



## **Industry Categories**

NAR's Green Business Network is limited to services and products that fall within the industry categories below. Products and services must either:

- Advance or facilitate green principles, specifically that the product, service or service provider has been certified or designated as having characteristics associated with green principles
- or
- The Participant can demonstrate its commitment to sustainable practices or programs.

**1) Appraisers**

**2) Attorneys**

**3) Consultants**

**4) Contaminant Removers – Remediation**

*Asbestos, Lead, Mold, Pest, Radon, Soil*

**5) Designers**

*Architects, Engineers, Interior, Landscape*

**6) Energy Auditors**

**7) General Contractors & Remodelers**

*Residential, Commercial, other*

**8) Lenders & Personal Banking**

**9) Marketing**

*Graphic & Web Site Design, Printers/Signs/Banners, Promotional Item Vendors, Paperless Software*

**10) Product Vendors**

*Energy Related, Water Efficiency, Materials and Resources, Insulation and Sealing, Retailers*

**11) Third Party Verifiers**

*HERS/ Energy Star Rater, NAHB Verifier, USGBC Field/ Commissioning Agent, Local / Regional Program*

**12) Title Companies**

**13) Other**

The GRC retains the right to allow additional eligible industry categories as qualifying for participation in the Network. Please see [category descriptions](#) for sub-categories and more details.



<b>Green Business Network – Impact levels</b>	<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
<b>National Investment</b>	\$1,000	\$2,000	\$4,000
<b>Local Investment</b>	\$0	\$900	NA
Profile to include company logo, contact info & business description	X	X	X
GRC to promote the Network to designees & non designees	X	X	X
Complimentary membership to GRC (newsletter & webinar access only) <b>(1)</b>	X	X	X
Complimentary pass to the NAR Green Distinguished Service Awards Reception Tier 2 – Two passes, Tier 3 - Four passes <b>(1)</b>	X	X	X
One time informational article featured on the GRC home page or “The REsource” – GRC’s monthly newsletter with company name linking to profile (audience based on membership not designees & topic to be approved by GRC)		X	X
Monthly recognition as a Participant in “The REsource” with company logo link to profile		X	X
Use of the Network Logo	<b>(2)</b>	X	X
Acknowledgement as Tier 3 Participant in monthly webinars			X
One month feature on GRC website by industry where your company will be featured as the “Ask the Expert” and be able to field questions from NAR Green Designees			X
E-Newsletter “Ask the Expert” promotion with a brief description of your company topic & your expert’s bio			X
“Ask the Expert” Promotion on GRC home page			X
Posted “Ask the Expert” questions & answers archived			X

**(1)** Not available for Tier 1 Local Participants

**(2)** Use of Green Business Network Logo can be purchased for \$300

*Network fee increases are at GRC’s sole discretion. All opportunities based on maintenance of Network fees.*

*Value of individual touch-points is undetermined, but can be assumed to total more than respective Tier pricing.*