



What is a Builders Association Anyway?

The Winnebago Home Builders Association (WHBA), part of a three-tiered organization working that proudly works to provide and expand opportunities for all consumers to have safe, quality and affordable housing. Members of WHBA are also members of the Wisconsin Builders Association (WBA) and the National Association of Home Builders (NAHB).

Approximately one-third of NAHB's 215,000 members are home builders and/or remodelers. The remaining members are associates working in closely related fields within the housing industry such as mortgage finance and building products and services. WHBA has approximately 300 member companies working in communities throughout Winnebago County.

NAHB, WBA and WHBA all serve members in a variety of ways, which in turn benefits consumers. Through education, including business management, customer service, construction techniques and more, the association strives to improve the business performance of members. By working with a builders association member, consumers know they are working with an individual and/or company committed to professional growth.

WHBA members have access to local, state and national resources for industry information, research and technical expertise. Through publications, trade shows, seminars and conferences, members have exposure to the latest building products and services. With these opportunities available to them, association members can provide value-added insights and cost-saving techniques to their customers.

"Home Builders Care" has been a focus for NAHB for many years, and it is embodied through the WBA Foundation and community service projects undertaken by Winnebago Home Builders Association. WHBA has its own fund within the WBA Foundation to facilitate local education, research and charitable aid efforts.

The networks of builders associations across the country also strengthen their communities and the industry through workforce development efforts. From encouraging youth to choose housing-related careers to retraining displaced workers, association members know that a quality, professional workforce is essential.

From the federal to the local level, association members concentrate on balanced legislative, regulatory and judicial public policy. Guided by a vision of an America in which all citizens have access to housing of their choice and the opportunity to realize the American dream of homeownership, association members are dedicated to the prosperity of their industry and their communities.