



## **Cornerstone Membership Committee**

# **RETAIN**

### ***Lee Building Industry Association***

4210 Metro Parkway, Suite 100, Fort Myers, Florida 33916  
P: (239) 936-5525 | F: (239) 936-5839 | E: info@bia.net  
Website: [www.BIA.net](http://www.BIA.net)



## **2008 Cornerstone Membership Committee - Description of Duties**

**Mission:** To team new members with current Lee BIA members so that new members may develop a commitment to the Association. This pairing will provide new members with a vehicle to network within the building industry by promoting and ultimately increasing their business and retaining their membership.

The Cornerstone Committee has been organized into three divisions help serve the members of the Lee Building Industry Association in the following ways:

*[Please check the role(s) that you are interested in and have time to dedicate to.]*

**Recruiting** New Members:

Invite fellow vendors, subcontractors and business partners to get involved in the Lee BIA to enjoy all of the member benefits.

**Welcoming** New Members:

Welcome each new member with an office visit or phone call. Invite new members to attend an upcoming event. Attend meetings to welcome new members and help them to meet other valuable BIA member contacts.

**Retaining** Members:

Make phone calls to encourage active participation, verify contact information and ensure that members are satisfied with their BIA membership. Remind BIA members to continuously take advantage of their member benefits including awards, programs, table top events, *Building Review*, networking opportunities and member discounts.

### **Duties and Responsibilities:**

All Cornerstone Committee Members are required to:

Join one of the three Cornerstone Committee divisions.

Attend 8 of 11 committee meetings annually. When a conflict arises that prohibits attendance, members must contact the BIA prior to the meeting if the absence is to be considered an excused absence. Missing 2 or more meetings may result in dismissal from the committee.

Complete monthly assignments. This may include making phone calls, sending emails as well as reporting results to the BIA office in a timely manner. Please note: when members miss a meeting and do not communicate either their progress or their willingness to continue, their assigned members may be re-assigned at the chairperson's or BIA liaison's discretion.

Assist at the General Membership Meetings at least three times a year. This may include assisting at the membership table and/or welcoming members at events.

*If appointed, I agree to serve on the Membership Committee through December 31, 2008 and will adhere to this job description to the best of my ability.*

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_ Appointed: \_\_\_\_\_

# Lee BIA Retention Call Sheet – SCRIPT #1

[Please fully complete and fax to the Lee BIA: (239) 936-5839.]

Cornerstone Committee Member: \_\_\_\_\_ Date: \_\_\_\_\_

Committee Member Company: \_\_\_\_\_

Retention Call Company: \_\_\_\_\_

Spoke with: \_\_\_\_\_ Phone: \_\_\_\_\_

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These calls should be made 90/120 prior to renewal. Please keep the call short and on purpose. Remember, this call is NOT asking for money. Ask for primary contact.

**(1) Hello \_\_\_\_\_, my name is \_\_\_\_\_ and I am calling on behalf of the Lee Building Industry Association, do you have a minute?**

(If Yes, continue. If not make an appt. for a follow up call or find out when would be a good time to call.)

**(2) I am helping the Lee BIA staff update the database and we wanted to make sure that we have your company information correct.**

**Confirm:** (Check those that are correct)

<input type="checkbox"/> Company Name	<input type="checkbox"/> Contact Name	<input type="checkbox"/> Mailing Address
<input type="checkbox"/> Billing Address	<input type="checkbox"/> Telephone Number	<input type="checkbox"/> Cell Number
<input type="checkbox"/> Fax Number	<input type="checkbox"/> Website Address	<input type="checkbox"/> Email Address

Notes on possible updates: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**(3) Are you receiving event communications from the BIA either via, email, fax or mail throughout the year? YES / NO** (Circle One)

**(4) Are you receiving the Lee BIA Building Review newspaper monthly? YES / NO**

**(5) The Lee BIA and I would like to sincerely thank you for your membership over the past year. I see that your membership renewal will be coming up in \_\_\_\_\_ (date) and we would like to thank you in advance for renewing your membership.**  
(Pause, leave it open for their response.)

