



How do I join?

Yes, I would like to join the PCBA Sales and Marketing Council!

Please enroll me as a member so I can take advantage of this outstanding networking opportunity.

PCBA-SMC Annual dues \$70 (This form serves as your invoice)

Date: _____ *Register by Fax: 863-667-9956*

Name: _____

Company: _____

Personal Address: _____

Phone: _____ Fax: _____

Email: _____ Cell: _____

Personal Email: _____

MasterCard, Visa, American Express or Discover Card#: _____

Expiration Date: _____ Signature: _____

Or...please mail form and payment to:

**Polk County Builders Association
Sales & Marketing Council
2232 Heritage Drive
Lakeland, FL 33801
Phone: 863-665-0844**



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Polk County Builders Association

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Fax: 863-667-9956

E-mail: pate@pcba.com

Polk County Builders Association

Sales & Marketing Council



SALES & MARKETING COUNCIL

The SMC Mission:

- Provide sales and marketing education, recognition, and idea exchange
- NSMC products and services are designed to position the local SMC and its homebuilder associations as the provider of sales and marketing information and resources for its local community
- Helping builders and realtors sell their homes more effectively, which improves company earnings.
- <http://www.NAHB.org/NSMC>



Whether you're a builder, sales and marketing professional, market researcher, advertising executive, or designer, joining the Sales & Marketing Council will keep your sales up and your business growing.

Reasons to join

INFORMATION

Turn ideas into profits with the award-winning *Sales & Marketing Ideas* magazine.

Stay competitive with the latest information on sales and sales management, market research, advertising, interior merchandising, and much more. Alone worth the price of membership.



NETWORKING

Monthly membership meeting, which include networking followed by breakfast and a guest speaker or panel.

RECOGNITION

Local SMCs and the NSMC sponsor awards programs that provide an excellent way to recognize your achievements and reward your sales team. NSMC-sponsored contests include: "The Nationals—The national Sales & Marketing Awards," "Million Dollar Circle Awards," and the "Idea of the Year Contest".

EDUCATION

SMCs and the NSMC offer a variety of education programs for members at every level of the industry. Build your professional skills and increase our marketability by earning a CSP, CMP, MCSP, or MIRM designation.

SALES AND MARKETING CHANNEL

Build your skills and enhance your knowledge base by accessing the Sales & Marketing Channel (www.nahb.org/smchannel) for free.



NSMC e/NEWS

You will receive this monthly e-newsletter, which includes (National Sales & Marketing Council) NSMC/IRM and (National Association of Home Builders) NAHB news and industry issues.

ProNet JOBS

The job service board (www.ProNetJobs.com) allows top builders to find qualified new home sales and marketing professionals across the country.

Designations for Sales & Marketing Council

CSP—Certified New Home Sales Professional

CMP—Certified New Home Marketing Professional

MCSP—Master Certified New Home Sales Professional

MIRM—Member, Institute of Residential Marketing



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