



ABOUT THE SALES & MARKETING COUNCIL

SMC MISSION STATEMENT

The Sales and Marketing Council exists within the Home Builders Association serving Portage and Summit Counties exists to educate and improve the sales and marketing skills of member builders, Realtors, on-site sales representatives, and industry support members. The SMC promotes skill and professionalism in sales and marketing for HBA members to help builders sell their homes. The objective of the Council is to serve the building industry through: educational services, awards programs that showcase examples of sales and marketing excellence, and sales and marketing support to HBA members and committees.

WAYS TO BENEFIT FROM YOUR MEMBERSHIP

Supporting Your Industry: A strong organization is the key to success in any industry. By becoming a member of the Sales & Marketing Council, you are sharing your time, ideas and suggestions and in turn supporting your own industry.

Networking Opportunities: From educational courses to social gatherings, the SMC offers many opportunities for members to meet and network with each other.

Industry News: *Sales & Marketing Ideas*, the bi-monthly magazine of the National Sales & Marketing Council is distributed to all SMC members. In addition, you will receive, *SMC Network*, the Council's newsletter, published bi-monthly. SMC members can also purchase the HBA's membership directory the, "Who's Who" for \$10 as well as subscribe to the HBA's monthly newsletter, *The Intercom*, for \$35 annually.

Committees: The SMC has many committees in which you may become active. This is a great opportunity to get involved, voice your opinion and be a part of the planning process. Help decide what types of educational seminars, social events and networking opportunities we will have for the year.

Education: The SMC offers many opportunities to stay current and informed on industry-related issues. In addition to HBA general membership meetings, we offer a variety of continuing education seminars such as CSP, IRM, HBA University and Building from the Ground Up. Many of these courses offer professional designations.

National Affiliation: As a member of the SMC, a portion of your dues goes to your membership in the National Sales & Marketing Council. As an NSMC member, you will receive their bi-monthly publication, *Sales & Marketing Ideas*. This publication contains more than 50 pages of articles, tips and recommendations by our industry's leading sales and marketing experts. SMC members are also able to order materials from the NAHB bookstore, receive free ad review service, be eligible to enter "The Nationals" (the largest national sales and marketing competition featuring the best in new home sales and marketing) and much more.

SMC IS AN INDIVIDUAL MEMBERSHIP OF \$60 ANNUALLY, HOWEVER YOUR COMPANY MUST BE A MEMBER OF THE HBA SERVING PORTAGE & SUMMIT COUNTIES. IF YOU KNOW SOMEONE WHO COULD BENEFIT FROM THE SMC, CALL THE HBA FOR MEMBERSHIP INFORMATION.