



KEEPING AMERICA'S DREAM AFFORDABLE

Tennessee Housing Association

State Membership Application

DATE

Membership is voluntary; the THA Board reserves the right to approve or reject any application.

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SPECIAL ATTENTION — By requesting membership you confirm you have read and accept the Membership Code of Ethics contained in this application (pages 3–4).

1. APPLICANT INFORMATION

CONTACT NAME

TITLE

COMPANY

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL ADDRESS

WEBSITE

SIGNATURE

TITLE

SPONSORED BY (IF APPLICABLE)

2. QUALIFYING QUESTIONS

1. What is your industry affiliation?

2. Do you hold a Tennessee license as a Manufactured or Modular Housing Retailer, Installer or Manufacturer?
☐ No ☐ Yes — which license? _____
3. If out of state, are you a member of your state Manufactured Housing Association?
☐ No ☐ Yes

3. THREE CURRENT THA MEMBER REFERENCES

NAME

CONTACT NUMBER

Membership Category & Payment

Select one category, then complete payment and sign below.

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4. CHECK THE APPROPRIATE MEMBERSHIP CATEGORY

☐ Builder / Developers \$200 annually	☐ Community / Parks \$200 + \$75 per additional location
☐ Finance / Insurance \$200 annually	☐ Government Agency \$200 annually
☐ Installer \$200 + \$75 per additional location	☐ Installer / Transporter \$200 annually
☐ Manufacturer \$200 + \$175 per floor (Floor Report)	☐ Realtors / Appraisers \$200 annually
☐ Retailer \$200 + \$75 per additional location	☐ Service / Suppliers \$200 annually
☐ Transporter \$200 annually	

A check payable to THA must accompany this application or complete the credit card section below.
Dues are billed annually in November and due no later than December 31.

5. NEW MEMBER PRORATED DUES

☐ \$200.00 January 1 – March 31	☐ \$150.00 April 1 – June 30	☐ \$100.00 July 1 – September 30
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Prorated rates apply to new members only. Returning or delinquent members may not take this discount.
Educational discounts may not be combined with a new membership application.

6. PAYMENT METHOD

☐ Check or Money Order — payable to THA, P.O. Box 569, Mount Juliet, TN 37121

☐ **Credit Card:** ☐ AMEX ☐ Mastercard ☐ Visa

CARD NUMBER	CVV	EXP. DATE
_____	_____	_____
SIGNATURE	AMOUNT	
_____	_____	

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

SIGNATURE COMMITMENT _____

Tennessee Housing Association

Code of Ethics & 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.

- 1 Customers come first.** Our paramount responsibility is to our customers. I shall present myself in a manner that brings respect and prestige to the Association and the Industry.
- 2 Build the public image.** Members shall contribute constructively to the public image of manufactured housing living and enjoyment in Tennessee and the country.
- 3 Sell honestly.** Members shall merchandise their industry, products and services honestly, without false promises or misrepresentation, giving good value to customers.
- 4 Conduct business with credit.** We pledge to refrain from any act that would bring discredit to our Industry, Association, or any individual member.
- 5 Advertise truthfully.** In advertising and promotion we emphasize the positive aspects and actual benefits of manufactured housing, avoiding anything deceptive or misleading.
- 6 Compete on merit.** Members and their employees shall offer merchandise and service on its merits and refrain from attacking competitors or their methods of business.
- 7 Honor warranties.** All obligations to customers in guaranties or warranties regarding the manufacture, sale or installation of our homes will be fulfilled within a reasonable period.
- 8 Operate lawfully and safely.** Members shall not engage in methods of operation that are unlawful, unsanitary, or detrimental to the health and welfare of the public.
- 9 Respect community residents.** Community owners shall respect their responsibilities to tenants and maintain their communities so as to constructively improve the public image of manufactured housing.
- 10 Advance the industry.** As a progressive industry, we encourage research to develop higher construction standards so every home purchaser receives the greatest value for every dollar.
- 11 Support one another.** To work with all Association members as a united team and to support the State Association in principle and practice, encouraging others to do the same.
- 12 Accept the obligation.** We assume these responsibilities with the understanding that to do so is part of our obligation as members of the Tennessee Housing Association.



Customer Service Principles

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.