

## HBA of Greater Springfield Membership Council “Beat 2011” New Member Recruitment Incentive Program

### Scenario 1: Net Increase of 100 Members (15 Prize Winners)

NAHB Revenue:	\$7,500	
Party:	\$2,000	
Top 5 Recruiters (\$550):	\$2,750	iPads?
Next 10 Recruiters (\$225)	\$2,250	iPod Touches?
Cushion	\$500	

### Scenario 2: Net Increase of 75 Members (10 Prize Winners)

NAHB Revenue:	\$5,625	
Party:	\$2,000	
Top 3 Recruiters (\$550):	\$1,650	iPads?
Next 7 Recruiters (\$225)	\$1,575	iPod Touches?
Cushion	\$400	

### Scenario 3: Net Increase of 50 Members (10 Prize Winners)

NAHB Revenue:	\$3,250	
Smaller Party:	\$1,000	
Top Recruiter (\$550)	\$550	iPad?
Next 2 Recruiters (\$225):	\$550	iPod Touches?
Next 7 Recruiters (\$150)	\$1,050	iPod Nanos?
Cushion	\$100	

### Scenario 4: Net Increase of 25 Members (5 Prize Winners)

NAHB Revenue:	\$1,875	
Small Party:	\$700	
Top 2 Recruiters (\$225):	\$550	iPod Touches?
Next 3 Recruiters (\$150)	\$450	iPod Nanos?
Cushion	\$175	

**“Net Increase” refers to total builder and associate membership of the HBA of Greater Springfield (Affiliates do not count toward incentive program) above the 2011 year-end total of 336. Final “net increase membership number will be as of 12/31/2012**