

Membership Cup Award - 2023 Application
1201 15th Street NW
Washington, DC 20005
1-800-368-5242

ID: MA17244

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

<i>First Name:</i>	Marie
<i>Last Name:</i>	Price
<i>Title:</i>	
	GMHBA Alabama Home Builders Self Insurers Fund Member Discount Incentive
<i>Company/Organization:</i>	SALES & MARKETING COUNCIL - Gr Montgomery HBA
<i>Address 1:</i>	7013 Potsdam Court
<i>Address 2:</i>	PO Box 230160
<i>City:</i>	Montgomery
<i>State:</i>	AL
<i>Country:</i>	US
<i>Zip:</i>	36123
<i>Telephone:</i>	3342777766
<i>Email Address:</i>	marie@gmhba.org

Home Builders Association (HBA) Details

<i>Association Name:</i>	Greater Montgomery HBA
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Association Number: 0164

Website: www.gmhba.org

Membership Plan

Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):

One of the most popular benefits that the GMHBA is able to offer is the ability for our members to join the Alabama Home Builders Self Insurers Fund. The AHBSIF was formed to provide workers comp insurance to Alabama building industry professionals at a discounted rate. In recent years the number of new Fund members started to decline. So the GMHBA leadership met with some of our most active insurance agent members to discuss what could be done to make both the Fund and the Association a more enticing alternative. The result of these meetings was for the GMHBA to offer incoming fund members a discount on their first years dues if they joined the AHBSIF. In addition the GMHBA did away with our initiation fee for all incoming new members. The plan was presented to the HBAA Executive Officer, Russell Davis, and he immediately jumped on board to help make the plan a successful program.

What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):

There are several goals with the GMHBA's Workers Comp Incentive membership program. The first goal is to make the Association a desirable avenue for members seeking out workers comp insurance by offering lower prices than competing insurance programs.

The second goal was to increase Association membership.

The final goal was to educate our insurance agent members about all of our membership benefits so that they could comfortably sell the Association as a better alternative for their customers.

Each of these goals have been met. Before the program was rolled out in the 3rd Quarter of 2022 the GMHBA held a mandatory agent meeting to fully explain the program and its benefits to potential new members as well as answer any questions the agents may have. By the end of 2022 the Association had 9 new members join in order to take advantage of the discounted cost.

Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):

In order for the Membership Incentive Program to be fully successful the GMHBA has to have the cooperation and participation of the entire membership to help advertise the program to their peers. The GMHBA posted the program flyer to the Association's

social media, in the GMHBA's magazine and announced the program at the Association's membership meetings. The GMHBA realizes that the best recruitment tool is our current members, so we asked our members to help spread the word regarding the incentive.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

As mentioned previously the best recruitment tool that the GMHBA has is our current members. So to help make this current membership plan successful we had to have the support of all of our members. We asked our members to reach out to their fellow building industry peers to explain how the AHBSIF benefits our members and how the discounted membership price would benefit the joint members company. The GMBHA staff also reached out to our insurance agent members to inform them of the incentive offered so that they could fully explain to new members how the program worked and would benefit their company.

Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):

The way that this membership plan is written it is an ongoing program. So even though the GMHBA incorporated the discount in 2022, the membership plan will continue into the foreseeable future. The entire goal of the membership incentive program is to have as many new members possible join the GMHBA and become a member of the Alabama Home Builders Self Insurers Fund.

Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):

The GMHBA AHBSIF Fund Incentive membership program is designed so that new members get a discount on their membership fee for the first year of their membership. The long term goal is to retain the joining members by incorporating them into the AHBSIF and all of the benefits this workers comp program offers. The AHBSIF offers our members a competitive workers comp program with the added incentive of yearly dividends for Fund members once they have reached the required membership threshold.

Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):

The GMHBA AHBSIF Fund Incentive membership program is designed to promote the biggest benefit that the Home Builders Association of Alabama offers and that is the workers comp program offered by the AHBSIF. This fund was established so that members of the building industry could obtain workers comp insurance at an affordable rate. This program also promotes the benefits of joining a group of industry professionals who they can network and do business with.

