

ON SITE WITH CBUSA



"Strength in Numbers, Success through Knowledge"

9.04.08 ★ Edition No. 1

A MESSAGE FROM THE CEO

Our goal for this communication is clear and direct: to share the powerful results you, our members, have experienced with **CB/USA**. Each issue will feature member testimonials and proven business opportunities builders nationwide have achieved through their **CB/USA** membership. Given the turbulence of today's housing market, we can't think of a better time for all of us in the CB/USA network to work closely, leverage our buying power to lower our hard costs, share best practices and to collectively develop innovative and profitable ways to grow our business. **ON SITE WITH CB/USA** will also include information about upcoming **CB/USA** programs and services.

Our first edition of On Site with **CB/USA** features two builders, one a long-time member and the other a builder in one of our newest **CB/USA** chapters. Both have experienced success by embracing the **CB/USA** vision for a better way of doing business.

If your business has a story to share; how **CB/USA** increased your profits, saved you money, or helped you identify a better way of doing business, please email us at: bill@custombuilders-usa.com or your local **CB/USA** manager and we will share your story in a future edition of **ON SITE WITH CB/USA**.

Thank you,
Bill Smithers, CEO, **CB/USA**



CBUSA NEWS

CB/USA is hosting its first annual National Leadership Council meeting in Raleigh, N.C., September 15-17th. Representatives from each of our active markets will be attending to discuss CB/USA's strategic initiatives, and share the experiences from their local LLC's. For more information, please contact: **Brian Pavlick** at brian@custombuilders-usa.com



SUCCESS STORIES

*"We joined up in February
and I immediately saved money."*



JESSE PIGOTT

Stone Creek Custom Homes, San Antonio, Texas
2008 Housing Starts: 12; \$300,000 & up
Charter Member: CBUSA-San Antonio
launched Feb. 2008

CBUSA RESULTS:

"I can safely say that in 3½ mos. of involvement in CB/USA, my company has saved over \$18,000, in lumber, trim and countertops. This savings is over three jobs that started in February in the \$400,000 to \$600,000 range. I had priced these items prior to checking through CB/USA. We were able to realize tremendous and immediate savings through my CB/USA membership."

CBUSA VALUE:

"I had always thought CB/USA was well set up to succeed; it had a great infrastructure in place. What surprised me was the immediate benefit I experienced with CB/USA. We joined up in February and I immediately saved money. As more builders actively participate with CB/USA, we are well set up to improve upon the success we've achieved."

SUCCESS STORIES

"We provide our members with consistent, reliable savings that accrue from our market strength."



A CASE STUDY OF SUCCESS IN RALEIGH, NC:

An interview with
MARK KIRBY
Dixon Kirby & Co.; Chairman,
Triangle Builders Guild
(CBUSA-Raleigh)

Q: How did your CB/USA chapter develop such enthusiasm and loyalty?

A: From the very beginning our members were sold on the potential of the Guild and CB/USA. They understood that it would increase their competitiveness in the custom building market. How can you pass up the opportunity to benefit from the collective experience of 30 builders that have been in business an average of 25 years? Every successful custom builder wants to improve their business model and cut costs

Q: How did you attract builders, customers and vendors to TBG?

A: We knew we needed to make it clear from the beginning that TBG was focused on the marketplace. We worked hard to build our brand; we developed a logo, a website, signage and trade displays. Initially we reached out to realtors, builders and consumers; vendors respected the brand we were building and their response was surprisingly strong.

Q: How do your vendor relationships benefit members?

A: Our vendors know that TBG "speaks with one voice." We provide our members with consistent, reliable savings that accrue from our market strength. Our relationship with our vendors is solid and reciprocal. We hold our members accountable; vendors appreciate this and respond with greater inducements that benefit our members.

Q: How would you describe the benefits of being part of CB/USA?

A: First there is the cost savings – our members know if they buy through TBG, they save money. Every quarter they receive a rebate. That's actionable results. Next and equally important, we hold monthly meetings where we share actionable information and best practices – we discuss everything from developing common business instruments -- which again can save you significant money if you don't have to go out and create your own -- to green building, and financing. There's also the intangibles of membership -- the relationships you build and the opportunity to understanding how your competitors do business.

Q: Anything else you'd like to add?

A: The beauty of CB/USA is that it is a shift in the way of doing business. Together, we are building a strong, vibrant CB/USA that will save us money, allow us to share valuable information and enhance our relationships. Every custom builder and every participating vendor benefits from a strong CB/USA.