

Summer  
2014

**CJNARI will not hold regular membership meetings during July and August. A Full schedule of meetings will be announced soon. Check [www.cjnari.org](http://www.cjnari.org) for the latest news and updates.**



*General Plumbing Supply in Morris Plains hosted the May meeting of North and Central Jersey NARI. Their newly remodeled showroom provided members with the opportunity to see new ideas for their homeowner customers. HOUZZ presented the program to assist members in developing profiles that attract attention to the member's company. The GPS showroom held a capacity crowd. Thank you to Bruce Tucker, CEO, and Brian Maffia, GPS' NARI Rep.*



While members and other remodeling companies, suppliers and showrooms can buy ads for getting their company names at the top of lists in ZIP codes, remodeling companies can be listed as second, fourth and sixth on a page without spending advertising dollars on the HOUZZ website. **1:** Fill out your profile completely. **2:** Upload photos. Lots of photos. **3:** Reviews are important. Get customers to write reviews! **4:** Keep updating the profile. It is not that difficult. Look at other companies' profiles, especially in your area. NJNARI members G + L and Sons Renovations and Bruen Design Build have won awards from HOUZZ for their profiles. ProSkill Construction, CJNARI, says most of their leads come from their profile in HOUZZ.

## **Contractor of the Year Awards**

In addition to the national CotY Awards, the Central Jersey Chapter holds its local awards in conjunction with the national rules. National is in the process of updating its categories and dollar amounts to reflect changes in the industry. We will report on these in the next issue of the newsletter.

In the meantime, take pictures of your jobs! Even if you do not think they are award worthy — you never know when a before, during or after photo can be used to illustrate a situation to a prospective customer or as support in a challenge from a homeowner! The problems that occur on a job, and your ability to creatively solve these can be the best award winning projects.

With the chapter's relationship with **House & Home magazine**, CotY award winning projects receive coverage in their March issue distributed to more than 40,000 upscale homeowners. And, members receive a 10 percent discount in advertising.