

In this Issue:

- A message from the President
- Calendar of events
- We have a new phone number!
- The Big Sale
- September Chapter Meeting
- Thank You August Meeting Host
- Start Perfecting Your Grilling Techniques!

Hello NARI Members

Our August chapter meeting at Floor & Décor was an adventure as we started with a scavenger hunt inside the store. It was very fun and creative so a big thank you to Kay, Danny and the entire crew at Floor & Décor.

Many of you may have noticed Tucson Rolling Shutters liked your Facebook or asked you to connect on LinkedIn or [Alignable](#). One of my jobs for TRS is handling all marketing. Joining social media helps all of our rankings as seen by the Google PageRank algorithms. We all want Google to list us before our competition when a potential customer starts searching online. The draw back can be even if you are listed near the top, so is all your competition.

However, there is another way to get in front of customers and it can be just as successful with less competition. Locally, there are many ways to appear in front of potential customers online without giving it all to the Google monster. Your local media sources all have websites that are favorites of your customers. Tucson newspapers, local TV stations, Tucson Lifestyle, event pages, things to do in Tucson pages, and Realtor pages are just a few of the many places you can appear. Banner ads, page sponsors, pre roll, post roll video spots; all can put you in front of your customers. The rates are usually much lower for electronic media. Make sure it's working for you by paying attention when your rep sends you the click through rates. Also, when your webmaster shows you the traffic coming in through your website, make sure you are seeing the media listed as sources of the traffic. Many of these LOCAL sources offer additional marketing strategies such as targeting computers or mobile devices. These devices can be targeted demographically, geographically, and also utilizing any searches that were done for specific key words. For example, when you are searching for a new car online you will look at several images, facts, options, etc. Have you ever noticed the next day when you are checking Facebook or the online news, that car you were just searching is now directly in front of you again in an ad? That is called search

intent targeting- targeting a person that is in the actual buying cycle. Make sure you are taking advantage of all the possible sources of lead generation for your business

Cheers,

Chris Trafton, President of NARI of Southern Arizona

Upcoming Chapter Meetings & Special Events

Current & Upcoming Events

- Sept. 7, the NARI office will be closed in observance of Labor Day
- Sept. 9-11, **NARI Leadership Summit** in Cleveland, OH (NARI office will be closed)
- Sept. 15th, monthly chapter meeting hosted by Sun Lighting
- Oct. 10th, **Remodeling Materials Parking Lot Sale** at The HabiStore
- Oct. 20th, monthly chapter meeting and BBQ Challenge hosted by Arizona Grill & Hearth

All events are subject to change. Please check our [Calendar of Events on our website](#) for details and updates on all events.



Our chapter has a NEW Phone number! You can now reach the NARI office by calling 520-800-9015

BIG SALE!

Donate to NARI's Remodeling Materials Parking Lot Sale!

Every time you walk out into your storage area, are you tripping over boxes of old merchandise from last year's Labor Day event? Maybe you have items left over from a job or a perfectly good light fixture you took out of your last remodel project.

Whatever it is, don't throw it away! Donate it to NARI for our upcoming sale!

We still need **a ton** of stuff- appliances, lighting, electrical supplies, plumbing supplies, ceiling fans, brick, cinderblock, and tile, vanities, sinks, etc. You don't even need to be a NARI member to donate.

Save your Stuff!

Oct. 10 **NARI of Southern Arizona**
Save the Date **Home Improvement Surplus Sale**

NARI of Southern Arizona, Pima County's own non-profit remodeling trade organization, is hosting it's 1st annual [Home Improvement Surplus Sale!](#)

WE NEED YOUR DONATIONS

Items not sold at the sale will be donated to The HabiStore. If you have items to donate, please contact our Sale Committee Chair Chris Trafton, 891-8866 or Rebecca at 800-9015.

Here are some recent of the items we have received from NARI members: Family Air donated the Trane furnace, Rebecca donated the shower kit, and Desert Earth and Wood donated the window! What cool items does your company have to donate?



Join Us at Sun Lighting on September 15th!

Sun Lighting has a great showroom and it's great place to see the latest LED technology as well as network with your colleagues in the remodeling business! We have a great presentation in store- Tucson Electric Power is going to talk about saving energy with lighting!



Sun Lighting is located at 4545 E Broadway Blvd, Tucson, AZ 85711 [map link](#)



The meeting runs from 5:30 to 7:30pm, with registration starting at 5:15pm. Please contact Rebecca at 800-9015 or [email](#) to RSVP by Friday September 11th to reserve your spot. We don't want to run out of food! Don't forget your business cards and your cash for the 50/50 raffle.

Thank You Floor & Décor for Hosting our August Meeting

FLOOR & DECOR

A great group of NARI members and guests showed up for the meeting; the Floor & Décor people are just downright fun- the scavenger hunt was only part of it! They even contributed amazing prizes for the free raffle- gift cards, a gorgeous glass sink, a “movie night” gift basket plus more giveaways just for showing up!

Our presenter at this meeting was Mike Hermann, consultant for [HiVol](#)- a new program of easy home improvement financing for your customers through NARI.

Our chapter as well as Greater Phoenix NARI is rolling out this new financing program for NARI National- here is our new [Financing Commons webpage](#)- use it on the fly when you are talking to your clients about financing a remodeling project or major purchase!



Start Perfecting Your Grilling Techniques!

Do you love to grill or BBQ? Start practicing because in October, we are planning a fabulous event- the 1st Annual BBQ & Taste of NARI Challenge!

Arizona Grill & Hearth will be lining up a dozen or more grills on their outdoor showroom. If you think you are a grill master, here is your chance to show off! There will be prizes...

Val Romero is in charge of the planning committee and so far has help from Dawn Janowski (Monarch) and could use a couple more event planners! So if you are game for planning a really fun event that features food, please [contact Val Romero](#).



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