



To join the SMC or to receive more information on the Council or the Home Builders Association, call 734/996-0100 or download an application from our website, www.hbawc.com.



Our History...

The Home Builders Association of Washtenaw County, chartered in 1956 represents over 800 member firms and individuals who are committed to upholding the standards and professionalism of the home building industry. Affiliated with both the National and Michigan Association of Home Builders, the Association provides information and education to members and to the community, as well as a forum for sharing ideas.

As the voice of the building industry, the HBA strongly promotes home ownership, private property rights and free enterprise.



A Council of the Home Builders Association of Washtenaw County
 179 Little Lake Dr.
 Ann Arbor, MI 48103
 Phone: (734)996-0100
 Fax: (734)996-1008
www.hbawc.com

SALES & MARKETING COUNCIL

Keep your sales up, and your business growing.



A Council of the Home Builders Association of Washtenaw County

BUILD YOUR SUCCESS BY JOINING THE SMC.

You are Invited...

You are much more than a marketing professional, you are a passionate individual with the ideas to propel your industry into the future.

You take pride in your ability to close the deal, develop the campaign and create the contacts to help your business succeed.

Most importantly, you realize the value of surrounding yourself with others who share similar professional values.

Washtenaw County's creative and forward thinking group of sales and marketing professionals invites you to join them,

The
Sales & Marketing Council.



Take pride in *your success.*
Take pride in *our industry.*

Industry Recognition...

Information

Turn ideas into profits with the award-winning *Sales & Marketing Ideas* magazine. Stay competitive with the latest information on sales management, advertising, interior merchandising and more.

Networking

The Sales & Marketing Council (SMC) is a prime networking environment for sales and marketing professionals through our seminars, workshops and meetings.

Recognition

Both the Washtenaw County SMC and the National Sales & Marketing Council sponsor award programs that provide an excellent way for builders and sales professionals to be recognized for their efforts.

Education

The HBAWC offers their SMC members a variety of educational programs for professionals at every level of the industry. Sharpen your skills by earning a Certified New Home Sales Professional or Certified New Home Marketing Professional designation, or by maintaining your real estate license through our continuing education courses.

What's in it for You?

- **Business Contacts**

Council meetings, general membership events and social functions are ideal opportunities to network with fellow professionals.

- **Advertising Reviews**

Take advantage of this free service and let the experts at the NSMC make your ads more effective.

- **Nationwide Exposure**

Discounted advertising in Sales & Marketing Ideas magazine is a cost effective way to reach thousands of industry professionals nationwide.

- **Education**

Register for any one of the more than 20 courses offered during the year- earn certifications and continuing education credits, and remain informed on the ever-evolving demands of sales & marketing professionals.

- **Recognition**

Builders, remodelers and new home sales professionals know the SMC logo stands for creative professionals who hold professionalism in the highest regard.