

To: MBIA Board of Directors
From: Chris Baughan
Date: 1/9/2025
Re: 2024 MBIA Membership Report

Membership by the #'s

MBIA Members as of December 31, 2021	892
MBIA Members as of December 31, 2022	901
MBIA Members as of December 31, 2023	896
MBIA Members as of December 31, 2024	904
<u>MBIA Members as of December 31, 2025</u>	<u>906</u>

Gain of 2 Members (from 1/1/2023)

MBIA Retention: 79.62% NAHB Retention: 75.3%

Notes

- 115 Members joined in 2024
- 113 Members terminated in 2024
- 98 Members joined in 2023
- 91 Members joined in 2023

2024 Membership Financials

- 2024 Total Membership Collections: \$949,462
- 2023 Total Membership Collections: \$859,07
- Increase of \$90,391 in dues collections
- Increase of 94 companies who paid dues in 2024 over 2023. 56 of which were additional and unique.

2024 Membership Strategic Goals:

1. **Membership Goal for 2024: 939. (Stretch = 950)**
Final membership = 906
Members to Goal: -33
2. **Achieve 81% Retention by 12/31/2024**
Final Retention = 79.62%
3. **Recruit 70 New Members by 12/31/2024**
Final New Members = 115
4. **Other Strategic Goals / Action Plan**
 - Audit database: We had over 1,300 online profile updates in 2024

- Active membership committee: We held 11 Membership Committee Meetings and 3 Power Hours for our Membership Drives.
- Proactive member recruitment: 23 members participated in recruitment!
- Member benefits marketing piece completed
- Auto-renewal created for members
- Membership tenure – recognizing those in membership newsletter.
- Ambassador program – Rolled out and implemented! 51 members utilizing program
- Texting service is ready to go, just need budget approval
- 2024 Stars Club = \$139,335. 2023 Stars Club = \$133,500. 2022 Stars Club = \$197,000

5. **Final Council #'s**

55+ Council = 6 ('23 = 11, '22 = 18)
 Future Industry Leaders = 41 ('23 = 51, '22 = 60)
 LDC = 61 ('23 = 65, '22 = 70)
 Multifamily = 32 ('23 = 32, '22 = 35)
 PWIB = 31 ('23 = 32, '22 = 35)
 Remodelers & Custom Builders = 33 ('23 = 34, '22 = 43)
 Sales and Marketing Council = 33 ('23 = 46, '22 = 61)

6. **Member Engagement:**

2021 MBIA Member Engagement:

0-1 Event: 637 Members (69% of membership)
 2 Events: 69 Members (7% of membership)
 3-5 Events: 97 Members (10% of membership)
 6+ Events: 104 Members (11% of membership)

2023 MBIA Member Engagement:

0-1 Event: 589 Members (65% of membership)
 2 Events: 62 Members (7% of membership)
 3-5 Events: 91 Members (10% of membership)
 6+ Events: 162 Members (18% of membership)

2022 MBIA Member Engagement:

0-1 Event: 651 Members (71% of membership)
 2 Events: 38 Members (4% of membership)
 3-5 Events: 83 Members (9% of membership)
 6+ Events: 144 Members (15% of membership)

2024 MBIA Member Engagement:

0-1 Event: 599 Members (66% of membership)
 2 Events: 59 Members (7% of membership)
 3-5 Events: 95 Members (10% of membership)
 6+ Events: 159 Members (17% of membership)

2024 BOARD RECRUITMENT

- | | | | |
|------------------------|-----------------------|-------------------------|-------------------------|
| 1. Tom Baldwin = 10 | 7. Brian Resnick = 3 | 13. Martin Caslow = 2 | 19. Will Pippen = 1 |
| 2. Michael Faerber = 8 | 8. Sylke Knuppel = 3 | 14. Linda Ellington = 1 | 20. Jude Burke = 1 |
| 3. Jeremy Rutter = 7 | 9. Dan Murtaugh = 3 | 15. Tom Janes = 1 | 21. Ross Ostrander = 1 |
| 4. Tim Morris = 7 | 10. Tara Carbo = 3 | 16. Seth Churchill = 1 | 22. Jake Wittenburg = 1 |
| 5. Jim Schaeffer = 5 | 11. Mike Griffith = 2 | 17. Mike Klebasko = 1 | |
| 6. BobbyThompson = 4 | 12. Avi Gunzberg = 2 | 18. Chris Keelty = 1 | |

2025 Dues Increase:

Builder:	2024 Dues	8.8% Increase	2025 Dues
Under \$1 million	\$ 825.00	\$ 897.60	\$ 900.00
\$1 to \$2.5 million	\$ 1,300.00	\$ 1,414.40	\$ 1,400.00
\$2.5 to \$5 million	\$ 1,775.00	\$ 1,931.20	\$ 1,900.00
\$5 to \$10 million	\$ 3,100.00	\$ 3,372.80	\$ 3,300.00
\$10 to \$20 million	\$ 5,200.00	\$ 5,657.60	\$ 5,600.00
\$20 to \$25 million	\$ 7,750.00	\$ 8,432.00	\$ 8,400.00
\$25 to \$50 million	\$ 10,400.00	\$ 11,315.20	\$ 11,300.00
Over \$50 million	\$ 15,500.00	\$ 16,864.00	\$ 16,800.00

Associate

Under \$250,000	\$ 775.00	\$ 843.20	\$ 840.00
\$250k to \$1 million	\$ 1,050.00	\$ 1,142.40	\$ 1,125.00
\$1 to \$2.5 million	\$ 1,300.00	\$ 1,414.40	\$ 1,400.00
\$2.5 to \$5 million	\$ 1,550.00	\$ 1,686.40	\$ 1,650.00
\$5 to \$10 million	\$ 2,075.00	\$ 2,257.60	\$ 2,250.00
\$10 to \$25 million	\$ 2,600.00	\$ 2,828.80	\$ 2,800.00
Over \$25 million	\$ 4,000.00	\$ 4,352.00	\$ 4,300.00

Remodeler

Under \$250,000	\$ 525.00	\$ 571.20	\$ 575.00
\$250k to \$1 million	\$ 725.00	\$ 788.80	\$ 800.00
\$1 to \$2.5 million	\$ 925.00	\$ 1,006.40	\$ 1,000.00
Over \$2.5 million	\$ 1,500.00	\$ 1,632.00	\$ 1,600.00