

NAHB INDUSTRY PULSE CHECK

Official Contest Rules for EO Completion Prize

1. Sponsor

This contest is sponsored by the National Association of Home Builders ("NAHB" or "Sponsor"), a nonprofit trade association located at 1201 15th Street NW, Washington, DC 20005.

2. Overview

NAHB is conducting the Industry Pulse Check ("Pulse Check") survey to gather data that strengthens advocacy, programming, and resources for affiliated home builders associations ("HBAs") and their members. The Pulse Check is conducted and hosted by an independent third-party polling company, Morning Consult. To encourage broad participation, NAHB will award prizes to all executive officers (EOs) who complete the survey.

3. Contest Period

The Industry Pulse check will be publicly available from May 1, 2026 through June 15, 2026. EOs will have exclusive, early access to the complete the Pulse Check, beginning the week of April 20, 2026 ("Early Access Period"). The contest period runs from this Early Access Period through June 15, 2026 at 11:59 p.m. Eastern Time ("Contest Period"). Only survey responses received before this deadline will count toward completion rates or prize eligibility. Sponsor's timekeeping system is the official clock for this contest.

4. Eligibility

EOs of NAHB-affiliated HBAs in good standing as of April 20, 2026, who personally complete the Industry Pulse Check survey during the Contest Period are eligible to receive an EO Completion Prize, a \$20 Amazon gift card to be spent at the recipient's discretion. Employees, board members, and contractors of NAHB are not eligible.

5. How to Participate

EOs must personally complete the Industry Pulse Check survey during the Contest Period using the survey link distributed by NAHB and include their name and email address at the end of the survey in order to be eligible. Limit one (1) survey completion per EO. Duplicate submissions will be disqualified.

6. Prizes

All EOs who complete the Industry Pulse Check survey during the Contest Period will receive a prize ("EO Completion Prize"). The prize will be a \$20 Amazon gift card to be spent at the EOs discretion. Any additional prize details will be communicated directly to EOs via official NAHB communications.

Prizes have no cash value and are non-transferable. NAHB reserves the right to substitute a prize of equal or greater value if the stated prize becomes unavailable.

7. How Winners Are Determined

EOs who complete the Industry Pulse Check survey during the Contest Period will automatically qualify for the EO Completion Prize. No ranking or competitive selection is involved; all qualifying EOs receive the prize.

9. Winner Notification and Prize Fulfillment

Following the close of the Contest Period, NAHB will notify EOs by July 31, 2026 via official NAHB communications of their eligibility to receive the Completion Prize. NAHB will coordinate delivery of EO Completion Prizes following notification.

If a prize notification is undeliverable or a winner does not respond within 30 business days, NAHB reserves the right to retain the Prize.

10. Tax Considerations

Prizes may constitute taxable income to the recipient. The fair market value of prizes may be reported to the Internal Revenue Service as required by applicable law. Recipients are solely responsible for any federal, state, or local taxes arising from receipt of a prize. NAHB recommends that recipients consult a qualified tax advisor regarding the tax treatment of prizes received.

11. Conduct and Integrity

This contest is intended to encourage genuine EO engagement with the Industry Pulse Check survey. The following conduct is prohibited and may result in disqualification of the EO:

- Submitting duplicate or fraudulent survey responses
- Any manipulation of completion rate data
- Any conduct that NAHB, in its sole discretion, determines undermines the integrity of the contest

NAHB reserves the right to audit completion data and disqualify any EO found to have engaged in prohibited conduct. Disqualification forfeits all prize eligibility.

12. General Conditions

NAHB reserves the right to cancel, suspend, or modify this contest at any time if circumstances beyond its control impair the integrity or proper administration of the contest. NAHB is not responsible for technical failures affecting survey delivery, completion tracking, or leaderboard updates.

13. Limitation of Liability

To the extent permitted by applicable law, NAHB's liability to any participant is limited to the value of the prize for which that participant is eligible. NAHB is not liable for any damages arising from participation in this contest or from the receipt or use of any prize.

14. Governing Law

This contest is governed by the laws of the District of Columbia, without regard to conflict of law principles. Any disputes shall be resolved exclusively in the courts of the District of Columbia.

15. Privacy

Personal information and survey data collected in connection with this contest will be used for contest administration, survey analysis, and NAHB's organizational purposes, in accordance with NAHB's Privacy Policy. Individual survey responses will be kept confidential. Aggregate and anonymized data may be reported publicly.

16. Publicity

By participating, HBAs and EOs grant NAHB the right to announce and publicize the names of winning HBAs and their EOs, along with their completion rate achievements, in NAHB's communications, publications, website, and promotional materials, without additional compensation.

17. Questions

For questions about the Industry Pulse Check contest, contact NAHB at blueprint@nahb.org

These rules are effective as of April 20, 2026 NAHB reserves the right to update or amend these rules with notice to participants.