

YES!

My company or brokerage is a BCASWI member and I would like to become a member of the Sales & Marketing Council

Company _____
First Name _____
Last Name _____
Title _____
Address _____
City _____
State _____
Zip Code _____
eMail _____
Phone _____
Fax _____
Spike Sponsor _____

PAYMENT INFORMATION


Please bill my credit card
 Visa MasterCard Discover


Card Number _____
Name on Card _____
Exp Date _____ Security Code _____
Billing Statement Zip Code _____


I am sending a check for \$75.00 made payable to the SMC BCASWI to:
Building Contractors Association of SW Idaho
6206 N. Discovery Way, Suite A
Boise, ID 83713


The Sales and Marketing Council (SMC) offers many benefits to our members, but it's not what you get from the SMC, it's what you put into it. The real value of your membership comes from being active within the council. Whether, attending and planning the BCASWI's education programs, planning the Sales and Marketing (SAM) Tram, or even writing an article for the BCASWI Contractor magazine, SMC provides the platform to connect you to the industry's thought leaders, with the ultimate goal of helping you become one yourself.

Get Connected

 NSMC Facebook Page Get the latest news on NSMC-related content.

 National Sales and Marketing Council LinkedIn Group The perfect place for NSMC members to share and discuss all things sales and marketing.

 Twitter @NAHBnsmc Our very own Twitter account, where you can get quick NSMC related news bytes.

 Pinterest pinterest.com/nahbhome/the-nationals-awards/ The place to go if you're looking for inspiration on sales centers, model homes and more.

SALES & MARKETING COUNCIL

JOIN NOW

to exchange ideas, develop
professional skills, receive recognition
and connect with other members

Member



NAHB National
Sales & Marketing
Council



www.bcaswi.org

WHAT IS THE SALES AND MARKETING COUNCIL?

The Sales and Marketing Council (SMC) is comprised of members in the housing industry whose focus is sales and marketing. The Sales and Marketing Council (SMC) strives to connect members and provides a forum to exchange ideas, develop professional skills, give recognition and celebrate successes within the industry. Through innovative educational programs and networking events, the SMC provides valuable tools for sales and marketing professionals resulting in a smarter, stronger homebuilding industry.

WHY SHOULD I CONSIDER THE SMC?

As a SMC member, individuals benefit from networking and learning from other professional through educational courses, technical publications, idea exchange programs and consumer-oriented research.

BENEFITS INCLUDE:

The SMC maintains a high level of professionalism through ongoing educational programs, seminars and workshops that cover sales and marketing topics. The Council routinely holds classes for NAHB's national designations.

PROFESSIONAL DESIGNATIONS

Build your professional skills and increase your marketability by earning a sales and marketing designation through NAHB'S Institute of Residential Marketing. Designed and taught by the country's top experts in new home sales and marketing, the classes will help you develop credibility and build confidence. Designations include

- **Certified New Home Sales Professional (CSP)** The CSP was designed for specialists in new-home sales to enhance their professional image, increase their marketability in the home building industry and sell more homes!
- **Master Certified New Home Sales Professional (Master CSP)** The Master CSP further acknowledges new home sales professionals who hold the CSP by highlighting their continued educational and career achievements in the home building industry
- **Certified New Home Marketing Professional (CMP)** From the initial consideration of a land purchase to successfully marketing a new-home community, the CMP explores all aspects of the new home marketing process.
- **Master in Residential Marketing (MIRM)** The MIRM, with its rigorous requirements, provides a mark of distinction for new home marketing and sales professionals.

WHAT IS INCLUDED IN MY MEMBERSHIP?

In addition to the networking opportunities which build your career and broaden your reach, your membership in the BCASWI SMC includes a membership in NAHB's National Sales and Marketing Council and:

- A subscription to Sales +Marketing Ideas, an award-winning, bi-monthly digital magazine that covers the new home sales and marketing industry
- NSMC (National Sales and Marketing Council) eNews, a monthly e-newsletter
- Designation Courses
- FREE or discounted educational classes
- Discounts on entries to The Nationals
- Networking events throughout the year

WHAT DOES IT COST?

Initial SMC membership fee is \$75.00 per individual. Annual SMC membership renewal is \$55.00 per individual.

HOW DO I JOIN?

Simply fill out the attached form and send it to the BCASWI or if you have additional questions, contact Heather Hooglander at (208) 377-3550 or by email to hsciola@heritagewifi.com.