(If the response is positive CHECK HERE \_\_\_\_\_. If negative, please see SCRIPT #2)

**(6) (If positive) Before I go do you have any questions? Our next meeting/event is scheduled for \_\_\_\_\_. We look forward to seeing you soon. Also, for the most up-to date information about the BIA, Member Benefits, and Events, check out the BIA website at [www.BIA.net](http://www.BIA.net). Thank you for your time, goodbye.**

Notes: \_\_\_\_\_

\_\_\_\_\_

# Lee BIA Retention Call Sheet – SCRIPT #2

[Please fully complete and fax to the Lee BIA: (239) 936-5839.]

Cornerstone Committee Member: \_\_\_\_\_ Date: \_\_\_\_\_

Committee Member Company: \_\_\_\_\_

Retention Call Company: \_\_\_\_\_

Spoke with: \_\_\_\_\_ Phone: \_\_\_\_\_

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If the member does not intend to renew or is uncertain, please complete the following small survey.

(1) ***I am sorry to hear that you are uncertain about (or) not planning on renewing. May I ask you why?*** (Please note reasons...)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Depending on the member's reasons, please refer the Membership Benefits list attached to try to change their decision. Remember: The BIA's goal and purpose is to be of help and benefit to our all of our members.)

**How to Handle Objections against renewal:** (Also see Handling Objections list attached)

**1. "I do not have time to attend."**

Your Response: Your participation, no matter how small is valuable. One of the benefits of your membership is membership identification. Being a Lee BIA sets you apart in the community and in the industry.

**2. "I am not getting anything out of my membership."**

Your Response: The Lee BIA provides legislative strength by monitoring legislative activities, both on the local and state level. The Association keeps local government officials apprised of the industry's position on issues and it keeps its' members informed about pending governmental action. Lee BIA is here to protect our industry from over government regulation.

Your Response: Are you or have you considered attending a BIA meeting or event? These meetings provide you with the opportunity to get in front of a specific audience that you want to do business with. These meetings provide you with a wonderful source of networking opportunities and referrals! Our members pride themselves on doing business with fellow members.

**3. "It is too expensive."**

Your Response: We offer payment plan options. Would you be interested in learning more? Yes / No I will have a BIA staff person contact you to discuss these options with you further.



## TOP 10 REASONS TO JOIN THE LEE BIA TODAY!

### **1** Three-For-One Membership

When you join your local Lee BIA, you receive the benefits of three memberships. You automatically become a member at the state (Florida Home Builders Association) and national level (National Association of Home Builders) – that's three memberships for the price of one.

### **Powerful Advocacy**

Everyday, NAHB, FHBA and the Lee BIA fight to defeat excessive regulations that are driving up the cost of housing. That puts money and time back in you pocket! On a local level, we keep you informed promptly and provide opportunities to make a difference. For example, meetings are held monthly between our Executive Officer and city and county staff to keep channels of communication open between the industry and those who develop and enforce building regulations. These meetings are open for any member to take part in.

### **3** Access to Critical News & Information

Knowledge is your best defense in this rapidly changing industry and association membership is the single, most-authoritative source of housing information. Your membership ensures that you'll be in-the-know. With timely news alerts, the Lee BIA's Building Review, NAHB and FHBA magazines, special-interest newsletters and publications, plus 24/7 access to [www.BIA.net](http://www.BIA.net) and NAHB and FHBA's members-only website – you get the latest building information as soon as it's released. And, only a phone call away is a professional staff member at the Lee BIA, FHBA, and NAHB to help you find the information you need.

## **Invaluable Networking Opportunities**

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As a alliance of local members, 17,000 state company members and 215,000 plus national company members from all areas of the industry, association membership is a one-stop networking Member mixers and monthly membership meetings to state and national conventions, committees, and other special events, there are hundreds of ways for you to meet – and build relationships wit fellow professionals, customers and suppliers.

**5**

### **Opportunities to Market your Business**

Sponsorships, advertng, Parade of Homes™, print and online membership directories, and exhibitor space.... There is something to fit your marketing needs and budget. And all opportunities age exclusive to association members!

