

Take advantage of every business contact available

Written by Ken Schmitt, Aurora Cabinet Company and Drake Products, 2009 Associates Committee Chairman.

We have all heard the phrase and seen the logo, "Do Business With A Member," but what does it really mean?

Builders and associates each put a different meaning to it. Unfortunately, some associates see it as a guarantee of getting business from builders, not realizing they still have to earn the business to get the builder to buy from them.

There is another opportunity of "Doing Business With A Member" that is often overlooked. The ratio of associates to builders is 2:1. Associates should market to other associates – and do business with other associates. My company hosts our local Associates Council meeting at our business on several occasions. Hosting burgers and brats on the grill for all the Associates attending the meeting provides us a great avenue to build relationships with other associates.

Once associate members are introduced to our business, they turn to us with their own personal business, as well as refer business to us. After all, Associates are consumers also.

I recently heard an Associate member tell how she and her husband were looking at building a new house. They had seen a model home built by ABC Builders that

they really liked. The problem was, ABC Builders wouldn't take her calls or let her do a presentation for them. She wasn't demanding their business, she just wanted to make a sales call. As a result, they went to XYZ Builders because they had a similar floor plan, had allowed her to make a presentation and had treated her with respect. The kicker was that XYZ Builders had not bought any thing from her at that time, but they had allowed her to make a sales call and had listened to what she had to offer.

Sooner or later, associates need products and services too. As a builder, are you looking at associates as possible future consumers or as that pain in the neck that keeps

trying to call on you?

There are hundreds of associates out there that offer products and services that are totally different from what you do. If you sell siding and gutters and need a new driveway, do you "Do Business With a Member" or do you pull out the yellow pages and pick the one with the best ad? Someday, that concrete guy may need your product or service and will probably remember the driveway he did for you.



IBA new member who receives a \$100 Sears gift card this month...

Michael Hodgson
of Lafayette

www.searscommercial.com
(800) 359-2000

Year-to-Date New Members as of Nov. 08

Local HBA	Y-T-D New Members
Greater Indianapolis	120
Elkhart County	92
Northwest Indiana	52
Porter County	48
Greater Terre Haute	41
Greater Lafayette	33
Southern Indiana	27
Monroe County	26
Southwestern Indiana	25
Kosciusko-Fulton Co.'s	25
Fort Wayne	22
Dubois County	20
St. Joseph Valley	20
LaPorte County	15
East Central Indiana	11
Wayne County	11
Dearborn County	10
Southeastern Indiana	10
Lawrence County	8
Northeast Indiana	7
Howard County	5
Jasper County	5
Marshall County	5
Madison County	4
Gibson County	4
Henry County	4
Jackson-Jennings	3
Grant County	2
River Valley	2
Vincennes Area	1
At Large Members	0
North Central Indiana	0
Whitley County	0
Indiana	658

Retention Rate as of Nov. 2008

Local HBA	Retention Rate
Monroe County	84.8%
Dubois County	84.8%
Elkhart County	80.4%
Grant County	78.9%
Lawrence County	78.0%
Northeast Indiana	77.9%
North Central Indiana	77.3%
Kosciusko-Fulton Co.'s	76.6%
Wayne County	76.4%
East Central Indiana	75.6%
Marshall County	75.0%
Greater Indianapolis	74.4%
Jackson-Jennings	73.7%
Howard County	73.6%
LaPorte County	72.3%
Porter County	71.2%
Southwestern Indiana	70.4%
Fort Wayne	70.3%
Northwest Indiana	68.1%
St. Joseph Valley	67.1%
Vincennes Area	66.0%
Jasper County	61.9%
Greater Lafayette	61.3%
Greater Terre Haute	59.3%
Dearborn County	58.6%
Gibson County	53.6%
Southern Indiana	53.3%
River Valley	51.9%
Southeastern Indiana	50.0%
Henry County	45.5%
Madison County	39.5%
At Large Members	9.1%
Whitley County	4.8%
Indiana	69.3%

Membership Standings November 2008

Local HBA	Total Members
Greater Indianapolis	1029
Elkhart County	428
Fort Wayne	414
Northwest Indiana	389
Southwestern Indiana	381
Southern Indiana	313
Greater Terre Haute	265
Porter County	248
St. Joseph Valley	236
Kosciusko-Fulton Co.'s	218
Greater Lafayette	209
Dubois County	165
Howard County	139
Monroe County	132
Northeast Indiana	127
East Central Indiana	104
Dearborn County	92
LaPorte County	75
Vincennes Area	63
Wayne County	53
Marshall County	47
Lawrence County	40
Jasper County	31
Jackson-Jennings	31
Southeastern Indiana	24
Madison County	21
Gibson County	19
Henry County	19
North Central Indiana	17
Grant County	17
River Valley	16
Whitley County	1
At Large Members	1
Indiana	5364