

Who Are NAHB's Builder Members?

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The typical NAHB builder member is not a large company, but rather a small business. Results from the latest annual member Census, which NAHB has conducted since 2008, show that builder members maintained median revenue and payroll steady in 2025, but started a lower median number of housing units.

More specifically, the 2025 builder member census shows:

- The median gross revenue among NAHB builder members was \$3.7 million in 2025, unchanged from 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 employees carried on payroll was six, unchanged from the previous year.
- The median number of homes started was five, down from six the previous year.
- NAHB members who are primarily or secondarily remodelers completed a median of eight jobs costing more than \$10,000 during the year, up from six the previous year.

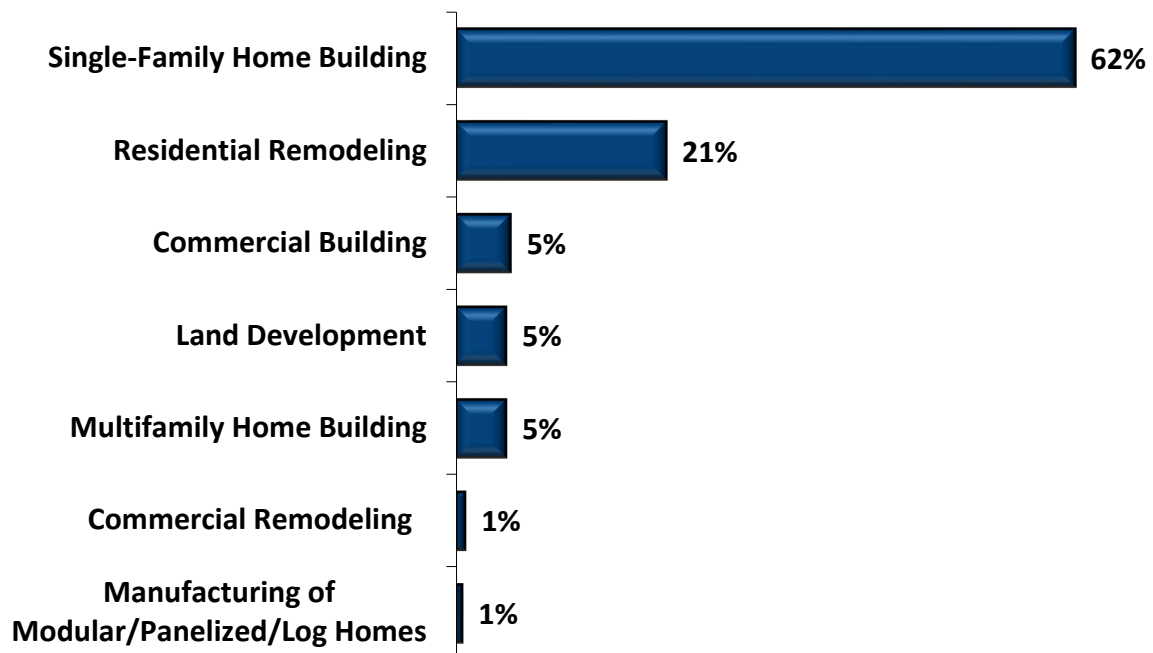
The following sections describe these and other results in more detail. At the end of the article is a series of profiles for each of the major categories of NAHB's builder members (single-family builder, residential remodeler, commercial builder, land developer, multifamily builder, commercial remodeler,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

62% of NAHB Builders Specialize in Single-Family Homes

At the time of the 2025 member census, NAHB had a total of 38,575 **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, remodelers, or developers themselves.

Among builder members, 62% reported single-family home building as their primary activity, 21% reported residential remodeling, 5% each commercial building, land development, and multifamily home building, and 1% each 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 2025.

