



HERD FREED HARTZ
EXECUTIVE SEARCH PARTNERS



MASTER BUILDERS
ASSOCIATION
of King and Snohomish Counties

EXECUTIVE DIRECTOR

Company Overview

“The Master Builders Association is our common voice, protecting homebuilders’ well-being and giving builders the freedom to build.”

– Justin Goff, Pacific Ridge homes, a division of DR Horton

Founded in 1909 and headquartered in Bellevue, Washington, the Master Builders Association of King and Snohomish Counties (MBA) is the nation’s oldest and largest local homebuilders association. Serving every area of the residential homebuilding industry as well as the communities we live in, our goal is to make the Puget Sound region among the best places in the world to live.

The MBA represents more than 2,900 Members that employ about 80,000 workers throughout the region. We are the professional home builders, architects, remodelers, suppliers, manufacturers, and sales and marketing



professionals in the Puget Sound community who supply the homes that empower the remarkable market growth our region has experienced. Hosting more than 400 events every year, we strive to make positive impacts through our advocacy, community and philanthropic outreach efforts. In the ever-evolving homebuilding sector, MBA is the regional leader in residential and green building innovations.

The MBA is committed to helping make our region grow and flourish, for today and tomorrow. In 2016, Washingtonian [wages grew 4.8 percent](#), but [home values rose 10.9 percent](#). Through our advocacy, the MBA is committed to increasing the available housing throughout the Puget Sound region, with a focus on affordable housing for all. Our 2900-strong membership powers the engine that fuels growth throughout the region and provides the Master Builders with bargaining power and leverage to amplify the concerns of its members in meeting our region's common goal.

The organization has 36 full time employees and \$10M in revenue primarily earned through non-dues products.



As the Puget Sound region's #1 respected and trusted source for housing, the MBA serves as a powerful voice for our members on a number of industry issues, including building codes, land use issues, environmental sustainability, growth management, permitting, taxes and fees, vesting, and workforce development. The MBA sponsors a successful and respected Health Trust Plan and Group Retroactive Insurance Program (GRIP) for our members and their employees. Thanks to benefits like these, the MBA boasts an 8.7% member retention rate.

We are currently seeking a dynamic, inspirational and entrepreneurial **Executive Director** to serve as the leading voice for our homebuilding professionals within state and local governments and the industry at large. The Executive Director will be passionate about the industry and dedicated to advancing MBA's core initiatives. A well-respected leader, the ideal candidate will have credibility within the community and experience working with diverse interest groups.



The Position

Reporting to the 15 member Board of Directors The Executive Director (ED) serves as a key spokesperson for the MBA and a true leader for the homebuilding industry. The ED is tasked with establishing and maintaining effective and deep relationships with a diverse group of external stakeholders including municipal, county, and state level government officials, environmental organizations, regional economic development organizations, and regulatory authorities, as well as counterparts in other associations related to the building and real estate industries both locally and nationally.

The Executive Director oversees the workings of the MBA in its entirety, including the development and implementation of the MBA's annual budget. Direct reports include: Chief Operating Officer, Chief Financial Officer, Senior Director of Strategy and Planning, Director of HR, Director of Marketing and Events, Director of Memberships and Councils and Director of Programs and Products. The Executive Director, Board and Executive Committee collectively set strategic priorities and goals to meet and exceed comprehensive, organization-wide strategic initiatives. The ED facilitates the development of action strategies on behalf of the MBA.

MBA conducts more than 400 ongoing marketing, promotional and membership related events over the course of the year including a Housing Summit, Home Show, Remodeled Home Tour, golf tournaments, annual Gala, and legislative and member receptions. As the lead executive of the MBA, the ED attends and participates in planning and organizing these events, and is expected to attend a number of MBA activities throughout the year. The ED also travels nationally to attend National Association of Homebuilders conferences.

