

North Coast BIA Sales and Marketing Council

Who Are We?

The Sales and Marketing Council (SMC) exists within the North Coast BIA serving Erie, Huron and Lorain Counties to:

- › Educate and improve the sales and marketing skills of builder members, Realtors®, on-site sales representatives and industry support members
- › Develop professionalism in new home sales through education and networking

What Do We Do?

Sales & Marketing Council Members:

- › Offer many programs with information valuable to the real estate & building community in forums like the New Home Construction Seminar, Realtor® Day, Continuing Education classes, and other forums to address advanced concepts in building and marketing.
- › Sponsors professional designation programs & other educational opportunities such as Certified New Home Sales Professional (CSP), Certified Green Professional (CGP), Tech Day, Lunch 'n Learn Seminars & Workshops and more.

How We Can Help YOU!

Impact your credibility, network at events, be recognized for excellence...Join SMC!

- › Receive all marketing brochures, flyers and newsletters
- › Take Advantage of continuing education credits and "members-only" discounts
- › Enjoy automatic membership in the National SMC and receive Sales and Marketing Ideas magazine.

YES, I would like to join both the North Coast BIA Sales and Marketing Council and National SMC



Name: _____ **Company:** _____

Address: _____ **City/State/Zip:** _____

Email: _____ **Phone:** _____ **FAX:** _____

Sponsor Name: (must complete) _____

**Enclosed is my \$75 for annual fees, made payable to:
North Coast BIA, 5201 Waterford Drive, Sheffield Village, OH 44035 or
fax with credit card information to : (440) 934-1089**

Credit Card Number: _____ **Exp. Date:** _____ **CRU#:** _____

Applicant Signature: _____ **Date:** _____

To Learn More Earn More...check the area(s) you are interested in:

- Membership & Networking** - Plans the Networking & other events throughout the year for the entire membership (e.g. Wings & Beer, Wine Tasting Event, Tech Day, "Building" Relationships Breakfast & more
- Education** - Plans the educational offerings-Lunch 'n Learn events (e.g. CSP, IRM, Essential Closing Strategies, etc.)
- Scholarship** - Plans and awards the annual SMC Scholarship
- Fundraising & Charitable Events** - Works with local charities on fundraising in conjunction with SMC