

# National Sales and Marketing Council

## Stay Competitive in the Building Industry

### Information to Keep You Ahead of the Competition

Whether you're a builder, a new home sales or marketing professional, or an industry consultant, the National Sales and Marketing Council (NSMC) will help keep you and your business growing. From its award-winning *Sales & Marketing Ideas* magazine to the information-packed NSMC Library, NSMC will keep you and your business one step ahead of the competition.

### Advice From the Experts

Are you spending lots on ads and getting very little return? Don't worry. NSMC's **Ad Review Service** has a team of experts on hand to help you get the most bang for your buck. They'll review your ads for free and suggest ways to make them more effective.

You'll also have a pipeline to leaders in the industry. As an NSMC member, you can turn to the **NSMC Hotline** for help with your toughest marketing questions. As a member, you can interact with the experts in the sales and marketing profession – there are lots of opportunities for networking.

### Develop Credibility and Confidence\*

If you strive to become one of the heavyweights, you can, through the NSMC's **Institute of Residential Marketing (IRM)**. The IRM offers a variety of educational courses, which will put you on the road to three prestigious industry designations: Certified New Home Sales Professional (CSP), Certified New Home Marketing Professional (CMP) and Member, Institute of Residential Marketing (MIRM). NSMC members receive significant discounts when attending IRM University classes.

### For More Information

These benefits and much more are yours when you join NSMC. Metro members can join NSMC through our office. Dues are \$40 annually. Call Metro at 973-887-2888 for information on how to join.