

Certified New Homes Sales Professional Class (CSP)

IRM's CSP course is an industry recognized designation program where sales professionals learn the tools and techniques for selling new homes. Required by many builders around the country for their sales staff, the CSP designation is a must-have credential. And by learning how the home building business works - from legal and financial matters, to building materials and construction, to closing - you will better articulate the unique benefits that encourage prospects to buy.

Enhance Your Professional Image

As a CSP designee, you will increase your marketability in the home building industry. Now you can get the complete training you need to sell more new homes - by taking advantage of NAHB's CSP course.

Sharpen Your Selling Skills

The 24-hour CSP course was developed by NAHB's renowned Institute of Residential Marketing (IRM), whose members include the country's top new home sales educators. With CSP training, you'll master the critical path to successful selling from greeting to closing, using the advanced techniques and consumer psychology of seasoned experts. CSP also gives you a broader understanding of how a home building business works - from the feasibility study and financing to the materials and construction - and teaches you how to translate those facts into benefits that will encourage your prospects to buy! In addition, you'll increase your comfort level with the financial and legal aspects of new home sales.

Sell More and Earn More

The designation courses will strengthen your fundamental selling skills and teach you how to apply proven sales techniques which will increase your income as you sell more new homes.

Certified New Homes Sales Professional Class (CSP)

Dates for 3-day class

April 7, 8 and 9, 2010
9:00 a.m. - 5:00 p.m. each day

Location:

Virginia Peninsula Association of REALTORS®
1001 North Campus Pkwy
Hampton, VA 23666
(see directions below)

Cost:

Early registration tuition discount!
Register by March 10th to take advantage of this great offer!

\$250.00 SMC Members
(normally \$300)

\$300.00 Non Members
(normally \$375)

\$150.00 Audit Fee*

*only for individuals who have previously taken course

Directions to VPAR Location:

Take I-64 to Exit 261B. Merge onto Hampton Roads Center Parkway. Take the Magruder Blvd exit and turn left at the light onto Magruder Blvd. Go through the next light and travel approximately 1/2 mile. Turn left on North Campus Parkway. The entrance to the REALTOR Building is the first drive on the left.

Please note: Registration constitutes a financial commitment. Refunds will only be given if cancellation is received five business days prior to the program. No refunds for "no-shows" on day of program. If this account is referred to an attorney for collection, buyer agrees to pay legal fees in the amount of 33% of the account balance or minimum of \$50.00.

Register by March 30, 2010

Please complete the following form
and return it with your payment to:
Sales & Marketing Council
760 McGuire Place
Newport News, VA 23601
or fax to 757-595-8983

For additional information, call
The Sales & Marketing Council at
757-595-1600

Yes! I want the CSP Advantage.
Please register me for the Certified
New Homes Sales Professional Class

Name _____

Company _____

Street Address _____

City _____ State ____ Zip _____

Telephone _____

e-mail _____

Payment:

Enclosed a check in the amount of \$ _____

Please charge my VISA Master Card

Account # _____

Exp. Date _____ 3 digit security code _____

Billing address _____

City _____ State ____ Zip _____

Signature _____

**Please note that your registration is not complete
until you receive a confirmation email from PHBA.**

Sales & Marketing Council
760 McGuire Place
Newport News, VA 23601