



Join the Best in the Industry

The HBA Sales & Marketing Council

Sales & Marketing Council (SMC) members are new home sales and marketing professionals linked through the National Association of Home Builders (NAHB) and the Housing & Building Association of Colorado Springs (HBA). Being an SMC member will help you:

Increase sales skills • **Research marketing trends and consumer preferences**
Promote home ownership in the community • **Be on the cutting edge of new marketing ideas**

What is the Sales & Marketing Council?

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

Stay 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, sales centers and more.

Education and 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 relevant professional development seminars.

Develop Credibility and Build Confidence

Build your professional skills and increase your marketability by earning a sales and marketing designation. 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

Connect with Peers and Industry Leaders

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



SMC Dues



Membership Requirements

The annual membership is \$75/year per individual. Only current HBA members are allowed to join the SMC. Membership is non-transferable and stays with the individual for 12 months from payment date. Return to rhonda@cshba.com.

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