

RECRUITING MEMBERS



The National Association of Home Builders is a member-based trade association that supports residential construction professionals. Because NAHB and your local home builders association are driven by members like you, recruiting is integral to the future success of the association.



Explaining the value of membership

Be prepared

Identify a few ways you've benefited from membership such as member savings, advocacy and networking.

Start a conversation

Learn about a prospective member by asking a question about them or their business like, "How long have you been in business in the area?"

Identify how membership can benefit them

Talk about a member benefit or advocacy effort that would likely interest them.

Help them join

Offer to walk the prospective member through the application, or to send additional information over. Follow up in a day or two to see if they have questions.



Common concerns

I don't have time

Your HBA can help you navigate common delays in home building and operate more efficiently. What is currently taking up your time? Maybe we can help.

I can't afford it

Members who take advantage of savings programs end up spending less in the long run. This year I saved \$X and/or met X new customers through the HBA.

My business is doing fine so I don't need to join

NAHB and local HBAs work hard to protect the home building industry. Without member support, we wouldn't be able to keep doing the work your business has been benefitting from.



More tips

Membership incentives

Mention current new member incentives or membership drives.

Upcoming HBA events

Invite your new or perspective member to accompany you to an upcoming HBA event where they can start getting involved and meeting members.

Explain the dues

Be clear about how HBA dues are structured and what they can expect to pay. If you're not sure, ask your EO for more information.



At a glance

Priorities

- Housing affordability
- Workforce development
- Material and regulatory costs

Benefits

- Education
- Networking
- Savings programs



Prospective member notes

Name

Company

Job title

Email

Phone number



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