

Please feel free to use the sample script below on your referral calls. You have the freedom to modify it however you see fit! This script was created with unknown/unfamiliar prospects in mind, but it could also be used for prospects already in your network. **We want you to pay special attention to the call to action and closing to be sure your recruits know the benefits of Referral Rush Week!**

HBA Recruitment Call Script

Introduction:

"Hi [Prospect's Name], this is [Your Name] with [Your Company], and I'm a member of the HBA. How are you today?"

Reason for Calling:

"I wanted to personally invite you to join the HBA because I've seen firsthand how it benefits businesses like ours in the homebuilding industry. It's a great way to connect with potential clients, build relationships with other professionals, and stay ahead with industry resources and advocacy."

Personal Testimonial (Optional):

"For example, since joining, I've [share a personal benefit, e.g., gained new business leads, found valuable partnerships, taken advantage of great member discounts, etc.]."

Call to Action:

*"Right now is the BEST time to join because it's Referral Rush Week! If you sign up this week, the HBA will **waive the \$25 application fee** AND you'll get a **\$100 credit** toward future HBA invoices. These extra perks are only available for a limited time, so I don't want you to miss out!"*

Closing:

*"I'd love to help get you signed up and make sure you take advantage of these savings. Also, we have a great opportunity for you to get a feel for the organization—join us for **Power Hour at Classic's Yard on May 8!** It's a fun and casual way to meet members and see the value of HBA firsthand. Can I connect you with the HBA team today to get started? Let me know what works best, and I'll follow up!"*