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



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

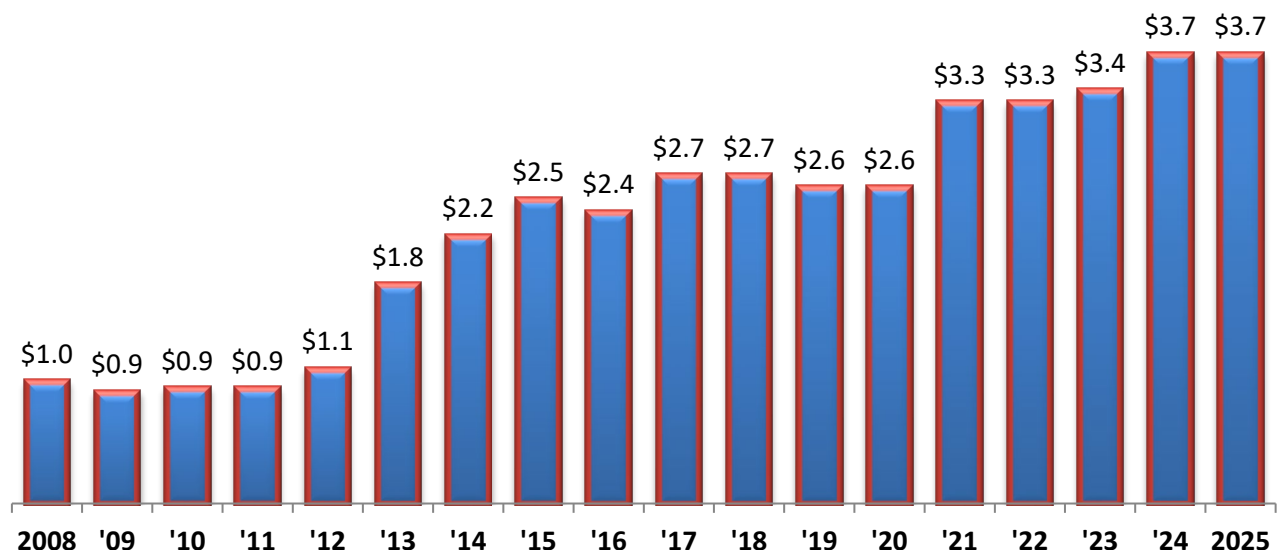
The composition of NAHB's builder membership in terms of their primary activity remained essentially unchanged between 2024 and 2025.

Median Revenue Was Flat in 2025

With a few exceptions, NAHB builder members are small businesses. In the 2025 NAHB census, 14% of builders reported a dollar volume of less than \$500,000, 11% reported between \$500,000 and \$999,999, 38% (plurality) between \$1.0 and \$4.9 million, 14% between \$5.0 and \$9.9 million, 7% between \$10.0 million and \$14.9 million, 10% between \$15.0 million and \$45.0 million, and 7% had revenue of \$45.0 million or more. The typical builder member reported \$3.7 million in gross revenue in 2025, unchanged from 2024. 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. It then jumped in 2021 to \$3.3 million and again in 2024 to \$3.7 million, where it stayed flat in 2025 (fig. 2).

