



Dear AIBD Members,

Through a mutual desire to set a higher standard for the stock plan industry, the American Institute of Building Design has joined with Hanley Wood to support the resurrection of the House Plan Marketing Alliance, now a council of the AIBD. Membership in the HPMA signals a desire to remain current with technology, materials, and building codes by attaining professional certification and fulfilling annual continuing education requirements.

In this joint effort to raise industry standards, Hanley Wood has committed to helping members of the HPMA enter into and succeed in the stock plan market. In support of this goal, Hanley Wood is offering a number of benefits to HPMA members. They have created two new collections on their flagship site, ePlans.com. The first of these, “The American Institute of Building Design Presents...” includes all plans drawn by members of the House Plan Marketing Alliance. The second, “Award Winning Plans”, features all plans that have won an award in the AIBD’s annual American Residential Design Awards competition. These collections went live last week and can be viewed here:

[American Institute of Building Design Presents...](#)

[Award Winning Plans](#)

In the near future, they will be adding another feature to make HPMA member plans stand out: the AIBD/HPMA logo will appear on the plan detail page of each plan designed by an HPMA member. Other benefits Hanley Wood will be offering to HPMA members include guidance in how to enter the stock plan business and how to improve the marketability of one’s stock plan portfolio, as well as reducing the minimum number of plans required to enter into a plan marketing partnership with Hanley Wood. If you have been hesitating to jump into the stock plan market, you will certainly want to take advantage of these opportunities, as well as the additional exposure that will set your plans apart as representing a higher industry standard.

There are additional benefits to membership: the HPMA is ramping up to offer education opportunities, exclusive market research, plan review, and assistance with copyright disputes. You would also have a voice in the activities of the council, with the opportunity to speak up and take action on the issues you feel are important to the stock plan industry.

If you would like to take advantage of all of these benefits by joining the House Plan Marketing Alliance, please contact Dan Sater, who is heading up the HPMA, at Dan.Sater@satergroup.com to learn more about membership.

Creating where people live

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