

---

---

# A H B A NEWSLETTER

AUGUSTA HOME BUILDERS ASSOCIATION

---

March, 2010

## MARCH MEETING

When: March 16, 2010  
6:30 p.m.

Where: Elk's Lodge  
1700 Harvard Road  
Waynesboro, VA 22980

Cost: \$25 per person

This month, Bill Scullion of Pro Energy Consultants will present a program on home energy audits. Come learn about who needs an audit, what an audit consists of, and what we can do to improve the energy efficiency of a home.



Save Energy. Save Money. Save the Environment.

RSVP by returning the reservation card, e-mail [exoff@hotmail.com](mailto:exoff@hotmail.com) or call 540-942-4644 by March 12th.

For your convenience, we are now accepting Mastercard, Visa, Discover, and debit card payments for meetings and membership dues.

As always, if you wish to avoid the registration line, just leave a message for Tammy and she will contact you for credit card information.

## THANKS FOR RENEWING YOUR MEMBERSHIP!

Donnie McCormick of Dixie Gas & Oil  
Johnnie Barr of Action Coach  
Jeremy Romesburg of Reico Kitchen & Bath  
Calvin Ratcliffe of Noland Company

## DON'T FORGET TO RENEW IN APRIL!

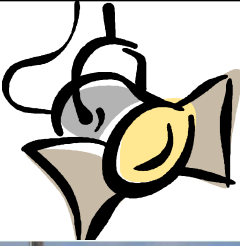
Andrew Watkins of Andrew Watkins Custom Home Building  
Kevin Traylor of Classic Wall Systems/DBA Stucco & Stone  
Gary Colvin of Colvin Custom Homes  
Kevin Armstrong of Kevin Armstrong Const.  
Mike Hagenseker of M&H Construction  
Shawn Sweeney of Sweeney Construction  
Stacy Craft of Affordable Septic Tank Service  
Mike Neal of Arboristry Associates  
Steve Hinton of Design Vision  
Zach Straits of Probuild  
Joel Frazier of Old Dominion Insurance  
Daryl Baker of Precast Systems  
Ronnie Strawderman of Shenandoah Building Supply  
Win Bottomley of Spencer Home Center  
Deb Emerson of Universal Forest Products  
Todd Showalter of Water Works Water Treatment  
Kitty Dean of Vailes Home Improvement Services  
Gary Gallagher of Vailes Home Improvement Services  
Jamie Sams of Vailes Home Improvement Services  
Patty Trice of Vailes Home Improvement Services

## WELCOME NEW MEMBER!

Robin Newhouse of Dominion Virginia Power



*Coming soon!*

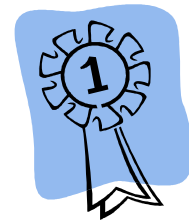
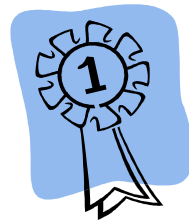
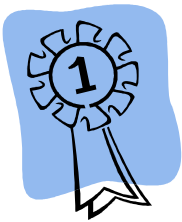


## SPOTLIGHT ON OUR MEMBERS



***Congratulations to Zach and Brenda Straits whose 1961 Ford Starliner won the 2009 National Goodguys Timberland Pro Homebuilt Heaven Award.***

***The car features a stock 390 engine/automatic tranny, stock red and black interior, Ford hubcaps and rolls on BF Goodrich rubber. Zach and Brenda did the frame off restoration themselves!***



***The Augusta Home Builders Association won first place in the commercial division of the Celebration of Lights in Staunton's Gypsy Hill Park in 2009.  
Good job to everyone who participated!***

**MANY OF YOU WERE AT THE LAST MEETING AND HEARD JOHNNIE BARR OF ACTION COACH PRESENT A PROGRAM ON HOW TO BUILD A MARKETING CAMPAIGN. IF YOU MISSED IT, WE'D LIKE TO SHARE THE HIGHLIGHTS FROM HIS PRESENTATION.**

