

Promoting Your NHWA Accreditation

How to Build Trust, Strengthen Credibility, and Stand Out from the Competition

Introduction

Earning your accreditation through the National Home Watch Association is more than a professional achievement. It is a powerful way to demonstrate your commitment to quality, ethics, and professionalism.

Many homeowners are unfamiliar with Home Watch services until they need them. Your NHWA accreditation helps answer one of the first questions every prospective client asks:

"Why should I trust you with my home?"

This guide will show you how to incorporate your NHWA accreditation into your marketing so potential clients immediately recognize the value of choosing an accredited Home Watch professional.

What Does NHWA Accreditation Mean?

Being an Accredited Member of the National Home Watch Association demonstrates your commitment to professional standards within the Home Watch industry.

Your accreditation reflects your dedication to:

- Professionalism
- Accountability
- Industry standards
- Continuing education
- Ethical business practices

Rather than simply displaying the NHWA logo, take the opportunity to explain what your accreditation means and how it benefits your clients.

Add Your Accreditation to Your Website

Your website is often the first impression potential clients have of your business.

Consider displaying your NHWA accreditation on your:

- Homepage
- About Us page
- Why Choose Us page

- Contact page
- Website footer

You may also want to include a section explaining:

- What Home Watch is
- Why accreditation matters
- Why homeowners should choose an accredited Home Watch professional

Feature It on Social Media

Don't assume people know what NHWA stands for.

Use social media to educate your audience by sharing:

- What it means to be an Accredited Member
- Why you chose to become accredited
- How accreditation benefits your clients
- Your commitment to professionalism and continuing education

These types of posts build credibility while helping homeowners better understand the value of your services.

Highlight It on Your Google Business Profile

Your Google Business Profile is one of the first places prospective clients look when researching local businesses.

Mention your NHWA accreditation in your:

- Business description
- Google Posts
- Photo captions
- Frequently Asked Questions

This helps reinforce your professionalism before a homeowner even visits your website.

Include It Throughout Your Marketing

Your accreditation should be visible across all of your marketing materials.

Consider adding it to your:

- Business cards
- Brochures

- Email signature
- Vehicle graphics
- Presentation folders
- Trade show displays
- Networking materials

Consistent branding helps build recognition and trust.

Talk About It During Client Conversations

When speaking with prospective clients, don't simply mention that you're an NHWA member. Explain why it matters.

For example:

"As an Accredited Member of the National Home Watch Association, I've chosen to align my business with recognized industry standards and professional best practices. My clients have peace of mind knowing their home is being cared for by a trusted professional."

Personalizing this message in your own voice will make it even more authentic.

Use the NHWA Logo Correctly

Always follow the National Home Watch Association's branding guidelines when displaying the NHWA logo or referencing your accreditation.

Using the logo consistently across your website, social media, marketing materials, and email signature reinforces your affiliation with a respected national organization.

Educate Homeowners

One of the best ways to promote your accreditation is by educating homeowners.

Consider answering questions such as:

- What is Home Watch?
- Who benefits from Home Watch services?
- How is Home Watch different from property management?
- Why should homeowners choose an accredited Home Watch professional?

Educational content positions you as a trusted expert while naturally reinforcing your NHWA accreditation.

Final Thoughts

Your NAWA accreditation represents professionalism, accountability, and a commitment to serving homeowners with integrity.

Display it consistently, explain its value, and incorporate it throughout your marketing. When homeowners understand what your accreditation represents, it becomes much more than a logo. It becomes another reason to confidently choose your business.