



ING AMERICA'S DREAM AFFORD

STATE MEMBERSHIP APPLICATION

Tennessee Housing Association (THA)

P.O. Box 569, Mount Juliet, Tennessee 37121

Phone (615) 256-4733; Fax (615) 255-8869

Visit our web site at www.tnmha.org

E-mail: Office@tnmha.org

Date: _____

Special Attention:



Membership in this Association is an entirely voluntary matter, and the THA Board of Directors reserves the right to approve or reject any application for membership. By requesting membership, you agree you have read and accept the expected Membership Code of Ethics, contained in the application for membership.

Contact Name: _____ Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Signature: _____ Title: _____

Sponsored by (if applicable): _____

1. What is your industry affiliation? _____

2. Do you currently hold a license in Tennessee as a Manufactured or Modular Housing Retailer, Installer or Manufacturer? No Yes ... If yes, which license? _____

3. If out of state, are you a member of your state Manufactured Housing Association?
 No Yes

4. List (3) current THA Members as references with contact phone numbers:

(contact number)

(contact number)

(contact number)

PLEASE CHECK THE APPROPRIATE MEMBERSHIP CATEGORY.

- | | | |
|--------------------------|--------------------------------|---|
| <input type="checkbox"/> | BUILDER / DEVELOPERS | \$200 annually |
| <input type="checkbox"/> | COMMUNITY / PARKS | \$200 annually. Additional locations - \$75 annually. |
| <input type="checkbox"/> | FINANCE / INSURANCE | \$200 annually |
| <input type="checkbox"/> | GOVERNMENT AGENCY | \$200 annually |
| <input type="checkbox"/> | INSTALLER | \$200 annually, Additional locations - \$75 annually. |
| <input type="checkbox"/> | INSTALLER / TRANSPORTER | \$200 annually |
| <input type="checkbox"/> | MANUFACTURER | \$200 annually, plus \$175 per floor [Floor Report]. |
| <input type="checkbox"/> | REALTORS / APPRAISERS | \$200 annually |
| <input type="checkbox"/> | RETAILER | \$200 annually. Additional locations - \$75 annually. |
| <input type="checkbox"/> | SERVICE / SUPPLIERS | \$200 annually |
| <input type="checkbox"/> | TRANSPORTER | \$200 annually |

A check made payable to THA must accompany this application or fill out credit card payment information below. Dues are billed annually in November, for payment receipt no later than December 31st of every year.

New Members: Please send the following amount based on the month you are joining. This prorated amount is only for new members. **Returning members or those members delinquent in payment, are not allowed to take this discount.**

- | | | |
|--------------------------|---|-------------|
| <input type="checkbox"/> | January 1 st - March 31 st | (\$200.00)* |
| <input type="checkbox"/> | April 1 st - June 30 th | (\$150.00)* |
| <input type="checkbox"/> | July 1 st - September 30 th | (\$100.00)* |

* Educational discounts may not be used in conjunction with a new membership application, as membership requests must be reviewed for approval.

Payment Methods:

- Check or Money Order:**
 Made payable to THA (P.O. Box 569, Mount Juliet, TN 37121)
- Credit Card:** *AMEX* *Mastercard* *Visa*

Card Number: _____ CVV# _____ Exp. Date: _____

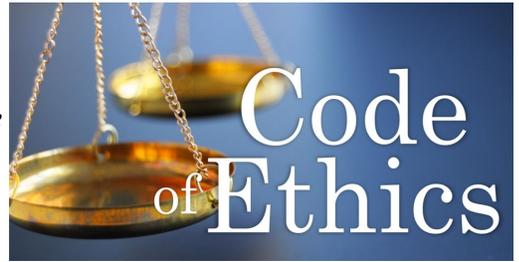
Signature: _____ [Rev. 0] Amount: _____

I have read the Membership Code of Ethics and principles, contained on pages 3 and 4 of the application.

