**RECRUITMENT LETTER FROM ASSOCIATES:**

Dear [First Name],

We have a great business relationship and I value your trust in me to provide (insert product) for your building projects. I believe I wouldn’t be performing my job as a trusted trade partner if I didn’t encourage you to join (local Home Builders Association—HBA).

When I joined X years ago, I did so with the goal of growing my business. The HBA has given me far more value than I ever could have imagined. I renew every year because this group of industry professionals are some of my closest friends and confidantes, and I know there is no other place for me to find a similar package of products, expertise and services as the HBA offers.

The (local HBA) is on the frontlines of protecting our industry by working with the (state HBA) and [National Association of Home Builders](http://www.valueofnahb.org) (NAHB). These are powerful groups that provide advocacy in [insert state capital name] and Washington, DC on behalf of all of us who earn a living in the building industry. When you join the (local HBA), you are really getting a 3-in-1 membership that pays dividends every day.

To me, the HBA membership really showed its value when social distancing slowed our economy this Spring. Our [advocacy victories during that time](http://www.nahb.org/coronavirus) include:

* Providing resources to keep workers safe
* Ensuring government stimulus programs worked for members
* Construction was designated an “Essential Activity” by the Department of Homeland Security

I hope you know how much I value your business, and I look forward to enhancing our relationship through shared HBA affiliation.

Regards,

Your Sales Professional