

SMC MEMBERSHIP INFORMATION

- ▶ You must be employed by a CBIA Member company
- ▶ Membership is non-transferable and remains with the individual for 12 months from the date of acceptance
- ▶ The SMC membership also qualifies individuals as an "affiliate" with name/co-list in the annual printed and online membership CBIA directories
- ▶ If the cost of membership is paid by the company, the company primary member shall have the option to hold the membership in SMC in the event of turnover
- ▶ If the cost of SMC membership is paid by the individual, and the company with which the individual is newly employed is associated is a CBIA member, the SMC membership shall remain with the individual
- ▶ SMC membership also includes a subscription to SMC e/News from State SMC, and Sales and Marketing IDEAS Magazines from the NSMC in Washington, D.C.
- ▶ Annual membership is \$60 per year, per individual

THE BEST OF CBIA *Only Better*



DEDICATED TO THE INDUSTRY

INSIDER
CBIA ACCESS
FOR ONLY
\$60
YEAR

Enhance Your CBIA Experience

At the core of CBIA, you'll find the Sales Marketing Council, SMC. This exclusive group of individuals truly has a desire to elevate the builder community.

- ▶ Builders
- ▶ Sales managers
- ▶ Sales people
- ▶ Building suppliers
- ▶ Developers
- ▶ Real estate agents
- ▶ Interior designers
- ▶ Advertising consultants

- ▶ Discover your full potential through educational programs, professional development training and networking events.
- ▶ Learn the keys to sustainable business growth with mentorships from respected peers.
- ▶ Give back to Collier County and the CBIA community through special participation opportunities.
- ▶ Acquire new sales insights with access to the NAHB and FHBA marketing channels.
- ▶ Mentoring opportunities are available to help guide you through your membership the first year

BUILD A BETTER COMMUNITY

Strengthen Your Network

SMC deepens your relationships with members of the builder community. From day one, you'll enrich your CBIA experience with colleagues and industry leaders locally, state-wide and nationally through exclusive SMC events, seminars and educational programs.

Increased CBIA Participation

As a member, you'll coordinate and host the CBIA's most high-profile events:

- ▶ Sand Dollar Awards
- ▶ Parade of Homes
- ▶ The Real Estate Industry Panel
- ▶ Toys N' Joys for Girls N' Boys
- ▶ SMC Breakfast Series



Exclusive Training

Stay ahead of the curve. Training programs, national certifications and motivational speakers. SMC offers innovative programs at a reduced rate:

- ▶ Certified Sales Professional (CSP)
- ▶ Certified New Home Marketing Professional (CMP)
- ▶ Qualification courses for joining the Member Institute of Residential Marketing (MIRM)
- ▶ Free admittance to the *Breakfast Series* and other SMC learning sessions



Awards Opportunities

Get recognized for your achievements by entering to win local and national awards.

- ▶ **Sand Dollar Awards** – honoring superb contributions to the field of new homes and marketing in the CBIA region.
- ▶ **Excel Awards** – special recognition to marketing and sales professionals during the Southeast Building Conference.
- ▶ **The National Sales and Marketing Awards** – This premier sales and marketing competition in the industry honors those who have demonstrated a commitment to innovation, imagination and marketing flair.



SMC members also receive access to the sales and marketing resources of Florida Sales & Marketing Council (FSMC) and National Sales & Marketing Council (NSMC).

Collier Building Industry Association
3200 Bailey Lane, Suite 110
Naples, Florida 34105
P: (239) 436-6100
F: (239) 436-3878
CBIA.net



YES! I'm employed by a CBIA Member company and would like to take advantage of this opportunity. Complete the application and return your \$60 dues payment to:

Collier Building Industry Association
3200 Bailey Lane, Suite 110
Naples, Florida 34105

☐ Charge my credit card

☐ Check enclosed (payable to CBIA)

NAME

TITLE

COMPANY

ADDRESS

CITY

ST

ZIP

PHONE

FAX

EMAIL

RECRUITED/SPONSORED BY (NAME/COMPANY)

YEARS IN COLLIER COUNTY

CREDIT CARD #

EXP DATE

CRV

CREDIT BILLING ADDRESS

CITY

ST

ZIP

NAME ON CREDIT CARD

SIGNATURE

DATE

(See back for additional membership information)