



Empowering

Growth

Building

Futures



9 new members
appointed to
NEMRA's Board,
NMG and
Strategic Council



51 companies
216 members
participated in
professional
development



\$242,500
awarded in
scholarships



\$90,594.04
in donations for
the Gary Sinise
Foundation



MOTF Report
30 MFR's
participated in
the study

NEMRA

in **FY 24/25**



44 MFRs
supplying
NEMRA
University
Content



23 new rep
members joined
NEMRA through
the 'Just 1'



17 new MFR
members joined
NEMRA through
the 'Just 1'



Lighting
NEMRA Lighting
Division
established



2,000+
attended
NEMRA25
Conference



Consolidation



**Succession
Planning**



P.O.S.



**Workforce
Development**

Insights

Key Challenges



**Contracts and
Compensation**



AI/Technology



**Tax Policy &
Legislation**



Tariff's

Chair Initiatives

Conference Enhancement

“Framework” for 1-on-1 Meetings

- Built upon the 5 Pillars of the ROTF
- Provide a degree of consistency in “discussions”
- Increase the expectation of meeting “preparedness”

Demand Generation

AI tools & Contractor Accreditation

- Equip reps with AI insights and tools to stay aligned with manufacturers
- Provide educational resources to boost rep knowledge of the electrical contractor

Connecting with the Membership

Platform for ‘ALL’

- “Small” Manufacturer and Rep Advisory Council

Chair Initiative

Conference Enhancement – One-on-One Alignment Framework



NEMRA Rep & Manufacturer Alignment Framework

This framework provides a dual-purpose tool for NEMRA reps and their manufacturers: a concise checklist to align expectations and a standardized discussion template organized under the Five Pillars from the Rep of the Future.

Reps are not expected to cover every topic. If possible, Manufacturers could select their topics of interest in advance. Reps should be prepared to discuss any topic with any manufacturer.

Joint Alignment Guided Topic Checklist:

Product Expertise

What reps should be prepared to discuss:

- Field Knowledge:** Your team's understanding of the markets you serve, customer pain points, and local trends to help manufacturers refine their strategies.
- Value Delivery:** How your efforts - through training, events, and engagements contribute to growth and visibility for the manufacturer.
- Ongoing Self-Training:** How your team invests in continuous learning to stay current on products, competitor activity, and evolving use cases.

What reps could discuss with their manufacturers:

- Access to product specialists or engineers for joint calls or deeper technical training.
- Support for certification programs.

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Demand Generation

What reps should be prepared to discuss:

- Proactive Campaign Execution:** How your team designs and executes local demand-generation initiatives - such as events, webinars, digital campaigns - tailored to the territory.
- Drive Conversions:** How your team creates, tracks, and measures conversion opportunities at both the contractor and distribution levels.
- Customer Relationship Ownership:** How your team manages ongoing customer communications to ensure a smooth product journey from manufacturer to end-user.

What reps could discuss with their manufacturers:

- Shared marketing funds or MDF (Market Development Funds) for campaigns.
- Qualified lead lists and participation in follow-up strategies.
- Joint sales blitzes or events to elevate brand presence locally.

Planning

What reps should be prepared to discuss:

- Trend Anticipation:** How your team shares local intelligence on market shifts, contractor needs, competitor activity, and technology adoption.
- Dynamic Planning Cadence:** How your team regularly updates sales and growth plans tied to quarterly or annual targets.

What reps could discuss with their manufacturers:

- Participation in quarterly or semi-annual business reviews to align forecasts and priorities.
- Market analytics or industry data that manufacturers may have but reps can leverage.
- Clear expectations and KPIs for performance evaluation.

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Marketing

What reps should be prepared to discuss:

- Digital Presence:** How your team amplifies the manufacturer's messaging across digital channels like LinkedIn, email campaigns, and websites.
- Resource Utilization:** How your team utilizes co-op funds and manufacturer-provided resources - and why they matter to local execution.

What reps could discuss with their manufacturers:

- Pre-built digital assets (graphics, templates, case studies) for ease of local use.
- Support for shared social campaigns to boost reach.
- Access to success metrics (click-throughs, conversions) for joint campaigns.