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

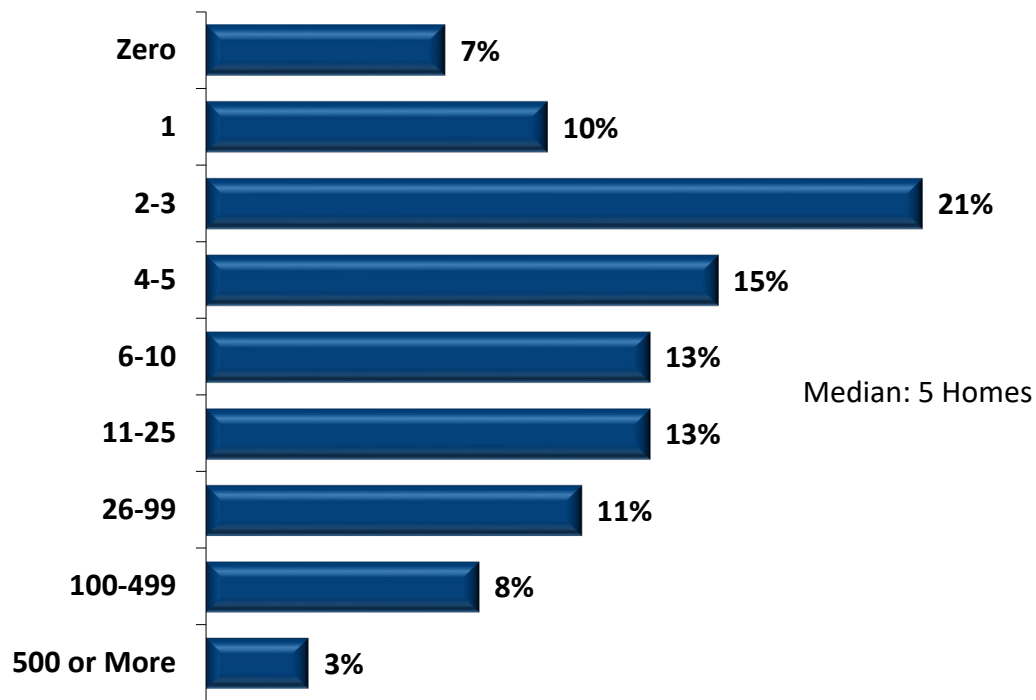


Revenue tends to vary considerably by builder type, and the same was true in 2025. The median dollar volume for multifamily builders was \$8.4 million, compared to \$2.1 million for residential remodelers, \$3.4 million for commercial remodelers, \$4.3 million for single-family builders, \$4.6 million for modular/panelized/log home manufacturers, \$4.6 million for commercial builders, and \$4.7 million for land developers.

Median Number of Homes Built Declines to 5 Per Year

The NAHB census also asked builders about the number of homes they started¹ in 2025. A plurality of 21% said they started two or three homes, 10% started one, 15% started four or five, 13% started six to ten, 13% started 11 to 25, 11% started 26 to 99, 8% started 100 to 499, and 3% started 500 homes or more. About 7% did not start any homes at all (fig. 3). The typical builder started five housing units in 2025.

Figure 3. Number of Housing Starts in 2025
(Percent of Respondents)

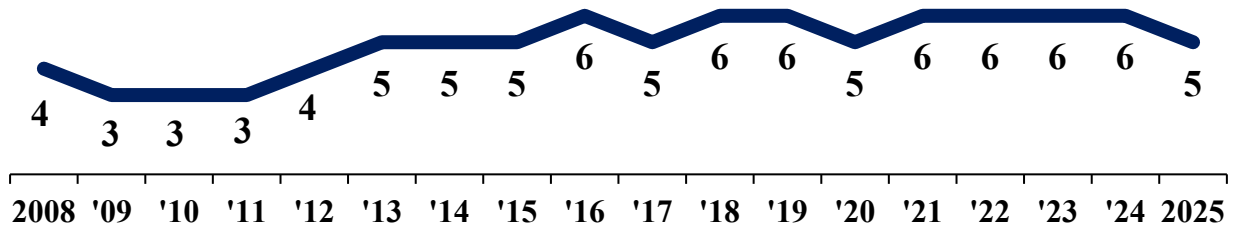


Not surprisingly, multifamily builders tend to start more homes per year than single-family builders. Multifamily builders reported a median of 100 housing starts in 2025, compared to five for single-family builders and one for residential remodelers (who build new homes as a secondary activity).

The median number of housing units started by NAHB builders has edged up since the start of the annual Census. From 2009 to 2011 (during the housing recession), the typical builder started only three housing units. That number rose to four in 2012, to five in 2013, and to six in 2016. Since 2013, builders' median number of starts has fluctuated between five and six units (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.

