

2022 Membership Drive

TARGET FOR GROWTH

2022 WINNER'S GUIDE
APRIL 28 - SEPT. 30

MASTER  **BUILDERS**
ASSOCIATION OF PIERCE COUNTY

Spring- Fall 2022 Membership Recruitment Contest

We are thrilled to embark on this exciting journey with you to grow our membership and reach out to every corner of Pierce County! Inside this guide you will find tips on how to talk to prospective members, common Q&A and fun facts that make joining Master Builders Pierce a savvy decision!

The Membership Committee invites you to join in this journey to the top! From Sub-Contractors, Custom Home Builders, Electricians and those who play a supporting role in our industry. Master Builders of Pierce County aims to grow! With unreached communities, we are incentivizing our members to reach out to those they know, believe in, and work with! Commit to recruiting even 3 new members during the duration of this contest and you will win! The more you recruit the better the prizes and opportunities become! Be excellent with us as we aim to reach our 1,000-member goal!

This guide is intended to help you understand the rules, keep track of your referrals, and learn tips on how to best invest your time prospecting new members.

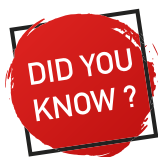
What's A Spike?

The SPIKE Program is a program to recognize members who are actively involved in the recruitment and retention of the Master Builders Pierce. You can reach SPIKE status by earning at least six credits, which are earned by recruiting and retaining members. Spikes earn credit for each new builder or associate member they refer.

If you have questions about this program, contact Membership Director Jennifer Murphy at jmurphy@masterbuilderspierce.com

Growth Mindset

We support the residential housing industry in Pierce County and all those in supporting roles! Who do you know? Start in your own circle. Do you work with a contractor, plumber, painter, roofer or real estate agent who could benefit from our programs and or networking? Master Builders offers money-saving benefits that literally put millions of dollars back into the pockets of MBAPC members each year! Paying into L&I we have two safety incentive rebate programs to choose from! Want to up your game and offer more incentives for your employees our Health Insurance rates are 10-15% more affordable than the market rate!



Master Builders Pierce returned more than \$3 million in rebates to our members alone!

What you could win!

GRAND PRIZE

*Luxury Vegas Vacation for two
3 night stay at the Venetian Resort/casino
Round Trip Airfare for 2
Spa Package for 2
\$1,000 in spending cash*

SECOND PRIZE

*Salish Lodge
1 night stay
Fireside Massage for 2
Dinner for 2*

THIRD PRIZE

\$500 Cabela's gift card

TOP 10

*Top 10 + a guest will receive 2 tickets to Elton
John Oct. 17
Private entrance
Parking included
Tacoma Dome Bunker for food*

TOP 20

*Top 20 winners will receive an evening
featuring dinner and cocktails*

Please Note: The top 3 prizes do not include participation Spike points. The Grand Prize trip will only be awarded based on new member sign-ups with a minimum of 8 new Builder/Associate Member sign ups to win the Grand Prize Vegas Vacation.

Official Rules of Play

1. Every time a new member signs up, a SPIKE is awarded to the person who brought that new member company to Master Builders Pierce.
2. Contest points do not apply to members brought into neighboring local associations.
3. If there is confusion as to who brought in a particular company, the point will be awarded to the member with verifiable first point of contact within the last six months.
4. Top three prizes will be awarded based on how many new sign ups they achieved from April 28 - Sept. 30th.
5. Must be a member to participate. All Master Builders members are encouraged to participate.
6. All sign ups, entries and submissions must be received by Sept. 30 12 a.m. No exceptions!

Tips for Recruiting

We've included talking points and tips in this guide to help you reach your recruiting potential. So where should you start? As you know, membership provides access to a wide range of products and services that meet the needs of any business in the building industry. As a "Master Builder" in Pierce County, members gain a competitive edge in the marketplace, make business contacts, and strengthen professional credibility.

- Master Builders Pierce is the second largest builders association within the state of Washington and 25th largest association in the country.
- As a non-profit trade association, Master Builders Pierce is comprised of over 800 builder and associate members representing over 50 professions and specializations that employ thousands of people in our county.
- Master Builders Pierce promotes the interests of the home building industry through membership involvement, legislative action, networking and education while striving to maintain the highest ethical standards.

Membership Cost: \$590 per year

Affiliates: \$75 per year

New members can sign up online at www.masterbuilderspierce.com under 'How to Join' or contact Membership Director Jennifer Murphy at jmurphy@masterbuilderspierce.com.



