

Recruiting New Members

Key Points

Adjust based on who you are speaking to: Builders vs. Associates

You will need to be prepared to discuss some of the benefits that provide value and are specific to your association. Keep the prospect talking as much as you can so you can learn about them and build a relationship. If you've met before, mention it. You must ask the prospect questions so you can decide which of the HBA's benefits are most meaningful for them.

Examples of questions:

- I see on your website that you do X. Can you please tell me a little bit more about your business?
- How long have you been running your business in the area? Do you know X? Did you know X has been a member here for years? *Identify connections and leverage relationships.*
- Given what you know about the association, what do you think we can do for you?
- What are you most excited about for your business in the next couple of years?
- What are the top 3 challenges that you are currently facing?
- What is holding you back from reaching your goals?

Examples of benefits to share:

- Special discounts such as insurance, wholesale pricing, fuel discounts, etc (Don't forget about [NAHB Member Savings](#))
- Rebate programs available to builders
- Discounted rates and support for your continuing education needs (Don't forget about [NAHB Online Education](#))
- Free or heavily discounted tickets to home shows/events
- Discounts on vendor registration for home shows/events
- Listing in directory if available, any opportunity for free publicity/advertising for their business to area consumers
- Builder insurance benefits/program, if applicable

Association Accomplishments

- If your association has any big "wins" in the prior year (i.e. legislative influence at local/state level, building code issues) be sure to provide examples to use as selling points.
- NAHB example: Our national association is working to help you succeed. The average dollar [value in recent years of NAHB services](#) and advocacy victories is roughly \$6,160 per housing start for a typical home builder. Advocacy victories include: preservation of options in building codes, reductions in builder taxes, availability of flood insurance for new construction, preservation of deductions for remodeling, higher loan limits that enable more new home sales.

Upcoming Events

- If you have any upcoming events, list them and take the opportunity to invite the prospect to the event to learn more about the association. Tell them how they will benefit from attending. Don't share an entire month's calendar, pick 1-3 that would be the best fit for this individual.
- Make attending as easy as possible. If its in-person, tell them where to park and what to expect when they walk in. Let them know you are adhering to all CDC guidelines for gatherings.
- If it is virtual, make sure they fully understand the platform and how to connect.

Dues: Be clear, no hidden fees, your dues are worth every penny

- Annual Dues are a flat rate of \$XXX –or–
- Annual Builder Dues are \$XXX depending on variable rates, etc

Payment Plans (if applicable)

- Dues may be paid in installments of \$XXX over a XX month period
 - Be prepared with all payment plan options

Membership Specials

- If you are running any pricing specials or incentive programs, use them to create urgency. The prospect needs to sign up now to get this great offer. Joining the HBA is always worth the money, but right now you get a package that you don't want to miss out on.
- If the prospect was a member in the past, acknowledge that and address how the HBA has changed since they let their membership lapse. Highlight exciting changes and all of the new, impressive things the HBA is working on.

Opening the Conversation

“May I please speak with _____?”

“Hello M/M _____, my name is _____ calling on behalf of the [HBA NAME] and I'd like to talk to you about the benefits of becoming a member. I can't believe you aren't a member yet! From what I can see, you and your business are a great fit for our HBA community. Would you be interested in learning more?”

- If YES, continue with conversation by discussing key points/value of membership
- If NO, thank them for their time. Ask if there is a better time for you to talk, or if there is someone else at the company who you should speak to about HBA membership.

COVID Language:

On behalf of myself and [HBA NAME], first and foremost, our thoughts go out for the safety and health of you, your employees and your families during this challenging time. The pandemic is an unprecedented health event that has drastically affected the worldwide economy, including the residential construction industry. We want you to know that we are here to help you navigate this new terrain and minimize disruption to your business.

Continuing the Conversation: Members have access to great opportunities and programs that can help you grow your business and save money. Especially during this time where business looks different, membership gives you access to reliable industry news and updates so you don't have to waste time doing the research yourself.

Highlight 2-3 benefits of membership to continue the conversation with the prospect.

- The benefits you share should be the ones that resonate most with the individual you are speaking to.
- Don't be afraid to share a personal story. What has the HBA done for you and your business? Be specific.

