



LEVERAGING THE MASTER BUILDERS BRAND

MAKING IT WORK FOR YOUR BUSINESS

SEPTEMBER 2025

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**The Master Builders brand is
your credibility, your story and
your competitive edge.**

WHAT CAN YOU DO?

- **Use the Master Builders brand together with your brand:** Use the official logo, branding marks and award quality badges on your website, signage, uniforms, social media, and materials to boost credibility and visibility.
- **Access what's available:** A dedicated marketing kit – with logos, social media imagery, and homeowner guides is available to members.
- **Highlight the 10 Year Guarantee:** Showcase this guarantee as a standout point of value for clients – it's exclusive to members, offers peace of mind, and reinforces your business as trusted and reliable.
- **Lean on strong brand research to build confidence:** The Master Builders brand remains prominently recognised, trusted, and synonymous with quality according to the latest independent research from late 2024.

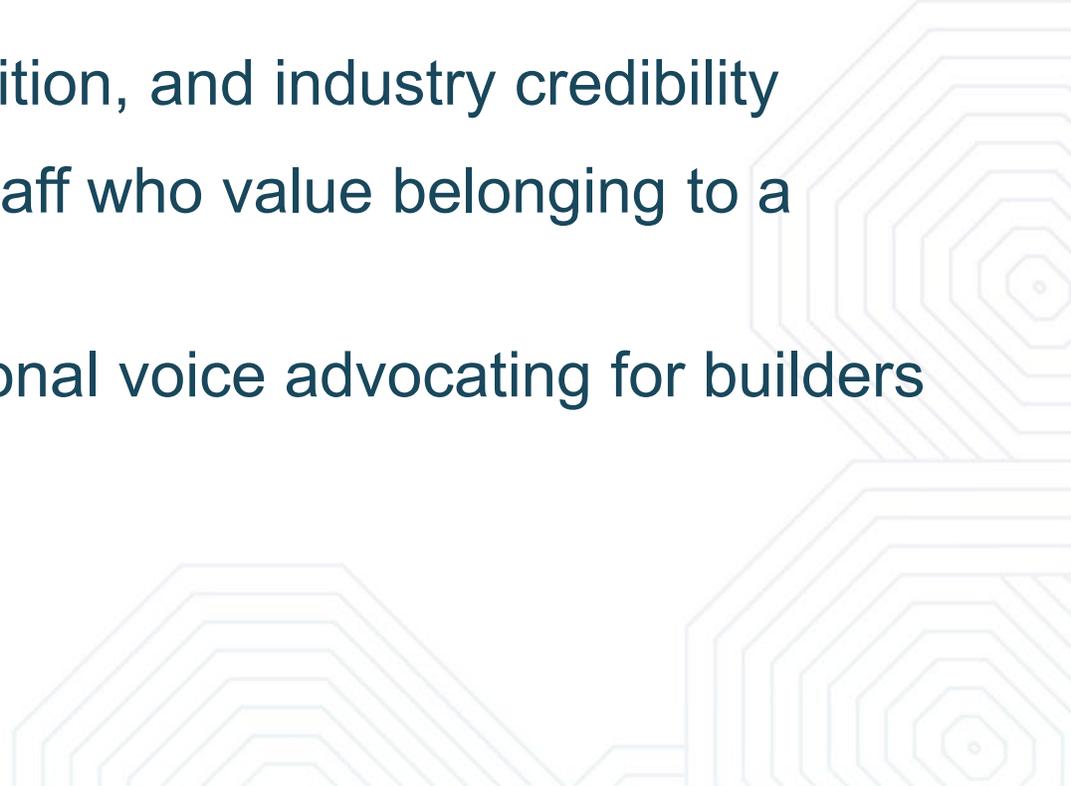
HOW TO STOKE THE PIPELINE

- **Use social proof like client testimonials & endorsement of your Master Builder status:** Quote clients praising quality, reliability, and peace of mind. A recent member said: “The support ... is huge, as well as our clients having the confidence that we are part of a reputable association ...”
- **Confidently feature awards and accolades:** Showcase awards like “House of the Year,” “Commercial Project Awards,” or “Apprentice of the Year” on your website, social feeds, or marketing collateral – these accolades reinforce excellence and help you stand out.
- **Be discoverable via the “Find a Builder” tool:** Ensure your business is listed in Master Builders’ widely used “Find a Master Builder” tool to connect with homeowners proactively.

ACCESS TO SUPPORT TOOLS

- **Tap into the marketing & branding resources available:** Master Builders offers an Advertising Guide, plus online training like “Using the Master Builders Brand” and “Marketing Fundamentals for Builders,” designed to help you effectively brand and promote your business.
- **Benefit from robust contracts, legal guidance, and tools:** Use their well-crafted building contracts, expert advice, dispute resolution services, and discounted supplies to underscore professionalism and protect your business and highlight these advantages in your marketing.
- **Engage locally and nationally to enhance your reputation:** Get involved with regional events, training, and networking. Master Builders supports active participation through branches and summits, which can be platforms to build your local profile.

KEY TAKEAWAYS: ADVANTAGES OF THE MASTER BUILDERS BRAND

- **Stand Out with Trust:** Differentiate instantly in a crowded market
 - **Win More Clients:** Reassure with the 10-year Guarantee and trusted reputation
 - **Boost Visibility:** Showcase awards, recognition, and industry credibility
 - **Build Stronger Teams:** Attract and retain staff who value belonging to a respected brand
 - **Gain Collective Strength:** Be part of a national voice advocating for builders and homeowners
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