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

The Greater Montgomery Home Builders Association's AHBSIF discount incentive program is worthy of winning the NAHB Cup because it is a program that highlights the core principles that the Home Builders Association at every level offers. Our Association was established to support building industry professionals whether that be through legislation, advocacy or financial avenues. Offering new AHBSIF fund members a discount on their first year of membership is a perfect way to not only get members into the Association, but it is a great avenue to open up the conversation about how many other benefits the Association can offer the new members business.

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	GMHBWorkersCompIncentiveandMembershipPlan.docx
<i>Supporting Document #1:</i>	Fundflyerreducedrates--Montgomery1.pdf
<i>Supporting Document #2:</i>	2022AHBSIFMembershipApplication.pdf
<i>Supporting Document #3:</i>	AHBSIFChangesletter.docx

GMHBA Workers Comp Incentive and Membership Plan

In the summer of 2022, the Greater Montgomery Home Builders Association was approached by Russell Davis, the Executive Officer of the Home Builders Association of Alabama, regarding a decline in people signing on as members of the Alabama Home Builders Self Insurers Fund. The AHBSIF is a Fund set up to provide workers comp insurance to members of the home building industry. To gain access to the Fund a company must be a member of a local home builders association within the state of Alabama.

After meeting with Mr. Davis, the GMHBA leadership, membership committee chair, along with a few active insurance agents sat down to discuss ways that we as an Association could promote the AHBSIF and increase our membership at the same time. The result of this discussion was that the GMHBA would do away with our initiation fee. The initiation fee was set up to help offset the cost of paying the new members state and national dues when the GMHBA used to bill quarterly. Since the GMHBA now bills annually and asks for full payment up front, the fee is no longer needed and was an easy way to decrease the initial membership cost. In addition, the GMHBA decided that we would credit each new member, who joined the AHBSIF, \$200 off their first year Association dues. With the loss of the initiation fee and the credit to their Association membership costs, the AHBSIF would become the most competitive workers comp program in the state of Alabama.

The GMHBA rolled the plan out in the third quarter of 2022. At the end of 2022 the Association had obtained 9 new members thanks to this incentive plan. The GMHBA is continuing with the Incentive plan.



Introducing reduced membership dues for new AHBSIF members!

The Greater Montgomery Home Builders Association is now offering new members a discount on their HBA membership dues for the first year when they join the Alabama Home Builders Self Insurers Fund!

Greater Montgomery HBA Membership Rates:

Builder Members: ~~\$668~~ \$468

Associate Members: ~~\$540~~ \$340

New members save \$200 on their membership dues!

For more information about the Greater Montgomery HBA, contact:

Angela Allen, Executive Officer

Greater Montgomery Home Builders Association

334-277-7766 • angela@gmhba.org

gmhba.org



Alabama Home Builders
SELF INSURERS FUND

1-800-745-3863 (FUND) • www.AHBFund.com



Greater Montgomery Home Builders Association

7013 Potsdam Court, Montgomery, AL 36117 Mailing Address: PO Box 230160, Montgomery, AL 36123

Phone: (334) 277-7766 Fax: (334) 271-2576 www.gmhba.org

2022 New AHBSIF Application for Membership

Builder Membership-2022 Joining Fee is \$260 (Builder dues cost is \$668 billed each January) Includes any person, firm, or corporation (licensed by the Homebuilders Licensure Board) whose primary business is the construction or remodeling of single or multi-family housing and/or commercial property; or the development of land into improved property; or general contracting projects over \$10,000. **PERMIT CHARGE:** YOU WILL BE CHARGED A \$10.00 FEE FOR EACH PERMIT ISSUED, WHICH IS PAYABLE AT THE END OF EACH QUARTER.

Associate Membership- 2022 Joining Fee is \$260 (Associate dues cost is \$540 billed each January) Any business related to the homebuilding industry that provides products or services to builders, developers, and remodelers. Includes trade contractors, suppliers, real estate agencies, architects, etc.

The 2022 joining fee applies only to those members who choose to become a part of the Alabama Home Builders Self Insurers Fund

Please indicate below if you are interested in joining one of our Councils, additional dues required.

