

NKBA Affinity Programs - NKBA.org/Affinity

The NKBA offers a wide range of benefits for its members, including affinity programs. These programs are partnerships that provide NKBA members a better value or discount. The NKBA has partnered with vendors and other service providers so that members can take advantage of preferred rates on day-to-day business operations.

ServiceMagic

ServiceMagic is the NKBA's Preferred Online Lead Generation Provider. ServiceMagic, headquartered in Golden, CO, has been in business since 1999. In that time, they have connected over 11 million homeowners with service professionals nationwide, and currently receive 450,000 homeowner service requests every month. The business operates with a pay-per-lead model and there are over 58,000 service professional members.

Right now, we all have to stretch every dollar and control every expense. ServiceMagic offers a targeted lead service that allows you to specify exact project types and zip codes, as well the ability to track your marketing dollars. Affinity program benefits for NKBA members include:

- Consumer trends and market intelligence customized by NKBA chapter*
- Free enrollment (a \$99 value)
- Lead fee discounts based on the total investment and volume from NKBA members. The more members join, the better!
- VIP customer service and support

To learn more about ServiceMagic, call (877) 526-1045 or visit www.ServiceMagicPros.com.

GE Money

GE Money's Home DesignSM program offers NKBA members consumer financing options. The NKBA and GE Money, a unit of General Electric Company, have entered into a partnership to provide consumer financing with GE Money's Home DesignSM program. This program offers a revolving credit card that can be offered through NKBA dealer, designer, and builder/remodeler members.

As a member of the NKBA, when you choose GE Money, you get:

- Access to GE Money's online Training Resource Center to learn more about the benefits of financing, how to use GE Money's financing products, and how to increase sales through financing.
- The Marketing Toolkit which is an online service that allows members to promote financing offers through targeted direct mail campaigns.

To learn more about GE Money's Home Design Program, call (866) 209-4457 or visit www.GEMoney.com/HomeDesign.

Heartland Payment Systems

Heartland Payment Systems can save you time and money on credit/debit/prepaid cards and payroll processing services.

As a member of the NKBA, when you partner with Heartland, you get:

- A consultative business partner who can help you navigate the complexity of managing your card acceptance program and payroll processing services
- The highest level of local personalized sales and service in the marketplace
- Specialized association pricing which discloses all costs and fees with a 3-year rate guarantee
- Technology products designed specifically for your industry
- Online access to your account information

For a free, no obligation consultation, call (866) 976-7207 or visit www.HeartlandPaymentSystems.com.

Acteva Online Registration & Payments

Acteva can help you publish, promote, sell, and manage events of any size. In as little as 20 minutes, you can create an online event registration web page and securely process event registrations, ticket sales, membership dues, and more. Acteva's easy online tools can help you increase attendance and revenue.

Acteva is an affordable, pay-as-you-go solution that does not require any long-term contracts. As a member of the NKBA, when you choose Acteva, you get:

- A trusted solution and vendor to help you get your event registration pages up and running quickly
- Discounted pricing including 20% off your Acteva Plus Event Activation Fees and 20% discount on Acteva Registration Processing Fees for the life of your account
- A proven solution with the highest levels of security

To learn more about Acteva and request the NKBA discount, visit <http://pages.acteva.com/nkba.html>.

For more information on these NKBA Affinity Programs, visit NKBA.org/Affinity or contact NKBA Customer Service at 800-THE-NKBA (843-6522) or feedback@nkba.org.