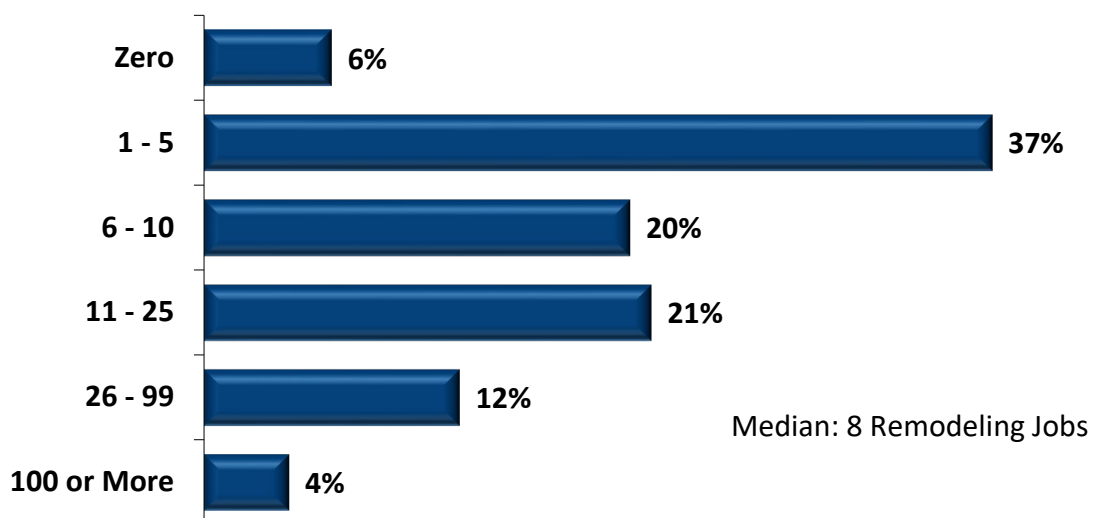
Figure 4. Median Number of Housing Starts: HISTORY



The Median Remodeler Completed Eight \$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 2025. The responses show that a plurality of 37% completed one to five jobs of this size, 20% did six to ten, 21% did 11 to 25, 12% did 26 to 99, and 4% completed 100 or more jobs costing over \$10,000 (fig.5). The typical builder member involved in residential remodeling as a primary or secondary activity completed eight \$10,000+ jobs in 2025. Since the question was introduced in 2022, this number has ranged between six and eight jobs. Not surprisingly, when calculated only among members whose primary activity is residential remodeling, the median number of jobs completed in that price range is higher, at 12 in 2025.

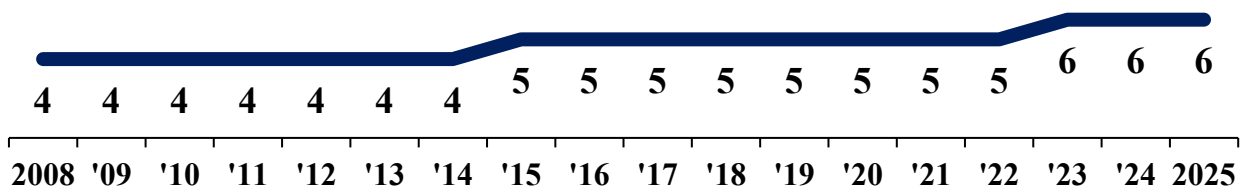
**Figure 5. Number of \$10,000+ Remodeling Jobs
(Percent of Residential Remodeler Respondents)**



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 2025 census, builder members reported a median of six employees (including employees in both construction and non-construction jobs). The number varied with the company's primary activity. Among multifamily builders, the median number of employees was 13, compared to four for land developers, five for both single-family builders and residential remodelers, nine for commercial remodelers, ten for commercial builders, and 11 for manufacturers of modular/panelized/log homes. Historically, the median number of payroll employees for NAHB builder members remained stable at four from 2008 through 2014, and at five from 2015 through 2022, before edging up to six in 2023 where it stayed unchanged in 2025 (fig. 6).

