

You are invited to join the...



WHO SHOULD JOIN

Builders, Sales & Marketing Managers, Lenders, Interior Designers, Marketing & Advertising Personnel, Suppliers and Real Estate/New Home Salespeople

COUNCIL MEMBERSHIP ELIGIBILITY

You are eligible for Council membership if the company you are currently employed with is a member of the Home Builders Association of St. Louis & Eastern Missouri. For assistance or to join the HBA, please visit our website at www.stlhba.com or contact Jaime Weyrauch at 314-994-7700 x133 or WeyrauchJ@hbastl.com.

COUNCIL MEMBER MEMBERSHIP DUES

Annual membership dues are \$75 per person payable to the Home Builders Association. Your first dues payment should accompany your application.

The main contact on an HBA builder membership is eligible for one complimentary council membership (in this council). Please call Jaime Weyrauch at 314-994-7700 x133 for more information/eligibility.

COORDINATING COMMITTEE

The SMC Coordinating Committee meets each month to plan educational offerings, brainstorm event ideas, organize the annual awards program, discuss industry issues and schedule the monthly breakfast programs.

MEMBERSHIP BENEFITS

- Professional growth and networking opportunities
- Educational programs and speakers
- Automatic membership in the National Sales & Marketing Council (NSMC)
- Free subscriptions to OPTIONS (HBA E-Newsletter), Builder News (HBA Magazine), Program Insider (HBA Program E-newsletter) and Sales & Marketing Ideas (NSMC Magazine)
- Opportunity to participate in Local and National Lifetime Sales, Million Dollar Sales and Yearly Sales Awards
- Discounted fees for CSP and MIRM certifications, CEU courses for Real Estate & Broker license renewal through NAHB-sanctioned courses and all other SMC-Sponsored HBA programs.

NETWORKING

The SMC coordinating committee works hard to provide HBA and Council members with informative and innovative networking and educational opportunities. Here is a list of our recent programs:

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| ▪ Financing as a Selling Tool | ▪ Hot Tips for 2010 |
| ▪ Stress Management & Self Esteem | ▪ Rational vs Irrational Fears |
| ▪ Effective Communication | ▪ House Construction as a Selling Tool |
| ▪ New Trends in Building, Architecture and Interior Design | ▪ Essential E-Marketing |

EVENTS SCHEDULE

Current programs are typically held from 8:15 – 9:45 a.m. and include a light breakfast. As an SMC member, you can attend at a special discounted rate. Pricing varies from program to program. Attendance varies from 20 people to 80 people.

To request a schedule of upcoming programs and events, please visit our website at www.stlhba.com/events or contact Jaime Weyrauch at 314-994-7700 x133 or WeyrauchJ@hbastl.com.

EDUCATION

IRM - You can become a part of the successful network of building industry professionals by earning the coveted professional designation, Master of Residential Marketing (MIRM). By achieving this status you are recognized by your industry, associates and peers for your commitment to excellence, mastery of your field and success in the industry. There are four IRM courses necessary to meet the educational requirements for the MIRM Designation.

Successful completion of all four IRM courses and submission of a satisfactory case study will make you eligible for the MIRM designation. Your effort will pay off through increased knowledge, added credibility, possible career advancement and the potential for greater income as you implement new skills.

CSP - NAHB's prestigious CSP (Certified New Home Sales Professional) designation enhances your professional image & increases your marketability in the home building industry. With CSP training, you'll master the critical path to successful selling, from greeting to closing. You'll also learn advanced techniques and consumer psychology used by seasoned real estate experts, and will gain a broad understanding of how the home building business works, including the financial and legal aspects of new home sales.

MAIL/FAX INFORMATION

If paying by credit card, you may fax this form to the HBA at 314-432-7185 or you may mail this form with your payment to the HBA at 10104 Old Olive Street Road, St. Louis, MO 63141.

CANCELLATION & TRANSFER POLICY

When a company pays for membership:

If you leave the company, you cannot transfer your membership.

When an Individual pays for membership:

If you personally pay for your membership, you may transfer your membership out of the company but only if your new employer is a current member of the HBA of St. Louis & Eastern Missouri.

NOTE: All council memberships are transferrable on the local level, but not through NAHB.

QUESTIONS?

Contact Jaime Weyrauch at the HBA at 314-994-7700 x133 or WeyrauchJ@hbastl.com.

SMC APPLICATION

\$75 payment must accompany this application. To pay by credit card, see below. Otherwise, please make your check payable to the HBA.

Name: _____ Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Sponsor: _____ Sponsor's Company: _____

Credit Card Information

If you would like to pay by credit card, please fill out the following information.

Name on Card: _____

Billing Address (Where statement is mailed to): _____

Type of Card: AMEX MC VISA DISC Exp. Date: _____

(Circle One)

CSC: _____

(Last set of 3-4 digit numbers on the back of card)
Note: AMEX in on the front of the Credit Card.

Card Number: _____

Today's Date: _____ Signature: _____