

Case Study

HOME BUILDERS ASSOCIATION OF DURHAM, ORANGE, AND CHATHAM COUNTIES

Durham, NC
Kristina Ellis, Director of Operations
www.hbadoc.com

The CHALLENGE

The Home Builders Association of Durham, Orange, and Chatham Counties (HBADOC) was using a member management system that was out of date and malfunctioning. According to Director of Operations, Kristina Ellis, they needed a system that integrated their website and database while giving their members an interactive, “hands on” experience.

Initially, they hired a third party to build a new website with member login functionality. Unfortunately, that created more problems than solutions because the website and member login were still disconnected from their database -- the Association staff didn't even know when payments or updates were made “Because our old system was not integrated, and our members couldn't interact with their own company profiles, we felt like we were always one step behind,” Ellis shared.

The SOLUTION

HBADOC began researching other options. Ellis contacted other HBAs to see what systems they were using. The criteria: The new system needed to have all of the same functionality of the current system, link directly to their website, and also allow for monthly WMS uploads to NAHB. HBADOC discovered GrowthZone through the local Chamber of Commerce. The Chamber really liked GrowthZone's sister product, ChamberMaster, and according to Ellis, that recommendation was really what grabbed their attention.

The RESULTS

Ellis reached out to see if GrowthZone could work specifically for an HBA. The answer? Yes. “They were available to us any time we had a question. They took our advice and recommendations on how to better the system, which reassured us that we had made the right choice,” she commented.

HBADOC's favorite features? Invoices that populate in the task bar, the InfoHub and Event Registration (both in the database and through the HBADOC website).

When asked how GrowthZone has made a difference, Ellis replied, “Updating member records is much easier. Changes made by members or staff automatically update in the online directory. Communication is simplified and of course, WMS uploading – all we have to do is click a few buttons and voila! A perfect report.”