Figure 6. Median Number of Employees: HISTORY

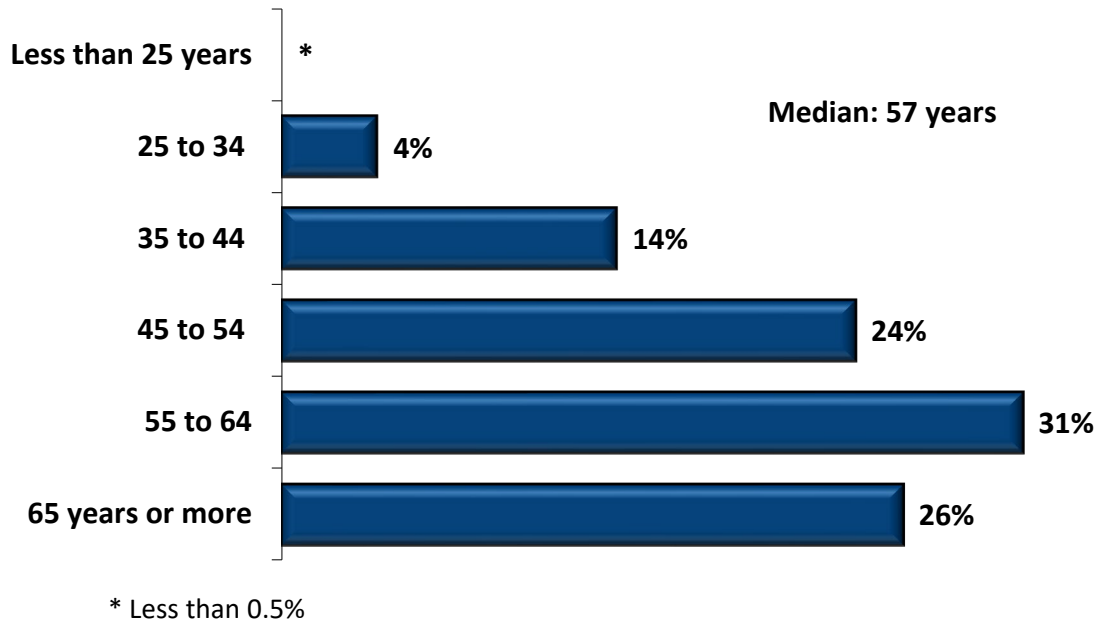


Age, Gender, Race, and Ethnicity

In 2025, only 5% of NAHB builder members were under 35 years old, 14% were 35 to 44, 24% were 45 to 54, 31% were 55 to 64, and 26% were 65 years or older (fig. 7). The typical builder member was 57 years old in 2025, the same as every year since 2017 except for 2024 (when their median age briefly rose to 58).

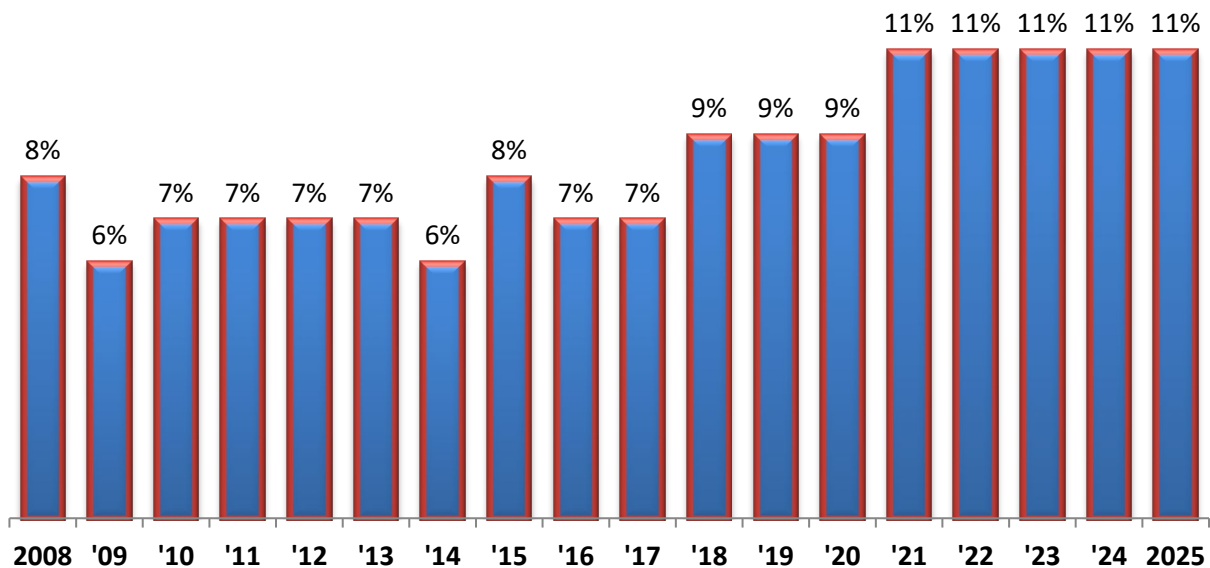
Builders' median age also shows some variation across primary activities. The typical land developer is older, at 63, than the typical manufacturer of modular/panelized/log homes (55), single-family builder (57), or residential remodeler (57).

