



NARI-MN INSIDER

February 2021

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Message From the President

Hello NARI-MN Members!

We had an overwhelming response that you want content around Business Development, Industry Updates, Networking, and Growth Opportunities. We are listening, and these topics have shaped our strategic planning. We have implemented these as focal points within our committees and continue to weave them into our events. Stay tuned as we touch on all these important topics throughout the year.

We held our first ever LunchBox Hour on February 3rd, which was hosted by Michael Mahin of Shady Oak Distribution. The topic was Ventilation and the diverse scenarios we face in remodeling. LunchBox Hours are a great way to get in front of members and talk about what you specialize in and how you and your business can support the industry. This event is designed to be over the lunch hour and easily accessible for your entire team to attend.

Our board of directors and committees are hard at work to bring valuable events, interesting content, and lots of unique ways to network with other members.

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The biggest benefits I have gained from the association have come from being involved and volunteering on committees. The natural progression was to join the board. If any member would like to connect and learn more about getting more involved or you have great ideas on how we can bring more value to you and your teams, please don't hesitate to reach out to me, alana.wynne@ferguson.com or always feel free to contact the NARI – MN office.

- Alana Wynne



Alana Wynne
NARI-MN 2021 President
Ferguson Kitchen & Bath



Welcome to 2021!

"During our 20+ years with NARI of Minnesota, we have found it to be a great resource for quality education, business networking, and resources." NARI-MN Member

The Program and Education Committee has created programming for 2021 that is divided into four main areas. These four were chosen based on the responses to our 2020 Membership Satisfaction Survey, conducted last fall. The four areas are:

- **business development**
- **industry updates**
- **networking**
- **growth opportunities**

Fully 81% of the respondents in our Membership Survey said that they wanted to grow their business and learn new things in an environment with like-minded professionals who challenge them to be better. And, they want to use a network to learn new information. From your comments and suggestions to the Program and Education Committee's action.

We are excited about this year's opportunities and hope that you are too. Review the next sections to find out more about opportunities for you to grow your business, develop some exciting connections, learn about trends in the industry, and continue improving your excellent business skills.

Be sure and save the dates on your calendar. Look these over and let the office know if you have any questions. If you want to register for any of these events please visit the events page on the NARI-MN website, <https://business.narimn.org/events>.

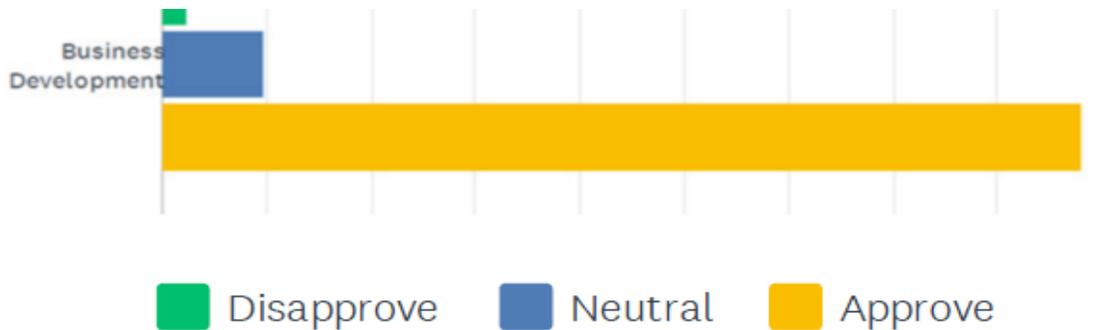
Meeting/event reminder: the NARI-MN Board of Directors decided that all meetings over 25 people would be held via online technology until May 15. Plan now to attend our in-person events in June, July, and August.



Business Development

NARI-MN is working on helping members grow in 2021. This is a pivotal year for the country, our state, and the remodeling industry. The Joint Center for Housing Studies is predicting a slight increase in remodeling from 2020 – from 3.5% to 3.8% increase. That is excellent news for NARI-MN members. We have lined up programming to help in this growth.

Business development was selected for our first 4 monthly meetings this year based on our member survey. Here are the results of our survey:



February, March, April, and May's meetings will all be devoted to business development. Here are the topics, dates, speakers, times, and more:

February 9, 5:30 p.m. - 7:00 p.m.

Business Development: NARI101 - Making Your Business Grow with NARI

<https://business.narimn.org/events/details/2021-february-business-development-nari101-1176>

This presentation includes information about how to use your membership to grow your business, sharing opportunities with fellow members, and tips on benefits you may not know we have.

