**GENERAL RECRUITMENT LETTER/EMAIL**

Dear [first name],

I am contacting you as [a member: replace with any position you may hold at local HBA] from [local home builders association]. Knowing your business, I am surprised that you are not a member here yourself. The national network of home builders’ associations across the country are made up of business people like you: entrepreneurs, craftsmen, innovators, problem-solvers.

The [local HBA] is the most important group of industry professionals that I’ve ever been involved with, and the HBA advocates for affordability and livability in the communities where you do business. I hope that you will seriously [consider HBA membership](http://www.nahb.org/join) today. When you join our local HBA, you also automatically become a member of our state association [insert link] and the [National Association of Home Builders](http://www.nahb.org) (NAHB), as well. So it is really a 3-in-1 membership deal.

You and your business become stronger with the resources and tools available to members. I know I have. Take a look at all of the [benefits](http://www.valueofnahb.org) to being a member, including:

* **Knowledge –** Gain a competitive edge in the industry with [educational courses and webinars](https://www.nahb.org/Education-and-Events/Education).
* [**Advocacy**](http://www.nahb.org/en/advocate.aspx) – A single win in the policy arena can save builders thousands of dollars on every home they build. [Advocacy efforts](https://www.nahb.org/Advocacy/Advocacy-Overview) at all three levels of government include issues from taxes to excessive regulations to housing finance.
* **Savings –** [Member Savings](http://www.nahb.org/savings) give you exclusive discounts on a variety of products and services from more than 20 brands you know and trust. These savings can benefit your business, employees and family.
* **Expertise –** Members are supported through extensive [economic analysis](http://www.eyeonhousing.com) and research that provides insight into the housing market.
* **Networking –** Membership offers ways to build relationships with fellow professionals, future customers and suppliers.

Membership will help you stay on top of industry trends, gain invaluable knowledge, and make the connections you’ll need to stay competitive in today’s changing marketplace. In my experience, our HBA has always gone above and beyond to help me with challenges. [Include HOW briefly if you have a story to share] Everyone involved has a genuine care about my business and helping me to reach my goals.Nationally, you will be part of an alliance of 140,000 members, the premier network of the home building industry.

[Ready to join?](http://www.nahb.org/join)

Contact the [local home builders association] at [###-###-####] and find out more about how membership can work for you. Visit [website] for more information.