

YES!

I am a HBA member and would like to become a member of the Sales & Marketing Council.

First Name _____

Last Name _____

Title _____

Company Name _____

Address _____

City _____

State _____

Zip Code _____

Email _____

Phone _____

Fax _____

PAYMENT INFORMATION

Please bill my credit card \$95.00

Visa MasterCard American Express

Card Number _____

Name on Card _____

Exp. Date _____ Security Code _____

Billing Statement Zip Code _____

Home Builders Association of Metropolitan Denver
9033 East Easter Place, Suite 200
Centennial, CO 80112

Join at:
hbadenver.com/joincouncil

BE PART OF AN AWARD WINNING COUNCIL!

The Sales and Marketing Council of Metro Denver has been named the National SMC Council of the Year in 2013, 2014, 2016, 2017, 2018, and 2022, and a silver medal finalist in 2015, 2018, 2019, 2020, and 2021.! Join us for another great year!



“ Through the various recognition programs, networking and educational events, the SMC provides great exposure for my organization. As a result, my company has grown exponentially due to the opportunities the SMC offers to build solid relationships within the homebuilding industry.

— Barb Anderson, President, Anderson Marketing Solutions

THANK YOU TO OUR ANNUAL COUNCIL SPONSOR!



THANK YOU TO OUR ORGANIZATIONAL SPONSORS



SALES & MARKETING COUNCIL

JOIN NOW

to exchange ideas, develop professional skills, receive recognition and connect with other members



www.hbadenver.com

WHAT IS THE SALES AND MARKETING COUNCIL?

The Sales and Marketing Council is comprised of members in the housing industry whose focus is sales and marketing. The Sales and Marketing Council (SMC) strives to connect members and provides a forum to exchange ideas, develop professional skills, give recognition and celebrate successes within the industry. Through innovative educational programs and networking events, the SMC provides valuable tools for sales and marketing professionals resulting in a smarter, stronger homebuilding industry.

“ Belonging to the SMC has provided us amazing educational opportunities by the best and brightest in the building industry. Last year’s SMC California Housing Tour was wonderfully orchestrated and provided tremendous insights to market and design trends.

— Jerry Gloss, Principle, KGA Architectural Studio

WHY SHOULD I CONSIDER THE SMC?

As a SMC member, individuals benefit from networking and learning from other professional through educational courses, technical publications, idea exchange programs and consumer-oriented research. They are also privy to members-only awards and special recognition.

THE ROSTER OF BENEFITS INCLUDE:

EDUCATION. The SMC maintains a high level of professionalism through ongoing educational programs, seminars and workshops that cover sales and marketing topics.

AWARDS AND RECOGNITION. SMC recognizes sales and marketing professionals for their service to the industry. Outstanding members are honored for their contributions, performance and leadership at SMC meetings, dinners and at annual awards banquets for achievements in new home sales, marketing, interior merchandising, landscaping, design and much more! Our most recognized events are the annual MAME Awards event and Million Dollar Club sales awards.



MAME Award Winners from Kimberly Timmons Interiors (KTI)

WHAT IS MAME?

The Marketing and Merchandising Excellence (MAME) Awards, honor the top achievers in the new home industry. Awards are comprised on marketing, sales, interior design, architectural and builder awards. These awards are presented to those who set the standard of excellence in the Denver homebuilding industry.

WHAT IS THE MILLION DOLLAR CLUB?

The Sales and Marketing Council presents the top sales individuals with the Million Dollar Club Awards. The winners are honored as the best of the best within new home construction industry.



Million Dollar Winner
Jeff Friant, Oakwood Homes

“ The Sales & Marketing Council has provided our sales team great training from a variety of industry professionals which has been a great supplement to our regular sales meetings and training. Not only does SMC offer great training, but also offers recognition thru the Million Dollar Club and great opportunities for networking with other industry professionals. I feel the SMC has definitely been an asset to our sales team and look forward to another great year.

— Alisa Poncher, President and Strategist, Strategic Business Specialists

WHAT ELSE IS INCLUDED IN MY MEMBERSHIP?

As a member of SMC, you will receive:

Valuable recognition of accomplishments among your peers, and networking opportunities which builds your career and broad reach.

As well as:

- A subscription to Sales +Marketing Ideas, an award-winning, bi-monthly digital magazine that covers the new home sales and marketing industry
- NSMC (National Sales and Marketing Council) eNews, a monthly e-newsletter
- FREE or discounted educational classes
- Discounts on entries to The Nationals
- Networking & Education events throughout the year

WHAT DOES IT COST?

SMC membership requires an annual fee of \$95.00 per individual. However, that fee may be adjusted based on the number of memberships purchased by a builder or associate.

For specific pricing for your company, email hbadencouncils@hbadenver.com

HOW DO I JOIN?

Simply fill out the online application at hbadenver.com/joincouncil