



How NEMRA Reps Help You Grow Faster

Faster Local Wins

NEMRA reps provide field-level intelligence and responsiveness to identify opportunities earlier and close them faster, helping Graybar capture market share more quickly in every branch market.

Deeper Contractor Relationships

With strong contractor connections and technical fluency, NEMRA reps help Graybar branches position complete solutions, strengthening value-added services and deepening loyalty.

Quicker National Execution

330+ rep agencies representing 170+ manufacturers give Graybar immediate reach into every market, ensuring faster rollouts and consistent branch-level execution.

"Working with NEMRA reps gives Graybar three growth accelerators: faster local wins, deeper contractor relationships, and quicker national execution. That's how NEMRA helps Graybar grow faster, branch by branch, while staying aligned with your national strategy."