

# **Raising the Bar with a Professional Designation**

by Mike Penn, Education Chairman



Are you looking for a way to differentiate yourself in a competitive market, demonstrate your skills and experience and respond to consumer demand for professionalism in the home building industry? One of the most effective ways to advance your professional development, as well as your marketability, is to earn a designation from the National Association of Home Builders' (NAHB) University of Housing.

As inclusive and demanding as any graduate program, professional designations offer the opportunity to advance your career by offering new or improved services, demonstrate a drive to improve your skills, and be recognized for your commitment to professional growth. And since NAHB has the most targeted curriculum, accomplished instructors and widely respected education opportunities in the business, you know that you're learning from the best.

With over a dozen designations to choose from, you can be sure that you will distinguish yourself from the competition. To consumers, designations help identify professionals who have made a commitment to excellence. Their credentials demonstrate that business owners and senior management have undertaken continuing education courses in professional management. By earning a designation, housing professionals can get new ideas, advance their knowledge and learn about the freshest innovations the industry has to offer.

This March, NAHB's University of Housing celebrates National Designation Month. National Designation Month is an opportunity to celebrate achievements, reward accomplishments, emphasize public awareness and encourage program candidates to complete their requirements for NAHB's designation programs. NAHB also will be stepping up efforts to educate the public about the value of selecting builders who earn a designation, build support for continuing education programs and increase recognition of the rigorous training required for an NAHB designation.

Earning a designation allows you to hone business skills and convey superior training, practical experience and in-depth knowledge to potential clients. Additionally, designation holders can take advantage of valuable networking opportunities throughout their enrollment, working closely with expert instructors and other professionals both within their field and outside their specific areas of expertise.

For more information on earning a professional designation, visit [www.nahb.org/designations](http://www.nahb.org/designations), [www.nwlahba.org](http://www.nwlahba.org), or contact [julie@nwlahba.org](mailto:julie@nwlahba.org).

## **Tentative Schedule:**

- Green Building: March 31-April 1 (CGA, CGB)
- Customer Service: April 10 (CGA, CGB, CGR, Master CSP)
- Land Development, Site Planning, & Zoning: April 22 (CGA, CGB)
- Business Management for Building Professionals: May 9 (CAPS, CGA, CGB, CGR, Master CSP)
- Design/Build: June 24 (CGA, CGB, CGR)