Key Priorities

- Housing Advocacy, Legislative/Governmental Relations
- Industry Image
- Strategy Planning and Operational Effectiveness
- Membership Value, Growth & Engagement
- Financial Stewardship and Non-Dues Revenue
- Staff Supervision and Support



Deliverables Year One

- Development and implementation of innovative programs to expand the membership of MBA
- Increased retention of existing members.
- Maintaining non-dues revenue sources such as the Health Insurance Trust and the Group Retrospective Insurance Program (GRIP).
- Identifying and implementing innovative non-dues programs that may provide income for the organization, and clear, valuable benefits to the members.

Responsibilities

- Strengthen and solidify MBA's position as a leading voice of the industry with the state and local governments as well as the public through an effective government affairs, marketing, and media relations program.
- Build and foster productive working relationships across a variety of constituencies including the Board of Directors, all MBA staff members, Association members, Partner organizations, Government officials, the broader Real Estate community, and Environmental and Conservation groups, and local government officials and staff.
- Maintain awareness and knowledge of key priorities and proposed legislation at the local and state level that may affect the home building, remodeling and development industries.
- Guides the MBA in managing the necessary changes to preserve, enhance, and expand the Health Insurance Trust (Trust).
- Investigate and implement innovative programs designed to both diversify non-dues revenue and provide valuable benefits for members.
- Set a collaborative and positive working environment for employees that emphasizes teamwork.
- Establish systems and procedures that develop the capabilities of employees, nurture employees' careers, and manage the performance of individuals and teams.
- Lead, with the Director of Membership and Councils and senior staff, the development and implementation of innovative approaches to recruit members into the association and to retain members with a focus on membership retention.
- Deeply engage a wider spectrum of current members, and encourage communication and interaction between members of all types.
- Demonstrate the value of membership to a younger demographic and develop programs to encourage young people to enter the field.
- Oversee the development of an annual operations plan with specific goals and objectives and metrics to measure progress toward these goal including a review and potential adjustment of existing comprehensive, organization wide strategic initiatives.
- Develop an understanding of current legislative activities at the local and state levels impacting the home building industry, and establish himself/herself as an authoritative figure on these issues.
- Work closely with the Chief Operating Officer and various division directors and staff in a collaborative, diverse, productive, and professional work environment encouraging staff members to provide the highest level of member services.



THE IDEAL CANDIDATE

Our ideal candidate will be a demonstrated leader who is committed to furthering our core values: accountability, collaboration, innovation, dedication, and the fostering of mutual respect within the homebuilding industry. An exceptional communicator, the Executive Director will be the public face of the organization, connecting with MBA's members, and sharing its vision with multiple constituencies. The ED must be a skilled presenter and public speaker that can quickly establish credibility with a wide array of audiences. S/he must also be able to establish and enhance relationships with boards, committees, volunteers, staff, public officials, outside agencies and organizations. S/he will oversee and aid in the design of government affairs efforts that influence relevant public policy and regulations at the local, state, and national level. The ideal candidate will provide drive and vision for this organization and serve as the public face of the organization and its membership.



The ideal candidate will be able to think strategically while staying aware of the tactical needs of the organization. S/he will also have experience developing and managing complex budgets. The ED must be highly skilled at managing multiple simultaneous initiatives, projects, and priorities, remain flexible, accessible, and approachable.

S/he will foster a collaborative working environment, building a shared vision with employees. S/he will be a role model for employees and demonstrate to employees how their work supports the mission, vision, and goals of the MBA.





Qualifications

- A Bachelor's degree or equivalent industry experience is required, and an advanced degree such as an MBA, MPA, or JD is highly desired.
- We seek candidates with a minimum of 10 years of progressively responsible leadership experience in a top management role in the non-profit or private sector leading an organization, division, or department of substantial size with a complex network of stakeholders.
- Candidates with experience in an entrepreneurial setting are highly desirable as the association relies heavily on non-dues, earned revenue.
- Regional expertise in issues and challenges facing the MBA membership.
- Passion for the Northwest Homebuilding Community.

Location: Bellevue, Washington

For confidential inquiries to learn more, please contact:

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