Technology

What reps should be prepared to discuss:

- Cross Platform Collaboration:** Your team's efforts to integrate shared CRMs, communication tools, and project management platforms to exchange real-time data and reduce duplication across systems.
- Data-Driven Opportunities:** How your team surfaces data insights and usage trends to spotlight growth opportunities at the distributor.
- Build Today with Tomorrow in Mind:** How your team adopts emerging tools - AI tools, data analytics, virtual demos - to enhance customer service and future-proof operations.

What reps could discuss with their manufacturers:

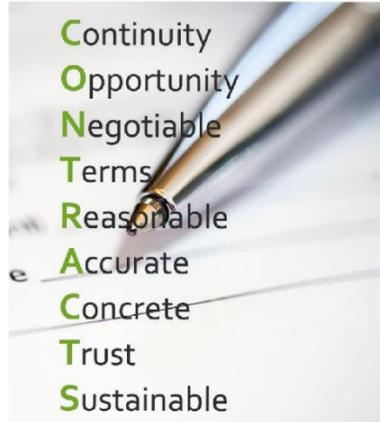
- Integration with or access to shared systems and forecasting tools for seamless data alignment.
- Early exposure to new tools or platforms for joint beta testing and innovation.
- Training on new and emerging technologies to maintain competitive edge.

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Board Initiatives

VALUE BLUEPRINT

Defining the Value of the Business

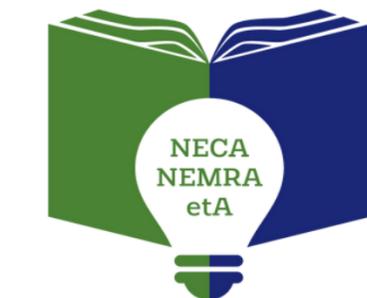


- ✓ Key Elements
- ✓ Discovery Checklist
 - Allows the contract to be adjusted/customized and includes clauses, special circumstances that are in agreement to both parties.
- ✓ Dollarize Your Value

NEMRA
INSIGHTS

NECA & NEMRA Training Collaboration

This initiative will leverage the electrical training ALLIANCE SkillsPrep platform to deliver the NECA-NEMRA: Education for Success in Electrical Markets curriculum to equip NEMRA reps with specialized knowledge, empowering them to better connect with NECA contractor members and help advance the electrical industry as a whole.



ELECTRICAL INTERIM
CREDENTIALS PROGRAM



Credential

Member Connection

Championing the Independent Representative



NEMRA promotes the value, relevancy, and cost effectiveness of the independent NEMRA representative to the electrical industry.



As a member, you're backed by the industry's most trusted advocate – and connected to a network built to help you grow, lead, and stand out.

What You Gain

Networking That Drives Growth

- Annual conference
- Strategic alliances with NECA, NEMA, & NAED
- Lead generation via RepConnect

Training That Elevates Performance

- Access to NEMRA University
- MRERF certification programs
- Continuous professional development

Resources That Deliver Results

- Best practice guidelines & whitepapers
- Exclusive cost-saving programs NEMRA Perks, Estes Trucking, Rides & Rentals
- Connections to trusted service providers

Why Get Involved

When you volunteer for a NEMRA committee or council, you're not just staying ahead of the curve – you're helping to shape it.

- Build relationships that grow your business
- Gain leadership experience and exposure
- Strengthen the rep model across the industry
- Maximize your membership ROI

Get Involved. Stay Connected. Make Your Impact.

Connect
With Us

Website



LinkedIn



Advocacy – Focused

P.O.S. – Distributor

WHY POS DATA MATTERS FOR *DISTRIBUTORS* WORKING WITH *INDEPENDENT REPS*

Unlocking Visibility, Efficiency, and Market Growth

Ensures Reps Are Paid Accurately – With Minimal Admin

- Guarantees reps are credited for actual sell-through, not just sell-in
- Reduces commission disputes or manual reconciliation
- Limits time spent resolving 'who gets credit' issues

Why it matters:

Fewer headaches. Faster resolutions

Strengthens the Distributor-Rep-Manufacturer Triangle

- Demonstrates transparency and commitment to joint growth
- Enables better coordination on market strategies
- Builds trust across all parties

Why it matters:

Strong data sharing = strong relationships

Drives Targeted Support & Selling Efforts

- Clarifies what's selling and where
- Identifies lagging sales and neglected accounts
- Helps reps direct training and promotions effectively

Why it matters:

Reps become more strategic and valuable to your bottom line

Strengthening the Independent Channel

- Tracks market share by geography, segment, or product line
- Grounds rep recommendations in real data
- Supports strategic planning and forecasting

Why it matters:

More data = better decisions = faster growth

Bottom Line: Sharing POS data isn't just about commissions - it's a strategic enabler. Distributors who share it with reps build stronger partnerships, get better field support, and ultimately sell more with less friction

Electrical Industry Alliance

Alliance to Electrify America

SUPPLY CHAINS
Optimizing the performance of electrical supply chains

WORKFORCE
Attracting diverse and skilled workers to support the clean energy economy

LEADERSHIP
Amplifying the electroindustry's impact on U.S. policy decisions

What is the Alliance?

