



# 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 forums 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

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

## YES, ENROLL ME IN THE LOCAL AND NATIONAL SMC!

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 \_\_\_\_\_