

December 2019

HBA INSTALLED 2020 PRESIDENT GAYE ORR

Incoming President Launches New PR Initiative

2019 HBA Hall of Fame Inductions Announced

Raleigh, N.C. – During the Home Builders Association of Raleigh – Wake County (HBA) annual Installation and Hall of Fame Ceremony on December 6 at Brier Creek Country Club, Gaye Burwell Orr was installed as the 2020 President.

“We are the second largest local home builders association in the country and engagement is key,” said Orr. “Whether you’re a custom builder building a few homes a year or a corporate builder building hundreds of homes, we encourage all our members to be engaged in all our programs.”

“Moving into the new year, the HBA will begin a new public relations initiative,” Orr said. “We’ll need engagement from every corner of Wake County to highlight our common goals of positive growth efforts in a community that we all both live and work.”

In addition, the annual installation event inducts worthy recipients into the HBA Hall of Fame. The HBA created the Hall of Fame ten years ago to recognize positive and/or significant contribution(s) a member nominee has made to the housing industry in Wake County and within the association. This may include services to both the housing area and community; awards received; noteworthy projects performed; and/or vision, creativity, and innovations that can attributed to an individual and have a lasting influence on the housing industry.

For 2019, Mark Massengill, of Massengill Builders, and Lynn Wilkerson, of the Jim Allen Group New Homes, were selected by the HBA Board of Directors and presented with the Hall of Fame medal.

About Gaye Orr

Gaye Burwell Orr, MIRM is president and partner of Coldwell Banker Advantage New Homes a full service new home sales and marketing company in Raleigh, NC. She has been working with builders and developers in the greater Raleigh area successfully marketing their new home communities for over 30 years. Gaye is a past Chairman of the Triangle Sales & Marketing Council, served on the Executive Committee, continues to serve on their Board of Directors, and is a National Director for the National Association of Home Builders (NAHB). She has served as the Chair of Education Committee and the Chair of the Parade of Homes in 2016 and 2017. Gaye was also recognized in 2016 as the first woman inducted into the HBA’s Hall of Fame for her service to the organization. On a national level, Gaye is a Past President of the Institute of Residential Marketing (IRM), a past chairman of the NAHB’s National Sales and Marketing Council (NSMC), past chairman of NAHB’s Education Committee and a Life Director for NAHB. She is the recipient of both the NSMC Bill Molster Award and the IRM Trina Ripley Award for Excellence in Education. She was also honored as the 2011 MIRM of the Year by the NSMC.

Gaye is an instructor for IRM and created the MIRM Aid Mentor Program to help candidates complete the case study requirement to achieve the MIRM designation. In addition to the MIRM designation, Gaye also holds the Certified New Home Sales Specialist (CSP), Certified Residential Specialist (CRS) and Certified Real Estate Brokerage Manager (CRB) designations.

About the HBA

The Home Builders Association of Raleigh-Wake County (HBA) is the voice of the home building industry throughout Wake County, and provides members opportunities for business development, education, professional growth, networking and community involvement. The membership, comprised of builders, remodelers, developers, and sales & marketing professionals, is affiliated with the National Association of Home Builders, which represents over 120,000 member companies nationwide. Currently the HBA is the second largest home builders association in the country. The members of the HBA are building excellence together for the neighborhoods and communities of tomorrow. Find more information at www.hbawake.com.

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