Signature Commitment: _____

THA Membership Code of Ethics and Pledge

As members of the Tennessee Housing Association, we subscribe to the principles set forth in the THA Code of Ethics, and pledge to comply with the specific standards of conduct, established by the Code:



- ⇒ Our paramount responsibility is to our customers. I shall present myself to all customers in a manner which brings respect and prestige to the Association, and to the Industry.
- ⇒ ASSOCIATION members shall contribute constructively to the public image of manufactured housing living and enjoyment, in Tennessee and the country.
- ⇒ ASSOCIATION members shall merchandise their industry, products, and services, honestly, without false promises or misrepresentation, giving good value to their customers.
- ⇒ IN the correct conduct of our individual business, we pledge to refrain from any act that would bring discredit to our Industry or Association, or any individual member thereof.
- ⇒ IN our advertising and promotion endeavors, we pledge to emphasize the positive aspects and actual benefits of manufactured housing, and to refrain from any such endeavors that might deceive or mislead the public or include false claims.
- ⇒ ASSOCIATION members and their employees shall offer their merchandise and service on its merits and shall refrain from attacking competitors or their methods of doing business.
- ⇒ WE further pledge that all obligations to our customers contained in guaranties or warranties offered regarding the manufacture, sale or installation of our homes will be properly fulfilled within a reasonable period.
- ⇒ ASSOCIATION members shall not engage in methods of operation that are unlawful, unsanitary, or detrimental to the health and welfare of the public.
- ⇒ MANUFACTURED housing community owners shall subscribe, in principle and practice, to respect their responsibilities to the tenants within their park and shall maintain their park in such a fashion as to constructively improve the public image of manufactured housing living.
- ⇒ AS members of a progressive industry, we encourage research to develop higher standards of construction of our industry products, so that each manufactured home purchaser may receive the greatest value possible for every dollar.
- ⇒ TO work with all Association members as a united team, and to support the State Association in principle, and in practice, and to encourage others to do so.
- ⇒ WE assume these responsibilities with the understanding that to do so is part of our obligation as members of the *Tennessee Housing Association*.

Tools for your toolbox!

Ten Customer Service Principles Everyone Should Know



Even employees who never deal with the public must exhibit good customer service skills. How employees treat each other is the harbinger of how the company or organization will treat the public. Below is a quick checklist of behaviors we should all demonstrate when dealing with colleagues or the public, to ensure an exceptional customer experience — internally and externally.

1. **Understand your role is in customer service.** Every employee/company needs to understand they have customers — whether the customer is external or internal. Some employees deal only with other employees inside the company, but serving them well is just as important as serving outside customers.
2. **Treat every customer with respect.** It's not necessary to call people "Sir" or "Ma'am," but it is essential that everyone realize that **without customers the employee wouldn't have a job.**
3. **Smile.** A smile can work wonders to alleviate tension and create a positive customer experience. You have the opportunity to influence the tone of every interaction — so use your smile to make it positive.
4. **Respond promptly.** Acknowledge a customer's presence, even if engaged in serving another customer on the phone or in person. It helps a customer feel valued and appreciated.
5. **Listen.** Most customers recognize that not all situations can be addressed immediately, or by a customer service employee or designee. But active listening works wonders to build trust and confidence that something will get done in a timely manner.
6. **Offer an empathetic ear.** The complaint itself is seldom as important in the customer's mind as how the complaint is handled.
7. **Customers may not always be right, but they should never be made to feel they are wrong.** Regardless of the situation, customers should always be treated with dignity and *employees must never see an interaction as an opportunity to prove their superior knowledge.*
8. **Take ownership for the situation.** If a customer complaint is outside an employee's realm of authority, seek assistance. This demonstrates the employee understands the customer's need and is willing to do everything within their power to meet that need.
9. **Go the extra mile.** Many companies require employees to guide a customer to a product they are looking for rather than simply point them in the right direction. Think what a positive customer experience it creates when we apply this principle to all our activities!
10. **Empower employees to deal with customers' outcomes.** Employees that focus on the customer as a person with a real need, enables them to continually seek new ways to improve that customer's experience. When every employee lives that philosophy, a company quickly becomes known for its superior customer service and creates an atmosphere rich with customer-focus.

Bonus: Ask if there is anything else the customer needs. Sometimes a customer has several requests that each require a solution. Every customer service employee should work to ensure a customer leaves fully and completely satisfied with his /her customer service experience.

Employees don't always know how to deliver superior customer service, but managers/owners can ensure employees provide the highest level of customer care by sharing these basic customer service principles. For the greatest success, ensuring that every employee has a customer-focus, use service principles versus policies to clearly define the company's expectations. Telling an employee what's expected, makes it much more likely they will do their best to comply.