

HBA of Greater Springfield Membership Council

“Beat 2011” New Member Recruitment Incentive Program

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

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|----------------------------|---------|---------------|
| 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)

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|---------------------------|---------|---------------|
| 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)

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|----------------------------|---------|---------------|
| 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)

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|---------------------------|---------|---------------|
| 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