

# HBA Sales & Marketing Council

## JOIN THE BEST IN THE INDUSTRY

Whether you're a builder, a sales or marketing professional, architect, designer, involved in advertising or market research, HBA's Sales & Marketing Council has the tools you need to build your success.

Sales & Marketing Council (SMC) members are active new home sales and marketing professionals linked through the National Association of Home Builders (NAHB) and the Housing and Building Association of Colorado Springs (HBA). SMC consists of builders, sales managers, sales people, building suppliers, title people, developers, researchers, Realtors, architects, designers, lenders and members of the print and electronic media as well as advertising consultants. They meet regularly to....

- Share professional concerns and information
- Develop sales skills and increase effectiveness
- Exchange new marketing ideas
- Research marketing trends and consumer preferences
- Promote home ownership in the community



Housing & Building Association of Colorado Springs  
4585 Hilton Parkway, Suite 100  
Colorado Springs, CO 80907

### Yes! I'd like to join the Sales & Marketing Council

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Recruited/Sponsored by \_\_\_\_\_ Years in Colorado Springs \_\_\_\_\_

I have enclosed my check for \$50 made payable to the HBA Sales & Marketing Council

Please charge my company for membership fees

Please charge my bankcard for membership fees.  Visa  Mastercard

Bankcard # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Return this application to with payment to:**  
HBA Sales & Marketing Council  
Housing & Building Association of Colorado Springs  
4585 Hilton Parkway  
Suite 100  
Colorado Springs, CO 80907  
Or fax to: Fax: (719) 260-8398

## WHAT IS THE SALES & MARKETING COUNCIL?

The HBA of Colorado Springs' Sales & Marketing Council (SMC) works with the National Sales & Marketing Council (NSMC) to connect people and build careers through information, education, recognition, and networking.

NSMC, a council of the National Association of Home Builders (NAHB) has over 40 years of dedicated service to new home sales and marketing professionals. In 1972, NAHB's Board of Directors founded the Institute of Residential Marketing (IRM), the educational arm of the NSMC, to guarantee the highest skill level of new home sales and marketing professionals.

Whether you're a builder, new home sales or marketing professional, Realtor, market researcher, interior designer, advertiser, consultant, or architect, joining the NSMC will keep you and your business growing.



## REMAIN COMPETITIVE WITH SALES & MARKETING IDEAS MAGAZINE

Stay up-to-date with the valuable sales and marketing information in each issue of the award-winning Sales & Marketing Ideas magazine. This bi-monthly magazine features the latest information on sales management, market research, PR and special promotions, advertising, interior merchandising, landscaping, sales centers, and more.

## EDUCATION & TRAINING

Stay in touch with the newest marketing techniques and creative ideas that will keep you competitive. The local SMC is striving to keep you on the leading edge of the industry by providing a series of timely and relevant programs that will add to your professionalism.

## DEVELOP CREDIBILITY AND BUILD CONFIDENCE

Build your professional skills and increase your marketability by earning a sales and marketing designation through IRM. The country's top experts in new home sales and marketing developed these comprehensive designation courses. The four new home sales and marketing designations:

- CSP**—Certified New Home Sales Professional
- MCSP**—Master Certified New Home Sales Professional
- CMP**—Certified New Home Marketing Professional
- MIRM**—Member, Institute of Residential Marketing

## REWARD YOUR SALES TEAM

The Million Dollar Circle Awards Program recognizes the outstanding achievements by Salespeople and Sales Managers with extraordinary new home sales volumes. The program offers personalized citations, plaques, and pins that provide prestigious recognition to your team. It's a cost-efficient way to acknowledge your most valuable employees and managers. Your investment will pay off with a more enthusiastic team, which will in turn reward you with improved performance and increased sales. NAHB and NSMC members receive a discount.

## RECOGNIZE YOUR ACHIEVEMENTS

Enter "The Nationals" - The National Sales and Marketing Awards, the largest and most prestigious national sales and marketing competition in the industry. The Nationals recognizes those who have demonstrated a commitment to innovation, imagination, and marketing flair.

## MAKE THE PERFECT JOB MATCH

Top builders use ProNet Jobs to find qualified new home sales and marketing specialist and savvy marketing professionals use ProNet Jobs to find great job opportunities.

## TAP INTO VALUABLE RESOURCES

Sales and marketing resources are at your fingertips with the Sales & Marketing Resource Center—a collection of journal articles, books, audio and videotapes, and web research tools. Stretch your advertising dollars with NSMC's Ad Review Service to help make your ads more noticeable, persuasive, and effective. Or contact the Sales & Marketing Hotline for answers to your toughest sales and marketing questions.

## CONNECT WITH PEERS AND INDUSTRY LEADERS

Network with colleagues and industry leaders at SMC events, seminars, and educational programs.

As an added benefit of membership in your local Sales & Marketing Council, you'll also receive your own copy of the HBA's monthly HOMEFRONT newsletter to keep you informed of upcoming events, education opportunities and local industry issues.

## MAME AWARDS

Our industry's best sales and marketing professionals are commemorated each year at the MAME (Major Achievements in Marketing Excellence) Awards. Local SMC membership will give you big discounts for the Million Dollar Circle Awards, the recognition program for those who sell \$1 million or more in new homes annually.



## MEMBERSHIP REQUIREMENTS

The Housing & Building Association of Colorado Springs' Sales & Marketing Council membership is offered to all individuals who are licensed by or employed by HBA Member companies.

The annual membership is \$50 per year per individual. **Membership is non-transferable and remains with the individual for 12 months from date of acceptance.**

