

Business Network of Anthem www.bnaonline.com

Jay and Chrissy Christoff needed help. Jay's company transferred him from Louisiana to Arizona, where they did not know a soul. After buying a house in Anthem, they searched for businesses to provide the many services that a new homeowner needs.

Lucky for them, they landed right into the hands of a BNA member. "We took a giant leap of faith," says Jay. "Our realtor (Linda Rehwalt of RE/MAX Integrity) turned us on to the BNA and immediately we had most of the services we needed!"

Within minutes, the Christoff's were in contact with a home inspector, a painter, and a soft water company. Through Linda and the BNA's website, www.bnaonline.com, they also had access to many other quality products and services, such as landscaping, pest control, window coverings, sun screens, and more.

What is the BNA, and what makes the organization so special? The Business Network of Anthem (BNA) is a group of over 30 local business people that live and work in Anthem and have dedicated themselves to providing quality service to fellow Anthem residents.

In today's competitive marketplace that gives advantages to large, well-known companies, small businesses need a superior product or service and good referrals in order to thrive. To be successful, entrepreneurs must have a support network that incorporates advice from peers, experienced mentors, and access to valuable contacts and resources. A business network is a group of business owners that bring these important ingredients together.

Because Anthem is a new and relatively isolated community, residents know their neighbors and tend to rely on references for new-home expenditures. Also, the large number of residents moving in from outside Arizona means that they need services such as insurance, investment advice, auto service and banking. The BNA members provide these services and come with built-in recommendations from other local business-persons that have a stake in recommending good products and services. "When a member of the BNA recommends me, I have instant credibility," remarks Andy Tobias, owner of Tobias' Automotive Specialists.

Some small business owners in the group have experienced astounding sales results, adding hundreds of new customers in the first 2 years of being in the group. "Several years ago, I had the idea of putting together a local business group for the purpose of networking and getting referrals," says Eric Kilstrom, a

mortgage banker with Waterfield Financial. “I never imagined it would grow into such a successful group!”

The requirements for membership in the BNA are few, but important. Potential members must be well-qualified in their field, provide referrals for their products and services, stand by their work, and commit to promote each other’s business. The group has weekly meetings where members get together to learn about each other and the services they provide. The time they spend together allows BNA members to confidently recommend each other to their Anthem neighbors.

Far from being just a sales-tool, the Business Network of Anthem also aims to make a difference in the community. “We all feel extremely fortunate to be able to live and work in one of the most wonderful places on earth,” says Chris Prickett, BNA co-founder and owner of Landmark Home Inspection. “We try to show our gratitude by giving back to the community.”

And give they have. The BNA contributed thousands of dollars to local needs including the Anthem Elementary School newsletters, Pop-Warner Football, the annual *We Care in Anthem* Annual charity golf tournament and school supplies such as the 2-way radios for Anthem Elementary teachers to use on the playground. The group also distributes DNA identification kits to families at community fairs, and is committed to the goal of providing one to every child in Anthem.

The Christoff’s knew very quickly that they stumbled upon a valuable resource when they found the BNA. That’s a good thing. But knowing that the businesses they support are making a difference in their community means much more.

For more information about the Business Network of Anthem, visit their website at www.bnaonline.com.