

BNI[®]



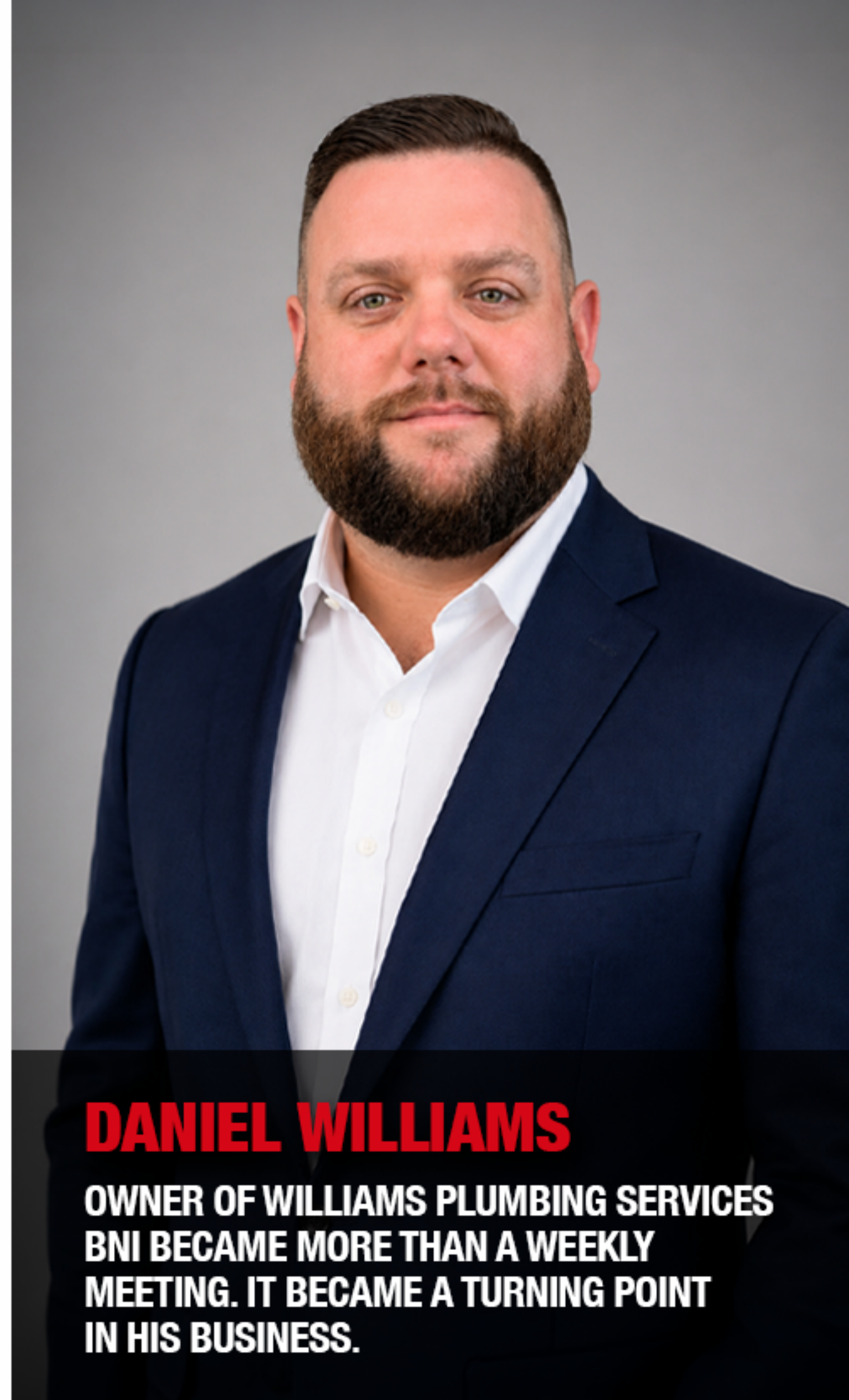
MOUNTAIN SOUTH
REGION

**WHERE
REFERRALS
BECOME
RELATIONSHIPS
AND BUSINESS BECOMES
COMMUNITY**



WHERE REFERRALS BECOME RELATIONSHIPS AND BUSINESS BECOMES COMMUNITY

In business, growth is often measured by numbers. More calls. More leads. More projects. More revenue. But inside BNI Mountain South Region, growth means something deeper. It is measured through trust, consistency, leadership, accountability, and the kind of relationships that help business owners become stronger than they were when they walked through the door.



