

ask



2016 Membership Drive

why?

Sample Responses to Common Hesitations

“I don’t have time to be a member.”

They know members are busy, which leaves little time to fight the battles that are facing your industry. That’s why they work on our behalf to ensure that planning, zoning, and other regulatory policies promote smart growth and strong infrastructure. They’re our voice at civic and community meetings, and they actively advocate and lobby in city council, county and regional commissions, and state legislative and regulatory forums. The Council reports to members about the issues and developments that could impact members’ business. They also have a members-only virtual clearinghouse of relevant ordinances, legislation, and more. They’re essentially doing the work for you.

“I can’t afford to join. It is too expensive.”

The Council offers a variety of membership benefits and services no matter the size your company or budget. Packages and payment plans are available upon request and consideration. The Council’s work on behalf of its members has a direct and profitable impact on their bottom lines. Membership is not only an investment in you as an individual and for your company, but for your industry, community and region, as well.

“I belong to too many associations already.”

Although you receive specific benefits from other associations, the Council is the only organization that works every day to ensure the Metro Atlanta region’s regulatory environment supports quality growth and development. The Council provides you a seat at the table with elected officials. Civic leaders regularly turn to Council members to advise on regulation that protects communities while continuing to encourage economic development. Membership provides you direct access to leaders and influence on policies that matters to your business.

“I joined once, but dropped.”

Why? What could the Council have done differently to engage you as a member?

“I want to think it over.” “Can you just mail me some information?”

I would be happy to send some information to you, however, let’s review the benefits you will receive from your membership and see if I can answer any questions you might have.

“I don’t know anyone else who is a member.”

You would have access to more than 1,500 industry leaders, including developers, contractors, engineers, architects, planners, law firms and others who work at the intersection of private investment and public policy. You would also have access to the hundreds of elected officials and staff across metro Atlanta, state agencies and legislative leadership, with whom the Council regularly works.

“The Council keeps us informed of important issues and developments that affect our projects and clients, the kind of stuff you can’t afford not to know.”

**Rob Ross, Vice President
Kimley-Horn & Associates**

“Having a voice and a resource through the Council has been incredibly important to us as we have developed, redeveloped, acquired and sold properties over the years.”

**Patti Pearlberg, Vice President & Partner
Coro Realty Advisors, LLC**