



September 22, 2011

Invitation to Apply for CVHBA Membership

Dear future member:

I'm writing to invite 1-Derful RFG & Restoration to apply for membership in the region's most highly regarded industry association: The Chippewa Valley Home Builders Association (CVHBA).

If you're looking to jumpstart your business and find new customers, you NEED to join the CVHBA. No other organization in the Chippewa Valley has the ability to generate you more business, more leads and more networking specific to the housing industry.

The real question you have to ask yourself is . . . why aren't you already a member?

Membership in the CVHBA is the easiest way for you to take your business to the next level!

Every year the CVHBA runs a number of Signature Events. Don't overlook the fact that MANY of our members sign **new contracts** worth *thousands of dollars* at these events.

If you are truly serious about your business, taking part in these events will find you new customers:

- The 34th annual Home & Garden Show
- The 38th annual Parade of Homes
- The 4th annual Remodeler's Showcase

Your membership could pay for itself *tenfold or more* by participating in just ONE of these events.

"Our company does a lot of marketing, and the Parade of Homes has been far and above THE best value. We get a lot of builds directly from the Parade, but also continue to receive work all through the year from it." Cody Filipczak, C&M Properties & Construction Inc.

At the annual **Home & Garden Show** we've had members close sales for many different products and services including: Siding, windows, new homes, remodels, insurance and everything else under the sun. PLUS, we're always looking for new opportunities to showcase our members.

CVHBA members are held to a strict code of ethics. If you are accepted into the membership, you will be seen as a highly reputable builder or industry partner. Members know that promoting their CVHBA membership on their website, business card, etc. makes them stand out from the crowd.

"The CVHBA is doing great things within the community to shed a positive light on the association and its members. All the positive publicity that the CVHBA generates puts its members in a league of their own within our community." Bill Albright, Heartland Homes

So I'll ask again...why aren't you ALREADY a member of the CVHBA?

As if gaining a huge increase in sales and enhancing your professional reputation weren't enough, members are impressed with a huge array of other benefits that many don't even know exist including:

- Legal and codes hotline
- Access to the members-only Signature Events
- Continuing education with significant discounts to members
- Membership-only advertising space in the award-winning "Home Inspirations" magazine
- Networking events to connect with other members to create lasting joint partnerships
- Great PR opportunities for members participating in civic projects
- *Plus so much more!*

When you join the CVHBA, you also receive a complimentary membership in the Wisconsin Builders Association and the National Association of Home Builders. Three for the price of one!

So how much does becoming a member cost? You get membership and all of its benefits for only \$455. That's only \$1.25 per day! To make membership even easier, we can break down the investment to three monthly payments of \$155. It doesn't get much better than that.

So what are you waiting for? Let's get building... together!

Sincerely,



Karen Rockwell, Executive Officer
Chippewa Valley Home Builders Association

P.S. Act quickly! Submit your application for membership to the Chippewa Valley Home Builders Association before the November 15 Board of Directors meeting, and receive a complimentary ad (valued at \$179) in an upcoming issue of *Home Inspirations* Magazine.