

We're not naming names. But you know who you are.

**Last year you saved
your company over \$8,500.**



For the rest of you, here's the story.

In 2005, an NCHI member forwarded the following information to a colleague in their department or division in charge of direct mail:

“NCHI members receive a special discount from the NAHB Mailing List Service.”

That colleague contacted the NAHB Mailing List Service and obtained one of the most dynamic building industry lists for direct mail available anywhere at any price.

And the NCHI member's company saved \$8,685.*

You could be an anonymous marketing hero, and not just for saving money. You'll also be recommending that your company target the NAHB membership—introducing many members to your products or services, increasing awareness for your company, and making existing customers even better customers.

And remember: to further enhance your messages, be sure to include your NCHI member logo on your direct mail to NAHB members.

Contact NAHB's Mailing List Service or make sure this flyer gets to the Direct Marketing group in your company.

For more information or to place an order, call NAHB's Mailing List Services in the Affinity Programs Department at 1-800-368-5242, ext. 330, or send an e-mail to mls@nahb.com.

Online, visit www.nahb.org/MLS.

Please confirm your company's NCHI membership when contacting NAHB's Mailing List Service.

*Savings based on a rental of 210,715 names. NCHI member price: \$17,654; regular nonmember rate: \$26,339; total savings equaled \$8,685.



This savings could more than pay for an NCHI annual membership.