

Benefits of membership

TAKE ADVANTAGE

TAKE ADVANTAGE OF YOUR BENEFITS

As an AHBA member, you have access to a 3-in-1 Membership with the local (AHBA), state (ASHBA) and national (NAHB) associations. Your membership can have a positive influence on your business and personal growth. Get involved and learn how to cultivate the many opportunities available to you.



• MEET THE BOARD OF DIRECTORS

- Board meetings are open to all members; attendance is encouraged to meet the leadership, voice concerns at the beginning of each meeting, learn more about the AHBA and how to get involved.

• ADVOCACY EFFORTS

- As an AHBA member, you're a part of something bigger: your voice is amplified when it comes to issues affecting the homebuilding industry on a local, state and national level. Leadership and membership are working closely with government and elected officials to defeat excessive regulations and protect your business. Get involved educating policymakers, building successful coalitions and mobilizing grassroots efforts on a range of issues. You always have someone in your corner!

• MEMBERSHIP DIRECTORY

- Online: All members are listed in alphabetical order and by specialty; updated daily.
- Print: Mailed to members every spring.

• STAY IN THE KNOW ON EVENTS & MEETINGS

- AHBA Calendar includes date, time and locations for upcoming events, committee/council meetings - join us and network!
- Marketing Toolkit provides sponsorship and advertising opportunities with AHBA.

• INDUSTRY COMMUNICATION

- AHBA NEWS Weekly e-updates
- MEMBER NEWS Monthly e-news
- AHBA Blog Provides industry updates, building code modifications, press releases, etc.
- MONDAY MORNING BRIEFINGS Emailed from NAHB every Monday with hot topic national news
- NAHB NOW Official NAHB news blog and a one-stop source for homebuilding industry news, products information and education resources
- NAHB'S EYE ON HOUSING Provides forecasts, housing statistics and special studies

• ADVERTISE JOB OPENINGS AT YOUR COMPANY

• INSURANCE: HEALTH AND GENERAL LIABILITY

• MEMBER SAVINGS PROGRAM

- HBA REBATES for builders and remodelers
- EXCLUSIVE SAVINGS NAHB partners with over 20 national companies offering special pricing

• PROFESSIONAL DEVELOPMENT

- Continuing education for builders and licensees through AHBA, ASHBA & NAHB
- Attend a Lunch & Learn

MEMBER BENEFITS CONTINUED...

• PEER RECOGNITION

- In any industry, peer recognition and acknowledgement by peers is one of the highest forms of praise. The awards program formally recognizes members for their professionalism, expertise, philanthropic efforts, innovative and quality building designs - through the Gold Hammer Awards and Annual Member Awards Program. Winners often showcase these awards in their sales and marketing efforts as a way to stand out from their competitors.

• CUSTOMER REFERRALS

- Potential referrals from AHBA advertising, public relations, special events, colleagues, etc.

• PROMOTE YOUR COMPANY

- **BUILDING ALASKA:** Advertise in AHBA's official biannual publication, targeting homeowners and industry professionals; submit an ad, article and/or enter a home/subdivision in the Spring Construction Showcase or Parade of Homes
- **ADVERTISE:** In the printed membership directory, AHBA.net and social media platforms
- **PARTICIPATE IN THE ANCHORAGE HOME SHOW:** Reserve a booth, host a workshop or advertise on the jumbotron
- **SPONSOR AN EVENT:** Lunch & Learn, Anchorage Home Show, Spring Construction Showcase, Poker Party, Golf Tournament, Parade of Homes, Parade Kickoff Party, Economic Summit, Gold Hammer Awards Gala and Merry Festivus
- **HOST A LUNCH & LEARN:** Educate members on important industry topics
- **MEMBER CONNECTION:** Introduce yourself and business to the members and inform them of your products or benefits

• ADVERTISE WITH DIGITAL AND SOCIAL ADVERTISING

◦ AHBA.NET

- Get your message in front of industry and consumers by advertising on AHBA.net; the website continues to be the leading source for the Anchorage homebuilding industry with site traffic exceeding 240,000 per year and growing annually.
- Advertise with a homepage listing: Includes logo and link to company webpage or submit an article for the AHBA Blog.

◦ DIGITAL ADVERTISING

- Market through online channels such as search engine marketing, display advertising, social media, email marketing, etc.
- Underwrite digital display ads and remarketing ads, driving traffic to AHBA.net featuring your logo.

◦ SOCIAL MEDIA PLATFORMS

- Utilize our social media platforms to amplify your message to a larger and targeted audience. Our social media reach is 655,000+; Facebook audience: 6,600+ followers, average weekly reach of 15,500+; Instagram audience: 810+ followers, average weekly of 1,200+. Each post will be boosted for \$50, with specific targeting based on content/objectives. AHBA will share your posts or content, while tagging your business page.

◦ WEEKLY/MONTHLY E-NEWS

- Let our team help promote your company or event through our industry contact list of 1,500+
- Share an image or link in our weekly update or monthly e-newsletter
- Submit an article
- Sponsor the weekly or monthly e-newsletters for 2023
- E-newsletter takeover, send out branded email to our industry list of 1500+ contacts

◦ FULL DIGITAL PROMOTION PACKAGE

- Submit an article for the AHBA Blog, boosted post on AHBA.net social media platforms sharing the article with your company tagged and article shared in the e-newsletters.