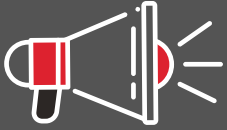




Associated General Contractors of  
**VIRGINIA**

# Member Toolkit



## Key Message

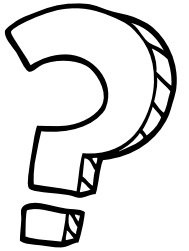
AGCVA members are advocating, growing, and connecting Virginia's construction industry and we are working to build a stronger community as the leading partner in Virginia's construction industry. We value skill, integrity, responsibility, and camaraderie.

## Why should I join AGCVA?

**ASK: AGCVA exists to help you succeed. What is your greatest problem, concern, or challenge?**

*Note: We want to demonstrate how AGCVA can help solve problems. Listen carefully to the answer the prospect provides, then have a conversation using the elevator pitch(es) below.*

**SAY: Your membership will give you access to any number of resources and solutions, that we can help you leverage to solve your greatest challenges and achieve the next level of success.**



### Advocate

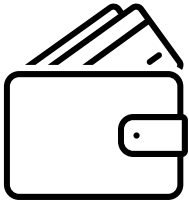
- AGCVA is the voice of the construction industry in the public space and among legislators and regulators. By joining, you become part of our unified voice.
- AGCVA and AGC of America are constantly working on our behalf, at the state and federal level.
- AGCVA and AGC of America offer expertise, diligence, and relationships with legislators and regulators allow members to focus on our businesses, while they proactively advocate for us and the industry.
- We are publicly showcasing the construction industry as valuable to society, a top career choice, and safe for workers in all roles and at all levels of our team.
- By joining, your company will be seen as part of a highly regarded, trusted organization, and by extension, valuable, a top career choice, and a safe place to work.

### Grow

- Our members have access to programs and services that teach best practices and enhance competencies for those on your team.
- By joining, you will have greater ability to develop a robust talent pipeline leading to a strong future and increased success for your company.
- AGCVA is striving to make construction careers both accessible and appealing to a broader talent pool. Our member companies are visible as employers of choice.
- AGCVA holds safety as the top priority. By joining, you will have access to the latest in safety knowledge and best practices, as well as programs such as BEST and our Safety Taskforce.

### Connect

- Members have access to a robust network of trusted construction professionals, who work together regularly.
- By joining, you will become part of a community of others like you, who face the same challenges, are ready to share ideas, and who care about your success.
- AGCVA is cultivating additional opportunities to collaborate with like-minded associations and organizations, growing our audience, and expanding our influence and impact outside the construction industry.
- By joining, you will gain the opportunity to grow your own network and align yourself and your company with a trusted brand whose influence and reach is growing rapidly.



## AGCVA Membership

### How much does it cost to join?

AGCVA dues vary depending on membership type and all costs are reflected on our dues chart. Membership is an investment – in your company, your team, and yourself as a professional. As an AGCVA member, I can tell you that the single best way to maximize return on investment is to get involved and remain engaged with AGCVA. Taking full advantage of the opportunities we've discussed increases the value of your membership exponentially.

### What is my return on investment?

#### Advocate

**55**

Bills tracked and one budget amendment

**2**

talking points and/or letters produced for bills

**11**

Earned media placements since March 2023

#### Grow

**7**

Training & development programs

**6**

Companies have achieved BEST Level I

**4**

Companies have achieved BEST Level II

**20,000**

Students engaged annually to promote construction as a career

#### Connect

Nearly

**90 +**

networking opportunities annually

### How can I increase my return on investment?

As an AGCVA member, you will have access to two separate discount programs. AGC of America and National Purchasing Partners seek out the best companies to help you solve problems, improve your daily operations – and **save money**. **AGC of America members saved over 18 million dollars last thanks to these discounts. In some cases, the discounts members receive actually pay the cost of their dues.**



### AGCVA Member Categories

- **Contractors:** organizations for which at least 50% of revenue is generated from construction work as a contractor (whether for a fixed price, commission, fee, or percentage).
  - Includes: General Contractors (92) and Subcontractors (170)
  - Must be registered with the Department of Professional and Occupational Regulation, Virginia Board for Contractors
- **Associates (Service Providers/Suppliers):** organizations that are actively engaged in a business related to or affiliated with the construction industry
  - Includes: construction-related manufacturers, construction machinery, equipment, materials or supply companies, insurance or bonding organizations, and legal or financial organizations who represent of contractors, or other construction-related businesses
- **Education:** organizations that are educational institutions
- **Owners/Developers:** any individual or organization that owns and/or develops commercial or public property, whether for sale, lease, rent or personal use.

### Tell your AGCVA story.

- What are 1-2 ways that AGCVA membership has positively impacted you and/or your company?
- Share a favorite memory from your time as an AGCVA member.
- What do you know more about as a result of being an AGCVA member?
- Why does membership matter to you?
- What have you found to be the best way for getting the greatest return on investment?