DANIEL WILLIAMS

OWNER OF WILLIAMS PLUMBING SERVICES
BNI BECAME MORE THAN A WEEKLY
MEETING. IT BECAME A TURNING POINT
IN HIS BUSINESS.

BNI MSR IS MORE THAN A NETWORKING ORGANIZATION.

It is a community of business professionals who believe that success should never be built alone. It is a place where local business owners, entrepreneurs, tradespeople, service providers, and professionals come together with one shared purpose: to help one another grow through meaningful referrals, honest relationships, and a commitment to showing up.

AT THE HEART OF BNI IS A SIMPLE BUT POWERFUL BELIEF

When we help others succeed, we create success for everyone. This is not just a slogan. It is the foundation for how BNI chapters operate, how members build trust, and how businesses across the Mountain South Region continue to grow through connection rather than cold transactions.

Daniel started **WILLIAMS PLUMBING SERVICES** after leaving a larger plumbing company because he wanted to build something his own way. He wanted to serve customers with better quality, stronger values, and a different standard of care. That mission became part of his company's identity. As Daniel shared, his slogan is **"REDEFINING THE STANDARD,"** because he wanted to show people that plumbers can be different.

THAT SAME MINDSET MADE BNI MSR A NATURAL FIT FOR HIM.



A PLACE WHERE BUSINESS OWNERS ARE SEEN, SUPPORTED, AND STRENGTHENED

Every business owner knows the weight of starting something from the ground up. There are long days, uncertain seasons, financial risks, and moments when the next step does not always feel clear. For blue-collar business owners, service professionals, and local entrepreneurs, the pressure can be even greater because they often do the work, manage the team, answer calls, estimate jobs, and try to grow the business all at once.

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DANIEL UNDERSTOOD THAT PRESSURE.

When he first visited BNI, he was interested but hesitant. Like many new business owners, he wondered if the investment made sense. He was trying to build his company, manage expenses, and keep work coming in.

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BUT PEOPLE IN BNI CONTINUED TO ENCOURAGE HIM.

They saw the value he could bring and what BNI could do for his business. Eventually, after another visit and encouragement from a friend, Daniel decided to join.

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THAT DECISION CHANGED THE DIRECTION OF HIS BUSINESS.

He said, “After April, I couldn’t believe it, the amount of referrals that I was getting and just building that whole rapport with that amount of people.”

THAT IS THE HEART OF BNI MSR.

It is not just about passing names or handing out business cards. It is about building rapport. It is about being known. It is about creating a room full of people who understand what you do, trust how you do it, and are willing to speak your name when someone needs your service.

For *Daniel and Williams Plumbing Services*, those referrals started coming consistently. One job became another. One relationship opened the door to another chapter. One chapter introduced him to more business owners. Before long, **BNI** was not just a networking tool. It became part of his business growth system.

REFERRALS BUILT ON TRUST ARE DIFFERENT FROM LEADS

Many businesses spend time and money chasing leads. They run ads. They answer calls. They respond to online inquiries. While those efforts can be useful, Daniel explained the difference between a general lead and a true referral in a way that every business owner can understand.



A LEAD

Often starts with questions about pricing. A person may ask about hourly rates, compare reviews, or search for the lowest option. There may be little trust at the beginning because the customer does not yet know who they are calling.

A REFERRAL IS DIFFERENT

Daniel explained that when someone in BNI refers him, they are not simply giving out his phone number. They are sharing their trust. They are telling a customer, friend, or business contact that Williams Plumbing Services is a company they can count on.

