

NEMRA: A Strategic Partner for Graybar

1. Supporting National Strategy with Local Precision

"Graybar delivers consistent national performance—and NEMRA reps are trusted partners who support that success at the local level."

Graybar thrives on unified strategy and local execution. NEMRA reps provide the field-level intelligence and responsiveness that help Graybar deliver exceptional customer value at scale.

- NEMRA reps enhance local responsiveness while aligning with Graybar's national strategies—supporting consistent execution with market insight.

2. More Than Sales: Reps are Solution Partners

"NEMRA reps are more than salespeople—they're builders of relationships and results."

Engaged NEMRA reps understand how to support Graybar's value-added services. They bring deep local market knowledge, technical fluency, and the ability to partner on complete solutions that grow business and strengthen contractor relationships.

- NEMRA reps are fluent in solution selling, helping Graybar branches drive differentiation.

3. Collaborating to Shape the Future

"Graybar's voice matters—help shape smarter channel practices through NEMRA."

Through NEMRA, Graybar leaders can engage with reps and manufacturers to advance best practices and foster innovation. It's a forum to influence the future of selling, servicing, and supporting the channel.

- Participate in meaningful dialogue that drives progress and elevates the entire value chain.

4. Scale Meets Strategic Reach

"With 350 Graybar locations across the United States and Canada, you need coverage that's as expansive as it is reliable."

Graybar's scale demands partners who deliver excellence in every geography. That's exactly what NEMRA reps provide: a network of over 300 independent rep agencies collaborating with more than 170 manufacturers to support Graybar's network of locations.

- NEMRA reps are evaluated by performance, responsiveness, and results—not promises.

5. Aligned by Mission. Connected by Purpose.

"Graybar is a vital link in the supply chain. NEMRA is the connective tissue that makes that link stronger."

Graybar's mission is clear: to serve customers and suppliers with value-driven solutions and services. NEMRA shares that same purpose—bridging manufacturers and independent reps with their distributor and contractor partners to create a smarter, more connected channel.

- Together, Graybar and NEMRA align on execution, innovation, and partnership—where relationships power results

Representing Independent Manufacturers' Representatives
Partnering with Graybar for Smart Growth, Stronger Execution, and Strategic Results