Public Relations Campaign and Supporting Initiatives to Drive America's Electrification
Leveraging social media, thought leadership, and high-visibility promotion

SUPPLY CHAINS

- Address supply chain efficiency
- Facilitate trade and domestic content requirements
- Scale through standardization

WORKFORCE

- Deliver values-driven messaging
- Secure federal funding for skilled workforce development
- Launch local programs

LEADERSHIP

- Deploying infrastructure funding
- Streamlining permitting processes
- Advancing tax and trade policies

P.O.S. – Manufacturer

WHY *MANUFACTURERS* SHOULD SUPPORT *POS REPORTING*

POS reporting isn't just about commissions – it's a powerful tool for market intelligence, stronger partnerships, and profitable growth.

Accurate Sales Credit & Commission

- Ensures the right reps are credited for sales, even across branches and state lines.
- Guarantees reps are paid on actual sell-through, not just sell-in, avoiding disputes.
- Reduces costly, time-consuming reconciliation between distributors, manufacturers, and reps.

Why it matters: Faster, dispute-free payments protect margins and keep your sales team focused on growth – not paperwork.

Market Intelligence & Channel Growth

- Reveals where products are actually sold (end-user ZIP codes, industries, branch activity), beyond warehouse-level orders.
- Identifies untapped regions, lagging markets, and high-potential opportunities.
- Provides a transparent foundation for accurate joint planning with distributors.

Why it matters: Better insights drive faster revenue growth, stronger relationships, and more effective marketing.

Operational & Inventory Advantages

- Enables production and inventory planning based on real consumption, not just stock orders.
- Improves allocation and forecasting, reducing overstocks and backorders.
- Supports co-op marketing and territory alignment more effectively.

Why it matters: Demand-driven planning lowers costs, improves customer service, and boosts profitability.

Bottom Line: POS reporting is a strategic growth enabler. Manufacturers who fully embrace it:

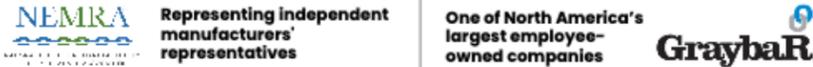
Gain
true market intelligence.

Build
stronger rep and distributor partnerships.

Drive
faster, more profitable growth.

Industry Collaboration

Graybar



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.

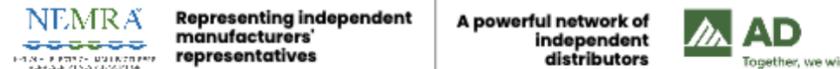
"Graybar is a vital link in the supply chain. NEMRA is the connective tissue that makes that link stronger."

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

AD



Shared Values: Independent, service, and growth

Strategic Networking Opportunities

The NEMRA Conference draws leading manufacturers' representatives, manufacturers, and channel influencers. AD attendees gain direct access to:

- High-performing rep agencies that influence contractor and distributor decisions
- Manufacturers aligned with AD members
- Industry executives and decision-makers who can align on shared goals

Why it matters for AD:

These connections can advance channel alignment and accelerate mutual growth initiatives

Channel Strategy & Advocacy

AD attendees can:

- Advocate for local member needs
- Help shape discussions on go-to-market models
- Align on programs, service expectations, and data transparency

Why it matters for AD:

Active participation ensures AD's voice is heard in the evolving channel landscape

Collaboration Across the Channel

NEMRA emphasizes strong rep-manufacturer-distributor-contractor partnerships through:

- Best practice sharing for mutual success
- Voice-of-customer panels featuring contractors and distributors
- Real-world case studies of modern rep-manufacturer dynamics

Why it matters for AD:

Reps are a vital channel to market for many AD suppliers, effectively engaging them is essential

Strengthening the Independent Channel

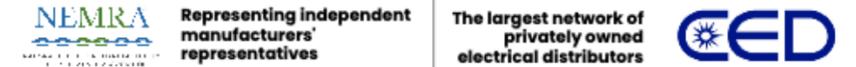
NEMRA champions entrepreneurial reps with deep local market knowledge and customer commitment—values that align with AD's mission.

