



Keys to Success



www.atlantasmc.com

## Who Are We?

The Greater Atlanta Home Builders Association Atlanta Sales and Marketing Council (SMC) is comprised of sales and marketing professionals in the homebuilding industry. The SMC is currently the largest and most viable council in the HBA. The council was established in 1980 to enhance the sales and marketing capabilities and reputation of those who represent the HBA. The SMC is dedicated to developing a higher level of professionalism in the general membership through education and the interchange of ideas. The SMC's governing body consists of a board of directors comprised of four executive committee members and nine board of director members, each of which chairs committee. The SMC is committed to education, programs, membership, awards and community service.

## What can SMC do for me?

- \* Education and training programs that help keep you informed of changing housing trends and consumer preferences.
- \* Continuing education courses including MIRM and CSP, bring you current information to an ever-changing industry.
- \* Develop professional skills and increase motivation for you and your sales team.
- \* Assistance with sales management, custom builder marketing, marketing budgets and sales strategies.
- \* Exchange new ideas, trends and share professional concerns and information with your peers.
- \* Special programs featuring community leaders and national speakers at each SMC meeting.
- \* Network with leaders in every facet of the new home industry, including builders, sales and marketing professionals, advertisers and designers.

Share the knowledge and benefits that come with a membership in the Atlanta Sales and Marketing Council. Join today and see the rewards!

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Who recommended you for SMC Membership? \_\_\_\_\_

Payment:  Enclosed is my check for \$125, made payable to the Greater Atlanta HBA

Visa  MasterCard  American Express

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Number: \_\_\_\_\_ Verification Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**Mail completed application to: Atlanta SMC, Greater Atlanta HBA, 1 Dunwoody Park South, Suite 200, Atlanta, GA 30338**

\* All SMC members must be employed by a Greater Atlanta Home Builders Association member company.