Examples:

- As a Builder Member of the HBA, you'll be eligible to participate in our insurance program that has saved our members' businesses a considerable amount of money
- Members receive discounted vendor registration at our annual Home Show, which is a great place to be seen by and meet with potential customers and vendors
- Our members qualify to receive a special discount at XXX which can save you up to XXX% or \$XXX a year
- We have the ear of decision-makers. As a member, you can be sure that your voice is heard and play a key role in advocating for a favorable business environment that supports the housing industry and reduces excessive regulation.
- If you get involved, you'll be in the room with some of the most professional builders in the area. Networking with the people other than the builders can also result in unexpected referrals and discounts member to member.
- You'll have the opportunity to grow your business through our various events. You'll get make valuable connections that can help you improve your bottom line.
- Opportunity to distinguish themselves from competition through prestigious awards and leadership positions only available to members
- Membership helps them to keep up with latest industry news/trends – this is a good opportunity to pitch the value of your home show/Parade of Homes, if applicable
- Membership keeps them informed on regulatory issues on the local, state and national level.

You can also mention some of the specific **COVID-19 related efforts**, especially if your local or state associations have highlights. NAHB examples below:

- [NAHB took the lead in getting the Department of Homeland Security to designate single-family and multifamily construction as an "Essential Infrastructure Business,"](#) meaning that construction can continue in places under stay-at-home orders. Although this designation is not binding to state and local governments, it does mean that there could be more workers on job sites in the coming weeks.
- [How to Obtain a Small Business Loan and Have it Forgiven.](#) NAHB has prepared [Stimulus Resources for Members](#) that includes information for small business owners, self-employed individuals and sole proprietors to obtain small business loans – including the conditions required for loan forgiveness -- under the CARES Act.
- [To ensure the safety of workers,](#) NAHB and our construction industry partners have developed a Coronavirus Preparedness and Response Plan specifically tailored to construction job sites. The plan is customizable and covers areas that include manager and worker responsibilities, job site protective measures, cleaning and disinfecting, responding to exposure incidents, and OSHA record-keeping requirements.

Finalizing Your Pitch

At this point, you should be able to ask the prospect about their level of interest in joining the HBA:

- “With these great benefits available to our members, would you be interested in becoming a member?”
 - If YES, proceed with Dues and Payment information
 - If NO, ask if they would be interested in receiving more information about membership
 - If YES, take down their information for email or mailing address to send follow-up information
 - If NO, thank them for their time and hang up

Dues/Payment Information/Closing

If your HBA has multiple tiers of dues levels, you must first take the time to ask the prospect where they fall on your dues scale:

- “HBA dues for Builders are tiered and based on annual revenue of our members – can you provide an estimate of what your annual revenue was last year? ~~–or–~~
- “HBA dues are based upon production volume – approximately how many homes did you build last year?”

If your HBA has a flat fee for all members, or once you know where the prospect falls on your dues scale, proceed with the dues information:

- “For our Builder Members, dues are \$XXX annually. Your dues include membership in not only the HBA, but also in the state HBA and the National Association of Home Builders. You are getting a 3-in-1 membership”

Take this opportunity to present the payment options or membership specials available

- “We offer you the opportunity to pay your dues all at once, or through one of our convenient payment plan options”
- “If you join today, you’re getting our membership, and on top of that, you’re getting [SPECIAL INCENTIVES]”

Close the Sale

- “How would you like to pay today? – I can accept credit/debit over the phone”
- If your HBA can’t process credit cards, use www.nahb.org/join tool so you can collect their payment immediately. Fill out their application yourself while you have them on the phone, or navigate them to the correct page step by step so they can put in their info.
 - If not interested in paying today, ask when they can make the investment.
 - If not sure of when they want to pay, take down their information for email or mailing address to send follow-up information

Phone Call Wrap Up

- Be sure you have accurately recorded all their information – verify name, address, email, etc with the new member before hanging up.
- Confirm the next time you’ll see them at the upcoming HBA event.
- Also ensure they have the appropriate contact information for the HBA in case they have any questions

Overcoming the “NO”

I don’t have time.

- The HBA can actually save you time.
 - When you encounter delays on permits, lean on the HBA and let them help you solve the problem.
 - What problems are taking up your time? The HBA helps me get things done efficiently. I rely on them. I wonder if they can help you, too?
- When the coronavirus pandemic hit, I was grateful that construction was deemed an essential business. But, I really didn’t understand what that meant in order to get my people back on the jobsite. NAHB provided a safety plan that I easily customized to fit my needs, and I was able to get my employees safely back out and not fall too behind on projects. I didn’t have to put in the time to do extra research or hire someone. They put out information like this all the time that you can trust.
- Many of our members can’t attend every meeting. We understand that. What’s great about the [HBA] is that they work for you even when you can’t be there. However, the only way we can

afford to work on the dozens of housing issues that impact your cost of business each year, is with a strong membership base.

I can't afford it right now. / We're cutting back.

