



HOUSING & BUILDING ASSOCIATION  
OF COLORADO SPRINGS

## **Sales & Marketing Council (SMC) Procedure Manual**

# **Housing & Building Association of Colorado Springs**

### **MISSION STATEMENT**

The Housing and Building Association of Colorado Springs is committed to promoting policies that allow for the production of safe, decent and affordable housing and to enhancing the environment for the housing and building industry in El Paso County.

### **GUIDING PRINCIPLES**

To Protect, Promote, and Support the membership of our Trade Association

### **STRATEGIC PLAN**

- Increase, Retain and Engage Membership
- Address Leadership Development
- Identify and Implement Strategic Regulatory Influence
- Determine and Implement Optimal Political Influence
- Allocate appropriate resources to sustain financial stability

# Colorado Springs Housing and Building Association (HBA)

Sales & Marketing Council  
Council Procedure Manual



## **Mission**

National Sales and Marketing Council - *Connecting People, Building Careers*

## **The Council**

The Sales & Marketing Council helps builders sell their homes more effectively by offering educational opportunities, awards and recognition programs, and sales and marketing tools like the Sales & Marketing Channel to its members from the National Sales & Marketing Council.

The Sales & Marketing Council is responsible for executing three strategic issues of the strategic plan, adopted by the Board of Directors, specifically the issues of “engage, retain and recruit members”, “leadership development”, and “allocate appropriate resources to sustain financial stability” in conjunction with other elements.

Membership dues in the Sales & Marketing Council (SMC) are \$50 per year; of that, \$30 is paid to the National Sales & Marketing Council (NSMC) and \$20 stays in the local chapter. Per the NSMC's requirements, membership is non-transferable from one individual to another. Membership is available to anyone who is an owner, partner, or employee of an active Member Company. A Member's name will be removed from the Council roster who is more than 60 days past due in their billing or if the Member Company becomes inactive.

## **Steering Committee**

Programs and events are planned by a steering committee, made up of members from the Sales & Marketing Council. The Chair is a voting member of the Board of Directors. The Chair for the next year can be selected from one of the four Committee Chair positions, and is preferred that they work for a Builder Member.

Committee Chair positions are Membership, Sponsorships, Education and the Builder/Realtor Committee.

The Council has an annual budget that it must strive to meet or exceed. It should keep a balance between being respectful of a Member's education budget and the need to fund the workings of the HBA.

## **Meetings**

Steering committee meetings will be held monthly, including December. Meetings will be the second Friday of each month from 8:30 a.m. till 9:30 a.m. Networking will be prior to and/or after each meeting.

During inclement weather, please note that if school district 11 (“D11”) is on a 2-hour delay, the Steering Committee meeting will be rescheduled to another date.

## **Responsibility of the Chair**

The Chair holds the Committee Chairs accountable for their assigned tasks (identified in this Manual).

- Populate committees by choosing leaders, identifying participants
- Stress recruitment of new committee members and attendees
- Lead meetings
- Determine agenda content
- Identify and resolves issues:
  1. Get the people to the meeting to discuss issues
  2. Decide if action is needed
  3. Press for resolution or progress from sub-committees
  4. Arrive at a recommendation, best for the industry
  5. Implement action or makes a recommendation to the BOD for action
- Work directly with Staff to achieve the above

## **Responsibility of Committee Chairs**

There are four (4) Committee Chairs of the SMC, with subcommittees under two of the Committee Chairs. Although the Committee Chairs are responsible for managing their particular task, the entire Council is responsible for implementing the policies identified by the Committee Chairs.

1. Membership
  - a. Retention /Recruitment
  - b. Ambassador
2. Sponsorships
3. Programs
  - a. General education /Programs
  - b. Continuing Education
4. Builder/Realtor Committee (new)

## **Membership Committee Chair**

The Membership Committee Chair is managing the Membership policy for attracting and retaining Members to the Sales & Marketing Council and the steering committee to assist with the following activities:

- Retention/Recruitment: Identify and implement the retention and recruitment policy of the Council
- Ambassador: Members of the steering committee visits HBA Members and Realtors to promote SMC and SMC events. Ambassadors also attend HBA general membership events to network and promote the SMC.