Speakers include members of the Board of Directors and the Program & Education Committee

March 9, 5:30 p.m. - 7:00 p.m.

Business Development: Project Management Software Review

<https://business.narimn.org/events/details/2021-march-business-development-project-management-software-review-1543>

Three project management software vendors will be sharing information about their software during this session. Each will have 20 minutes to provide information and answer your questions. Is it time to rethink your project management software?

Speakers include: BuilderTrend, Build Tools, & Co-Construct

April 13, 5:30 p.m. - 7:00 p.m.

Business Development: Strategies for Building the Best Team for Your Business

<https://business.narimn.org/events/details/2021-april-business-development-strategies-for-hr-communication-1545>

Our people represent our business to clients, customers, and vendors. The ability to build our teams and communicate effectively and efficiently within those teams can make a huge difference to our bottom line. Join us and learn strategies to achieve your dream team.

Speakers: TBD (stay tuned!)

Remodeling, by its nature, is constantly changing. We are learning about new technologies in the home, solar array capture in roofing tiles, efficiencies in windows, changes in ventilation, and more.

Our LunchBox Hour is the newest addition to a stellar training experience for the NARI-MN members. This members-only opportunity is on Wednesday's from noon to 1:00 p.m. The session is over your lunch hour. Grab your lunch, flip open your computer, login to the session, and learn what is new in your industry.

Schedule to date:

February 3	Shady Oak Distributing	Basics of Kitchen Ventilation (CEUs available)
February 10	Stabeck Sales & Marketing	Using Customization in Hardware & Smart Locks
March 17	Hellmuth & Johnson	Contracts
March 24	LP Building Solutions	SmartSide ExpertFinish
April 7	Stabeck Sales & Marketing	Panasonic Ventilation
April 21	MSP Home Tour/Lux Home Tour	Home Tour Magic

Six additional LunchBox Hour sessions are on tap and ready for your learning!

Check back regularly at <https://business.narimn.org/events>. Set aside some Wednesdays to learn with NARI-MN!



**NEW
OPPORTUNITY
IN 2021!**

October Monthly Meeting

October 12, 5:30-8:30 p.m.

IMS Building, 275 Market Street, Minneapolis

Annual Meeting

Back in the IMS Building after several years. We have asked NARI Tones to play, but haven't heard back. Session will be in the atrium. Food will be served.

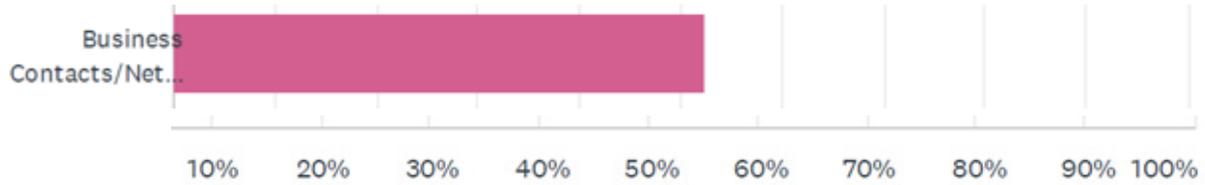
Live and in person – check out what is happening in the remodeling industry

Speakers: Alana Wynne, NARI-MN President, national speaker TBD

Thank you to everyone that participated in the survey. This year's survey will be our Benchmarking Survey where we ask information about your business so that we can definitively answer the question, who are our members. We receive questions in the office about members and this information will be instrumental in our marketing your excellence to the consumer market.

Networking

Q1 Membership in NARI MN has many benefits. Out of the following select list, please indicate the most important to your company.



Of all of the possible answers to this question listed, Business Contacts/Networking received the highest responses at almost 53%

Networking is an opportunity to meet others, learn about other organizations, find connections, and grow your brand personally and professionally. We offer a number of ways that you can network and develop business contacts.

Schedule to Date:

June 8	Firm Night at Hallmark Building Supplies
July 20	Golf at Prestwick in Woodbury
August	Saints game at CHS – date TBD
September 14	Firm Night at Modern Design Cabinetry in Cologne
December 14	Firm Night at Daltile in Plymouth

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"The annual NARI CotY Award program is one of the best marketing tools remodelers can use."

