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FOR IMMEDIATE RELEASE

Home Builders Association Announces Name Change
Home Builders Association of Grand Traverse Area Gets New Name

Traverse City, MI – The Home Builders Association of Grand Traverse Area is pleased to announce its new name, Homebuilders Association of Northwest Michigan. Changes to signage, events, and digital marketing will be rolled out during the beginning of the new year.

The change comes as the association has expanded its coverage area to include Manistee, Missaukee, and Wexford Counties.

Executive Officer, Lauren Tucker says the name change made sense. “We wanted our name to be more inclusive of our outlying areas and the memberships we hope to grow. The Grand Traverse Area makes you think of Traverse City and we go beyond that.”

The HBA’s Membership Committee has been rolling out plans in the new areas to generate membership and encourage participation.

“With our expansion, we are looking to fill a void that was left when other HBAs closed down. We are excited to welcome new businesses into our organization.” Tucker continued.

Residential builders, suppliers, and affiliates are invited to join the Home Builders Association of Northwest Michigan. Interested organizations should contact the HBA office at 231.946.2305 for more information or visit www.hbagta.com.

The Home Builders Association of Northwest Michigan, Inc. is a professional association of industry leaders who support legislative educational, and economic initiatives to promote home ownership in our community. The Association was chartered in 1970 and represents eight counties in Northern Michigan including Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

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