

Tips for Building Your Referral Rush Week Call List

Developing a list of potential new HBA members might be easier than you think! Consider all the ways you interact with businesses in the residential industry. Use these tips to build a strong call list:

1

Your Existing Business Network

- Vendors and suppliers you regularly work with (flip through your invoices!)
- Subcontractors and trade partners
- Clients and customers who might benefit from HBA connections
- Industry peers you collaborate with

2

Personal & Professional Connections

- Friends or family who own or work for businesses in the homebuilding industry
- Fellow members of other business or networking groups
- Professionals you've met at conferences, trade shows, or community events

3

Businesses You Engage With Daily

- Companies you see on job sites
- Trucks and vans with business logos parked at projects
- Local businesses that serve the home industry (marketing, insurance, finance, etc.)
- Businesses you've hired for personal home projects

4

Social Media & Online Research

- Companies that follow or engage with HBA on social media
- Businesses advertising their services in local Facebook groups
- LinkedIn connections in related industries
- Google searches for home-related businesses in your area

5

Membership Gaps & Key Categories

- Identify businesses in our areas of greatest need: home inspectors, appraisers, construction/home insurance, septic installers, handyman services, cleaning/house keeping, Branson & Joplin area businesses
- Think about industries that could benefit from networking with builders and suppliers

By thinking through these areas, you'll likely come up with more potential members than you expected! Start building your list today, and let's grow our HBA community together. Thank you for sharing the value of HBA membership!