Our Group Health Insurance can save companies 15% on their current plans.



Point System

New Builder Member

Any firm or corporation that builds, remodels or develops land commercially or residentially

5 POINTS

New Associate Member

Any firm or corporation that engages in trade, industry or or profession related to building

New Affiliate Member

Any person that is an employee of a current Builder or Associate member in addition to their primary representative included in standard membership. The affiliate receives an individual membership in NAHB, including all benefits.

1 POINT

New Health Insurance Enrollment

Companies with 2+ Full Time (non-related) employees may apply for free quote

See Member Benefits- Master Builders Association of Pierce County for pre-qualifying applications.

15 POINTS

New RETRO Program ROII/Grip Enrollment

Any company in business more than 1 year paying into Industrial Insurance for 2+ employees.

See Member Benefits- Master Builders Association of Pierce County for pre-qualifying applications

15 POINTS

Women make up less than 10% of all construction industry workers, even though they are 47% of the overall U.S. workforce.

The most common ethnicity among Construction Workers is White, which makes up 58.7%. Comparatively, there are 24.5% of the Hispanic or Latino ethnicity and 10.7% of the Black or African American ethnicity. We can help shorten the labor shortage gap and they can be part of the solution.



3-in-1 Membership



Being a member of Master Builders Pierce County gives you a three-in-one membership. Once you are a member of Master Builders Pierce, you are automatically a member of the Building Industry Association of Washington (BIAW) and the National Association of Home Builders (NAHB).

These powerful organizations provide advocacy on both state and national levels, as well as delivering even more valuable benefits.

- Credibility
- Marketing opportunities
- Networking opportunities
- Consistent communication on important industry issues
- Industry-specific education development and professional growth opportunities
- Advocacy for the home building industry in Pierce County

Member Benefits



Joining has its perks! Our programs save our members thousands each year!

- Networking | Active business-to-business networking relationships at regular meetings throughout the year and special events.
- Advocate for attainable housing | At both state and local government levels. Each year we help save thousands of dollars by working local and state regulators.
- BIAW Health Insurance Program| Variety of benefit options in group medical, dental, vision, life and disability plans. Possible 10-20 percent savings!
- ROI | Earn refunds on L&I premiums - 38 percent return rate BIAW average refund in 2019.
- GRIP: Group Retrospective Insurance Program | 35 percent return rate and over \$1.8 million refunded to members in 2019.
- Associated Petroleum Products (APP) Group Fuel Program | Earn quarterly rebates of up to \$.075 cents per gallon based on how much fuel the entire MBA group purchases!
- BIAW Rebate Program| Earn rebates from more than 35 nationally known companies. Both Builders AND Remodelers qualify. Learn more at www.HBArebates.com.
- NAHB Discounts | Money saving discounts to benefit your business, employees and family. Participating companies include Houzz, Nissan, GMC, Dell, Office Depot, Lowes and Amazon.
- Education Programs | Timely and valuable training and educational programs that promote industry growth.
- National Purchasing Partners | Verizon, Priceline, UniFirst, Sherwin-Williams, Office Depot, Staples Business Advantage, Airgas, YRC, Pitney Bowes, Skechers Direct, tech21 and more.

2022 Events and Key Dates

APRIL 28	Membership Drive Launch Bullseye Lanes	MAY 26	Beer with a Builder Beer Star on 6th
JUNE 15	Lunch & Learn Manifesting Company Culture	JUNE 22	2022 Golf Classic Presented by AAA KARTAK
JULY 13	Lunch & Learn Hiring Tips/HR Trends	JULY 21	Seafood Fest Remodelor's Council
JULY 27	New Member Orientation Spanish Translation Available	AUG 4	Driving Range Meet up Northshore Golf Course
AUG 10	Lunch & Learn Protecting & Developing Profit	AUG 11	Member Appreciation Tacoma Rainiers
SEPT 8	Builder Breakfast Building Our Community	SEPT 14	Lunch & Learn Growth Mindset
SEPT 30	Membership Contest Ends Winners Announced Oct. 3	OCT 13	General Membership Meeting
OCT 26	New Member Orientation		

Please note that registration for each event is required. Visit the event calendar at masterbuilderspierce.com.

Please send prospects, applications and questions to:

Jennifer Murphy
jmurphy@masterbuilderspierce.com
253.254.0081



Our network is a hot spot for Builders, Subcontractors, real estate agents, and all supporting industry to network and build robust B2B connections.

CONTEST TRACKING

[illegible]