

Membership Cup Award - 2025 Application
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ID: MA21619

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

Membership Cup Award

Contact Information

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Home Builders Association (HBA) Details

<i>Association Name:</i>	HBA of Greater Charlotte
<i>Association Number:</i>	3415

Website:

<https://www.hbacharlotte.com/>

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):

Starting in 2023, the HBAGC's Board of Directors made membership growth a top association priority. Through our core values - Service, Advocacy, Networking and Education, we have crafted meaningful opportunities for our members to connect. 2025 was a busy year, with over 50 events. We have found that offering a wide array of different events, each one serving one or more of our core values, has created growth and value for our members. From Quarterly Updates in partnership with UNC Charlotte, Canopy Realtors and Zonda, to our community-based WNC Operation Tiny Homes (a blitz build benefitting victims of Hurricane Helene), to our monthly membership socials, we provide something for everyone and offer a platform for our members to connect, create community and grow their industry relationships.

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.):

The goal of the Association was to grow membership by 10% in 2024. We met and exceeded that goal, ending the year at 30.9% growth, adding 419 members in one year, ending the year at 1762 members. Growing Affiliate Membership was a large part of the success and the team developed ways to do so by incorporating Affiliate Memberships into the ticket price for popular events, like our Annual Builder Games.

Growing Builder and Associate Members was also key for budget goals. At the end of 2024, Builder Membership was up 12% with the addition of 54 new members. Retention was high at 86.9%. Associate Membership was up 11% for an additional 100 Associate Members.

Overall retention was high at 79.4% and staff incorporated membership surveys to poll members about what they would like to see as Association priorities. Advocacy and Education were key to membership satisfaction throughout the year.

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

Affiliate Membership growth grew through adding membership into ticketing for key signature events, like our Annual Builder Games. In addition, staff worked to align each event into one of the four pillars of the Association - Service, Advocacy, Networking and Education. Through our WNC Operation Tiny Home we gained exposure to the workforces of Lowe's, Habitat for Humanity, Bank of America and others - growing our Affiliate Membership through community service activities. We offered monthly member socials - the same day, time and location each month - to create consistency and a monthly opportunity for our members to meet. We partnered with UNC Charlotte,

Canopy Realtors Association and Zonda to provide a quarterly economic update, growing our membership through advocacy and a partnership with UNCC - allowing their real estate program graduate students to become Affiliate Members under UNCC's Associate Membership. And our commitment to Advocacy continued through our popular Land Development Council - a group of 80+ builders/developers that meet monthly and invite in local municipal officials and others to present to the group.

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

Staff noticed that Builders and Associates were becoming siloed - Builders attending events involving advocacy, while Associates tended to participate in the events that centered more around networking. Staff created events like the quarterly economic updates, Builder Games, Low Country Boil and others and encouraged both membership groups to attend.

Staff also beefed up the monthly newsletter and marketing efforts in order to make sure members were aware of all the events available throughout the year.

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

The new four pillars of the Association - Service, Advocacy, Networking and Education - are long term fundamentals to focus on throughout the years. As the economy has shifted in 2025 and sales are soft year over year, the staff has a planned membership drive to take place over the summer months.

While growth continues to be a priority, providing our members with opportunities to network and grow their relationships is still at the core of our membership plan. Participation in events continues to grow. Our Councils and Committees lead the way with monthly offerings for their members.

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.):

Offering members a wide array of service, advocacy, networking and educational events continues to drive membership growth and retention. Bringing value to our members is at the core of what we do each day. In July of 2024 we added a Director of Business Development to increase concentration on membership and sponsorship growth. In October of 2024 we brought on a Director of Special Events to make sure our events were high quality and inventive. Growth in staff was key to continuing to grow the membership while retaining existing members.

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):

While our four pillars; Service, Advocacy, Networking and Education, are specific to the

HBAGC, they translate into the state association's priorities, as well as assist NAHB's core values. Advocating for the importance of home ownership is key to the Association.

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 Board of Directors and staff at HBAGC continue to pour their time and hearts into the Association. The growth that we have seen over the past two years -winning the NAHB Membership Cup Award in 2024 and then growing another 30%+ in 2025- takes enthusiasm, commitment and a belief in the mission of the Association. We have created a community of industry professionals that are cheerleaders for the Association and continue to reshape the Association's culture in Charlotte.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

HBAGCMembershipPlan-2024.pdf



2024 Membership Plan:

Goals of Plan:

- Increase overall Membership by 10%
- Increase Builder and Associate Membership to 1300
- Maintain overall Annualized Retention Rate over 75%

Four Pillars of Association: The HBA of Greater Charlotte serves the home building community through its core values:

- Service – the Association is a catalyst to create volunteer opportunities to serve the community.
- Advocacy – the Association is a resource to public officials in establishing pro-housing policies and an ally for cooperative action to solve the region's housing affordability crisis.
- Networking – the Association provides a robust menu of networking opportunities, through not only its general membership events, but also its Councils, Committees and Chapters, offering its members opportunities to foster and build relationships within the home building community.
- Education – the Association provides educational series and programming keeping its membership up-to-date on trends and topics effecting the home building industry throughout the Charlotte region.

Action Items:

- Add to Affiliate Membership through Councils, Committees and Chapter engagement, as well as including Affiliate Membership dues in ticketed events like Builder Games.
- Create monthly consistent general membership networking opportunities.
- Increase community service initiatives to create exposure and grow brand recognition throughout the region.
- Create membership surveys to poll members about what they want to see from the Association.