



The chief executive officer: Richard Catt

# Annual membership renewals over 90%

THERE is a well-known sales and marketing adage that it is much more cost effective to retain existing customers, than replace them with new ones.

Repeat business and long term partnerships are by far the best option and for most businesses also a measure of success and customer satisfaction.

Trade associations are no exception and although we call our customers 'members', the same basic principles apply. If members don't rejoin you have the time and additional expense of finding new ones and you have to ask yourself seriously 'are we offering what they want?' The recession has added a new dimension of 'is my customer still there?'

Having just completed our renewal process, I am very pleased to say, from all of these angles, that 90% of CFA members have returned to the fold and renewed their CFA membership. I am sure many businesses and trade associations would like to report this level of customer (or member) retention in periods of positive economic growth, let alone recession.

It's even more pleasing when you drill down into the figures a little more and recognise that the percentage I am quoting includes the loss of a number of companies that have regrettably gone out of business and a couple of manufacturers who made acquisitions which meant that where we previously had two members, we naturally only had the opportunity to renew one.

There is no doubt that many CFA contractor businesses are working harder than ever before to maintain a slice of the work out there and sometimes tough decisions have had to be made, meaning that there are fewer people to manage that work at every level.

But the fact is that 90% of our members were both in a position to rejoin and saw value in doing so. I am sure that most companies are looking at all expenditure even more carefully than normal and asked themselves whether CFA membership is a 'nice to have' or a key part of their strategy to move forward and prepare for better times. The vast majority clearly decided the latter.

We are also receiving requests for membership packs and new member applications being processed and considered at council. I'm not suggesting that this signals the start of an economic recovery, but I do think it indicates what many companies notice, which is that the more successful and enduring businesses happen to be CFA members.

Like a good business we always want to know 'are we offering what our customers want?' any feedback from members is always welcome. So, whilst I am confident that we are doing some good things for our members, don't hesitate to share your thoughts at the organised events we hold, such as regional meetings (see the pages of CFJ for upcoming dates), by calling me or speaking to one of the team at the CFA office.

■ T: 0115 941 1126  
or emailing: [richard@cfa.org.uk](mailto:richard@cfa.org.uk)

## Benefits available to CFA members

### CFA member benefits include:

#### ■ Business helplines:

- Employment law
- Tax and business
- Contractual and legal
- Adjudication
- Health and safety

#### ■ Specialist discounted insurance services.

■ **Training** – A joint venture with the NICF FITA offers a fully equipped dedicated training centre for the flooring industry FITA.

See [www.fita.co.uk](http://www.fita.co.uk) for latest dates and short courses available. Discounts apply to CFA members.

■ **Website entry:** Many companies enjoy significantly increased business as a direct result of their entry on the CFA website.

■ **Free credit checks:** Simply send an email to [info@cfa.org.uk](mailto:info@cfa.org.uk) and we can arrange to have any company credit checked.

■ **Documents and templates:** The CFA offer a range of helpful documents and templates including:

- The CFA Guide to Contract Flooring
- A yearly publication of Day Works Rates
- Guidance for resolving complaints
- An environmental checklist to help ensure legal compliance
- Method statement

■ **Free dispute resolution services:** This offers a site inspection and follow up report to assist contractor members and their clients in negotiating a resolution to disputes relating to installation complaints.

■ **Free subscription to CFJ** the mostly highly regarded journal in the industry.

■ **Regional events** and other networking opportunities.

#### ■ Regular newsletter.

■ Opportunity to contribute towards revisions of British Standards, plus discounts on the purchase of standards.

■ **Use of the CFA logo** on stationary, vans and premises.

■ **Membership of the NSCC and CPA,** lobbying organisations that represent our industry at government level.

Contract Flooring Association

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