

An Investment in *Your* Success

*Become a member of the Charlotte Sales & Marketing Council -
the leading Sales & Marketing Council in the nation.*

Who Are We?

- ✓ The Charlotte Sales and Marketing Council (SMC) of the Home Builders Association of Charlotte (HBAC) is a 500+ strong member council made up of sales and marketing professionals in the home building industry.
- ✓ The SMC enhances the sales and marketing capabilities and reputation of those who represent the HBAC and the housing industry.
- ✓ The SMC is dedicated to developing a higher level of professionalism in the home building industry through education and networking.

What Do We Do?

- ✓ Sponsor professional designations for the Certified New Home Sales Professional (CSP) and the Institute of Residential Marketing (IRM) courses.
- ✓ Hold monthly programs that offer information and tips that are valuable to you in the real estate community.
- ✓ Provide you with an opportunity to network and share information with other industry professionals.
- ✓ Produce Charlotte's most prestigious industry awards program annually - The MAME, Million Dollar Circle, and Individual Achievement Awards.

What Can We Do For You?

- ✓ As a member, all monthly program notices, CSP, IRM and education flyers, Sales & Marketing Ideas magazine, and NSMC Hotline Directory and Speaker's Bureau will be mailed directly to you.
- ✓ Offer you discounted rates for all SMC and HBAC events.
- ✓ Automatic membership in the National Sales and Marketing Council (NSMC) giving you access to the NSMC Awards at a discounted rate for all members.

Invest \$75 in your success - Join the Charlotte SMC today!

Register by mail or online at www.smc-charlotte.com

You or your company must be a member of the Home Builders Association of Charlotte.
If you're not sure if you are a member or if you have questions please call 704/376-8524.

YES!

I want to invest in my success by joining the Charlotte Sales & Marketing Council of the Home Builders Association of Charlotte.



Name _____ Company Name _____

Mailing/Business Address _____

City _____ State _____ Zip _____

Type of Business _____ Business Phone (____) _____

Fax (____) _____ E-Mail _____

Who recruited/recommended you for SMC membership? _____

____ I would like to actively be involved on a committee.

____ Enclosed is my check for \$75 made payable to HBAC (Home Builders Association of Charlotte).

Mail completed application and payment to SMC Home Builders Association of Charlotte, 1850 E. Third Street, Charlotte, NC 28204