential construction (*Median*): **56%**

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: 72% Female: 28%

4. Race/Ethnicity: White: 94% Hispanic: 5%

5. Education: 50% have college/advanced degree
30% have some college education

Financial Services Members in 2025

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	2025		
	7,941	6,402	5,887	6,475	6,751	5,883	6,279	6,124		

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:	20
Total:	22

(5% have 50 to 99 employees and 29% have 100+)

3. Dollar volume of company's business activity (*Median*): \$5.5 million
(11% had between \$15 and \$45 million in business activity; 22% had over \$45 million)

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

5. Contribute to the development of green/sustainable homes: 14%

Member Profile

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

2. Age (*Median*): 57 years

3. Gender: Male: 62% Female: 38%

4. Race/Ethnicity: White: 96% Hispanic: 2%

5. Education: 70% have college/advanced degree
 21% have some college education

Wholesale Dealerships/Distributors in 2025

	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	2025		
	3,828	3,467	4,298	3,908	3,511	3,785	3,964	4,340		

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:	0
Non-construction Employees:	12
Total:	24

(10% have 50 to 99 employees and 22% have 100+)

3. Dollar volume of company's business activity (*Median*): **\$12.7 million**
(21% had between \$15 and \$45 million in business activity; 24% had over \$45 million)

4. Share of dollar volume derived from residential construction (*Median*): **66%**

5. Contribute to the development of green/sustainable homes: **65%**

Member Profile

1. No. of years as a member of NAHB (*Median*): **8 years**

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

3. Gender: Male: 76% Female: 24%

4. Race/Ethnicity: White: 98% Hispanic: 5%

5. Education: 65% have college/advanced degree
23% have some college education

Other Associate Activity Members in 2025

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	2025		
	16,146	16,290	13,103	12,805	12,766	11,719	12,281	13,017		

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:	0
Non-construction Employees:	9
Total:	15

(7% have 50 to 99 employees and 23% have 100+)

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

(7% had between \$15 and \$45 million in business activity; 18% had over \$45 million)

4. Share of dollar volume derived from residential construction (*Median*): **29%**

5. Contribute to the development of green/sustainable homes: **44%**

Member Profile

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

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

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

4. Race/Ethnicity: White: 94% Hispanic: 5%

5. Education: 69% have college/advanced degree
20% have some college education