



Celebrate National Kitchen & Bath Month  
this October in your Chapters!

**National Kitchen & Bath Month is coming up in October, and it's not too soon to start thinking of ways to boost your business during this promotional period!**

It's a busy time for everyone – particularly homeowners starting to think about holiday preparations – and that often means sprucing up the house. Your membership can capitalize on this by promoting services and discounts that might be available to clients.

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**RETAILERS/DESIGNERS:**

Contact your suppliers — from appliance vendors to cabinet makers to fixture providers — to determine what kind of specials or discounts they can offer to pass on to your potential customers.

**COLLABORATE WITH OTHER LOCAL PROFESSIONALS ON VARIOUS PROMOTIONS.**

For instance, a designer or retailer might team up with a local tile supplier to offer a discount on certain tiles, or with a local craftsman to offer a discount on building/remodeling services or installation. Make it a month-long, chapter-wide effort to cross-promote in various disciplines — you never know what business relationships can emerge!

**PROMOTE THE DISCOUNTS AND COLLABORATIONS ON ALL SOCIAL MEDIA.**

Facebook, Instagram, Twitter, Houzz, and more. Don't have a presence on social media, or a list of clients' emails? Now's the time to start building one!

**COMMUNICATE!**

Send a direct-mail piece or email blast to past clients promoting a special for the month; obtain a list of sales of homes in your area in the past year from resources such as Realtor.com, Zillow.com, or just contact a local realtor or your municipal records hall. These new homeowners might be in the market for renovations, making them prime potential customers.

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**More details on National Kitchen & Bath Month are coming soon on [NKBA.org](http://NKBA.org).**