## **Access to Expert Advisors**

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Wouldn't it be great to have a team of industry experts at your disposal to address your specific business questions for free? When you become a member, you get instant access to NAHB's distinguished economists, legal research staff, financial experts, librarians, and regulatory and technical specialist. Free legal advice on such issues as builder liability, contracts, zoning, impact fees, and the environment.... Technical assistance on wetlands issues, sewer, water regulations and safety regulations.

**7**

### **Exposure to the Latest Building Products and Services**

As a BIA member, you can attend FHBA and NAHB's tradeshow and expositions at a low member price and get a first-hand look a tall the latest products and services. FHBA's Southeast Building Conference (SEBC) draws over 600 exhibitors and 7,000 delegates annually. NAHB's annual International Builders Show™ (IBS) has over 70,000 attendees, 1,000 exhibits and the International Commercial Construction Expo (ICCON™), the Senior Housing Show™, the Multifamily Trends Conference™ and more.

## **Fun, Fun, Fun!**

All Work and no play makes for a dull association. The Lee BIA offers a variety of social events such as annual Fishing tournaments, Spring and



Fall Golf Tournaments, Member Mixers and Tradeshows, like our Contractors Showcase. All are great ways to have fun and get to know your fellow BIA members.

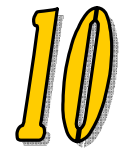


## **Member Discounts**

Lee BIA members receive a discount card with special discounts on a wide variety of business products and services through the NAHB. Discounts include 5% to 60% off of participating hotels, car rentals, office products, computers, overnight delivery, and many more. Through FHBA's Insurance Programs, members can participate in specialized insurance programs specifically for the Florida Construction Industry.

## **Do Something Good for Your Community**

Make a difference by participating in one of the Lee BIA's many community activities. One such program is the Lee BIA's Builders Care.



Builders Care provides construction services at no cost to needy and deserving elderly and disabled homeowners who cannot obtain home repairs through traditional means. The Lee BIA Builders Care goes to great lengths to show the local community just how much builders care.



## **Quick Facts about the Lee Building Industry Association**

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### **What is a BIA?**

A Building Industry Association is a group of people involved in every aspect of the building industry who are concerned about improving the area in which they do business and consequently their businesses and are willing to do something about it.

A BIA's strengths lie in the number and diversity of its membership. Both large and small businesses with many different interests are represented and influence the association. THE MEMBERS ARE THE ASSOCIATION. Collectively, the Association members can accomplish what a single business or individual cannot do alone.

A Building Industry Association does the following:

- Furthering social interaction and business opportunities among members and community leaders.
- Represents and advocates the rights and needs of the building industry with the media, local and state and federal regulatory bodies and other organizations. In turn, improving the public perception of the industry.
- Serves as a resource for information and education for its members
- Works in partnership with the 21,000 member companies of the Florida Home Builders Association (FHBA) and the 250,000 member companies of the National Association of Homebuilders (NAHB).

### **About the Lee Building Industry Association:**

For its more than 1,000 firms, the Lee Building Industry Association is much more than a trade organization. This non-profit association is a powerful voice for the building industry in the regulatory arena in southwest Florida. It is a resource for technical assistance, information and educational services. The BIA is a visible force in the communities where its members live and work. The Association has enhanced the image of our industry professionals as the concerned, involved citizens they truly are.

### **2008 Membership Dues:**

*Membership dues are due annually - one year from the initial start date. Out of each member's due a percentage is given to FHBA and the NAHB; to secure their membership with the state and national associations. A potential member must join their local association (Lee BIA) in order to be a member of state and national associations.*

Associate Member.....	\$560.00
Builder Residential/Commercial.....	\$640.00
Developer.....	\$875.00



