



TURN YOUR JOB INTO A CAREER

invest.

"You want to set yourself apart to be better than other people competing for the same work."

-Joseph Irons,
CAPS, CGP, CGR, GMB



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INVEST IN YOURSELF, LIKE JOSEPH



“Starting off, I didn’t know anything about how to run a company. For the first five years, I did it more as a job than a career. I was learning as I went,” says Joseph Irons, CAPS, CGP, CGR, GMB, whose company, Irons Brothers Construction, now prides itself on exceptional levels of customer service and quality assurance. He says that the Business Management

for Building Professionals course from The NAHB University of Housing not only helped him learn how to manage his business, it improved his personal life as well.

“When I started out, I did all the work. Now I manage qualified people to do the work. I’ve learned how to manage my company better and that helped me balance my work and family life.”



invest IN YOUR CAREER.

Find the knowledge you need from The NAHB University of Housing at www.nahb.org/Education.



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WHAT HAVE YOU LEARNED ABOUT THE HOUSING INDUSTRY LATELY?

learn.

"I'm gaining a competitive edge over builders who think they don't have time to learn."

-Christopher Youngs,
CAPS, CGP



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ARE YOU INCREASING YOUR STAYING POWER, LIKE CHRISTOPHER?



Christopher Youngs, CAPS, CGP, is the Principal and Vice President of Construction at BMR Homes, a company he started in 2004. He credits The NAHB University of Housing's education offerings with helping him to keep his business running now and into the future. "If I wasn't taking these courses, I don't see myself staying in business in the next three to five years. In this downturn, you've got to find a way to get to new markets, to appeal to more clients." That's why Youngs earned the Certified Green Professional and Certified Aging-in-Place Specialist designations, and why he takes so many courses from The NAHB University of Housing. "I attended 13 courses and seminars at the International Builders' Show® this year," he says. "That's the main reason I go to IBS—I go to learn more. NAHB delivers that."

WANT TO **learn** NEW WAYS TO KEEP YOUR BUSINESS ON TOP?



Check out the schedule of upcoming conferences and seminars from The NAHB University of Housing at www.nahb.org/Education.



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ONLY SELF-STARTERS NEED APPLY

thrive.

"I always wanted to
run with the big boys."

-Evelyn Yowell, CAPS, CGR



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ARE YOU AN ACHIEVER, LIKE EVELYN?



Evelyn Yowell, CAPS, CGR started out as a bookkeeper at remodeling firm J.J. Swartz Co. in 1978. She wanted to learn more about the industry, so she took on more responsibilities, worked hard and learned enough about the business to become manager of the company's satellite office in 1987. But that wasn't enough for Evelyn.

"Remodeling is a male-dominated industry. If you're female, some

people will assume you're either a secretary or a wife. My goal was to be accepted by the big boys of the industry." She earned the Certified Graduate Remodeler designation from The NAHB University of Housing in 1991 and the Certified Aging-in-Place Specialist designation in 2004. "Earning those designations gave me more confidence. Customers ask what they are and I'm proud to tell them what I did to earn them." Evelyn went on to become owner of the satellite office, and she and her team will do about \$2 million worth of business this year.

WANT TO thrive LIKE EVELYN?

Start with a designation from The NAHB University of Housing.




Find out how at www.nahb.org/Designations.



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