



St. Tammany/Washington Parishes Home Builders Association Sales & Marketing Council

Connecting People, Building Careers

Are you looking for an opportunity to learn more about marketing your products and producing a higher volume of sales? Do you want to learn about ways to get certified in your specific field of the real estate industry? Does networking with other people with interest in sales and marketing in the real estate industry appeal to you?

Look No Further

The Sales & Marketing Council (SMC) with the St. Tammany/Washington Parishes Home Builders Association offers information, education, and networking opportunities to its members.

Check Out the Benefits of Joining the SMC Today!

Education: Create Education opportunities for all HBA members and affiliate members addressing the most recent information in the real estate industry. These courses include not only certification with the National Association of Home Builders but also Continuing Education classes on the latest industry trends.

Networking: Exchange new ideas, share professional concerns and information with your peers, create and attend SMC events, and most importantly, have fun! Network with leaders in every facet of the new home industry including builders, sales and marketing professionals, advertisers, and designers.

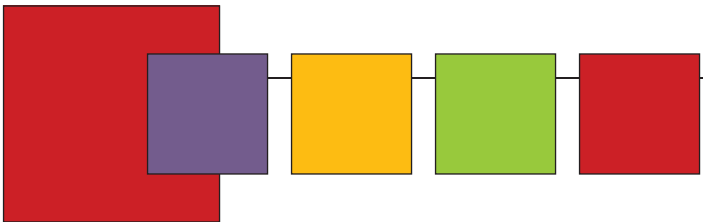
Information: With a subscription to Sales + Marketing Ideas magazine, members stay competitive with the latest information on sales and sales management, market research, advertising, interior merchandising, and much more. Also, special programs at SMC meetings feature community leaders that specialize in knowledge of today's real estate market.

Membership will make the difference. The SMC is certainly serious about the industry we work in and making it the best it can be. Join today!



St. Tammany /
Washington Parishes
Home Builders
Association
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Lacombe, LA 70445
985-882-5008
1-800-715-1387
Fax: 985-882-5015
info@sthba.org
www.sthba.org

For More Information About Joining the Sales & Marketing Council of the St. Tammany/Washington Parishes Home Builders Association, contact the HBA Office at 985-882-5002 or info@sthba.org.



National Sales and Marketing Council

Value of NSMC Member Benefits

Here is a conservative example of the value of the benefits you receive as an SMC member at your HBA or as an At-Large member of NAHB's *National Sales and Marketing Council* (NSMC).

Annual NSMC dues:

- Local SMC annual member dues to National are \$30 and are in addition to your local SMCs dues
- At-large NSMC annual member dues are \$50



National Sales and Marketing Council
National Association of Home Builders
1201 15th Street, NW
Washington, DC 20005

800-368-5242 x8192
Fax 202-266-8195

www.NAHB.org/NSMC

IRM Member Directory:
www.NAHB.org/MIRM

Value of NSMC Benefits

Savings

Annual subscription to <i>Sales + Marketing Ideas</i> magazine	\$59
Discount on one Million Dollar Circle Award citation	10
Discount on two National Sales & Marketing Awards entries	50
Discount on two National Sales & Marketing Awards Gala tickets	40
Use of one Hotline Listing (professional consultation)	25
Discount on one national IRM education course	50
Use of the ProNet sales and marketing job listing service	25
Use of NSMC's Ad Review service	20
Discount on <i>Building for the Market</i>	5
<u>Use of Sales & Marketing Resources Center (NSMC Library)</u>	<u>5</u>
Total Value	\$289

In addition to the above savings, all NSMC members may receive the **15% Advertising**

Discount benefit in *Sales + Marketing Ideas* magazine. Depending on ad size, members **save**:

\$251 on a ½ Page, 4-color ad

\$390 on a Full Page, 4-color ad

NSMC's products and services are specifically designed to help members develop their business and increase company earnings.

For more information or to locate a Sales and Marketing Council in your area, call 800-368-5242 x8192.

