

NAHB INDUSTRY PULSE CHECK

Official HBA Business Grant Promotion Rules

1. Sponsor

This promotion 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 local 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 HBAs whose members achieve the highest completion rates within their size category.

3. Contest Period

The promotion period runs from the survey launch date, May 1, 2026, 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 promotion.

4. Eligibility

All NAHB-affiliated HBAs in good standing as of April 30, 2026, are eligible to compete for the HBA Leaderboard Prize. HBAs are grouped into three size categories based on total Builder and Associate member count as of April 30, 2026:

- Small: 10 to 199 members
- Midsize: 200 to 599 members
- Large: 600 or more members

HBAs not in good standing as of April 30, 2026, are not eligible.

5. How to Participate

No separate entry is required. HBAs are automatically entered into the promotion when at least one (1) of their local members a) completes the survey and marks said HBA as the organization where they hold membership or b) completes the form stating that they do not wish to participate in the survey but would like to be eligible to win and marks

said HBA as the organization where they hold membership. Only completed Industry Pulse Check surveys count toward an HBA's completion rate and leaderboard ranking. Members who submit the opt-out form without completing the survey allow their HBA to be entered into the promotion, but do not count toward completion rates or prize calculations. HBAs should encourage their Builder and Associate members to complete the Industry Pulse Check survey during the Contest Period. Completion rates will be tracked automatically by Morning Consult and reported weekly to NAHB.

6. Prizes

NAHB will award a total of nine (9) business grants to the top three HBAs in each size category that achieve the highest percentage of member completion rates by June 15, 2026. Prizes are awarded as follows:

Small, Midsize, and Large Categories (each):

- First Place: \$2,000 business grant
- Second Place: \$1,500 business grant
- Third Place: \$1,000 business grant

Grants will be awarded to the HBA organization, not to individual staff or members. Grants must be used for HBA business purposes as determined by the HBA. Approximate total prize pool value: \$13,500.

7. How Winners Are Determined

The HBA Leaderboard Prize is determined by each eligible HBA's member completion rate, calculated as follows:

$$\text{Completion Rate} = \frac{\text{Number of completed member surveys}}{\text{Total eligible members}} \times 100$$

Eligible members are Builder and Associate members of the HBA as of April 30, 2026. HBAs will compete only against other HBAs in their size category. The top three HBAs by completion rate in each category will be awarded prizes.

In the event of a tie within a size category, the HBA that reached the tied completion rate earliest during the Contest Period will be ranked higher. NAHB's calculations are final and binding.

8. Leaderboard

A leaderboard displaying the top five HBAs in each size category will be posted on nahb.org and updated weekly throughout the Contest Period. The leaderboard will be

available for viewing from May 8 through June 16, 2026. Completion rates shown on the leaderboard are based on data available at the time of each weekly update and may not reflect real-time totals.

9. Winner Notification and Prize Fulfillment

Following the close of the Contest Period, NAHB will calculate final completion rates and determine HBA Leaderboard Prize recipients. Winning HBAs and their EOs will be notified by July 31, 2026, via official NAHB communications. NAHB will coordinate delivery of business grants and 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 award the prize to the next eligible HBA in the applicable size category.

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 promotion is intended to encourage genuine member engagement with the Industry Pulse Check survey. The following conduct is prohibited and may result in disqualification of the HBA and/or EO:

- Submitting duplicate or fraudulent survey responses
- Coercing or improperly incentivizing members to complete the survey without genuine participation
- Any manipulation of completion rate data
- Any conduct that NAHB, in its sole discretion, determines undermines the integrity of the promotion

NAHB reserves the right to audit completion data and disqualify any HBA or 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 promotion at any time if circumstances beyond its control impair the integrity or proper administration of the promotion. 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 promotion or from the receipt or use of any prize.

14. Governing Law

This promotion 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 promotion will be used for promotion 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 promotion, contact NAHB at blueprint@nahb.org

These rules are effective as of April 27, 2026 NAHB reserves the right to update or amend these rules with notice to participants.