



Providing the building industry professionals with:  
 Networking ▪ Information ▪ Recognition ▪ Education & Training ▪ Professional Development



JOIN THE BEST IN THE INDUSTRY

Whether you are a builder, a sales or marketing professional or a supplier to the industry, the Sales and Marketing Council will keep you and your business growing. Sales & Marketing Council (SMC) members are active new home sales and marketing professionals linked through the National Association of Home Builder (NAHB) and the Collier County Building Association (CBIA). SMC consists of builders, sales managers, sales people, building suppliers, developers, realtors, designers as well as advertising consultants.

**Networking:** Meet peers and potential customers on a professional and social basis. Join others on an SMC Committee which invites participation by all members. Seize this opportunity to work with people you want to meet and do business with.

**Education & Training:** Increase your effectiveness and stay on top of changing trends through practical sales training programs, national certification and motivational speakers.

Current programs offered through SMC include the Certified Sales Professional (CSP) course, CMP (Certified New Home Marketing Professional) and courses designed to qualify you for the Member Institute of Residential Marketing (MIRM) designation. These programs are offered to SMC Members at SEBC at reduced rate.

**Information:** Your local SMC membership automatically links you to the National Sales & Marketing Council. Sales and marketing resources are at your fingertips—Council members stay up-to-date with the bi-monthly magazine featuring the latest information on sales management, market research, PR and special promotions, advertising, interior merchandising, landscaping, sales centers and more.

**Awards & Recognition:** Recognize your achievements by entering the annual Sand Dollar awards. Our local awards promote recognition of those who have made impressive contributions to the field of new home sales and marketing in the CBIA area.

In addition, enter “The Nationals” - The National Sales and Marketing Awards, the largest and most prestigious national sales and marketing competition in the industry. The Nationals recognize those who have demonstrated a commitment to innovation, imagination and marketing flair.

**Build A Professional Network:** Network with colleagues and industry leaders locally, state and nationally through SMC events, seminars and educational programs. Gain access to thousands of others building their professional skills and increasing their marketability by earning sales and marketing designations, awards and recognitions.

Whether you're a ....

Builder - New Home Sales or Marketing Professional - Realtor - Interior Designer, Advertiser, Consultant....joining the SMC will keep you and your business growing.

JOINING SMC:

- You must be employed by a CBIA Member company ▪ Fill-out the application in the brochure and return with dues to the CBIA ▪
- The SMC membership also qualifies individuals as an “affiliate” with name/co-listed in the annual printed and online membership CBIA directories ▪
- If the cost of membership is underwritten by the company, the company primary member shall have the option to hold the membership in SMC and in the event of turnover ▪ If the cost of SMC membership is underwritten by the individual and the company with which the individual is newly associated is a CBIA member, the SMC membership shall remain with the individual ▪ Memberships are not transferrable from employee to employee ▪
- By joining the local SMC you are also a member of the National Sales and Marketing Council (NSMC) and the State Sales & Marketing Council through FHBA ▪ Your membership entitles you to a variety of discounts to SMC sponsored events and educational programs ▪ SMC membership also includes a subscription to SMC e/News from State SMC, and Sales and Marketing IDEAS Magazine from the NSMC in Washington DC ▪ Annual membership is \$60 per year/ per individual ▪ Membership is non-transferable and remains with the individual for 12 months from date of acceptance ▪

Yes, I would like to take advantage of this outstanding networking opportunity!

Check enclosed for \$60 made payable to CBIA Please charge my credit card in the amount of \$60

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Recruited/Sponsored By: \_\_\_\_\_ (Name/Company) Years in Collier County: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ CRV: \_\_\_\_\_

Credit Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_