AS DANIEL SAID

“ THE REFERRAL IS MUCH BETTER ON TURNING THE JOB INTO A JOB THAN WHAT A LEAD IS. ”

That is one of the strongest advantages of BNI MSR. Members are not only *creating opportunities*. They are creating warm, trusted introductions.

A BNI referral carries the voice of someone who already believes in your work *That trust shortens the distance between conversation and commitment.*

When a customer hears, “I know someone who will show up, do what they say, and provide quality work,” that referral carries weight. *It gives the business owner credibility before the first phone call.*

THAT IS WHY BNI IS POWERFUL FOR LOCAL BUSINESSES. IT TRANSFORMS MARKETING FROM A COLD TRANSACTION INTO A WARM RELATIONSHIP.

BNI WORKS WHEN MEMBERS WORK BNI



One of the most honest and important parts of Daniel's story is his perspective on commitment. BNI is not passive. It is not a place where members simply pay dues, attend occasionally, and wait for referrals.

DANIEL SAID IT CLEARLY:

“BNI DOESN'T WORK
IF YOU DON'T WORK
BNI. BNI WILL NOT
WORK FOR YOU.”

This statement captures one of the most important truths about BNI MSR. The organization provides the structure, relationships, platform, and opportunity. But each member must bring the effort.

THAT EFFORT INCLUDES

- Attending meetings
- Following up on referrals
- Building relationships
- Serving other members
- Making phone calls
- Scheduling one-to-ones
- Taking every opportunity seriously

When another member refers you, they are trusting you with their reputation. They are telling someone they value you for being reliable, professional, and capable. ***That means follow-through matters. Timeliness matters. Communication matters. Quality matters.***

Daniel understands this deeply because he sees BNI as an extension of how a business presents itself to the world. If someone does not show up consistently in BNI, it raises the question of whether they will show up consistently for customers. He shared, ***“If you're not showing up to BNI, you're not going to show up at the customer's house.”***

That may sound direct, but it comes from a place of leadership and accountability. ***BNI MSR*** is built on trust, and trust requires consistency. Members who show up, participate, and stay engaged are not only improving their visibility. ***They are proving their reliability.***

WHY BNI MSR MATTERS FOR BLUE COLLAR BUSINESSES

BNI MSR has a special place for blue-collar professionals because it gives service-based businesses a powerful way to grow through reputation. Plumbers, contractors, restoration companies, garage door professionals, electricians, home service providers, and other tradespeople often depend on trust more than anything else.



A customer does not only want someone who can perform the job. They want someone who will show up, communicate clearly, respect their property, and do the work correctly.



Through BNI, blue-collar businesses can build that trust before the first appointment. Members learn each other's values, work ethic, standards, and service style. Over time, the chapter becomes a team of advocates who can confidently refer one another to one another.



Daniel's story is a strong example of this. Williams Plumbing Services did not grow through BNI because Daniel simply joined a chapter. It grew because he worked the system, built relationships, followed through, and delivered quality service when referred.



**HIS COMPANY BECAME PART
OF MULTIPLE BNI CHAPTERS**



**FOUR
BRIDGES**



**CLEVELAND
CONNECTION**



**ROCK POINTE
REFERRALS**

This allowed Williams Plumbing Services to expand its reach, build cross-chapter relationships, and continue to gain referrals from diverse communities within the BNI MSR network.



Daniel described BNI as something that built **"sales teams"** for his business.

That is a powerful way to explain what happens when trust multiplies. Instead of one business owner trying to promote a company alone, BNI creates a network of people who listen for opportunities, speak on your behalf, **and help you grow.**

LEADERSHIP THAT BUILDS STRONGER CHAPTERS



BNI MSR is not only about referrals. It is also about leadership development. Members are encouraged to step into roles that strengthen their chapters, support other members, and model the values that make BNI work.