## **Sponsorship Committee Chair**

The Sponsorship Committee Chair manages the sponsorship needs for the Council and for attracting Members to this steering committee to assist with the following activities:

- Identify the sponsorship needs for the Sales & Marketing Council's needs.
  - Events
  - Programs
  - Builder/Realtor Committee
- Obtain sponsors for the Council (template on page 9)
- Monitor receipt of Sponsorship Agreement Forms to ensure they are received prior to the event. Payment for event must be received at least 7 days prior to the event or Member will forfeit sponsorship.

*HBA Policy: All sponsors MUST be an active Member of the Association on the day of the event with no invoices more than 90 days past due.*

## **Programs Committee Chair**

Programs Committee focuses on programs that benefit the builder and builder sales community.

The Program Committee Chair is responsible for attracting Members to this subcommittee to assist with planning and presentation of the following activities:

1. Identify speakers and topics for general educational programs that are applicable to builders and builder sales representatives.
2. Review suggested topics submitted by Members and outside parties to see if they fit within the scope of the Council.
3. Identify Continuing Educational programs that benefit the builders and builder sales representatives – these programs can be stand alone courses, such as "Selling From Blueprints", or NAHB joint-venture programs such as Certified New Home Sales Professional or Institute of Residential Marketing.
4. Work with staff to schedule and advertise these programs.

## **Builder/Realtor Committee**

*The purpose of the "Builder /Realtor Committee" (BRC) is to foster a collaborative relationship between Builders and Realtors in an effort to sell more new homes.*

Types of events that fall under the Builder/Realtor Committee

1. Breakfast with the Builders

2. Builder/Realtor Forum
3. Education Day with SMC

**Staff Responsibilities**

- Coordinate mailings, budget, and meeting notices/minutes; liaison with other committees.
- Mail (hard copy or electronic) SMC membership applications to potential members.
- Process monthly reports to NSMC including new members, renewals, cancellations and address changes.
- Coordinate with and provide support to subcommittees
- Assist subcommittees with needed tasks
- Follow up on outstanding invoices
- Ensure that sponsorship dollars are paid at least 7 days prior to the event or withhold Members' sponsorship of that event.
- Schedule monthly SMC Steering Committee meetings and prepare the agenda.

**Outline of Agendas:**

Approval of previous month's minutes  
Board Report – Chair  
Membership Report – Committee Chair  
Sponsorship Report – Committee Chair  
Programs Report – Committee Chair  
Builder/Realtor Report – Committee Chair  
New Business

# **Programs Procedures**

The programs committee identifies the needs of the builder community and recommends the courses that best fit the criteria of the Council.

## **General educational programs**

General education programs are defined as non-continuing education courses, such as sales skills ,marketing ideas, or market data.

### Programs committee

- Identifies the speaker and negotiates the speakers' fees.
- Work with Staff to identify the best date the class can be held
- Provides Staff the speakers contact information (name, phone, email, negotiated fee, topic). If possible, a one or two paragraph promotion of the upcoming program (if not, Staff will obtain).

### Staff will

- Develop promotional piece for distribution to the Friday e-mail, Web site, and monthly postcard.
- Confirm with speaker as to the date, location, time and duration of the presentation; will provide directions if needed.
- Arrange for breakfast to be delivered the morning of the event;
- Set up room according to the needs of the program.
- Seek feedback on the class
- Send thank you notes to sponsors

## **Continuing Education Programs**

Continuing education programs are courses that receive continuing education credits through NAHB joint-venture programs and /or fit the criteria for the Colorado Association of Realtors. *To keep Continuing Education (CE) courses affordable, all full day or longer programs are budgeted to be revenue neutral.*

### Programs committee

- Identifies the courses that are needed
- Work with Staff to identify the best dates that the classes can be held
- Identifies the course instructor and negotiates the fee
- Assists Staff with the budget
- Provides Staff the speakers contact information (name, phone, email, negotiated fee, topic). If possible, a one or two paragraph promotion of the upcoming program (if not, Staff will obtain).

