



Expand Your Business Join the Minnesota Multi Housing Association



MHA participation equals success. We attribute a large portion of our success to our participation in MHA. The market exposure gained through MHA activities: the Product Show, MADACS Awards, Golf Tournament, and all the committee involvement is priceless. The professional staff at MHA work hard to promote the successful growth of the association while creating a productive environment for vendor involvement.
— Paul Clement
Screening Reports



www.mmha.com

About MHA

MHA is a state-wide, non-profit trade organization that promotes the highest standards in the development, management and maintenance of rental and owner-occupied multi-housing.

MHA was founded in 1967 to protect the interests of the multi-housing industry at all levels of government. Our successful lobbying efforts, our nationally recognized education program, and our exceptional networking opportunities have made MHA one of the strongest and most emulated housing

associations in the country.

Our rental property members include duplex owners, CEOs of national companies, and everyone in between. Our CIC (common interest community) Midwest members include owners and managers of townhomes, condominiums and homeowner associations.

When you join MHA, you will be able to market to both MHA & CIC Midwest members, representing over 200,000 multi-housing units.

How to Reach MHA Members

Write an article for the *Advocate* or *CIC Midwest News*. Target your message to the rental property or owner-occupied multi-housing markets.

Advertise with flyers, magazine display ads, or purchase a mailing list. Target your marketing to specific groups. For the broadest exposure, try an advertising package.

Attend networking events: MHA Hot Topic Meetings, Committee Meetings, Annual Dinner, among others.

Exhibit at the Fall Convention and Product Show at the RiverCentre in St. Paul, and at the Table Top Show at the **Working Together Conference** in the Spring.

Member to Member Product/Service Showcases allow you to present your company directly to owners and managers. Then talk one-on-one during the networking lunch that follows.

Sponsor events such as the Golf Tournament, MADACS Awards, Orientations for New and Prospective Members, Investors Club meetings, CIC Midwest Lunch & Learns, and other events. Get great visibility over a period of time.

Moderate a roundtable discussion. Speak on a panel. Show your expertise through your educational presentation.

Map out your MHA marketing plan for the year. Then schedule your time and budget to guarantee that your plan produces results!

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SUCCESS STARTS HERE!

Get Involved

Get involved. Be visible. Join committees. Work along side of the people you want to do business with. Attend networking events and speaker meetings. Assign one person from your company to be your MHA representative. Make sure he/she is at an MHA event 2-3 times per month.

Make a marketing plan that combines all the opportunities available to you. Committing yourself to a variety of methods/impressions over a period of time is what works. Our members tell us that by working their MHA marketing plan, they can increase their business in only 18 months to 2 years.



In my first year as an involved member of MHA, and using MHA as my major tool, I opened 260 new, active accounts. The Product Show puts me in contact with hundreds of additional customers that I would otherwise need weeks, even months to connect with personally. I can't afford not to be part of MHA.
— Charles Boentgen
Sundberg Company

Make the Most of MHA Opportunities

Fall Product Show and Convention

Committee Meetings

Working Together Conference

CIC Midwest Lunch & Learns for owners/managers of townhomes/condos

Product/Service Showcases

Product/Service Ambassadors

Annual Dinner

Investors Club for owners of 1-50 units (sponsorships available)

Golf Tournament

Educational Classes and meetings

MADACS Awards

Greater Minnesota Opportunities

Orientation Receptions



MHA Membership Application

NAME _____ COMPANY _____
 MAILING ADDRESS _____
 CITY _____ ZIP _____ EMAIL _____
 PHONE _____ FAX _____ SPONSOR: Jerry Lindeen

I agree that by providing my contact information, I consent to receive communications sent by or on behalf of MHA.

Product/Service Membership

____ Product/Service MAC \$1,556 (limited to 25 companies)
 ____ Product/Service Main Member \$533
 ____ Product/Service Affiliate (Employee) \$73 No processing fee for affiliates.
 MHA Buyer's Guide Category _____
 FREE 25 Word Description of your company for the Buyer's Guide _____

Date _____
 Payment : Check ____ MasterCard ____ Visa ____
 Acct. # _____
 Expiration Date _____
 Signature _____

Dues: \$ _____
 Processing Fee: \$25
 Total: \$ _____
 Please send your dues/application to:
 MN Multi Housing Assn.
 1600 W. 82nd St. #110
 Bloomington, MN 55431
 Phone: 952-854-8500
 Fax: 952-854-3810
 Web: www.mmha.com

____ I would also like to market to CIC Midwest members, owner-occupied townhomes, condominiums, and homeowner associations. No extra charge.