The Minnesota Chapter of NARI is focused this year on helping its members grow. We have several opportunities to foster that growth:

- RoundTables – our small group gatherings where member-to-member support helps members develop and hone business skills
- Contractor of the Year – our annual event recognizing excellence in the industry – contractors vie for awards in over 30 categories.
- National Home Improvement Month – May is the month to celebrate this industry. We offer a full-range of marketing tools for members to use in social media, online, and through press releases.

— MAY IS —
**NATIONAL HOME
IMPROVEMENT MONTH**

YOUR HOME.
REIMAGINED.
TRUST YOUR "AFTER" TO US.


NARI CotY[™]
2021 AWARDS

MINNESOTA

** The 2021 CotY Award Gala will be held in-person on Tuesday, November 9th at A'Bulae in downtown St. Paul. **



Current RoundTables:

- Design-Build RoundTable
- Designers RoundTable
 - RoundTable N
 - RoundTable II
- Women's Contractor RoundTable
 - Women RoundTable
- Past Presidents Lead Diversity RoundTable

2021 Event Calendar

JANUARY

19 Game Night
5:30 PM - 7:00 PM
Via Zoom

FEBRUARY

3 LunchBox Hour
Shady Oak Distributing
12:00 PM - 1:00 PM
Via Zoom

9 Monthly Meeting
NARI 101
5:30 PM - 7:00 PM
Via Zoom

10 LunchBox Hour
Stabeck Sales & Marketing
12:00 PM - 1:00 PM
Via Zoom

MARCH

9 Monthly Meeting
Project Management
Software Review
5:30 PM - 7:00 PM
Via Zoom

17 LunchBox Hour
Hellmuth & Johnson
12:00 PM - 1:00 PM
Via Zoom

24 LunchBox Hour
LP Building Solutions
12:00 PM - 1:00 PM
Via Zoom

APRIL

7 LunchBox Hour
Stabeck Sales & Marketing
12:00 PM - 1:00 PM
Via Zoom

13 Monthly Meeting
Strategies for Building the
Best Team for Your Business
5:30 PM - 7:00 PM
Via Zoom

21 LunchBox Hour
MSP Home Tour &
Greenspring Media
12:00 PM - 1:00 pm
Via Zoom

MAY

11 Monthly Meeting
Strategies for Running More
Profitably
5:30 PM - 7:00 PM
Via Zoom

19 LunchBox Hour
Fireside Hearth & Home
12:00 PM - 1:00 PM
Via Zoom

JUNE

8 Firm Night
Hallmark Building Supplies
5:30 PM - 8:30 PM
* In - Person

JULY

14 LunchBox Hour
Fireside Hearth & Home
12:00 PM - 1:00 PM
Via Zoom

20 Golf Event
Prestwick Golf Club
12:30 PM Shotgun Start

AUGUST

Saints Game -TBD
CHS Field, St. Paul

SEPTEMBER

14 Firm Night
Modern Design Cabinetry
5:30 PM - 8:30 PM

10 CotY Submissions Due

OCTOBER

12 Chapter's Annual Meeting
IMS Building
5:30 PM - 8:30 PM

22 LunchBox Hour
Fireside Hearth & Home
12:00 PM - 1:00 PM
Via Zoom

NOVEMBER

9 CotY Gala
A'Bulae - St. Paul
5:00 PM - 10:00 PM

DECEMBER

14 Firm Night
Daltille
5:30 PM - 8:30 PM



*** All events
are subject to
change.**

2021 NARI-MN Regional CotY Winners

Residential Bath Under \$25,000
DreamMaker Bath & Kitchen



Residential Interior Under \$100,000
mackmiller design + build



Residential Addition \$100,000 to \$250,000
Ben Quie and Sons



Residential Exterior Under \$50,000
Bluestem Remodeling



Residential Exterior Over \$200,000
Mom's Design Build



Entire House \$250,000 to \$500,000
Lake Country Builders



Entire House \$500,001 to \$750,000
Bob Michels Construction, Inc.



Residential Landscape Design Outdoor Living
Under \$100,000
Mom's Design Build



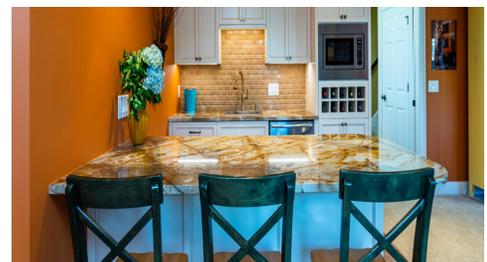
Residential Landscape Design Outdoor
Living \$100,000 to \$250,000
Mom's Design Build (TIE)



Residential Landscape Design Outdoor
Living \$100,000 to \$250,000
Livit Site + Structure (TIE)



Basement \$100,000 to \$250,000
mackmiller design + build



Congratulations to all the Minnesota chapter winners!