DANIEL BECAME PRESIDENT OF HIS BNI CHAPTER AFTER JOINING, and he took that responsibility seriously. He understood that leadership is not just a title. It is a commitment to help others succeed.

HE SHARED THAT WHEN HE STEPPED INTO LEADERSHIP, HE FOCUSED ON:



Improving attendance



Increasing engagement



Helping members move into stronger performance positions

He assigned leadership team members to mentor those who were struggling, especially members who were not yet fully engaged.

Instead of criticizing people from a distance, he created support. If someone needed help with the app, attendance, numbers, or understanding what to do differently, there was someone to guide them.

THAT IS THE HEART OF STRONG LEADERSHIP INSIDE BNI MSR.

It is not about control. It is about care. It is about helping people understand how to succeed within the system.

Daniel said, ***"You've got to have good leadership. Because as I said, if you don't have leadership, you don't have a BNI."***

Leadership shapes a chapter's culture. It sets the tone. It reminds members why they are there. It helps people stay accountable, encouraged, and connected.

A strong chapter does not happen by accident. It is built by members who care enough to lead, serve, mentor, and show up with consistency.



CONNECTIVITY AND SUPPORT

Business ownership can be lonely. Many professionals carry pressure that others do not see. They are responsible for decisions, clients, employees, families, finances, and future growth. Even when they are surrounded by people, they can feel like they are carrying the weight alone.

BNI MSR helps change that.

“When Samuel was asked what J103 gains from being part of BNI, he answered, “J103 gets an outlet to connectivity and support.”

That answer is simple, but powerful. Connectivity and support are **essential** to every business. There are also two things **every person needs.**”

THROUGH BNI MSR, MEMBERS FIND MORE THAN REFERRAL PARTNERS.

They find people who understand the realities of business. They find encouragement during difficult seasons. They find trusted professionals who can offer insight, resources, and genuine care.

This kind of support reaches beyond weekly meetings. It becomes part of how members show up in the community. They celebrate each other's wins. They refer with confidence. They offer guidance when someone needs direction. They create opportunities for one another.

*That is what makes **BNI MSR** feel different. It is not just organized networking. It is organized support.*

MORE THAN NETWORKING, IT IS A CULTURE OF ACCOUNTABILITY

Some people may look at BNI from the outside and think it is simply a weekly networking meeting. But members like Daniel know it is much more than that.

BNI requires commitment. It asks members to participate, prepare, refer, follow up, and represent themselves well. That level of accountability may feel like work, but Daniel offered a powerful perspective on that.



HE SAID,

“THERE’S NO OTHER MARKETING THAT YOU CAN DO THAT GIVES YOU THE RETURN THAT BNI GIVES YOU IF YOU WORK IT.”

That statement matters because it reframes the commitment. BNI is not just another obligation on the calendar. For many business owners, it becomes one of the most valuable business development tools.

- The weekly meeting is not just a meeting.
- It is a chance to strengthen visibility.
- The referral follow-up is not just a task. It is a chance to honor someone’s trust.

The one-to-one is not just a conversation. It is a chance to understand another business deeply enough to refer them well.

- The leadership role is not just an extra responsibility; it is a chance to shape a chapter’s culture.

BNI MSR thrives because it attracts members who understand that real growth requires real commitment.

A COMMUNITY THAT HELPS LOCAL BUSINESSES GROW WITH PURPOSE

The mission of BNI MSR is rooted in helping local businesses grow through referrals, but its impact goes beyond business transactions. It creates a network where people are seen, supported, challenged, and encouraged.



- For new business owners, BNI can offer direction.
- For established business owners, it can offer stronger relationships.
- For blue-collar professionals, it can offer credibility and a trusted word-of-mouth.
- For leaders, it can offer a place to serve and strengthen others.
- For communities, it can create a network of dependable local professionals who support one another and the people they serve.



This is the kind of advocacy that makes BNI MSR meaningful. It advocates for local businesses. It advocates for relationship-based growth. It advocates professionalism, accountability, and the belief that success is built on trust.