### Staff will

- Submit course information to NAHB at least 3 months in advance
- Develop promotional piece for distribution to the Friday e-mail, Web site, and monthly postcard.
- Confirm with speaker as to the date, location, time and duration of the presentation; will provide directions if needed.
- Arrange for breakfast to be delivered the morning of the event;
- Send thank you notes to sponsors, if applicable
- Send course participation information (sign in/out sheets, test scores, feedback, etc.) to NAHB in a timely manner
- Order course materials

A cooperative program is established with Lorman Educational Services ([www.lorman.com](http://www.lorman.com)). HBA Members receive a discount on all Lorman programs when they register using the below priority code and discount code.

Seminar ID: Per Web site  
Priority Code: 16018  
Discount Code: J9194

# Membership

National Sales and Marketing Council - *Connecting People, Building Careers*

The National Sales and Marketing Council (NSMC) connects people and builds careers through **information, education, recognition, and networking.**

NSMC, a council of NAHB, has more than 40 years of dedicated service to new home sales and marketing professionals. In 1972, NAHB's Board of Directors founded the [Institute of Residential Marketing](#) (IRM), the educational arm of NSMC, to guarantee the highest skill level of new home sales and marketing professionals.

## Benefits of Membership:

- A subscription to [Sales + Marketing Ideas](#), an award-winning, bi-monthly magazine that covers the new home sales and marketing industry -- *a \$59 value*
- Exclusive access to the Sales and Marketing Channel, a members-only resource of new home sales and marketing articles, tips, and trends -- *a \$110 value*
- Free postings on [ProNet Jobs](#) -- *a \$10 value per post*
- NSMC eNews, a monthly e-newsletter
- [Designation courses](#)
- Discounts on [Million Dollar Circle Awards](#)
- Discounts on entries to [The Nationals](#)
- Networking events throughout the year on a local, regional and national level.

Prospective SMC members must be employed by a Colorado Springs HBA Member Company. They must either fill out an application form or submit an email to the HBA requesting to be on the Sales & Marketing Council. If the application/email is not accompanied by the payment, the Member will be billed. **Membership does not begin until receipt of payment and submittal to NSMC. Membership join/renewal date is determined by the NSMC.**

## Council will

1. Promote SMC membership to the HBA Membership
2. Organize Membership drives in conjunction with HBA Membership Drives (typically in May)

## Staff will

1. Submit a list of new members, renewing members, and cancellations to NSMC at the end of each month and to the SMC Steering Committee.
2. Submit address/company changes to NSMC upon notice from Member
3. Review the NSMC roster to BuilderFusion on a quarterly basis to check for variances
4. Notify Council Members when their SMC membership is being dropped

# Benefits of Membership in the National Sales and Marketing Council

## Remain Competitive with *Sales + Marketing Ideas* Magazine

Stay up-to-date with the valuable sales and marketing information in each issue of the award-winning [Sales + Marketing Ideas](#) magazine. This bi-monthly magazine features the latest information on market research, advertising, marketing plans, model merchandising, sales and sales management, and more.

## Get Insider Info with the [Sales + Marketing Channel](#)

Enjoy access to exclusive articles from the brightest minds in the industry on topics ranging from sales, marketing, advertising and branding to merchandising, public relations, and sales training. See up-to-the-minute research and survey results.

## Develop Credibility and Build Confidence

Build your professional skills and increase your marketability by earning a sales and marketing designation through the IRM. The country's top experts in new home sales and marketing developed these comprehensive designation courses. Go to [www.nahb.org/Education](http://www.nahb.org/Education) for a schedule of classes.

The four new homes sales and marketing designations:

- [CSP \(Certified New Home Sales Professional\)](#)
- [MCSP \(Master Certified New Home Sales Professional\)](#)
- [CMP \(Certified New Home Marketing Professional\)](#)
- [MIRM \(Member, Institute of Residential Marketing\)](#)

## Reward Your Sales Team

The [Million Dollar Circle Awards](#) is a recognition program for sales people and sales managers in the new home building industry with extraordinary annual sales. NSMC members receive a discount.

