

## **Professional Designations Offer Significant Rewards, Opportunities for Industry Pros**

Arguably the best investment any professional can make, time spent in the classroom or acquiring practical, hands-on training nearly always positively impacts a company's bottom line. Building industry professionals across the nation are taking proactive steps to enhance their business savvy, broaden their area expertise and increase their marketability—all thanks to NAHB's advanced professional education programs. Currently the NAHB University of Housing offers more than a dozen professional designations aiming to improve your skills, advance your career, and recognize industry expertise and commitment to professional growth.

The benefits of earning a professional designation are abundant. Participants reap the rewards of staying up to speed on the latest developments in business, building methods and technology, while conveying to clients the know-how and professional dedication required to earn a designation. Customers then can use these designations to identify and select professionals who have specialized in their areas of interest, knowing that a University of Housing graduate demonstrates superior training, practical experience and in-depth knowledge. And, to find an NAHB member with a professional designation, just visit the NAHB web site at [www.NAHB.org/designations](http://www.NAHB.org/designations).

Additionally, designation holders can take advantage of valuable networking opportunities throughout their enrollment, working closely with expert instructors and other professionals both within their field and outside their specific areas of expertise. Through these continuing education programs, participants develop a network of contacts throughout the nation that offers a ready-made sounding board for new ideas and challenges, without potential conflicts that might arise between competitors in the same local market.

***“Keeping current on education helps you stay abreast of market changes and trends. It’s also a great way to set yourself apart from the competition.”***

***- Erin Bloss, Reese Construction  
(currently working toward her CGR designation)***

Other benefits frequently cited by designates include leadership development, mentoring opportunities, reinforcement of existing knowledge and skills and an improved recognition of challenges and opportunities shared across their areas of specialization.

Earning a professional designation from the NAHB is a rigorous process, but according to NAHB statistics, builders and remodelers are eager to enroll in designation programs. In the past year alone, hundreds of professionals have completed advanced courses. In many of the programs, there are twice as many people in the process of earning their designations as those who currently hold them.

***“The number of participants in our continuing education program doubled over the last year. Once we began offering courses locally that were previously held out of the area, our members were thrilled to take advantage of the opportunity.”***

***- Alissa Johnson, Home Builders Association of Lincoln***

NAHB's commitment to offering industry professionals the best, most-extensive continuing education programs available is evident in the diverse array of available programs. Most designations cover industry basics such as business management and marketing techniques, along with specialized courses including aging-in-place programs, property management and more.

Through the National Association of Home Builders' (NAHB) University of Housing, industry professionals can earn professional designations in any one of 13 areas. For more information on specific designations, visit [www.NAHB.org/designations](http://www.NAHB.org/designations).