

Leadership, Credibility, Prestige: The Value of Designations

Over the past five years more than one hundred Home & Building Association of Greater Grand Rapids (HBAGGR) members have completed educational programs, earning a designation for their efforts. Why? Because these businessmen know that designations make them more knowledgeable about the building industry and better able to serve their clients.

“Designations shows you, the consumer, that we are a professional who prices properly and honestly and is always being trained,” says Kirk DeHaan, a Certified Graduate Builder (CGB), Graduate Master Builder (GMB), , and Certified Sales Professional (CSP). DeHaan is the chairperson of the HBAGGR Education Committee, the 2008 HBAGGR Vice President, and is president of Abby Home based in Rockford, MI.

Professional designees stay up to speed on the latest developments in business, building methods, and technology, while showing clients they have the know-how and dedication to earn a professional designation. Potential clients can use designations to help identify and select professionals with superior training, real-world experience and in-depth knowledge of their area of need. Finding a professional designee is as easy as visiting www.hbaggr.com/education and clicking on the Professional Designees link.

Access to real-world information and great leadership opportunities are benefits typically mentioned by designees. Students develop a nationwide network of colleagues that they consistently return to as sounding boards for challenges and ideas long after their courses have completed.

“A designation requires us to study and learn more about our industry. It says to our clients, I am continually improving myself as an industry professional by studying the best practices of our national industry,” says Ben Thompson, of Thompson Remodeling, Inc., a CGR from Grand Rapids, MI. “It also says that I am using that knowledge gained from the collective experience of our industry to give my clients a better end result in their project.”