GMHBA Remodelers Council (\$20/quarterly)
Professional Women in Building (\$50/annually)

Sales & Marketing Council (\$50/annually)
\$50-Voluntary Alabama Builders Political Action Committee Contribution

Company Information

Company Name: _____

Contact Name: _____ Title _____

Phone: _____ Cell : _____ Fax : _____

Address: _____ City/State/Zip: _____

Email: _____ Web address: _____

Business Activities:

Builder Membership (License # _____ Please attach a copy of your state builders license) *see reference section

Associate Membership

Describe Work performed: _____

Sponsored for Membership By

Name: _____ Company _____

*(must be sponsored by a member in good standing)

Payment Method

Payment \$ _____ Cash Check Visa/MC (circle) _____

Billing Address _____

Signature _____ Expiration date _____ 3 digit code _____

Builder Reference Section

TRADE/CREDIT REFERENCE (lines of credit with suppliers)

Company Name _____ Phone _____

Company Name _____ Phone _____

BUILDER REFERENCES (MUST HAVE TWO GMHBA BUILDER MEMBERS IN GOOD STANDING)

I _____ believe and attest that _____
(Builder, Professional & Character Reference) (Applicant)
will be a good member of the GMHBA, is of good character and business reputation, and that they will abide by the provisions of the By-laws of this Association, observe the Code of Ethics of the Association and will subscribe to the purposes of the Association.

I _____ believe and attest that _____
(Builder, Professional & Character Reference) (Applicant)
will be a good member of the GMHBA, is of good character and business reputation, and that they will abide by the provisions of the by-laws of this Association, observe the Code of Ethics of the Association and will subscribe to the purposes of the Association.

Code of Ethics

WE AS MEMBERS OF THE GREATER MONTGOMERY HOME BUILDERS ASSOCIATION BELIEVE AND AFFIRM THAT:

Our paramount responsibility is to our customers, our community and our country.

Honesty is our guiding business policy.

High standards of health, safety and sanitation shall be built into every home.

Members shall be held to the highest business standards, and shall deal fairly and in good faith with their customers, suppliers, subcontractors and employees.

As members of a progressive industry, we encourage research to develop new materials, new building equipment and improved methods of home financing, to the end that every home purchaser may get the greatest value possible for every dollar.

All sound legislative proposals affecting our industry and the people we serve shall have our informed and vigorous support.

We hold inviolate the free enterprise system and the American Way of Life. We pledge our support to our Associates, our Local, State and National Associations and all related industries concerned with the preservation of legitimate rights and freedoms.

We assume these responsibilities freely and solemnly, mindful that they are part of our obligation as members of the National Association Of Home Builders and the Greater Montgomery Home Builders Association.

I understand that this is an application only, and that the Greater Montgomery Home Builders Association (GMHBA) Board of Directors has the right to approve or deny my membership. Acceptance by the local Association automatically makes my firm a member of the Home Builder Association of Alabama (HBAA) and National Association of Home Builders (NAHB). If accepted, I agree to abide by the Code of Ethics and Bylaws of the GMHBA, HBAA & NAHB.

I understand that intention to cancel this membership must be made in writing and delivered via certified mail to: GMHBA, P.O. Box 230160, Montgomery, Alabama 36123 30 days prior to resignation.

I understand that if my membership account has a balance past due over 90 days, my membership in GMHBA, HBAA and NAHB will be cancelled and turned over for collection. I agree to accept the fees charged as a lawful debt and promise to pay said fees including costs of collection, attorney fees and court costs, waiving now and forever the right to claim exemption under the constitution and laws of the State of Alabama, or any other state.

Authorized Signature

Title

Date

Attention: All AHBSIF Fund Brokers & Agents

RE: Meeting regarding changes in GMHBA Dues Structure

In an effort to help make the Alabama Home Builders Self Insurers Fund the most desirable avenue for people to obtain their workers comp insurance, The Greater Montgomery Home Builders Association is updating our new member dues structure, to take effect in January, 2023. We are holding a mandatory meeting for all AHBSIF Brokers on Wednesday, September 14, 2022 located at the HBAA Office 7515 Halcyon Summit Drive, Montgomery from 12:00 p.m. – 1:00 p.m. Lunch will be provided.

We will be discussing the new dues structure and how it will affect your clients and our future members as well as the many other benefits they receive from choosing our workers comp program. There will be representatives from the GMHBA, HBAA and the AHBSIF on hand to answer any questions you may have. Please make plans to attend this very important meeting. We encourage you to bring any agents that write policies through this program so that they can be made aware of the changes being implemented.

To help with planning, please send in your reservation to the GMHBA at (334) 277-7766 or holly@gmhba.org.

We look forward to seeing you there.