

NAA Affiliate Participation Guidelines for Open Door Program with The Home Depot Pro

NAA is always looking for ways to support our Affiliate Network and help them provide valuable benefits to members. This special program is in partnership with The Home Depot Pro (THD) and will give you the opportunity to gain new members and earn revenue by introducing them to the Pro Xtra loyalty program as part of [NAA's Open Door Savings Program](#).

The objectives of the Affiliate Incentive Program are to:

- Provide opportunity for NAA Affiliates to earn money
- Increase member enrollment in Pro Xtra through integrated marketing approach at local level with National support
- Retain current Affiliate members and recruit new members through the “**Find, Know and Grow**” process

Our ask to Affiliates to support the program is twofold:

1. Ensure your members are properly registered with your unique association agreement code and payment information to take full advantage of the Pro Xtra benefits
2. Provide your members ongoing resources from NAA, Home Depot Pro, and Behr including monthly deals, industry training, etc

We have designed the program to be easy to implement by providing resources on [NAA's Affiliate Incentive Landing Page](#) to distribute via normal channels of communication to members and prospective members including email, newsletters, and social media. New content will be added monthly to keep communication fresh and enable you to continue to engage members on the program. Below are some guidelines for Affiliates on how they can participate to support the program.

Communication – Create awareness of NAA's Open Door and The Home Depot's Pro Xtra Program by including content on the benefits in communication to members as well as ongoing promotions and special deals available.

Marketing Analysis – Share member list and local insight to allow The Home Depot to find members who aren't enrolled in Pro Xtra or do not have completed enrollments. The data can also be used to deliver targeted marketing messages to renovation/remodeling companies, IROs, small property management operators, and more.

Facilitate Member Enrollment – Enrollment is easy, but a multi-step process that must include your unique association agreement code. We are available to review the enrollment process with your members at Board Meetings, webinars, and on-site events.

In addition, Behr Pro has local representatives on hand to work with your team to ensure success.

Possible Affiliate communication examples:

1. Regular monthly emails to members with links to “How To” videos, cost-savings tips, promotional sales for Pro Xtra members
2. Include content on Open Door and Pro Xtra in monthly/quarterly member newsletters
3. Help target members who are IROs and renovation/remodeler companies
4. Provide digital flyer and information on Open Door and the Pro Xtra enrollment guide to new members

NAA has committed to provide \$5000 to Affiliates willing to support their marketing efforts in the Affiliate Program through the rest of the year. You need only provide a summary on how you plan to use the resources available to you to communicate the benefits of the program. Feedback on what else you need to make the program a success for you is welcome. Send information on your plan to promote the program or any questions and feedback to:

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