



Sales & Marketing Council

2009 Educational Calendar



HOUSING & BUILDING ASSOCIATION
OF COLORADO SPRINGS

Wednesday, January 14, 2009—Wine & Cheese with SMC / Your Marketing Advantage for 2009

Please join the Sales & Marketing Council ("SMC") for an evening of fun and merriment. This event is for Members of the SMC and their select guests. We will provide plenty of time for networking and let you know what SMC can do for you in 2009.

Friday, February 13, 2009—Breakfast with the Builders

Trade show for builders & developers to meet one-on-one with local Realtors to provide information on new homes and developments available. This is a Realtor only event.

Tuesday, February 17 & Wednesday, February 18, 2009—IRM 1 Understanding Housing Markets & Consumers (16-hour CEU course)

Learn how to find the information that's critical to your business. You'll gain knowledge of the demographic, economic, and psychographic factors that affect housing supply and demand. You'll also learn to employ a model that projects opportunities for specific local markets. This course counts toward the CMP and MIRM designations.

Wednesday, March 18, 2009—State of the Local Economy

Fred Crowley, Chief Economist for UCCS, will present the state of the economy for El Paso County.

Friday, April 3, 2009—Breakfast with the Builders at Banning Lewis Ranch

Trade show for builders at Banning Lewis Ranch to meet one-on-one with local Realtors to provide information on new homes and developments available, includes a tour of the model homes at Banning Lewis. This is a Realtor only event.

April 17, 2009 - On & Offline Marketing (Social Networking)

Where do you need to be to reach all generations of customers? Why do you need to be connect? Topics will include having an internet presence social networking, blogging, texting and more!

May TBD, 2009—National Sales Trainer Bob Schultz

Bob Schultz, MIRM, CSP, is President and Chief Executive Officer of Bob Schultz & The New Home Sales Specialists. Bob and his team specialize in sales training, management and marketing coordination. He and his licensed facilitators conduct more than 350 custom sales and management training seminars and workshops to thousands of salespeople, builders, developers, Realtors® and housing manufacturers throughout North America each year. Clients include some of the nation's leading building and real estate companies.

Friday, June 5, 2009—Breakfast with the Builders at Meridian Ranch

Trade show for builders at Meridian Ranch to meet one-on-one with local Realtors to provide information on new homes and developments available, includes a tour of the model homes at Meridian Ranch. This is a Realtor only event.

Friday, June 12, 2009— Negotiation Skills , presented by National Sales Trainer Charlie Roter

You can't change the market, however you can change the way you sell in this market. Get people to say yes when they want to say no. Create value and urgency in a non urgent market. In this session you will learn to how to handle the "price objection". Negotiate agreement without giving in to ridiculous offers. Learn what to say and what not to say in all negotiating situations.

Continued on reverse side

Wednesday, July 15, 2009 - Housing Market Update

An overview of the latest quarterly data on the Colorado Springs new housing market, including sales; closings; inventory; and units planned.

Friday, August 7, 2009—Breakfast with the Builders - Parade of Homes

Trade show for select builders in the Parade of Homes. This is an opportunity to meet one-on-one and provide information on the homes and developments available, includes a tour of the select Parade Homes. This is a Realtor only event.

Friday, September 18, 2009 - Construction Practices Forum (Home Building 101)

This informative session will cover the basics of construction. The panelists will discuss land development; construction; marketing & sales; and community management and HOA's.

Friday, October 2, 2009—Breakfast with the Builders in Fountain

Trade show for builders in Fountain to meet one-on-one with local Realtors to provide information on new homes and developments available, includes a tour of the model homes in Fountain. This is a Realtor only event.

Wednesday, October 21, 2009 - Selling From Blueprints , presented by Lee Chapman

Sales people will be able to understand and use construction drawings (blueprints) sufficiently to help their buyers visualize 3-D finished homes from 2-D drawings. Learn how to read a site plan, floor plans, elevation, and section drawings. Classroom skills to assist sales people to guide their buyers to floor plan selection so they can easily sell homes without the benefit of a furnished model.

Friday, November 13, 2009— Marketing To The Military

More information to follow

Wednesday, December 9, 2009 - Safety Skills / Self Defense

Stay safe on the job—whether you're showing a client a home or a model home, learn what you should do before the client arrives and during the presentation.

Programs subject to change without notice. Please consult our Website at www.cshba.com for the latest information.

For sponsorship opportunities, please contact Shirley Rouse at (719) 592-1800, ext 17.

Revised date: 2-12-09