

# NARI ACE Awards 2011

*“Achievements in Consumer Excellence”*



Consumer referrals are probably the strongest form of leads for remodeling contractors. Who more likely would a consumer believe, but another consumer.

The concept of the NARI ACE Awards program is to:

- Create additional awareness of NARI members, through the implementation of a client driven award system.
- Provide a mechanism to provide client feedback on NARI members.
- Create an additional member benefit to assist with retention and recruitment of new NARI members.
- Create a recognition program for NARI vendors and suppliers in recognition of their providing exemplary service and support. This in turn supports the new member goal.

NARI is providing a contractor's recognition program based on client feedback. Any client would be able to submit feedback on any NARI member. For the feedback to be accepted and tracked, work would have to have been performed by the contractor.

- a. Reports would be submitted directly to NARI by mail or via our website.
- b. The ratings would be based on an Alpha rating system from A to F.
  - Clients will measure the following:
    1. Reliability
    2. Professionalism
    3. Quality of Work
    4. Timeliness/Punctuality
- c. Price paid will not be a consideration
- d. Work needs to be performed to submit a rating.
- e. Ratings can be submitted by anyone who had work performed by the contractor/service provider.
- f. Random verifications will be conducted to verify the veracity of the ratings.
  - i. If a rating is submitted and deemed to be fraudulent, they will be excluded.
  - ii. If a NARI member submits a fraudulent rating in an effort to receive an award, their NARI membership will be terminated.
- g. Ratings can be submitted on non-NARI members, however, no awards will be given to non-NARI members.
- h. Awards will be based on receiving a minimum of 5 ratings and maintain at least a 3.50 average out of a possible 4.0.
  - i. This would mean that with 5 submittals, a member could receive 10 A's and 10 B's and still maintain a 3.5 average and be eligible for an award.
  - ii. A "C" would receive 2 points; a "D" 1 point and an "F" would be zero points.
- i. Proof of insurance or bonding will not be monitored or implied by participation in NARI.
- j. There will not be any restrictions on the number of awards, provided they meet the minimum number of submissions and the overall ratings.
- k. Awards will not be broken down by size of firm.
  - l. The criteria will be the same for all size firms.
- m. There will not be a formal appeal process for a below average rating and they will not be excluded from the calculation unless it can be proven that it was a fraudulent submission by a competitor or by a client where work was not performed.
- n. Date for presentation of awards is December of each year.
- o. Participation rules may be amended by NARI.
- p. Vendor awards and nominations would be submitted using the same criteria as contractor awards.
- q. Vendor awards would only be made to NARI members as well.
- r. Media programs and press releases to be developed to announce and promote program and qualifying companies each year.
- s. Corporate sponsorships of the awards is also available. Call for details.