- I. Marketing is Communication and Education
    - a. Communicate what you have to offer
    - b. Educate them about what your product can do so they can decide intelligently whether it can satisfy their needs
    - c. What is available? What are the benefits to them?
    - d. How do they choose? How do they buy from you? What do they buy?
  - II. Not Just Advertising
    - a. It starts before the first purchase and continues well after the sale
    - b. Purchases are made based on 20% logic and 80% emotion
    - c. Marketing after the sales reinforces the decision
    - d. Marketing leads to referrals
  - III. What does it include? All contact with everybody.
    - a. Designed to educate the market and give great information
    - b. It includes business cards, stationary, yard signs, truck signs, letters, answering the phone, appearance of you, your business and your employees, your offers, service, selection, public relations, testimonials, etc.
  - IV. How many times must you penetrate the prospects mind before they are ready to buy? 9
    - a. How many "touches" does it take to penetrate their mind? 3
    - b. So before they are ready to buy, you must have 27 touches.
    - c. If you touch them 6, penetrate their mind 2 times, they have heard of you.
    - d. If you touch them 9, penetrate 3, they want to know more about you.
    - e. If you touch 15, penetrate 5, they may visit your website and ready to learn more.
    - f. When you have touched 27, penetrated 9, you should have built trust, rapport and established a relationship.
  - V. 80% of sales are made somewhere between the 5<sup>th</sup> and 12<sup>th</sup> contact. You are not aware of many of these contacts such as seeing your trucks, or visiting your website.
    - a. Only 10% of sales people make more than 3 contacts.
  - VI. Most give up on marketing and sales because they are not patient and do not follow through.
    - a. Design value into your touches, educate and provide benefits.
  - VII. Grow geometrically. Remember the 5 ways to increase profits. They are:
    - a. Generate more leads
    - b. Improve your conversion rate of prospects to sale
    - c. Increase the number of transactions that each customer has with you.
    - d. Improve the average dollar sale of each customer.
    - e. 10% increase in each of these 4 areas results in a 46% increase in profits.
    - f. Sell higher margin products and lower costs. With 10% increase in this 5<sup>th</sup> area, you can increase profits by 61%.
  - VIII. Always Measure and Test
    - a. How did they hear about you? Be religious about asking.
    - b. What did they hear?
    - c. Where do your clients come from?
    - d. Know what is working.
    - e. Know what isn't.
    - f. The goal is to drive down your acquisition cost of a new customer
-

- IX. Who? Who are your target market segments, niches, and groups
- Who do you want to appeal to?
  - Who is your marketing aimed at?
  - Who can you cooperate with to reach them?
  - Who do they know?
  - Examine your “A” Grade customers to learn the ideal characteristics of your targeted market and have your marketing speak to those people.
- X. Where are these targeted prospects?
- Where do they hang out?
  - Where are they in highest concentration?
  - Where do they go? What do they read? Where do they get their information?
- XI. What is your offer to them?
- What do they want to buy?
  - What do they want to learn?
  - Remember two forms of pricing – discounting and adding value
    - What can you do to add value? Upgrade them, give service, give them more than they expect.
- XII. Why?
- Why do they want to buy it?
  - What are the benefits that they want?
  - Marketing should be about them. Most marketing is about you. Everyone wants to know “What is in it for me?”
- XIII. How?
- How will you communicate your offer to them?
  - How are you going to reach them?
  - What mediums are you planning to use?
  - Remember you need multiple touches and multiple weapons.
  - How is it best to reach your ideal customer?
- XIV. When ranking your priorities of a scale of 1 to 10, rank
- Target as 10 of 10
  - Offer as 5 of 10
  - Copy as 1 of 10.
  - Most get this backward.
- XV. When designing copy, design it to:
- Gain their attention with a fantastic headline. Not your name.
  - Generate interest in what you have to offer.
  - Create desire that appeals to their needs.
  - Include a call to action. What do you want them to do next?
- XVI. Marketing is about building relationships. How can you build better relationships?

**OUR AIM IS TO OFFER YOU QUALITY PROGRAMS SUCH AS THESE AT OUR MEMBER MEETINGS. IF YOU HAVE IDEAS ABOUT WHAT YOU WANT PRESENTED, PASS THEM ON TO TAMMY AT EXOFF@HOTMAIL.COM, OR YOU CAN TELL ARMPY TRAYNHAM OR CHRISTOPHER BREMENT. ARMPY AND CHRISTOPHER ARE WORKING HARD EACH MONTH TO GET PROGRAMS OF INTEREST TO OUR MEMBERS.**