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



In 2025, 11% of builder members were women. For the first decade of this census (2008 to 2017), women made up between 6% and 8% of total builder membership. The share edged up to 9% from 2018 to 2020, and then to 11% in 2021, where it has remained unchanged for the past five years (fig. 8). The 2025 census also shows that the female share is slightly higher among more recent members: 18% of those with only 1 to 4 years of membership are women, compared to 6% of those with 10 years or more.

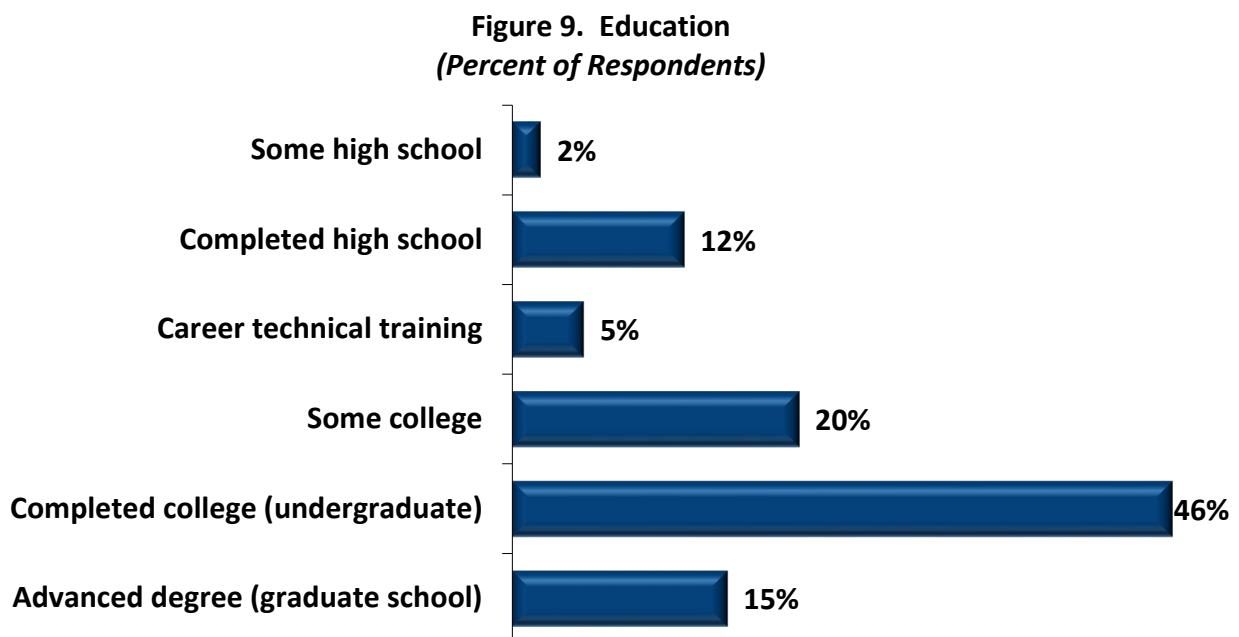
Figure 8. Female Share of Builder Members: HISTORY



Most NAHB's builder members are white. In 2025, 95% 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 either Pacific Islander or American Indian/Alaska Native. About 2% 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.