Why it matters for AD:

Supporting the rep model aligns with AD's mission to empower independents and strengthen the value chain

The NEMRA Conference is more than an event—it's a strategic opportunity to strengthen partnerships, gain insight, and expand rep relationships that support AD members' long-term success

CED



NEMRA: A Strategic Advantage for CED

1. Reinforcing the Rep Model in CED's Local Decision-Making

"CED is built on the strength of local decisions—and reps are a critical part of that."

CED operates on a decentralized model, where each branch chooses the partners and products that fit its market. NEMRA reps become a local advantage, helping branches act fast, grow smart, and execute with confidence.

- CED relies on the rep as an extension of its local teams. In a decentralized model, reps become trusted market advisors who help branches grow with speed, insight, and execution agility.

2. Reps as Partners, Not Just Salespeople

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

NEMRA reps understand their territories—the contractors, the trends, and the timing. They aren't pushing products; they're solving problems, increasing velocity, and creating opportunity.

- Local Relationships Drive Success. In the CED model, reps become your local advantage.

3. The NEMRA Conference: Where Alignment Fuels Execution

"NEMRA is where high-performance reps and results-focused branches meet."

This isn't just another show—it's a strategic execution summit. Meet entrepreneurial rep agencies who are ready to support your branch with tactical precision and local intelligence.

- Connect with High-Performing Reps. Meet entrepreneurial rep agencies who understand local markets and actively influence contractor and end-user decisions. These aren't just salespeople—they're partners who help you grow.

4. CED's Focus: Execution, Not Flash

"What matters most is what gets done—and who follows through."

CED branches thrive on results. Reps who deliver consistently and execute effectively are valued partners. NEMRA helps elevate those reps—not based on talk, but on performance.

- CED respects execution. NEMRA helps elevate reps who walk the talk—those who deliver on promises and drive results in the field.

5. Shaping Strategy, Together

"CED values strategic influence—not just product pushes."

At NEMRA, CED leaders can directly influence future rep/manufacturing practices. This is a venue to be heard, collaborate, and shape a smarter channel together.

- CED respects execution. NEMRA helps elevate reps who walk the talk—those who deliver on promises and drive results in the field.



Strategic Initiatives

Role of the Rep

2025–26 Initiatives

- Succession Planning
- Manufacturer Onboarding
- Fostering collaboration with distribution on the value and relevancy of the rep
- Workforce Development

Demand Generation

2025–26 Initiatives

- Demand Generation Research
- Professional Development CEU Bootcamps
- NECA/etA Training Program
- Marketing Summit

Insights

2025–26 Initiatives

- Updated Manufacturer of the Future Report
- State of AI/Technology Study
- Updated P.O.S. Report
- Updated Rep of the Future Report
- Financial Operating Benchmarking Report
- Rep Training Models

Strategic Priorities

'JUST 1'

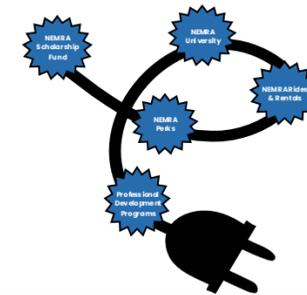
Growing Our Association Together

NEMRA was founded with a clear purpose: to strengthen the relationship between manufacturers and independent sales representatives. Every new member added to our community helps amplify that mission.



Membership Value

By aligning programs and services with the everyday needs of reps and manufacturers, NEMRA delivers meaningful engagement that goes far beyond annual dues or conferences.



Unified Voice for Lighting

NEMRA Lighting was established to provide a strategic direction and strong advocacy for independent lighting agencies and manufacturers.



Rep of the Future

The Five Pillars are the core practices and areas of expertise that will be crucial to a Rep's success moving forward.



Manufacturer of the Future

Provides insights on key dynamics shaping the manufacturer-rep relations.



Sales Compensation & POS

Supporting effective sales compensation models and providing accurate POS information is essential for manufacturers to maximize rep performance and market coverage.



Tariff Tidbits

Keeping you informed on the latest developments

Stay Informed