## Recognize Your Achievements

Enter "[The Nationals](#)" — [The National Sales and Marketing Awards](#), the largest and most prestigious national sales and marketing competition in the industry. The Nationals recognizes those who have demonstrated a commitment to innovation and imagination.

## Make the Perfect Job Match

Top builders use [ProNet Jobs](#) to find qualified new home sales and marketing specialists and savvy marketing professionals use ProNet Jobs to find great job opportunities.

## Tap Into Valuable Resources

Sales and marketing resources are at your fingertips with the Sales & Marketing Resource Center — a collection of journal articles, books, audio and videotapes, and research tools.

## Connect with Peers and Industry Leaders

Network with colleagues and industry leaders at NSMC and IRM events, seminars, and educational programs held across the country and at the International Builders' Show.

For more information about this item, please contact NSMC Staff at 800-368-5242 or via e-mail at [nsmc@nahb.com](mailto:nsmc@nahb.com).

## **Builder/Realtor Committee**

*The purpose of the "Builder/Realtor Committee" (BRC) is to foster a collaborative relationship between Builders and Realtors in an effort to sell more new homes.*

Examples of programs include:

### **Breakfast with the Builders**

A trade show where HBA Builder Members promote their properties and developments to licensed REALTORS<sup>®</sup> one-on-one. The event is typically held the third Friday in February from 8 a.m. to 10:00 a.m. Associate Members may sponsor this event under a non-compete agreement; however, they cannot sponsor it in back to back years unless no one from their business category has already agreed to sponsor it.

(If the Sponsorship Committee can come up with a better process, let's try it...)

### Committee

- Solicit builders and sponsors
- Promote event to builders and Realtors
- Assist at event with booth check in and Realtor-only entry
- Assist at event with announcements

### Staff will

- Contract with facility for event
- Develop budget and keep up-to-date as much as possible and report it to the chair and co-chair of the sponsorship committee
- Develop promotional materials
- Notify Builder Members of the date and requirements
- Keep layout diagram as up to date as possible
- Promote event to builders and REALTOR<sup>®</sup>

### **Builder/Realtor Forum**

A panel discussion of HBA Builder Members and REALTORS<sup>®</sup> to discuss issues affecting the real estate transaction.

### **Education Day with SMC**

An event similar to Breakfast with the Builders, though offering continuing education classes to realtors and builder on-site sales staff.

### **Builder/REALTOR<sup>®</sup> Agreement**

Manage the Builder/ REALTOR<sup>®</sup> Agreement (adopted by the HBA & PPAR) by:

- Enforcing and supporting the Builder/Realtor agreement.
- *Choosing 3 members annually to serve on the Builder/REALTOR<sup>®</sup> Arbitration Board*
- Educate members of both the HBA and the PPAR of the agreement's details.



# Sponsorship Procedures

HBA Policy: All sponsors MUST be an active Member of the Association on the day of the event with no invoices more than 90 days past due.



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## Sponsorship Agreement For **EVENT**

**Date**  
(template)

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

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Event Sponsor, \$XX – includes:

- Logo would appear on the following: Web site, The HomeFront, and name is mentioned in every form of promotion.
- Sponsor would have the option to have a table at the event to promote their products. Sponsor will receive X tickets to event.
- Sponsor will also have opportunity to have 3 minutes of speaking time on stage.

**This promotion will be available only if this signed agreement is received in the HBA office 30 days prior to the event. If received less than 30 days in advance, HBA will make every effort to promote the event to the membership through other means.**

***PLEASE NOTE THAT ALL SPONSOR FEES MUST BE PAID IN ADVANCE OF THE EVENT UNLESS OTHERWISE AGREED.***

I understand and agree to sponsor this event in the amount of \$XX, which is payable no later than 7 days prior to the event.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted and agreed upon by: \_\_\_\_\_ Date: \_\_\_\_\_

HBA Representative

**Please fax this form back to HBA @ 260-8398**

Mailing address: HBA  
Attention Bridget Schawe  
4585 Hilton Parkway, Suite 100  
Colorado Springs, CO 80907  
Phone: (719) 592-1800

