



WE ARE THE LINK THAT CONNECTS THE MANUFACTURER  
TO THE SALES REP



## ABOUT US

We are a not-for-profit association comprised of independent sales representatives and manufacturers in the electrical industry.

Our charter is to develop and to strengthen each company's sales, marketing, and management skills and to promote the benefits of doing business with an independent sales representative.

We also develop and maintain programs and activities designed to help independent businesses to conduct their business in an ethical, efficient and productive manner.

## OUR CORE PURPOSE AND VALUES

**"To promote and enhance the value of the independent representative to the electrical industry"**



**Networking**



**Education**



**Membership**



**Relevance**



**Accountability**

## MEMBERSHIP WITH NEMRA

A membership with us is an investment in the future of you and your company. This investment provides you with **Networking, Education, Mentorship, Research & Data Insights and Advocacy.**



# WHAT OUR REP MEMBERS DO

NEMRA reps are the window to the marketplace and are the local, trusted resource for all customers in their markets.

## NEMRA Reps:



Forge the relationships that drive demand for brands they represent.



Are the first point of contact for product, service and technical support.



Advocate on behalf of both their manufacturers and customers to ensure successful outcomes.



Are who the end-users rely on for critical communication and support to successfully execute their work.

**"Without NEMRA, Patriot would not be the company it is today...Great Agents help build Great Companies!"**

**Tom Click**

PRESIDENT AND CEO OF PATRIOT INDUSTRIES

**"NEMRA is such a great organization. I guess we are no longer a small company, but when I started the company 34 years ago, there was no way I could afford to hire sales people and pay them market salaries. To have independent reps that are paid straight commission, is such a fantastic way of doing business."**

**Goran Haag**

EXECUTIVE CHAIRMAN OF CHAMPION FIBERGLASS, INC.



**With a long-standing presence in their local markets, strong relationships within those markets and a deep understanding of the customers, NEMRA reps are the best and most cost-effective way for manufacturers to go to market.**



WEBSITE

**STAY  
CONNECTED  
WITH US**



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