

NAHB's National Sales and Marketing Council Member Benefits

As a member of your local SMC, you have access to these National benefits **now!**

Subscription to award-winning *Sales + Marketing Ideas*

- Get cutting-edge information regarding effective sales, marketing, management and merchandising practices that are working in today's highly competitive marketplace.
- Value of \$59 for your annual bi-monthly subscription

Unlimited access to the Sales + Marketing Channel

- Located at www.nahb.org/smchannel, this site is your Internet resource for the latest industry information and sales and marketing articles essential to the real estate professional.
- Value of \$50 annually

Subscription to *NSMC eNews*

- A unique monthly bulletin featuring articles by seasoned professionals, as well as updates from NSMC about how to maximize your membership and take advantage of the latest benefits.
- Value of \$30 annually

Ad Review

- A 20-minute consultation with one of the housing industry's most prominent advertising, public relations or branding professionals to ensure your Web site, print advertising and collateral effectively deliver your message to your target audience.
- Value of \$50 each use

Recruiting and placement sourcing through ProNet Jobs

- Get information about available industry employment opportunities, as well as confidentially issued contact information and profiles of individuals interested in employment opportunities at www.pronetjobs.com.
- Priceless

Expert Hotline

- Located at www.nahb.org/designationsdirectory, the Hotline offers professional consultation from the best and brightest minds in our industry, available to suggest solutions to your sales, marketing or management challenges.
- Value of \$50 each use

Education

- \$50 Discount on one National IRM Course, offered at the International Builders' Show and select Board Meetings.

Awards and Recognition

- \$25 Discount on each entry in The Nationals: The National Sales and Marketing Awards.
- \$10 Discount on one Million Dollar Circle Award citation at www.milliondollarcircleawards.com.

Special Member Discounts

- 15% discount on advertisement in *Sales + Marketing Ideas* magazine.
- NAHB's Member Advantage Program provides additional discounts on purchases through companies, including Dell Computers, Office Depot, FedEx, General Motors, and more.

Logos

- Authorized use of NAHB & NSMC logos on business cards, newsletters, ads, website and collateral materials reinforcing your commitment to professionalism.
- Priceless

For more information or to get help accessing these benefits, contact NAHB's National Sales and Marketing Council at nsmc@nahb.com or (800) 368-5242 x8192