**If you have questions on this sponsorship please call  
Shirley Rouse at 592-1800 ext. 17**

**For HBA use only**

Check Received: \_\_\_\_\_

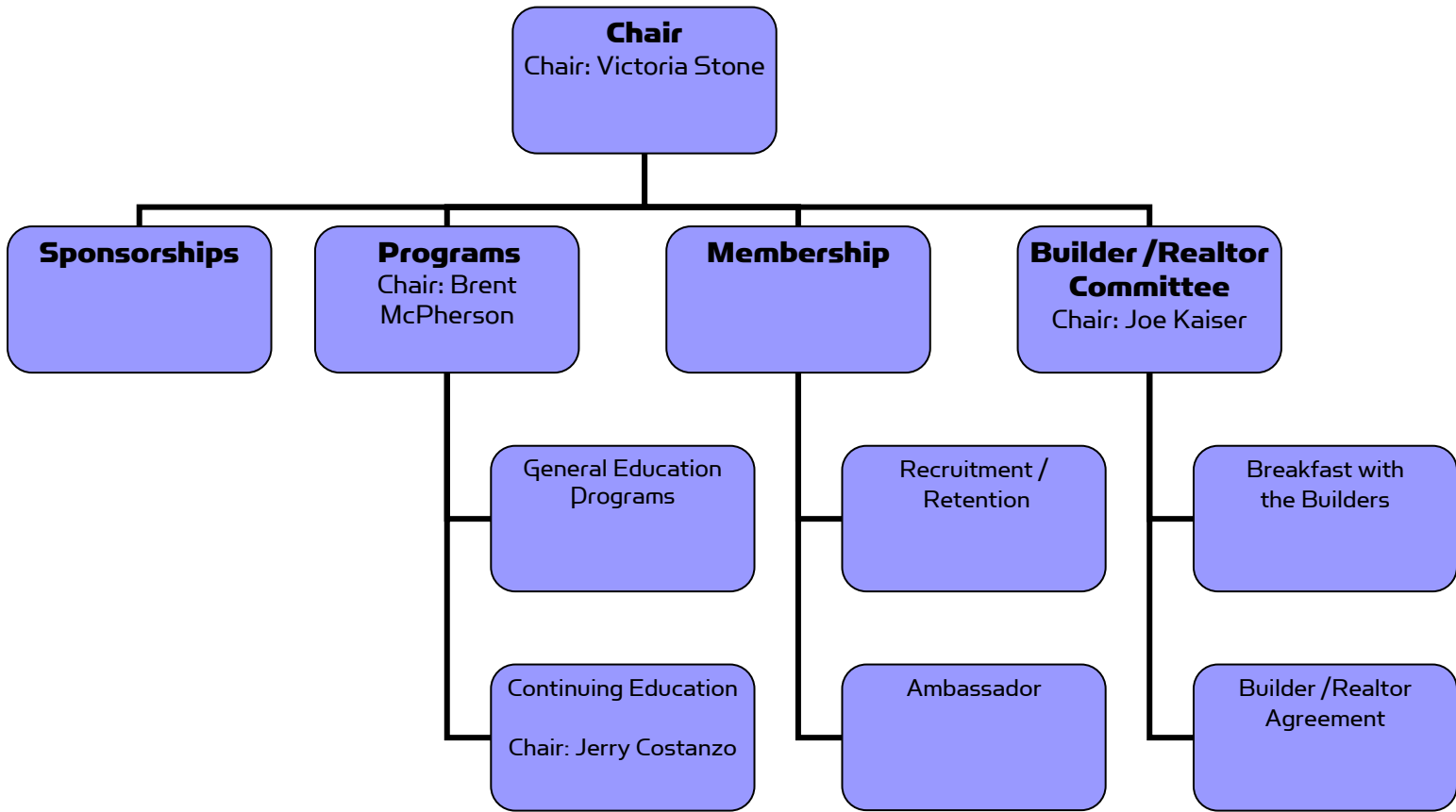
Check Number \_\_\_\_\_

Amount: \_\_\_\_\_

Committee \_\_\_\_\_

# Sales & Marketing Council Steering Committee

Organization Chart



It is important to note that while you may Chair a particular activity within the Steering Committee, everyone participates in all of the activities of the Committee.