



Top 10 Objections to Membership

Number 1: I don't have time.

Example Text: Many of our members can't attend every meeting. We understand that. What's great about the HBA is that they work for you even when you can't be there. However, the only way we can afford to work on the dozens of housing issues that impact your cost of business each year, is with a strong membership base.

In fact, the NAHB can save you time. Here are a few ways the NAHB has saved me time.

Specific Examples can include:

- *The ongoing Coronavirus pandemic and the NAHB's safety plan.*
 - When the coronavirus pandemic hit, we were all grateful that construction was deemed an essential business. NAHB provided a safety plan that was easily customized to fit the needs of any business. That means you don't have to put in the time to do extra research or hire someone for expertise. They put out information like this all the time that you can trust.
- *Advocating for you on industry issues*
 - The NAHB advocates on your behalf so you don't have to. From Housing affordability, workforce development, material costs, and many industry issues in-between – the NAHB puts time and money into advocating for the issues that most effect your business.
- *Industry economic data and trends*
 - NAHB provides in-depth economic analysis of the most significant issues and latest trends driving the housing industry. The NAHB/Wells Fargo Housing Market index offers monthly builder sentiment about the present and near-term housing market. The NAHB tracks housing starts which can be a monthly statistic typically reflecting broader trends within the overall economy such as interest rates and job growth. All of these and more are excellent examples of the data you get access to by being a member of the NAHB. Without the NAHB tracking and providing this information in an easy way, many smaller businesses would have a hard time keeping up with this information.

Follow Up Questions to ask the prospect:

1. What problems are taking up your time?
 - Tell them how your HBA or NAHB has helped with that problem.
2. What is something you are passionate about that IS worth your time?
 - Invite them to be involved with the industry issue that they are passionate about.



Number 2: I was a member before, and I didn't get anything out of it.

Example Text: A lot has happened in the past couple of years. Times have changed and so has our association. We would love it if you gave the NAHB another shot.

Follow up Questions to ask the prospect:

1. What were you expecting that you did not get out of it?
2. Did you attend a meeting?
3. What made you leave?

The pandemic has given us all an opportunity to look at our industry and our association and see how we can put our members first. I understand that you didn't get what you needed out of membership last time – but the more you are involved, the more you will get out of it. We need people like you to help us plan the direction of the organization. By working towards achieving the goals that weren't met before – we can prevent that from happening to others in the future. Help us by a part of that change.

- Find specific examples of new programs that address their underlying concern. Whether that be educational opportunities, networking, events, or programming – find the thing that makes them passionate about the industry.

Notes: Ultimately, people want to be heard. If they didn't have a good time in the past, genuinely listen to their problems and acknowledge that it's alright to have felt that way. We can and should do better in the future.



Number 3: I can't afford it right now. / We're cutting back.

Example Text: While dues at first might seem high, the NAHB offers so many incentive programs and member savings, our members SAVE money by joining.

Specific Examples of savings:

- *Affinity Program*
 - As a benefit to members, NAHB negotiates on your behalf to offer the best pricing available at 20 national companies including GM, Nissan, Lowe's, Avis, Hotelplanner, UPS, Office Depot, American Express and more!
- *Publications*
 - Free access to the industry's top business publications – including *Professional Builder* and *Professional Remodeler* magazines.
- *Money back to your local*
 - All products and services purchased by members through the member savings programs offer monetary support for your HBA. Last year, NAHB gave more than \$700,000 to HBAs as a result of member participation in these programs.

If you're talking to a Builder:

- \$6,160 dollars – That is the average dollar value in recent years of NAHB services and advocacy victors, roughly \$6,160 dollars per housing start for a typical home builder.

If you're talking to an Associate:

- Can you afford NOT to do it right now? We encourage members doing business with other members. [Insert examples of people you can introduce them to]. Building those relationships with them I get a tremendous amount of business. We trust each other and refer clients to each other.

In addition to savings, shop talks, dive deep into topics, and access to educational opportunities are all part of your membership. Many of these programs are available free of charge! If there are industry topics you are passionate about, getting involved lets you decide what the topics would be.

Follow-up questions for you to ask the prospect:

1. Do you want to look over some of the member savings with me right now to get a sense of how much you could save?
2. What kind of budget do you have to market yourself to the housing industry?
 - Dues are one way of marketing yourself as supportive of the industry and a team player.

Notes: Don't forget to add in what your local does for member savings and access to programs/events! This is a huge value add since a lot of the interactions will be on the local level.



Number 4: I get the benefits whether I join or not.

Example Text: You're right – the NAHB does a lot to advocate for all people in the Building Industry, even if they aren't members. However, our voice is stronger when our numbers are greater, and our members are active and engaged. We want you to take part in the industry that supports you. You miss out by not participating and we miss out as well. Your talents, skills, and knowledge are beneficial to all of us. We can work together to lift each other up.

