



Drive for Five ↗

Recruit & Refer – Grow the Future of the HBA

RECRUITMENT TEXT: Shoot a quick text to a prospect to get the conversation started.

Hey [Recipient's Name], hope you're doing well! I wanted to share a quick thought with you—I've been a member of Home Builders Association for a while now, and it's been a game-changer for my business. Great networking, access to industry insights, and plenty of opportunities to collaborate. I think you'd really benefit from joining too! Let me know if you'd like more info.

Hi [Recipient's Name], I was thinking about you the other day and wanted to mention that you may want to consider joining Home Builders Association. I'm currently a member and would be happy to talk more about what we do at the association!

Hi [Recipient's Name], just wanted to drop a quick note about Home Builders Association. They do amazing work supporting businesses like ours, with everything from advocacy to training and networking. I think you'd get a lot out of becoming a member. Would love to chat more if you're interested!