- Actually, you will most likely MAKE money if you use the discounts, rebates, insurance, etc. It doesn't take long to enroll in these programs. I'll walk you through it once you join. This year, I got \$XXX back in my pocket, which more than covers the cost of membership.
- We get calls from consumers and refer them to our list – you can't afford not to be on it.
- If things aren't going well for your business, then you can't afford NOT to be a member of the HBA. Our benefits in education, networking, and savings can make a difference for you.
- One good business relationship, a piece of information, or a tip learned at a seminar or across the table from a fellow builder or associate can be worth more than the full year's dues in profit or cost savings.
- I understand that the pandemic has significantly impacted business in this area. It has been a struggle for me, too. How about I give you a call in 6 months to check in and see if you're in a better place? The HBA isn't going anywhere, and we want you, so we're happy to wait if that's what you need.

I don't qualify for the benefits.

- I don't really use the member discounts or rebate program. But I can tell you, the HBA has provided member benefits to me that I never expected when I first joined. The willingness of the HBA staff and my fellow members to go above and beyond the normal order of doing business to help me solve problems has proved that my dues investment is the best business decision I've made in a long time.
- Most of our members qualify for at least one or more of the benefits. [NAHB's Member Savings](#) program is comprehensive. I recently saved \$XXX using XXX. Do you shop at Lowe's?
- The member discounts and rebates are just the immediate payback, though. The value you get out of [HBA] membership is something you can't put a dollar value to - how it may help you develop new relationships, referrals, grow your business, and make things happen.

I want to think about it. / Maybe Later

- Since I'm here today to answer any questions you may have, what concerns are you having? Is there anything I can clear up for you?
- What factors impact your decision?
- Okay, I understand. Can you please provide me your email and mailing address? I'd love to send over some additional information that may be helpful as you consider your decision.
- We are excited for you to join our HBA community whenever that time may be. However, if you want to maximize your investment, you should join now because you not only get our usual membership package, but you will also get [SPECIAL INCENTIVE].

I get the benefits whether I join or not.

- You shouldn't take the benefits and then do nothing. The organization will go away or lose our influence if we don't get new members. Things will get worse for our industry if our HBA doesn't exist. If you're not at the table, you're on the menu. You can't be at the table if you are not a member.
- You don't get access to our staff or expertise. You don't get the personal connections that we have with local officials and state and national reps to talk about issues that matter directly to you.
- The proliferation of the coronavirus in the US was an unanticipated and unprecedented event. I know for me, I only got through it because I was able to turn to the HBA. This is a community that makes a difference, and we want you to be part of it, not on the sidelines.

I don't have any problems/I don't need membership.

- The recent pandemic shows us that we don't know what the future holds. You may not have any problems now, but don't wait until you do to join – it may be too late.
- HBA membership is a sound business investment. There is no one else who cares so strongly and genuinely for members and industry issues as this organization. Based on our legislative victories at all levels of government, it probably is true that you haven't had to deal with excessive regulations and other problems. Help us keep up our great work. Support our HBA's efforts by joining us today.
- You don't know until you try! I know so many members who have grown their business, advanced their career, and made lasting connections through the HBA. Perhaps there is a benefit that can positively impact your business, you just aren't aware of it yet.

I need to ask someone else.

- Great. Let's call them now, together.
- Who do we need to talk to? Can I take you both to coffee?
- Commit to a time to follow up and call back after they talk to someone else.
- Talk to the decision maker about the benefit to them of sending their staff to the HBA (increased relationships, learning opportunities, potential to make more money, acquire new clients)

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

- When was that? What were you involved in back when you were a member? Find out what incorrect perceptions they may have and address them.
- What were you hoping to get out of HBA membership at that time? What did you do to make that happen? Is there someone who you have been wanting to meet that we can introduce you to?
- What was your biggest issue? Let's fix that and help you figure out what next steps to take.
- List what has changed since that time: better programs, events, educational opportunities

I'm already a member of another association.

- Which association? Differentiate your HBA from this competitor.

- Is there something you're looking for there that you aren't finding? Maybe that's a benefit our organization can offer you.
- I am a member of multiple organizations with paid dues. I understand the need to make budgeting decisions, but the HBA is the only group I am part of that is member-led, member-driven fighting for an environment favorable to the residential construction industry.

How to inspire recruiters (click underlined for links to more information):

- [Tips from a Young Professional](#)
- Creating a [culture of membership](#)
- Hold a [membership drive](#)
- [Make it fun](#)
- [Set them up for success](#)
- [Have a plan](#) and look for support from the State association
- [Tips from NAHB all-time top Spike](#)
- Know your audience: [Associate Members](#)
- Signature Kitchen Suite [recruitment competition](#) returns for Fall 2020