



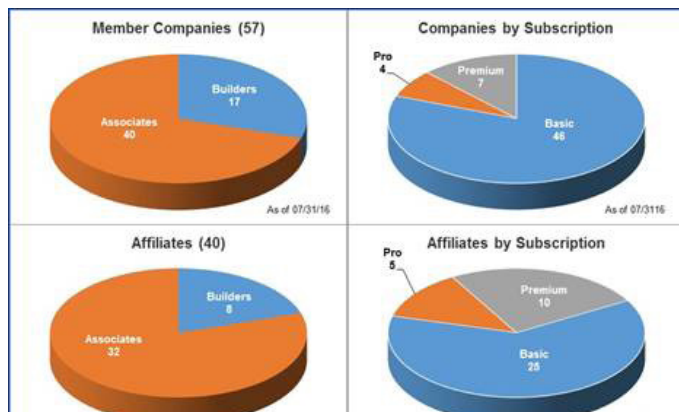
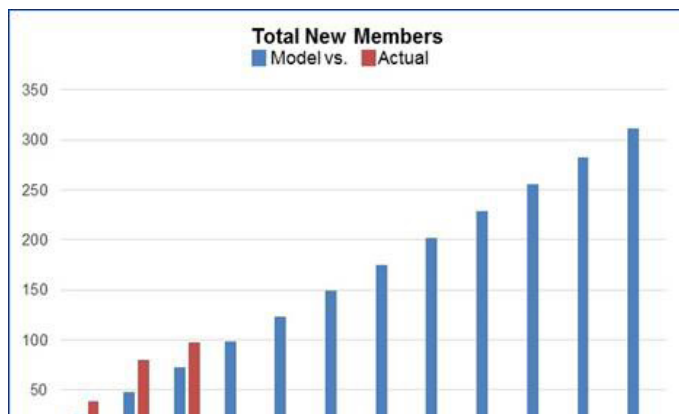
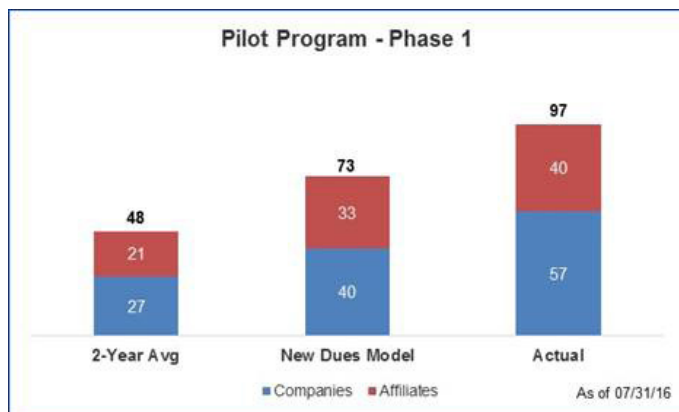
July 25, 2016

**MONDAY MORNING MESSAGE FROM THE CEO Michael C. Stoskopf
PHASE I OF MEMBERSHIP DUES PILOT PROGRAM**

I am pleased to share the 3-month results for Phase 1 of Our Membership Dues Pilot Program (three price points for membership – see <https://www.builders.org/join>).

While the month of July had a slightly slower rate for new member gains compared to May and June, we remain one month ahead of schedule compared to what our model had predicted. We also remain well ahead of what our 2-year average is for new members gained in a 3-month span. July is historically a slower month for membership, so I am very excited that we were able to maintain our momentum thus far.

Our Phase 1 goal is 311 total new members (170 member companies and 141 Affiliates) by April 30, 2017. After three months, we are over 31 percent of our way to meeting that goal. Here are the summary graphs:



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