



# Expand Your Business Join the Minnesota Multi Housing Association



## About MHA

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

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!



---

Minnesota Multi Housing Association  
Southpoint Office Center  
1600 W. 82nd St., Suite 110  
Bloomington, MN 55431-1458  
Phone: 952-854-8500  
Fax: 952-854-3810  
Email: [mha@mmha.com](mailto:mha@mmha.com)  
Website: [www.mmha.com](http://www.mmha.com)

[www.mmha.com](http://www.mmha.com)

## 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  
Working Together Conference  
Product/Service Showcases  
Annual Dinner  
Golf Tournament  
MADACS Awards  
New Member Orientation Receptions  
15 Different Committees

CIC Midwest Lunch & Learns for owners/managers of townhomes/condos  
Product/Service Ambassadors  
Investors Club for owners of 1-50 units  
Independents Day—Industry fair for Owners of 1-50 units  
Educational Classes and meetings  
Greater Minnesota Opportunities  
Membership Appreciation Parties



### MHA Membership Application

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ SPONSOR: \_\_\_\_\_

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.