

education, networking, marketing,  
public policy, and community service

# why join?

The Builders Association of the Twin Cities (BATC) is a member-run trade organization originally conceived in the early 1940s to foster a healthy business environment while improving the professionalism of home builders in the Twin Cities. This is still its mission today.

Membership in BATC includes membership in the Builders Association of Minnesota (BAM) and the National Association of Home Builders (NAHB). Members gain the experience and knowledge of thousands of individuals and companies, as well as wield tremendous political clout for the industry at the local, state and national level.

BATC's endeavors basically encompass five areas — education, networking, marketing, public policy, and community service, with volunteer members setting the agenda while a professional staff manages the day-to-day operations.

## Education

BATC University offers its members numerous educational opportunities. Both Minnesota Residential Contractors and Real Estate Continuing Education classes provide members with low-cost, high-quality courses. Other classes range from national designations for sales and business acumen to panels of local experts sharing their knowledge with peers.

## Networking

Like all trade associations, networking is a big part of why members join. Getting together with peers in social settings provides an opportunity to share intelligence as well as connect with vendors and suppliers.

old remodeler tours have also grown to be the largest in the US and have provided remodelers with a unique opportunity to showcase their work to their prospective clients. A comprehensive web site ([www.paradeofhomes.org](http://www.paradeofhomes.org)) provides year-round access to new homes, builders, remodelers and other resources for local families. Members also have numerous opportunities to promote their products to other members through a bi-monthly member magazine, an annual membership directory, and online banner ads. BATC also has a comprehensive awards programs for our members that recognize excellence in construction and in business practices.

## Public Policy

Home building, land development and remodeling are often targets for governmental action that is usually well-meaning but often uninformed. BATC's public policy efforts seek to provide legislators and public servants with important information to help them make better decisions. The goal of BATC's public policy is to foster a healthy business environment which will keep housing affordable, safe and durable, while providing consumers with the choices they desire.

## Community Service

And, BATC's charitable arm, the Builders Outreach Foundation (BOF), provides an outlet for members to use their talents and energy to give back to their community.



For more information visit [www.batc.org](http://www.batc.org)  
or contact Kate at 651-697-7594.

## Marketing

BATC's marketing brand, the Parade of Homes<sup>SM</sup>, has built the largest and most successful home tours in the United States. Begun in 1949, the new home tours offer members an incredibly-effective way to promote their homes to the public. The 21-year

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Parade of  
Homes<sup>SM</sup>

Parade of Homes  
Remodelers  
showcase

BUILDERS  
OUTREACH  
FOUNDATION

