

HBA Membership Drive: Talking Points

Step 1. Ask questions:

- What is going on with your business right now?
 What problems are keeping you up at night?
 What challenges are you having?
 Are you interested in growing your business or improving your bottom line?
 What are your goals?
 Do you know what's coming? Are you fully prepared?

Step 2. Share the benefits that will resonate with them. Tell a story.

Benefits/Services	Outcomes
Local / state savings	<ul style="list-style-type: none"> Fuel discount (30 cents per gallon, register as a business and save at participating gas stations)
National Savings	<ul style="list-style-type: none"> Money directly back in their pocket for products you already use (Rebates) Buying a new truck? Save \$500+ (GM, FCA, Nissan). Shop at Lowes? Get an extra 2% on your AR, etc. (NAHB members saved \$20 million last year)
Local / state advocacy	<ul style="list-style-type: none"> Prevent costs from rising, protect the industry and your business Someone to call when you have a problem with access to decision makers & a seat at the table. Kept Construction Open and operating safely during COVID-19 Middle Housing Implementation, expedited land division for middle housing, clear and objective standards for all housing and SDC reform.
National Networking	<ul style="list-style-type: none"> Grow business, save \$ and time by talking to others outside your market. Learn from similar businesses without anti-trust issues. Connecting with national councils and committees such as PRO, PWB, and Green Building
Local Networking	<ul style="list-style-type: none"> New to the area and need to make connections Member to member referrals on jobs Built long lasting personal and professional relationships through participating in the Street of Dreams, Homes of Tomorrow Today, BuildRight and more. Opportunity to mentor and create relationships with those in your industry but in different stages in their career
Expertise at NAHB	<ul style="list-style-type: none"> Save time and money, avoid issues, lawsuits by talking with NAHB's experts in codes, legal, regulatory, environmental, storm water, green, etc....
Knowledge	<ul style="list-style-type: none"> Grow by differentiating your business from competitors or gain new clients by being listed as a designation holder. Information and education opportunities are especially beneficial for small businesses Improving your bottom line through education and webinars
National Advocacy	<ul style="list-style-type: none"> Only voice to make sure decisions made by elected officials don't drive up costs or make it more difficult/ expensive to build / remodel. NAHB legal win means all PPP loans to Members can be forgiven New Home Builders Institute opened in Orlando for training individuals for jobs in construction.

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Health Trust	<ul style="list-style-type: none"> • Saves company money <ul style="list-style-type: none"> ○ Need only 2 or more employees to qualify ○ Many HBA members are seeing savings up to 20% on their medical insurance ○ Get a quote within one week
Marketing / Events	<ul style="list-style-type: none"> • Participating in the Home & Garden Show
Workforce	<ul style="list-style-type: none"> • Working on long-term solutions to address the labor shortage but can help you make your business more attractive to help attract the current workforce

Customize the Message

Market Segment	Message
Remodelers	<ul style="list-style-type: none"> • Pro Council • Tour of Remodeled Homes • Advocacy: Lead abatements, permitting, SDC's, demolition, ADU's, Land Use (ensuring available land supply increases inventory for remodeling) • The HBA provides opportunities for members to showcase their work such as at the Tour of Remodeled Homes and the Home & Garden Show, others don't. • You're a part of the homebuilding industry, we want your voice heard
Multi-family	<ul style="list-style-type: none"> • Multi-family association deals more with property management and tenant rather than building development • Opportunity to network and connect with members to find land • We need you to be a part of this to give you a voice. Tell us what you want and/or need, we want to represent you!
Landscape Contractors and Specialty Contractors	<ul style="list-style-type: none"> • Home and Garden Show • Councils and Committees • Savings <ul style="list-style-type: none"> ○ Health Trust ○ Discounts on gas • Continuing education: classes & online • Networking – access to builders and prospective clients (look ahead to when things may not be so busy). • Permits: we can help you get over humps and get over or change regulations.
High Performance / Urban	<ul style="list-style-type: none"> • Access to the Home performance Council • Build Right Conference in April • Advocacy <ul style="list-style-type: none"> ○ Skinny lots ○ Code Change and building support from our new Building Science Consultant ○ Permitting • New Homes of Tomorrow Today Tour presented by PGE • Education • Workforce Development • Training

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Step 3. Overcome the no

1. It's too much money.

Where do you advertise? Marketing budget?

- Use the discounts, rebates, insurance → you'll actually *make* money (benefits > cost)
- You can't afford not to be a member
- Many of the benefits if used will pay for your membership

2. I don't have time.

What's keeping you busy? It can save you time & if you choose to do more, it's time well spent

- You don't have time to invest in your company?
- If you knew what we were doing, you would make the time
- Are you too busy to make more money?
- You can't afford to not make the time, right now your company needs to have a seat at the table

3. We're cutting back.

Where are you spending your money then? How will cutting back help you make more money?

- Why are you cutting back? *If things aren't going well then you can't afford to not be here.*
- *Investment - membership could help you grow your business and improve your bottom line.*
 - *Monthly payment program*

4. Maybe later.

What would be different later? Figure out why they're putting the decision off. Once you know the real reason you can respond accordingly.

- Added incentives and discounted price are only available now. You're leaving money on the table. *Why wait and pay more?*

5. I'm already a member of another association.

- Which and why? What do they offer, or do they offer [x benefits we offer]? Use that to differentiate.

6. I just don't see the benefit for me.

What are their goals, needs, struggles: talk about the benefits that would apply to them?

- You don't like making money? Saving money?
- *Look up their website to learn more about what might apply to them (i.e. what they do, where they work, do they promote professionalism, then you need to be a member, etc....)*
- Up to date information on employment regulations and code changes

7. I get the benefits whether I join or not.

Oh, so you get x? (x = benefits that are only available to members).

- But you don't. Only members have access to our Health Insurance Trust program, savings, and access to the network of Portland industry leaders
- You aren't up to speed on changes that are affecting our industry and your business
- *And if you're not at the table you're on the menu. Things will get worse if we cease to exist.*

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8. I was a member before and didn't get anything out of it.

When? What did you do when you were a member? Find out what incorrect perceptions they may have. What were you hoping to get out of it and what did you do to make that happen?

- What was your one problem? Let's fix that
- We'll help you figure out what steps to take to meet your goals.
- When were you a member? A lot has changed

9. I need to ask someone else.

Who do we need to talk to?

- Great, let's call them now!
- *Commit a time to follow up and call back.*
- *Talk to decision maker about the benefit to them of sending their staff to the HBA: increased relationships, learning opportunities, potential to make more money and get new clients*

4. How do I sign up?

Make it easy to join and close while on the phone. There are a few ways to join:

1. Visit them in person to complete the application and receive payment
2. Collect application & payment information over the phone

Invite them to your welcome event!

If you join now you will get free entry to the new member welcome event. Put it on your calendar right away!

Date: _____

Exclusive networking opportunity with the best in the industry