



Your Community. Your Builders.

The BIA of Lancaster County

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**THE
LITTLE
BLACK BOOK
OF BIA
BENEFITS**

*What do I get with
my membership?*

Networking

Networking is how you share information with your peers and colleagues. Attend one of these BIA events and get started:

- **Mingles**
- **General Membership Meeting**
- **Remodelers Council Meetings**
 - **Installation Banquet**
 - **A Taste of Membership**
- **Golf Outing and Many More!**

The Remodelers Council - \$75 per year

The BIA Remodelers Council is made up of home improvement contractors, vendors, and service providers like you who are dedicated to their craft and want to further their professional development. As a member, you'll have access to these tools:

- Peer Networking at quarterly meetings
- Discounts
- Education on legal issues, codes, industry trends and technology relating to small remodeling firms
- Remodeling Showcase Awards
- Exclusive information, subscriptions and content through NAHB.org's Remodeling Channel
- Listing as a professional Council member through BIA and NAHB websites
- Membership with National Association of Home Builders Remodelers

Get Involved

Over and over again, it's been proven that active participation can help members achieve the goals they've set for their businesses and for themselves.

Great ways to become an active member:

- Attend an event
- Volunteer at an event
- Sponsor an event
- Advertise
- Encourage a business associate to join
- Donate a door prize
- Join a Council - Remodelers Council
- Serve on a Committee - Government Affairs, Membership, Parade of Homes, Spring Home Show, BIA Promotions or Community Service.

And when you just don't know how to get involved...just ask!

Marketing Opportunities

Sponsorship:

Get your company noticed and grow your business by sponsoring a BIA event. With so many to choose from with varying price ranges.

Advertising:

- Place an ad in the following BIA Publications
 - Quarterly Newsletter—The Lancaster Builder
 - Bi-weekly E-newsletter—The BIA Briefing
 - Annual Membership Directory
 - Spring Home Show Guidebook
 - Parade of Homes Guidebook

Enhanced Web Package: (\$79 Investment)

The package includes:

- Priority placement in your business category
- Company logo displayed
- 5 highlights with linked text
- Upload 15 photos
- Link your YouTube video
- Large 1600 character description of your business

Other Benefits

- Three-in-One membership. Your dues to the BIA also pay your membership with the Pennsylvania Builders Association (PBA) and the National Association of Home Builders (NAHB).
- Discounts on Verizon Wireless, Staples Advantage, Expedia, Best Buy and more with the National Purchasing Partners..
- Access to the BIA's 430+ member database for your direct mail needs.
- Your listing in the BIA Directory and on our website, both go-to resources for consumers looking for the products and services you provide.
- Discounts on ICC Code books & other valuable publications.
- Member to Member discounts.
- \$125 Subscription to PA One Call included in your membership dues.
- Use of the BIA's conference room & office space
- Resource library available to members at the BIA office. Members can borrow books on construction related business publications.

Call the BIA for more information, or ask your BIA-member friends and associates!

Spring Home Show at Spooky Nook

Three days. Thousands of consumers.
A chance to showcase your business!

The annual BIA Spring Home Show brings thousands of consumers to your booth over the course of three days in early Spring. Many exhibitors claim to get more than a third of their business for the year from this show.

With over 130 exhibitors, the Spring Home Show draws potential customers from all over the region — customers who are looking to you for home ideas and professional remodeling services. The BIA conducts a multi-faceted marketing campaign to get the word out, and bring business to your door!

“We’ve gotten over 30 qualified leads, we are still scheduling appointments, and several have already turned into sales.” - First Time Exhibitor



Government Affairs

Our Government Affairs program aims to stay on the pulse of the industry and keep current on issues affecting all members. It aims to advocate for the industry position on issues and stay involved in a proactive way.

Lobbyists at the local, state and national levels are working every day to promote your business interests on industry-related issues, such as:

- **Air, Waste & Wildlife**
 - **Zoning Issues**
 - **PennDOT**
 - **Business Taxes**
 - **Code Issues**
- **Federal & State Agencies**
- **Chesapeake Bay Strategy**
 - **Pension Reform**

Some of our Government Affairs involvement:

- Support the Pennsylvania Builders Association by interacting with our local delegation concerning any adverse or positive legislation pertaining to the building industry.
- Members of the Lancaster Clean Water Consortium to collaborate on solutions for the Chesapeake Bay.
- Monitor local municipal ordinances concerning any adverse or positive legislation/regulations pertaining to the building industry.

Education & BIA Publications

Training and Educational Opportunities abound for BIA members.

As a benefit to members, we provide a multitude of industry specific programs.

- OSHA & Safety Programs
 - First Aid/CPR
 - Sales & Marketing
- Trade & Business Skills
- NAHB Designation Courses

BIA Publications

- Membership Directory
- Newsletter: Lancaster Builder
- E-Newsletter: BIA Briefing
- Spring Home Show Guide Book
- Parade of Homes Guide Book

From the housing statistics and analytical articles, to practical tricks of the trade and new trend updates, there is plenty of useful knowledge to be shared with your BIA membership.

Parade of Homes

**One week. Dozens of New Homes.
Thousands of potential customers!**

Every June, Central PA Residents, and out-of-towners looking to make a move, await the biggest home event of the summer - the Lancaster/Lebanon Parade of Homes! Participating builders submit their best new homes for judging and touring, resulting in fantastic exposure and great marketing opportunities!

Homes are judged along with other entries in their price division. A panel of judges score homes on a variety of levels, with award winners announced at the elegant Parade of Homes Gala, which kicks off the Parade. Winning a Parade of Homes award is a great PR tool for your company!

Early bird Entry fee \$2600

Final Entry Fee \$2900

“There is no other single event where you can enter your home that will drive as much traffic to your house and neighborhoods as the Lancaster Parade of Homes.”

- Jason Garman, Garman Builders, Inc.—Parade participant



NAHB Discounts

Through the National Association of Home Builders (NAHB), you'll receive great discounts on products and services from:

- **UPS**
- **General Motors**
- **Lowes**
- **Hertz**
- **Office Depot**
- **Dell**
- **Geico**
- **Omaha Steaks**
- **YRC Freight**
- **Houzz**
- **NAHB Career Center**
- **And More!**

Some members who use these discounts report that they recoup their dues investment in a year with the savings they receive.

Visit www.nahb.org/ma for more information.

Rebate Program

PBA will send builders and remodelers a check in the mail every quarter when you buy from companies participating in their rebate program. Associate members who supply or install any of the 50+ Manufacturer brands can be listed in the Associate Member Directory. Brands include:

- **Honeywell**
- **Delta**
- **Heatilator**
- **Progress Lighting**
- **Carrier**
- **Bradford White**
- **Bryant**
- **VACUFLO**
- **Jacuzzi**
- **AZEK**
- **Panasonic**
- **And More!**

All you need to do is fill out a form ONCE telling PBA which of these companies you buy from, and they do the rest - and show you the money!

Visit www.pabuilders.org for more information.