

I am
a  **Member.**
So what do I do now?

**For under \$1.75 per day, we want you
to get the most out of your Lee BIA membership!**

*As a National Association of Home Builders® AEA award-winning association,
we strive to meet the needs of our members in a constantly changing industry.
Inside you will find a few ways that we would like to help you to get the most bang for your buck!*

What's included in your BIA membership from day one...

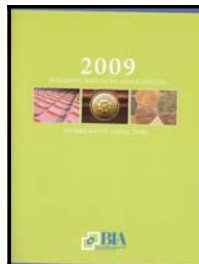
- **Three-in-One Membership**

As a member of the Lee BIA you also become a member of a nation-wide network of builders and subcontractors through the National Association of Home Builders (NAHB) and the Florida Home Builders Association (FHBA).



- **Your company gets listed in the Local BIA Membership Directory**

Upon your membership application being processed your company contact information is immediately posted to our online membership directory at www.BIA.net.



- **Grow your rolodex & gain new business contacts**

The Lee BIA supports and encourages members to do business with other members. Use the online directory regularly as your first go-to guide when looking for a product or service. Do business with a member and ask them to return the favor.



- **Monthly Subscription to the *Building Review* newspaper**

Stay up to date on the latest industry news, trends and events with your monthly subscription of the Building Review.



- **Special Member-Only Privileges**

- ▶ **Attend NAHB, FHBA and Lee BIA events, trade shows and educational programs at a discounted rate.** Some nationally and regionally hosted conferences and trade shows include: the Southeast Building Conference (SEBC) and the Green Building Show, The International Builders Show (IBS) and the National Green Building Conference.



- ▶ **Special Member-Only Events and Award Programs** include the Contractors Showcase Trade Show, Parade of Homes™, Pinnacle & Remodelers Awards, Summit Awards and many others.



- ▶ **Exclusive Member-Only Discounts** can be obtained through the National Association of Home Builders Member Advantage Program at www.NAHB.org/ma.



How to get the most from your membership...

1. **Attend BIA Events & Make New Business Contacts**

Remember that you are more likely to do business with someone you know than with someone you don't. Visit www.BIA.net and login to register for monthly events.

2. **Sign up for Member-Only Discounts**

Sign up today to make your membership pay for itself! Participating companies include: UPS, FedEx, OfficeDepot, Hertz, Omaha Steaks & more! Visit www.BIA.net/memberdiscounts.html for details.

3. **Get Your Staff Involved**

Sign up for additional sales and office staff to receive Lee BIA mailings and event notifications. You may not have time to attend every meeting, however someone on your sales team may. \$75 per person annually entitles another person in your company to receive an additional newspaper, event mailings and email notifications. Email info@bia.net with the additional contact person's name, title and contact information to sign up.



4. **Take Advantage of Marketing Opportunities**

We have ways to help you reach your target customer on any budget.

- Mail promotional information to the members with our **BIA Mailing Labels** - 15¢ per label.
- **Donate promotional items** or prizes for our annual Golf and Fishing Tournaments.
- **Submit a press release about your company's achievements** for print in our Building Review newspaper to buildingreview@bia.net at no cost.

- **Advertise in the Building Review newspaper** and reach 700+ industry professionals. Advertisements starting at \$35/month. Ad creation services available.

- **Advertise in the BIA Membership Directory** offered in print and online and stand out in this local industry go-to guide. Available starting in October and November - check your mailbox for details.

- **Get Online Website Exposure** in the BIA Online Membership Directory. An Online Advertisement / Enhanced Website Listing allows your company to be listed first in the directory and features your company logo and direct link to your company's website.

- **Be an Event Sponsor** and target your customers.

Reach the entire membership or just residential or commercial builders, remodelers, associate members or board members. Let us help you to customize a sponsorship package that will help to you promote your products and services!



- ▶ **Sponsorship packages can include:** *Building Review* newspaper advertising, logo promotion, free or discounted event tickets, online advertising, speaking opportunities and membership mailing labels.

5. **Get involved in a Council or Committee**

- **Commercial Contractors Council:** Holds bi-monthly meetings, focuses on issues affecting the commercial industry and hosts the annual Summit Awards program.
- **Remodelers Council:** Holds bi-monthly meetings and focuses on issues affecting the remodeling industry. Assists in hosting the annual Remodelers Pinnacle Awards.

- **SPIKE Club/Membership Committee:** Elite group of members that build the voice, power & influence of the BIA through membership recruitment & retention.
- **Sales & Marketing Council:** \$75/member annually and includes a one-year subscription to NAHB's Sales + Marketing Ideas and eligibility to participate in specialized continuing education and the annual Pinnacle Awards program.

6. Help Your Local Community in a Lee BIA's Builders Care Project

Donate time or supplies for construction projects for lower income elderly and disabled people in the local community. Visit www.leebuilderscare.org.



7. Catch Up on the Latest Industry News & Trends

Log in to www.NAHB.org to sign up for industry news alerts. News alerts topics range from green building to remodeling trends and from national housing economic reports to stats on the 50+ housing market. Login can be obtained by contacting NAHB directly at 1-800-368-5242.

8. Get Recognition for Your Company

The Lee BIA hosts annual awards programs recognizing excellence in the building industry. Programs include:

- **Parade of Homes™ and Awards program** is an annual event which showcases premier local homebuilders and recognizes outstanding excellence in architectural and interior design of new homes. A magazine is distributed to the public during the event and serves as a great way to promote your company's products and services to potential home buyers.
- **Pinnacle & Remodelers Awards** pay tribute to members who have obtained an outstanding level of success and professionalism in the sales, marketing and remodeling of homes.



- **Summit Awards** created by the Commercial Contractors Council, pay tribute to Lee BIA members who have obtained an outstanding level of success and professionalism in the commercial construction industry.

9. Don't Forget Our Additional Services

- **Notary services available for FREE** to active members. Call in advance to schedule.
- Show your membership pride and display the **BIA Member Decal** on your office door or company vehicles.
- Help shape your community and protect your industry by getting involved in the **BIA's legislative & governmental affairs**.
- **No Trespassing Signage** can be purchased from the BIA.
- Take advantage of **discounted insurance programs** available to BIA members.

10. We encourage you to call or email us!

Should you have any questions, concerns or feedback please feel free to contact any of the office staff. We are here to help! Office Hours: Monday-Friday from 8:30am - 5pm.

Contact Information:

Lee Building Industry Association
4210 Metro Parkway, Suite 100
Fort Myers, Florida 33916
Ph: (239) 936-5525 | Fx: (239) 936-5839
Email: info@bia.net | Web: www.bia.net

Michael Reitmann
Executive Director

JoAnn Orr
Assistant Executive Director

Maria Johnson
Marketing & PR Coordinator
maria@bia.net

Caitlin Hustrulid
Membership & Marketing Coordinator
caitlin@bia.net



Heidi Taulman
Executive Director, Builders Care
htaulman@bia.net
P: (239) 938-0056 | F: 936-5839
www.leebuilderscare.org