61% of Builder Members Have a Higher Education Degree

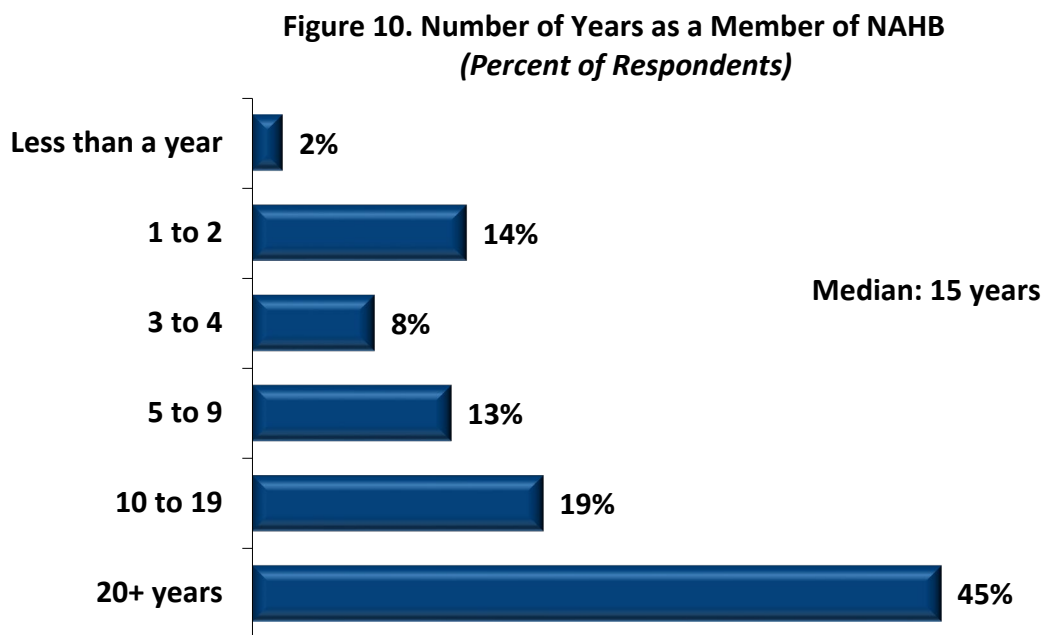
Sixty-one percent of NAHB's builder members have either completed college or attained an advanced graduate degree beyond that, 20% have some college but not a degree, 5% have career technical training, 12% completed high school, and only 2% report some high school education without graduating (fig. 9). 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, 80% of land developers have a degree, compared to 54% of commercial remodelers, 56% of residential remodelers, and 61% of single-family builders.

45% Have Been Members for Two Decades or More

The median tenure for NAHB builder members in 2025 was 15 years. Tabulations show that 16% have been members for less than three years, 8% for three to four years, 13% for five to nine, 19% for 10 to 19 years, and the remaining 45% have been members of NAHB for 20 or more years (fig. 10).



The tenure of 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 2025 (except for 2024 when it briefly reached 17 years). With a median tenure of 24 years, land developers have been NAHB members the longest, followed by multifamily builders (20 years), single-family builders and residential remodelers (both at 15), commercial remodelers (12), and commercial builders and manufacturers of modular/panelized/log homes (both at 10 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 2025

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	2025		
	22,996	23,733	22,891	22,412	23,462	23,005	23,246	22,794		

Company Profile

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

Construction Employees 3

Non-construction Employees 2

Total 5

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

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

Single Family 5

Multifamily 0

Total 5

Remodeling Jobs > \$10,000 4

(6% started 100-499 units and 2% started 500+ units)

3. Dollar volume of company's business activity (*Median*): \$4.3 million

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

4. Build Age-Restricted Housing for People Age 55+: 17%

5. Incorporate Green/Sustainable Features into Homes: 64%

Member Profile

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

2. Age (*Median*) 57 years

3. Gender: Male: 90% Female: 10%

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

5. Education 61% have college/advanced degree
19% have some college education

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

Residential Remodeler in 2025

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	2025		
	8,291	7,891	8,191	7,845	7,709	7,742	7,677	7,826		

Company Profile

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

Construction Employees	3
Non-construction Employees	2
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	12

*(Among residential remodelers who also build new housing units, 2% started 100-499 units.
7% completed 100+ remodeling jobs > \$10,000)*

3. Dollar volume of company's construction (*Median*): **\$2.1 million**
(1% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: **12%**

5. Incorporate Green/Sustainable Features into Homes: **54%**

Member Profile

1. No. of years as a member of NAHB (*Median*): **15 years**
2. Age (*Median*): **57 years**
3. Gender: **Male: 89% Female: 11%**
4. Race/Ethnicity: **White: 95% Hispanic: 2%**
5. Education **56% have college/advanced degree
25% have some college education**

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

Commercial Builder in 2025

	2008	2009	2010	2011	2012	2013 ⁴	2014	2015	2016	2017
Member Count	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	2025		
	1,964	2,151	1,692	1,956	1,909	2,008	1,954	1,970		