## How to Answer Objections to Joining

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Possible Objection	Suggested Response
<p><b><i>It's too much money.</i></b></p>	<p>Our company thought the same thing to begin with. However, by taking advantage of the many benefits of the BIA, within a few months membership more than paid for itself. Through the Florida Home Builders Association, we can obtain discounted insurance through FHBI (the Florida Home Builders Insurance). In addition to the insight and edge our company had gained by connecting with the heart of our industry, the BIA. [Mention tangible benefits... For example: (1) Subscription to Florida Homebuilder Magazine and the Lee BIA's Building Review; (2) Discounts on daily office supplies and services; (3) Discounted entrance to IBS, SEBC, and Lee BIA-member only trade shows and educational programs]</p>
<p><b><i>I'm too busy – I don't have the time.</i></b></p>	<p>Work smarter, not harder. We keep you informed and reduce the time you need to keep up with the industry.</p>
<p><b><i>I'm too small of a company – I can't compete with the big guys.</i></b></p>	<p>Did you know that 70% of our builder members construct less than 25 units a year, just like you?</p>
<p><b><i>The Association and/or NAHB do not meet my needs.</i></b></p>	<p>Can you be specific, what needs? (Listen for response.) Allow me to tell you about some of the association services and benefits that may be of interest to you. For example, (offer BIA services here).</p>

<p><b><i>I belong to every association under the sun. I do not have the time to belong to another one.</i></b></p>	<p>You are obviously successful. Would you be opposed to spending \$ <u>(their dues here)</u> a year to employ a full time law firm to be on Capitol Hill, looking after the future of your career? That's what you get with your Lee BIA and in turn, NAHB membership. It is not necessary to attend all the meetings, but those that you do attend will give you great ideas and a chance to network with those you are looking to target. I use to feel exactly like you, so I sat down and asked myself what I needed. When it came right down to it, I need NAHB. After all, it is my career we're are talking about.</p>
<p><b><i>I was a member once. Something happened and my views weren't really represented.</i></b></p>	<p>The Association needs people like you. Your leadership abilities are evident. Could I propose that you could come in discuss about how we could get you involved?</p>
<p><b><i>I mostly do remodeling – my issues are different that the big builders.</i></b></p>	<p>Many builders are diversified and do remodeling. We have long time builder members who only do remodeling. In fact we currently have a Commercial Contractors Council that meets throughout the year to discuss topics that would be of similar interest to a remodelor. For example, the concept of Green Building is now in demand more than ever; the CCC host educational events that update builders and remodelors about how to go green.</p>
<p><b><i>Now is not the right time, maybe later.</i></b></p>	<p>Later may be too late. You really cannot afford to delay in being informed with the fast changes in the industry. Your support now will ensure that we continue to represent all facets of the industry.</p>

<p><b><i>I have my own association that represents my specific interests.</i></b></p>	<p>(1) Who do you primarily do business with – Commercial or Residential builders? The Lee BIA offers fantastic opportunities to network with these individuals at our [General Membership Meetings (GMM), Commercial Contractors Council (CCC) Meetings, Tradeshows – Reverse Table Top; Contractors Showcase]</p> <p>(2) As a member of the Building Industry Association you would have more of your interest represented. When the building industry is strong, you realize stronger business and greater profits. Also, as a member, you'll have an inside track on the latest building news – national, statewide and locally.</p>
<p><b><i>You meet at night; that's the worst time.</i></b></p>	<p>We may have our general membership meetings after hours but once you join, you'll learn that there are many other activities that do not occur during the evening. We also have luncheon meetings throughout the year. Plus, any employee of your business can attend a meeting in your place.</p>
<p><b><i>Not right now. Maybe later.</i></b></p>	<p>May I ask why? (Handle objection)</p> <p>Later may be too late. You can't afford to delay in being informed with the fast changes in the industry. Your support now will ensure that NAHB continues to represent your facet of the industry and anticipate your needs.</p>
<p><b><i>We're not interested.</i></b></p>	<p>Our company felt the same way when we were first asked to become members. We then looked at the benefits of membership and found that it was a profitable business decision. Your investment is only \$_____ per year. The business contacts alone are worth that.</p>
<p><b><i>Send me some more info.</i></b></p>	<p>We will be happy to send you more information. However, there is a lot of material in the membership packet and I realize your time is valuable. To save you this time, I can briefly summarize the benefits.</p>