Support the industry that supports you.

Specific Examples of things they can't get without membership include:

- Special networking opportunities
- Member savings
- Staff's years of expertise, including our personal connections with local, state, and national officials.

Follow Up Questions to ask the prospect:

1. What would it look like if no one stepped up to volunteer or advocate for the industry? What would your business look like? What would the industry look like?
2. What would you do in the face of another unprecedented event like the coronavirus? Don't you want to be a part of a group that has your back?

Number 5: I want to think about it. / Maybe Later

Example Text: I get that you don't want to decide right now. When do you think you will make a decision? I will follow up with you then.

Follow up Questions to ask the prospect:

1. Since I'm here today to answer any questions you may have, what concerns are you having? Is there anything I can clear up for you?
2. What factors impact your decision?

Notes: Don't forget to follow up! Bring an application with you and start filling it out with them as you talk. A specific timeframe will help them make a decision.



Number 6: I'm already a member of another association.

Example Text: That's great! Being a member of another association shows that you care about the industry and being an active participant. However, the NAHB is not like other associations. We're a member driven organization – that means YOU have the ultimate say in the priorities and direction of the NAHB.

The International Builder's show is something else that sets us apart. Three of the leading trade shows will take place at the same time in 2023, furthering the offering of what attendees can see next year. The National Hardware Show® (NHS), NAHB International Builders' Show® (IBS) and NKBA's Kitchen & Bath Industry Show® (KBIS) will take place during Design & Construction Week®, which will be held in Las Vegas, Jan. 31-Feb. 2. We're always looking for ways to expand our members access to explore additional products and opportunities to grow your businesses and maintain a competitive edge in the market.

Follow up Questions to ask the prospect:

3. What other association are you a part of?
 - o Make sure to differentiate NAHB from the competitor.
4. Is there something you're looking for there that you aren't finding?

Number 7: I don't have any problems/I don't need membership.

Example Text: You don't know until you try! I know so many members who have grown their business, advanced their career, and made lasting connections through the NAHB. Perhaps there is a benefit that can positively impact your business, you just aren't aware of it yet.

The recent pandemic shows us that we don't know what the future holds. You may not have any problems now, but don't wait until you do to join – it may be too late.

NAHB membership is a sound business investment. There is no one else who cares as strongly and genuinely for members and industry issues as this organization. Based on our legislative victories at all levels of government, it probably is true that you haven't had to deal with excessive regulations and other problems. Help us keep up our great work. Support NAHB's efforts by joining us today.



Number 8: I have enough business – I don't need anymore

Example Text: Our federation is more than just a place to secure a job. If you're busy – that's great! We need more members who are working out there working every day on the industry – because that is what we do too.

We are thinking about the long-term success of our industry and your business. Workforce development is critical for every business and the NAHB is committed to strengthening our future leaders.

Specific Examples:

- *Student Chapters*
 - NAHB's Student Chapter program is dedicated to enriching students' educational experience and offers first-hand exposure to the real world of the building industry through membership, educational programming, and networking opportunities.
- *National Housing Endowment*
 - The National Housing Endowment is the philanthropic arm of the NAHB dedicated to helping the housing industry develop more effective approaches to home building and dedicated to the development of the residential construction workforce through education, training, and research.
- *Homebuilders Institute*
 - We partner with the Homebuilders Institute, the nation's leading education resource for career technical education in the building industry. The organization offers pre-apprenticeship training, job placement services, mentoring, certification programs, and online learning across the country to youth, veterans, displaced workers and others who want to be a part of America's trained workforce.

Follow-up questions:

1. How has the labor shortage affected your business?



Number 9: I don't qualify for the benefits.

Example Text: Let's look through the benefits together and see if there isn't something you qualify for. With a wide range of member savings and programs NAHB has a lot to offer.

The member discounts and rebates are just the immediate payback. The value you get out of membership is something you can't put a dollar value to - how it may help you develop new relationships, referrals, grow your business, and make things happen. In addition, the willingness of the NAHB staff and my fellow members to go above and beyond the normal order of doing business to help solve problems has proved that my dues investment is one of the best business decisions I've made in a long time.

Number 10: I don't agree with some of the positions the NAHB takes

Example Text: I can understand how you might feel that way – I wouldn't expect anyone to agree 100% with every position the NAHB takes. BUILD-PAC, NAHB's bipartisan political arm, helps elect pro-housing, pro-business candidates to federal office and is critical to NAHB's success on Capitol Hill. Being an active member in your local HBA allows you to have a voice. We are a member driven organization, and our members tell us what is important to them.