Company Profile

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

Construction Employees	7
Non-construction Employees	3
Total	10

(8% have 50-99 employees and 5% have 100+)

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

Single Family	2
Multifamily	0
Total	4
Remodeling Jobs > \$10,000	7

(Among commercial builders who also build new housing units, 2% started 100-499 units)

3. Dollar volume of company's revenue (Median): **\$4.6 million**

(22% 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: **40%**

Member Profile

1. No. of years as a member of NAHB (Median): **10 years**
2. Age (Median): **57 years**
3. Gender: **Male: 87% Female: 13%**
4. Race/Ethnicity: **White: 91% Hispanic: 3%**
5. Education: **58% have college/advanced degree
23% have some college education**

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

Land Developer in 2025

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	2025		
	1,624	1,489	1,732	1,505	1,649	1,383	1,621	1,801		

Company Profile

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

Construction Employees	1
Non-construction Employees	3
Total	4

(4% have 50-99 employees and 6% have 100+)

2. No. of units Started (Median):

Single Family	3
Multifamily	0
Total	5
Remodeling Jobs > \$10,000	3

(Among land developers who also build new housing units, 10% started 100-499 units and 8% 500+ units)

3. Dollar volume of company's revenue (Median): **\$4.7 million**

(27% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: **13%**

5. Incorporate Green/Sustainable Features into Homes: **33%**

Member Profile

1. No. of years as a member of NAHB (Median): **24 years**
2. Age (Median) **63 years**
3. Gender: **Male: 89% Female: 11%**
4. Race/Ethnicity: **White: 96% Hispanic: 2%**
5. Education **80% have college/advanced degree
11% have some college education**

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

Multifamily Builder in 2025

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Member Count	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	2025		
	1,817	1,566	1,532	1,911	1,689	2,107	1,981	1,793		

Company Profile

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

Construction Employees	6
Non-construction Employees	5
Total	13

(11% have 50-99 employees and 19% have 100+)

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

Single Family	0
Multifamily	90
Total	100
Remodeling Jobs > \$10,000	4

(32% started 100-499 units and 18% 500+ units)

3. Dollar volume of company's construction (*Median*): \$8.4 million

(38% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 29%

5. Incorporate Green/Sustainable Features into Homes: 76%

Member Profile

1. No. of years as a member of NAHB (*Median*): 20 years
2. Age (*Median*) 59 years
3. Gender: Male: 89% Female: 11%
4. Race/Ethnicity: White: 97% Hispanic: 4%
5. Education 75% have college/advanced degree
12% have some college education

Commercial Remodeler in 2025

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	2025		
	542	573	471	396	376	332	421	457		

Company Profile

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

Construction Employees	4
Non-construction Employees	3
Total	9

(4% have 50-99 employees)

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

Single Family	1
Multifamily	27
Total	27
Remodeling Jobs > \$10,000	45

(Among commercial remodelers who also build new housing units, 20% started 100-499 units)

3. Dollar volume of company's construction (Median): \$3.4 million

(7% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 9%

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

Member Profile

1. No. of years as a member of NAHB (Median): 12 years
2. Age (Median) 60 years
3. Gender: Male: 90% Female: 10%
4. Race/Ethnicity: White: 88% Hispanic: 5%
5. Education 54% have college/advanced degree
31% have some college education

Manufacturer of Modular/Panelized/Log Homes in 2025

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	2025		
	217	223	102	217	244	228	208	275		

Company Profile

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

Construction Employees	5
Non-construction Employees	6
Total	11

(14% have 50-99 employees and 21% have 100+)

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

Single Family	21
Multifamily	0
Total	21

Remodeling Jobs > \$10,000	2
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(28% started 100 to 499 housing units)

3. Dollar volume of company's revenue (*Median*): \$4.6 million

(44% had \$15 million or more in business activity)

4. Build Age-Restricted Housing for People Age 55+: 52%

5. Incorporate Green/Sustainable Features into Homes: 84%

Member Profile

1. No. of years as a member of NAHB (*Median*): 10 years
2. Age (*Median*) 55 years
3. Gender: Male: 86% Female: 14%
4. Race/Ethnicity: White: 100% Hispanic: 9%
5. Education 73% have college/advanced degree
14% have some college education

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