**National CotY winners will be
announced on April 30th!**

Member Resources - Did You Know?

Education

Age Safe America

- Senior Home Safety Specialist course fee reduced for each employee of a NARI member company who signs up through the NARI member portal. ASA services registry for business referrals and trained members can also be referred for Home Safety Assessments

[Learn More](#)

Score

- A nonprofit association dedicated to helping small businesses grow and achieve their goals through education and mentorship.

[Learn More](#)

Product Savings

Best Bath

- Luxury marine commercial grade barrier free/standard shows and tub and showers. One day install/commercial multi-family. NARI members receive 30% ordering from website, set up as a dealer 40-50% off with terms.

[Learn More](#)

The Home Depot

- 2% Cash Rebate; Qualifying purchases of \$12,500/6 months; Register every credit card and THD will keep track of your purchases for you. Spend \$12,500 from Jan 1 - June 30 and/or July 1 - Dec 31 and qualify for 2% cash back on every purchase. The check will arrive at your doorstep,

[Learn More](#)

NARI Savings Center

- NARI Savings program includes incredible savings at Office Depot in addition to hotels, car rentals, and services to help your business run better. This includes payroll services, credit card processing, background screening, and more.

[Learn More](#)

Zoro

- Your one-stop-shop for remodeling supplies. Zoro offers building materials, tools, safety products, and more at everyday low prices. NARI members get 10% off and free shipping.

[Learn More](#)

Technology Services

2020

- 2020 will provide NARI members purchasing a subscription of 2020 Design Live or 2020 Design Live Foundation, a pricing rebate of \$100 off the then current pricing for 1st year. This offer cannot be combined with any other promotion.

[Learn More](#)

LocalIQ

- Free digital health report - 50% off for the first 3 months of SEO, search, targeted email, social ads, and display ads.

[Learn More](#)

Podium

- Wave set-up fee; Channel all of the communication platforms directly to your cell phone. Never miss a message regardless of how it is sent to you, and respond just as easily.

[Learn More](#)

Member Resources - Did You Know?

Rapid Compliance Solutions (RCS)

- \$20/month savings (40% off retail) + (7) days free usage of the software package. If you work in homes built before 1978, you need to comply with the Federal Lead laws. Avoid fines, fees, and project documentation issues with RCS lead documentation platform.

[Learn More](#)

Business Services

NARI Building Bucks

- NARI is pleased to partner with EnerBank USA to create the NARI Building Bucks program. Discover what thousands of contractors already know - offering an unbeatable choice of unsecured home improvement financing options increase sales and helps grow business.

[Learn More](#)

NARI Liability Insurance Program

- NARI is pleased to offer a custom designed liability insurance program exclusively available to active NARI members. Boasted as the most comprehensive insurance package in the industry.

[Learn More](#)

Approval

- First project free: Clear project milestones make customer payments faster and easier with step-by-step approval, secure payment options, and reduce delays with committed funds.

[Learn More](#)

Cert-Safe

- NARI members receive \$5/month savings and pay only \$30/month per user instead of \$45. Automatically manage all of your documentation, including insurances and certification, save administration time and save money.

[Learn More](#)

Safe Business Checklist

- NARI's safe business resource series covers topics such as business contingency planning, financial best practices, insurance needs, workplace security, contracts, safety, etc. Tools in development include webinars presented by industry experts and document templates.

[Learn More](#)

Customer Service

Guild Quality

- Nearly 2,000 homebuilders, remodelers and contractors rely on GuildQuality to measure and improve their levels of customer satisfaction. As a NARI member, you can survey up to 50 of your past customers through GC at no cost.

[Learn More](#)

AnswerForce

- 1 month of live call answering based on a 100 minute plan, which is worth \$129. We also waive the set up cost of \$99.

[Learn More](#)

Avid Ratings

- 60 day free trial; Enjoy your strengths and identify and correct your weaknesses with independent, 3rd party customer surveys. (savings based on program with approximately 50 surveys per year)

[Learn More](#)



NARI of Minnesota's Mission:

To be the primary remodeling resource for professionals and consumers by elevating the professionalism of the remodeling industry through expanding knowledge, building relationships, and recognition of industry excellence.