



SMC MEMBERSHIP APPLICATION

SALES AND MARKETING COUNCIL

WHO ARE WE?

The Sales and Marketing Council (SMC) exists within the HBA serving Portage & Summit Counties to:

- Educate and improve the sales and marketing skills of member builders, Realtors, on-site sales representatives and industry support members
- Develop professionalism in new home sales through education and networking



WHAT DO WE DO?

In addition to acknowledging excellence through MAME Awards Program, we:

- Offer monthly programs on information valuable to the real estate community in forum like the Developer's Fair, Building from the Ground Up, On-Site Sales Seminars, Continuing Education classes, courses in conjunction with HBA University and other forums to address advanced concepts in building and marketing
- Sponsor professional designation programs such as Certified New Home Sales Professional (CSP) and the Institute of Residential Marketing (IRM)

HOW THIS HELPS YOU!

Impact your credibility, network at events, be recognized for excellence - Join SMC!

- Receive all marketing brochures, flyers and newsletters
- Take Advantage of continuing education credits and "members-only" discounts
- Enjoy automatic membership in the National SMC and receive their magazine

WHO SHOULD JOIN?

Builders • Realtors • New Home Sales Representatives • Developers
Sales & Marketing Managers • Lenders • Suppliers • Title Representatives

YES, ENROLL ME IN THE LOCAL AND NATIONAL SMC!

SMC IS AN INDIVIDUAL MEMBERSHIP, HOWEVER YOUR COMPANY MUST BE A MEMBER OF THE HBA SERVING PORTAGE & SUMMIT COUNTIES

Name: _____ Company: _____

Address: _____

City/State/Zip: _____ E-Mail: _____

Phone: _____ Fax: _____

Enclosed is my \$60 for annual fees, made payable to: HBA serving Portage & Summit Counties
799 White Pond Dr. • Akron, OH 44320

Applicant Signature

Date

Sponsor

Company