

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.



**We Go By
Many
Names**

