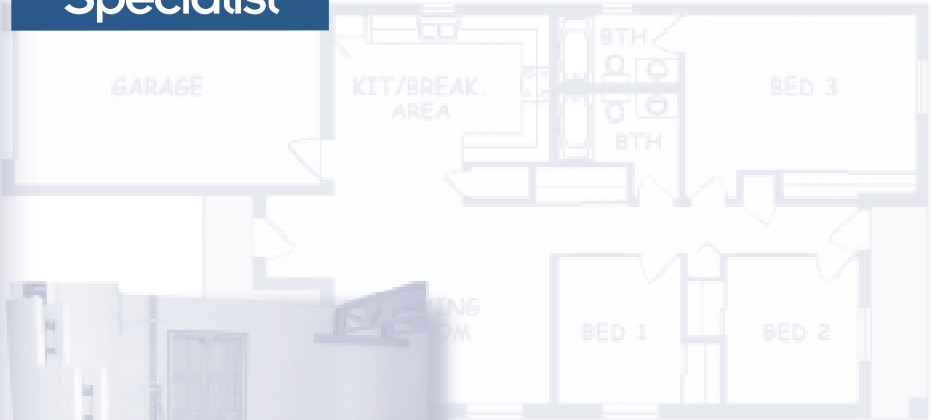




# APPLICATION APPLICATION



**Be a Leader in the Home Construction Field...**  
**...Become a Concrete Home Specialist Today!**



**AGGREGATE & READY MIX**  
ASSOCIATION OF MINNESOTA



## Mission Statement

The Concrete Home Specialist designation was created in an effort to identify qualified concrete home builders interested in building an effective promotion partnership between the ready mix and ICF industries and home builders. The Concrete Home Specialist designation is intended to increase awareness of ICF construction as well as to increase the visibility of qualified builders to consumers and all those related to the construction industry.



# Concrete Home Specialist Criteria:

## Criteria for Concrete Home Builders (General Contractors)

- Must be endorsed by an ARM member.
- Must be an Insulating Concrete Forms Association (ICFA) member and follow the ICFA's established Code of Ethics and Standards and Practices.
- Must be a licensed home builder in the State of Minnesota.
- Must have successfully completed construction on a minimum of three (3) ICF homes.
- To retain the Concrete Home Specialist designation, at least three (3) homes or a minimum of 50% of the builder's annual production must be ICF construction.

## Criteria for ICF Contractors (Installers)

- Must be endorsed by an ARM member and have successfully completed a training course sponsored by an ARM member distributor.
- Must be an ICFA member and follow the ICFA's established Code of Ethics and Standards and Practices.
- Must have successfully completed construction on a minimum of three (3) ICF homes.

### Aggregate & Ready Mix Association of Minnesota Members



AGGREGATE & READY MIX  
ASSOCIATION OF MINNESOTA

A current listing of ARM members can be found at [www.armofmn.com](http://www.armofmn.com)

**For Information about Membership in the Insulating Concrete Form Association Contact:**



**Insulating Concrete Form Association**

1730 Dewes Street, Suite #2 Glenview, IL 60025  
888.864.4232 (P) - 847.657.9728 (F) - [www.forms.org](http://www.forms.org)

# BENEFITS

## Potential Benefits to the Concrete Home Specialist:

- Use of the Concrete Home Specialist logo
- Lead generation opportunities
- Helps builder to become identified by consumers and the construction industry as an ICF builder (exposure)
- Concrete Home Specialist designation sets the builder apart from the competitor
- Concrete Home site signs
- Potential for cooperative advertising
- Advertising/marketing advice from the ARM ICF Committee
- Educational opportunities
- Designation will provide direct access to ARM and ICFA – builder will be kept up-to-date about products, new technology and industry trends and issues
- Potential for involvement in a Concrete Home Building Council
- Potential for advertising and links on ChooseConcrete.com
- Access to marketing materials (ie builder takeaways, newsletters, etc.)
- Building Concrete Homes newsletter – use for promotion and potential inclusion of projects
- Group promotional efforts. Can get more done as a group than as an individual



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