

...there are a lot of good reasons to join the HBA!

Look inside to see a few of our favorites!

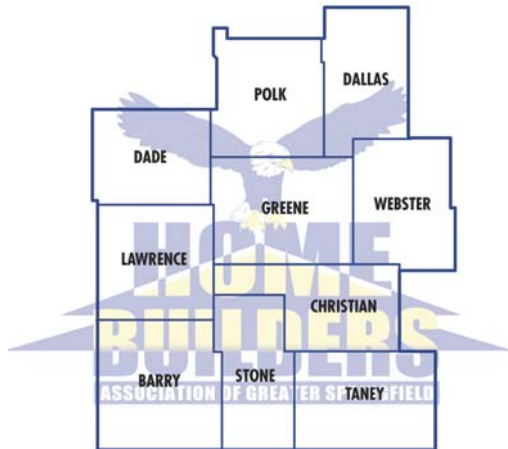
Our Mission

The Home Builders Association of Greater Springfield is the voice of construction professionals leading the way to protect and promote the American dream of home ownership.

Our Values

We will accomplish our mission through:

- Promoting ethical business practices,
- Honoring member-driven priorities,
- Educating members and the community,
- Exercising responsible stewardship,
- Serving as a proactive industry advocate,
- Serving as a professional resource for our members and the community,
- Recognizing and motivating our members.



As chartered by the National Association of Home Builders, the HBA of Greater Springfield serves this 10-county region.

Membership Categories

Builder Developer
Remodeler Associate

For more information about the requirements for and annual cost of membership, download the appropriate membership application at www.springfieldhba.com.

What are the benefits of membership? Hear it directly from these members:



“The Parade of Homes has been invaluable in allowing us to showcase our construction style and quality to the custom market. **The Parade is our most important marketing tool.**”

--Sam Clifton
Millstone Homes

“Since the Auto-Owners Insurance group savings program was enacted a little more than seven months ago, my agency has provided **discounts to HBA members totalling more than \$50,000.** They simply would not have realized those savings without HBA membership.”

--Mike Burnell
Rich & Cartmill, Inc.



“The HBA Home Show is a very valuable marketing tool for our company. We track every lead and **there were so many appointments from the 2007 show that we were incredibly busy for months** afterward just from those contacts. Plus, many callers are referred from the HBA office.”

--Charlie Smith
Basement and Foundation Repair of the Ozarks

HBA of Greater Springfield
636 W. Republic Rd. D108-Springfield, MO 65807
417.881.3711 www.springfieldhba.com



There's
not **one**
good
reason
to join the
HBA...

...there are more than one hundred good reasons to join the HBA!

Here are just a few of them...

● High Profile Events

To help members generate new business, the HBA sponsors three well-known and highly successful events each year: the Home Show, the Parade of Homes and the Remodeling EXPO. The shows offer members a discounted direct marketing opportunity to thousands of people. The parade is exclusive to builder members and establishes the high caliber standards to which our members adhere. We invest heavily in advertising to promote and brand these events.



MARKETING
TOOLS

● Exclusive Advertising/Promotional Opportunities

The HBA has negotiated many exclusive advertising opportunities for members (such as KY3's *Focus on Home*) and promotional activities like the weekly *Just About Home* radio program on KSGF. Our monthly publication, member directory and website also offer members more ways to target advertising and public relations efforts effectively.

● Member-to-Member Networking

At monthly dinner meetings and at golf, fishing and sporting clays tournaments, you'll have the opportunity to make connections with fellow members and build relationships that help your business grow.

● Educational Opportunities

Both this HBA and the NAHB offer many courses designed to help you improve your technical and business management skills and respond successfully to industry changes and trends.



EDUCATION

● Professional Designations

In such a competitive industry, it is important to separate yourself from the crowd. As an HBA member you'll have access to professional designation courses that will give you even greater credibility and the skills that are in demand.

● Workforce Development

Our educational mission includes partnerships with Ozarks Technical Community College, area school districts and other organizations to help young people form a positive opinion about the array of careers in construction. Working with these institutions also addresses many of the immediate training needs for a competent construction workforce.

● 3 Memberships in 1

When you join this local association, you automatically become a member of your state and national associations. That's three levels of staff, resources and benefits available to you.

● Unity

Becoming a member of the HBA means you're not alone in the marketplace. Working together, we can accomplish more and leverage our strength when it counts. You can be part of many coalitions and partnerships that work hard to secure the future of our industry. Whatever the issue or the need, you know there are hundreds of other businesses sharing your concern, broadcasting your message to the community and advocating for your industry.



STRENGTH
IN NUMBERS

● The Voice of Housing

Through direct contact with our local, state and federal officials, the HBA works constantly to help our representatives understand the importance of a strong housing industry to successful economic development. The passage of legislation such as the "Right to Repair" law was in large part due to our statewide efforts. It turned Missouri's liability insurance crisis into a stable environment, in many cases with dramatically lower premiums. We meet on a regular basis with area codes and planning officials to avoid problems which have the potential to stall housing and steer decision-makers in a more builder-friendly direction.



PROTECTING
OUR INDUSTRY

● Government/Regulatory Watchdog

The HBA monitors emerging issues and government entities in our 10 county service area to head-off potentially devastating options such as costly and unnecessary building regulations, growth boundaries and impact fees. These misguided ideas impact housing affordability and restrict the marketplace's natural flow of supply and demand. We have successfully defeated impact fees in surrounding communities.

● Grassroots Advocacy

Through its Political Action Organization, the Coalition for Building a Better Tomorrow (CBBT), the housing industry works at the grassroots level to financially support and elect those individuals who understand the industry's economic significance and seek to keep it healthy.

● Money-Saving Options

Becoming a member of the HBA means you're entitled to take advantage of our money-saving insurance programs available exclusively to members. There are opportunities to save on general liability, workman's comp and other policies. Many of our members also offer member to member discounts in conjunction with special events, etc. Through the NAHB's Member Advantage program there are still many additional opportunities to save on everything from automobiles, payroll services, office supplies, computers and much more.



BETTER
BOTTOM LINE

● Professional Image and Branding

For more than half a century, this association has represented the industry's highest standards of conduct and performance. Our research shows the HBA brand is well-known and respected by consumers. Focus group respondents had a high-level of awareness about the HBA's quality events and advertising programs. The public recognizes that membership in the HBA requires professional experience and a proven track record of quality performance.



LEADING
THE WAY

BUILDING BETTER TOMORROWS