BNI MSR GIVES BUSINESS OWNERS A PLACE TO GROW WITHOUT HAVING TO DO SO IN ISOLATION.

They can walk into a room and find people who want to understand their business, speak well of their work, and help them reach the right customers.



**THAT KIND OF
SUPPORT MATTERS.**

- FOR BUSINESS OWNERS WHO ARE TIRED OF CHASING COLD LEADS, BNI OFFERS SOMETHING MORE PERSONAL.
- FOR PROFESSIONALS WHO WANT STRONGER COMMUNITY CONNECTIONS, BNI OFFERS A TRUSTED NETWORK.
- FOR ENTREPRENEURS WHO WANT TO GROW WITH PURPOSE, BNI OFFERS A PROVEN STRUCTURE BUILT ON GIVING, TRUST, AND ACCOUNTABILITY.

DANIEL WILLIAMS AND WILLIAMS PLUMBING SERVICES REDEFINING THE STANDARD THROUGH BNI

Daniel's story with Williams Plumbing Services is more than a success story. It reflects what happens when a business owner brings commitment, quality, and humility into the BNI system.

He joined with uncertainty. He grew through consistency. He stepped into leadership. He expanded through cross-chapter relationships. He built trust with other professionals. He continued to show up.



THAT IS WHY HIS EXPERIENCE MATTERS.

It shows that **BNI MSR** is not only for people who already have everything figured out. It is for business owners who are willing to work, serve, build relationships, and be accountable.



WILLIAMS PLUMBING SERVICES STANDS BY THE PROMISE TO REDEFINE THE STANDARD and Daniel's BNI journey reflects that same promise.



HE IS NOT ONLY GROWING A PLUMBING COMPANY. HE IS HELPING TO RAISE THE STANDARD for how business owners show up for each other, their customers, and their community.

THE HEARTBEAT OF BNI MSR



BNI MSR is where business becomes personal in the best way. It is where referrals are built on trust, leadership is built through service, and growth is built through relationships.

- IT IS A PLACE FOR BUSINESS OWNERS WHO BELIEVE THAT SHOWING UP MATTERS.
- IT IS A PLACE FOR PROFESSIONALS WHO UNDERSTAND THAT REPUTATION IS EARNED.
- IT IS A PLACE FOR LEADERS WHO WANT TO HELP OTHERS RISE.
- IT IS A PLACE FOR LOCAL BUSINESSES THAT WANT TO GROW WITH PURPOSE, CONNECTION, AND HEART.

DANIEL WILLIAMS SAID IT BEST WHEN HE EXPLAINED THAT IF MEMBERS STAY FOCUSED ON THE CORE VALUES, “EVERYBODY WINS.”

THAT IS THE HEARTBEAT OF BNI MSR.

- EVERYBODY WINS WHEN MEMBERS SHOW UP.
- EVERYBODY WINS WHEN REFERRALS ARE HANDLED WITH CARE.
- EVERYBODY WINS WHEN LOCAL BUSINESSES SUPPORT ONE ANOTHER.
- EVERYBODY WINS WHEN LEADERSHIP STRENGTHENS THE CHAPTER.
- EVERYBODY WINS WHEN THE COMMUNITY GROWS TOGETHER.

For business owners across the Mountain South Region, **BNI MSR** is more than a networking opportunity. It is a place to belong, a place to grow, and a place to build something stronger than business alone.



THAT IS THE HEARTBEAT OF BNI MSR.

- IT IS WHERE REFERRALS BECOME RELATIONSHIPS.
- IT IS WHERE ACCOUNTABILITY BECOMES GROWTH.
- IT IS WHERE BUSINESS OWNERS BECOME ADVOCATES FOR ONE ANOTHER.
- IT IS WHERE COMMUNITY AND SUCCESS MEET.

And for members like **Daniel Williams and Williams Plumbing Services**, it is proof that when you work in BNI with heart, consistency, and purpose, BNI can help redefine the standard.

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