

We asked, you answered, and here is what you had to say!

Summary of MLBMA's Critical Services and Assessment Survey

During historically challenging economic times, such as these, businesses and organizations must make strategic adjustments if they hope to survive. If the challenges continue beyond an anticipated timeframe then the original plan must be adjusted further.

MLBMA has initiated many actions and taken many steps over the course of the last three to four years to deal with fewer members, contraction of dues, fewer sponsorships, less event revenue, and less overall income. We have employed seven over-riding strategic principles during these challenging times. They are:

- Balance the short-term with the long term
- Concentrate on helping our members when we can and where we can
- Shed "the unnecessary, the time wasters, and the costly"
- Diversify
- Deploy reserves
- Protect the "muscle" of the organization
- Prepare for the future



Purpose of the MLBMA "Critical Services and Assessment Survey"

As part of this ongoing effort MLBMA conducted a "Critical Services and Assessment Survey" in March 2009. The survey was designed to:

- Measure members' impressions of MLBMA
- Determine which overall AREAS of service are the most important to the members
- Determine which specific services and programs are the most critical and important to the members
- Determine what members need
- Solicit suggestions from members

The knowledge gained from the survey is helping Association leadership and staff determine the type of support, information, and services members need to effectively operate their businesses. This information will help us adhere to these seven strategic principles and will help determine MLBMA's priorities moving forward.

Results

The survey instrument was a questionnaire consisting of five sections and twenty three overall questions. Twenty five percent of the members responded to the survey and it was 95% certain of +/- 7% accuracy. Eighty three percent of the respondents were between 41 and 50 years old.



Here is a glimpse what we learned about MLBMA from the survey respondents.

When asked about the value of MLBMA membership respondents told us that being an MLBMA member...

- enhances business credibility
- gives members a voice in the development of housing industry and small business legislation and regulations
- provides valuable networking opportunities
- 52% of the respondents believe that **MLBMA is “more effective”** than other associations they belong to and 89.65% of them believe it also **“provides greater value.”**

The five most important AREAS that MLBMA offers services in are:

1. Advocacy
2. Communication and information dissemination
3. Employee benefits insurance and consulting
4. Education and training
5. Event networking opportunities

Respondents selected the following “current member” services/programs as being “important” to their businesses.

Human resource consulting and information
 Membership Directory and Products Resource Guide
 Webinars
 Michigan Lien Law and forms CD
 Health/Prescription insurance
 Safety Group Dividend Program
 Commercial auto insurance

General liability insurance
 Workers compensation insurance and dividend program
 Commercial umbrella insurance
 Fiduciary liability coverage
 Pre-employment testing and background checks
 Peer networking opportunities

Respondents told us the following “current” member services and programs are “VERY IMPORTANT” to their businesses.

Scam Alerts
 State legislative and regulatory representation
 Federal legislative and regulatory representation
 Educational seminars
 Drug and Alcohol administration and testing
 DOT regulatory products and services
 E-ssential Framework electronic newsletter
 Building Products Expo
 Dealer roundtables

71% of the respondents believed their annual membership dues investment generates at least 75% of MLBMA’s annual operating revenue. In actuality only 15% of MLBMA’s annual revenue is derived from membership dues.

