



## **WHY JOIN THE SALES AND MARKETING COUNCIL (SMC)??**

**CONTACTS...**As a member of the SMC, you will join with other professionals in the building industry who are involved in sales and marketing: sales agents, marketing directors, real estate firms, financial institution executives, title company employees, public relations practitioners and many others. Anyone whose common interest lies in the marketing and merchandising of new home products in the counties of Sacramento, Placer, El Dorado, Yolo, Yuba, Sutter and Butte.

**EDUCATION...**Acquire a better understanding of the many facets of residential marketing, through workshops, seminars and regular programs, you will benefit from the insight and advice provided by industry experts. Locally and on a national level, the SMC provides insightful educational programs that will enhance your professional skills and expertise.

**RECOGNITION...**SMC recognizes the top new home sales agents each quarter with the Sales Volume Awards program. The annual MAME Awards Banquet honors individuals and companies for major achievements in new home marketing and merchandising. These awards are presented exclusively to members of the Sales and Marketing Council. Finalists and winners in the MAME competition are chosen from the "best" in our industry. The awards are given in a wide range of categories from sales achievement to product design and from all types of advertising to on-site displays. MAME award recipients are also mentioned in the *North State Builder Magazine*.

**SOCIAL TIMES...**SMC promotes camaraderie among its members and the year long schedule of events and meetings offers ample opportunities to develop new friendships. Because we can't be strictly business all the time, SMC sponsors a few theme parties and social events each year.

**PROFESSIONALISM...**SMC is the only professional organization specifically dedicated to elevating the level of excellence in every facet of marketing within the building industry.

**ADVANTAGE...**By joining SMC, you'll have an advantage that could make the difference in your business and career. Contacts, professionalism, education and recognition are benefits that add up to success.

**NOW THAT YOU'VE THOUGHT ABOUT IT, DOESN'T IT MAKE SENSE TO JOIN SMC TODAY?**