



National Association of the Remodeling Industry

San Francisco Bay Area Chapter, serving Alameda, Contra Costa, San Francisco and San Mateo Counties

SFBA NARI WEBSITE PROGRAM

The San Francisco Bay Area Chapter of NARI has completely re-designed our website. The new site is much more consumer friendly, with far more visibility on consumer Google searches, and a “Find a Pro” page. There is more information about our organization and its members, and a whole new up to date look. The site is also more useful to members with a more updated calendar, certification and green information, and more interaction with consumers. Here are a couple of ways you can take advantage of our newly “Remodeled” website.

Your SFBA NARI membership automatically includes a directory listing on our newly revamped website. Your standard listing includes your company name, address and phone number. It also includes a link directly to your company website, and two category specialty listings. Consumers, looking for a contractor, can find your company using one of three search engines utilized by the new website on the “Find a Pro” page. There is an alpha search, a zip code search, and a category search. You are automatically listed in the alpha search by company name, and the zip code search by your company zip code. Your company will also be found in the category search by choosing two category specialty listings provided to you, at no charge, with your membership.

SFBA NARI is also offering an Enhanced Marketing Package for \$190 per year.

This package includes:

1. An extra 25 words of text after your listing to describe and promote your company.
2. Your company logo included in your listing and used as the hot button for the hyper-link to your company website.
3. Four additional category specialty listings for consumer searches.
4. Four additional zip codes for consumer zip code searches.

To insure your company is listed accurately, please fill out and submit the attached form whether you are buying the enhanced marketing package, or you are satisfied with the standard listing provided with your membership. This application may be filled out electronically and emailed to info@sfbanari.com then make your payment on www.sfbanari.com or, print it out and send it in the U.S. mail, along with your check, to the address below. Make checks payable to SFBA NARI.



Company Information – Please complete entire section if you chose Standard package, or enhanced marketing package.

Company Name

Contact Person

Company Address

City

State

Zip Code

Phone

Fax

Email Address

Website Address



Category Specialty Choices: For the Standard Program, please check the two categories under which you would like to be listed. For the Enhanced Marketing Package, please select four additional categories (for a total of six) under which you would like to be listed. Additional categories may be selected for \$5ea/yr if you chose the Enhanced Marketing Package, and \$20ea/yr if you chose the standard program. Consumers will choose from these categories when searching for a contractor on the “Find a Pro” page, your company will be “pulled up” if they choose a category you have selected.

- | | |
|---|--|
| <input type="checkbox"/> Accounting/Investment Svcs. | <input type="checkbox"/> Additions / Remodels |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Air Conditioning / Heating Contractor |
| <input type="checkbox"/> Air Quality Management | <input type="checkbox"/> Alarm / Security Systems |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Architect |
| <input type="checkbox"/> Basement Renovations | <input type="checkbox"/> Bathroom Remodels |
| <input type="checkbox"/> Cabinets | <input type="checkbox"/> Countertops |
| <input type="checkbox"/> Ceramic Tile | <input type="checkbox"/> Closet Systems |
| <input type="checkbox"/> Commercial Remodeling Contractor | <input type="checkbox"/> Concrete / Foundations / Driveways |
| <input type="checkbox"/> Custom Homes | <input type="checkbox"/> Decks / Fences |
| <input type="checkbox"/> Decorating / Interior Design | <input type="checkbox"/> Design / Plan Services |
| <input type="checkbox"/> Drainage Correction | <input type="checkbox"/> Electrical Contractors |
| <input type="checkbox"/> Electrical Suppliers | <input type="checkbox"/> Fire Restoration |
| <input type="checkbox"/> Fireplaces & Accessories | <input type="checkbox"/> Floor Covering |
| <input type="checkbox"/> Foundation Repair | <input type="checkbox"/> General Remodeling Contractors |
| <input type="checkbox"/> Glass / Mirror / Stained Glass | <input type="checkbox"/> Gutters |
| <input type="checkbox"/> Home Improvement Loans | <input type="checkbox"/> Handyman Services |
| <input type="checkbox"/> Historical Renovations | <input type="checkbox"/> Insulation |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Insurance Repairs |
| <input type="checkbox"/> Kitchen Remodels | <input type="checkbox"/> Landscape |
| <input type="checkbox"/> Lumber / Plywood / Hardware | <input type="checkbox"/> Marble / Cultured Marble |
| <input type="checkbox"/> Lighting Fixtures | <input type="checkbox"/> Paint & Wallpaper Suppliers |
| <input type="checkbox"/> Painting Contractors | <input type="checkbox"/> Patio Enclosures |
| <input type="checkbox"/> Paving | <input type="checkbox"/> Plumbing Contractors |
| <input type="checkbox"/> Roofing contractors | <input type="checkbox"/> Swimming Pool Construction |
| <input type="checkbox"/> Solar Energy | <input type="checkbox"/> Green Certified Contractors |
| <input type="checkbox"/> Siding Contractors | <input type="checkbox"/> Skylights |
| <input type="checkbox"/> Sunrooms | <input type="checkbox"/> Windows & Doors |



Zip Code Selection – Customers can search for NARI professionals who do business in their area by typing their zip code into the search engine on the “Find a NARI Pro” page. The Standard Program includes your company zip code in the search engine for free. Additional zip codes may be purchased a-la-carte for \$20 each. Zip Code Blocks* may be purchased for \$40 each, and Zip Code Super Blocks** may be purchased for \$220 each. The Enhanced Marketing Package includes your company zip code plus four extra single zip codes. Additional zip codes are \$5 each, Zip Code Blocks are \$15 each, and Zip Code Super Blocks are \$80 each.

