

Frequently Asked Questions

MBAKS Membership Recruitment Incentive Program

What is the purpose of the membership recruitment incentive program?

To motivate, recognize and encourage loyalty and retention by:

- Providing proud and satisfied members
- Creating fun networking opportunities
- Encouraging camaraderie among members with support from MBAKS staff

Why is this incentive plan important?

Recruiting more engaged members enables MBAKS to better fulfill our mission.

What is MBAKS mission?

The Master Builders Association strives to keep the Puget Sound region among the best places in the world to live.

We commit to ensure that all people can attain housing. We pledge to make positive impacts through our advocacy, community, and philanthropic outreach efforts. We will remain the regional leader in residential and green building advancements. Our duty is to make certain everyone has access to a healthy and productive place to call home.

How was this incentive policy created?

This incentive policy was created by members, for members, and approved by MBAKS board of directors.

Is this new incentive policy an extension of the old policy?

No, this new incentive policy replaces the old policy entirely.

What improvements have been made in this plan vs. the old plan?

- MBAKS credits were created to be used in addition to NAHB spike credits, giving members the chance to earn both MBAKS and NAHB credits.
- MBAKS credits no longer expire.
- New awards are available including advertising and sponsorship opportunities.

To read the full incentive policy, [log into your member account](#) and find the policy under “Resources.”

Who is eligible to earn MBAKS credits?

All MBAKS members in good standing are eligible to earn credits.
Staff are not eligible to earn credits.

Who is responsible for submitting credits?

Each member is responsible for submitting their earned credits to mbakscredits@mbaks.com.*

Example: A current member recruits a new member and sends an email to mbakscredits@mbaks.com, cc'ing the new member, indicating they recruited this member.

All awarded credits are subject to audit by Board of Directors or assigned by the Board of Directors designated 3rd party. If an audit finds a credible concern, those completing the audit must discuss this with the individual(s) involved, and report resolution to the Board of Directors.

*Additional ways to claim/submit credits are outlined in the incentive policy. Log into your member account, click the incentive policy link under "Resources" and refer to "How credits are claimed."

How do I earn credits?

	MBA Spike Credits	NAHB Spike Credits
Credits are Awarded for the following:		
Recruit a new member (never been a member of the MBA)	1	1
Recruit a "revived" member (At least 1 month since membership lapsed)	1	1
Recruit a new or current member to join GRIP or the Health Trust	2	0
Recruit a new or current member to join a council for the first time (PWB, RC, SMC).	0.5	0.5

What can my MBAKS credits be used for?

Credits may be Redeemed for the following:	MBA Spike Credits Required
Group trip* (# guests, location, duration, sponsorship(?) determined by Group Trip Committee***) Spike + guest ticket	TBD by Membership Chair & Membership Director
4 Night Alaskan Cruise May 2022. Details TBD (Cost prox \$1300-1750) Spike + guest ticket	5-8
2 Night Vancouver Cruise April 2022 Details TBD (Cost prox \$600-1000) Spike + guest ticket	3-4
Free one-year membership renewal (including NAHB and BIAW portions of renewal)**	2
Free sponsorship of MBAK/S event, or advertisement in magazine/newsletters (up to \$600 value)	2-3
Free admission to an MBA event (up to \$50 value)	0.5
One annual evening group outing (such as an evening on the Spirit of Puget Sound) – <i>This is for all new members and their guest and whomever recruited them and their guest!</i>	0!

The above are examples of redemption opportunities. These may vary and are subject to availability. Contact mbakscredits@mbaks.com for current award opportunities.

Which advertising or sponsorship opportunities can my points be redeemed for?

All advertisements and sponsorships are subject to availability. Suggested ad/sponsor opportunities include:

- Free ¼ page magazine ad
 - Member-provided ad placed in MBAKS' quarterly magazine, Master Builder.
- Free e newsletter ad
 - Member-provided ad published in MBAKS daily e newsletter, *Daily Housing Brief*, for four consecutive weeks.
- Free sponsorship available for select Sales and Marketing, Professional Women in Building, and Builder Council breakfast events.

Do credits expire?

Current and newly earned credits will no longer expire, including credits which were set to expire in 2021 under the old policy.

Can credits be shared or transferred?

Credits may be split among two procuring members, so long as there is agreement to do so, at the time of award of credits. Once recorded by NAHB and MBA, credits are not transferable from one member to another.

Is there a maximum amount of MBAKS credits?

There is a maximum accrual of 48 MBAKS credits. The purpose of the maximum accrual is to encourage those who have earned credits to enjoy the benefits of redeeming credits. In doing so, they also re-catalyze their own motivation to continue recruiting.

How do I redeem my awards?

A member may send an e-mail to Colby Goodman, membership director, (cgoodman@mbaks.com) indicating how many of their credits they would like to redeem and for the award you'd like to use your points on.

Example: "I'd like to redeem 5 MBAKS credits for a 2 night cruise through Vancouver." MBAKS membership director will provide the award as soon as practical.

Will my awards be taxed?

Those who redeem incentives with a cumulative value of more than IRS limits are subject to federal taxation and will receive a Form 1099 for the value of their redeemed credits. A Form W-9 must be obtained from affected individuals prior to redemption of any credits that necessitate a 1099.

What's the difference between an MBAKS credit and an NAHB credit?

NAHB Spike credits remain unchanged and will be reported to BIAW and NAHB. MBAKS credits are new and in addition to NAHB Spike credits.

With MBAKS credits, you earn points in addition to NAHB Spike credits, and have the ability to earn more rewards by achieving recruitment, engagement, and retention goals.

What is a Spike?

A member who recruits new members and helps retain current members.

A member becomes a Spike when:

- One recruited member makes a Spike candidate
- 6 recruited members earn the Spike title
- 25 spikes earn Life Spike status
- Pins and plaques given for public recognition and status levels

How do I get involved in recruiting?

All members who wish to actively participate in voluntarily recruiting new members are strongly encouraged to complete training and demonstrate knowledge about the home building industry, the internal operations and external relationships of the MBA, and the value of membership. A member is strongly encouraged to:

- Be a member in good standing
- Attend Membership Committee meetings
- Complete Membership Committee orientation
- Have knowledge of the requirements and ROI value of MBA benefits.

Who should I speak with if I have additional questions?

Questions can be submitted to mbakscredits@mbaks.com.