Zip Code Blocks are the first four numbers of a zip code and include every zip code that begins with those numbers, I.e. 9456 would include all zip codes from 94560 through 94569.

Zip Code Super Blocks are the first three numbers, and include the 100 zip codes that begin with those numbers. 945 includes 94500 through 94599

Standard Program:

Additional Zip Codes “A-la-carte” (\$20 each)

Zip Code “Blocks” (\$40 each)

Zip Code “Super Blocks” (\$220)



The Enhanced Marketing Package:

Four extra single zip codes (free)

Additional Zip Codes “A-la-carte” (\$5 each)

Zip Code “Blocks” (\$15 each)

Zip Code “Super Blocks” (\$80)

25 Word Ad. – If you chose the Enhanced Marketing Package, please write 25 words or less to introduce or promote your company. This blurb will appear with your listing in the directory. If you chose the standard package, you may add the 25 word Ad to your listing for \$100/yr.



Company Logo – If you chose the Enhanced Marketing Package, your logo will appear with your listing and be the hot button for the hyper-link to your website. If you chose the standard package, you may add your company logo to your listing for \$50/yr. How should we obtain an electronic copy of your company logo?

- Please cut a logo from my website for use in the SFBA NARI directory. My website is at the following address
- I will be emailing you a copy of my company logo
- I will be mailing you a copy of my company logo on disc or CD
- I have no logo, please use my company name for the link.

PARTICIPATION TALLY

Standard Program \$0	–			
Enhanced Package for \$190 per year.				Total \$
Extra Specialty Categories	– Qty	@ \$	=	Total \$
Extra Zip Codes	- Qty	@ \$	=	Total \$
Zip Code Blocks	– Qty	@ \$	=	Total \$
Add 25 word Ad to standard package	1	@ \$100		Total \$
Add Company Logo to standard package	1	@ \$50		Total \$
GRAND TOTAL				\$



**PLEASE MAKE CHECKS PAYABLE TO SFBA NARI
PARTICIPATION SFBA NARI MEMBERS**

A. NARI Membership

Each PARTICIPANT must be a member of the National Association of the Remodeling Industry San Francisco Bay Area Chapter and be in good standing with dues current in order to participate in the SFBA NARI Web site program.

B. Membership Dues Current

Should a PARTICIPANT'S membership dues not be paid to NARI within thirty (30) days after their renewal date, then the PARTICIPANT will be dropped from further participation on the SFBA NARI Web site. Their name will be removed from the database of members until such time as their dues are paid and current. No refunds or credits for time lapsed will be made to members for the time that their name and information (including Web pages and links) are removed from the site due to non-current dues.

C. Cost to Participate

There is no cost to SFBA NARI members for a white page listing as well as inclusion in the zip code search (by your company's ZIP code only), the category search, and a link to your company's website. However, there are additional options from which each company can choose. The costs associated with each of these options are explained above.

D. Payment Method

Payments for all levels of participation must be received in advance with a completed Application for Participation. Payments by PARTICIPANT can be made by company check or by credit card. A returned check fee of \$25.00 will be assessed for all returned checks.

E. Refunds

There will be no refunds given to members by SFBA NARI under any circumstances, including, but not limited to the following reasons: a SFBA NARI member's membership is not renewed for any reason (including, but not limited to, non-payment of dues or for conduct unbecoming a NARI member); a SFBA NARI member moves out of the area or stops working in the home improvement industry; or the SFBA NARI terminates the program.



TERMS OF AGREEMENT

A. Terms of Agreement

The terms of this agreement will be for a 1-year (12 consecutive month) period of time. The provisions for participation, fees and charges may be changed by SFBA NARI, at its discretion, within thirty (30) days of written notification to the PARTICIPANT.

B. Beginning date of program

Each PARTICIPANT'S "25 words or less" of text and/or hyper link will be placed on the Web site within three weeks following the receipt of a completed/signed application and payment in full. Your one-year agreement will commence on the day that your Web page link and/or "25 words or less" appears on the SFBA NARI Web site. You will receive a copy of the contract signed and dated by SFBA NARI once your application has been processed. The date the application is signed by SFBA NARI is the exact start date of your contract.

C. Termination of program

SFBA NARI, at its sole direction, may terminate the Web site program at any time upon thirty (30) days written notice to PARTICIPANT.

OTHER OBLIGATIONS AND COMMITMENTS

A. Indemnity

PARTICIPANTS shall indemnify and hold harmless SFBA NARI and PCA Consulting, Inc., their agents and employees, from and against any and all claims by or on behalf of any person or persons, firm or firms, corporations of corporations, for damages or injury to person or property arising from and on account of the management, organization and operation of the SFBA NARI Web site. PARTICIPANT, its agents and employees will further indemnify and save SFBA NARI and PCA Consulting, Inc. harmless from or on account of any act of negligence, misrepresentation or any other tort by PARTICIPANT, its agents, contractors servants, employees, and from and against all costs, including reasonable counsel fees, expenses and liabilities incurred in or about any such claim or action or processing brought thereon; and in case any action or proceeding be brought against PCA Consulting, Inc. or SFBA NARI by reason of any such claim.

B. Warranty

SFBA NARI and PCA Consulting, Inc. make no warranty, either expressed or implied or any representation whatsoever.

