



# Sales & Marketing Council Application

## Why should I join?

The SMC offers certified classes with CE credits, excellent networking events, awards and recognition both locally and nationally and connections with over 750+ housing professionals through a Home Builders Association membership.

### Our Vision:

The Sales and Marketing Council connects people and builds careers through information, education, recognition, and networking. The SMC provides valuable tools, resulting in a smarter, stronger, homebuilding and real estate industry. We embrace dedicated professionals to work together using their expertise and talents to provide the highest level consumer experience.

### First Time HBA Member?

The SMC requires at least one primary membership from the same company. The primary member pays the annual dues of \$670 per year and an additional \$75 per year to be a member of the SMC. Every person joining from the same company after the primary membership only requires an affiliate membership of \$50 per person and the \$75 SMC dues per person to join. This is a savings of \$525 for each member that joins! Sign up each member of your sales team and they will start receiving recognition and all the benefits we offer at the Home Builders Association. The primary member also needs to fill out the Home Builders Association application.

### Already An HBA Member?

Sign up is easy. The primary member only pays the SMC dues of \$75 to join. Each additional person from the same company that wants to join pays for an affiliate membership of \$50 per person and the SMC dues of \$75 per person. The savings are great for each member of your team to start receiving all the benefits the Home Builders Association offers. Please have every person fill out a separate application when they join.

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_ **Referred By:** \_\_\_\_\_

**Affiliate Dues \$50**  **SMC Dues \$75**  **Total:** \_\_\_\_\_

Primary Member Does Not Pay

Applications can be mailed to the Home Builders Association at 4100 Wolcott Avenue NE, Suite B, Albuquerque NM 87109, faxed to 505-345-3795 or emailed to Joseph at JMoreno@hbacnm.com.

Please call for any questions 505-344-3294.



**\*\*Please fill out both section 1 and section 2 so we list your company correctly.**

# Section 1) National Category Listing Information

With your membership you are either classified as a builder or an associate. **Please fill out only one side of the listing options based upon your membership.** Please pick up to three (3) classification codes. — this is how you will be listed with the National Association of Home Builders (NAHB).

## BUILDER MEMBER

Builder Members build a home from the ground up. Builder members can include but are not limited to: remodelers, developers, light commercial, and production.

### Builder Member Classification —Pick 3

- \_\_\_\_\_
- A Single Family Spec/Tract Building
  - B1 Single family General Contracting
  - B2 Single Family Custom Building
  - C Multi-family Building - Condo/Co-op Units
  - D Multi-family Building/Ownership - Rental Units
  - E Multi-family General Contracting
  - F Remodeling - Residential
  - G Remodeling - Commercial
  - H Commercial Building (Own Account)
  - I Commercial General Contracting
  - J Land Development
  - K Manufacturing - Modular/Penalized/Log Homes

### \$ Volume:

- Under \$500,000
- \$500,000 - \$1 Million
- Over \$1 Million (Specify): \_\_\_\_\_

### # of Units:

- 0
- 1 - 10
- 11 - 25
- 26 - 100
- 101 - 500
- Over 501

## ASSOCIATE MEMBER

Associate Members provide products or services to builder members. Associate members can include but are not limited to: subcontractors, companies that provide windows, appliances, etc, or offer services such as mortgage finance.

### Associate Member Classifications—Pick 3

- \_\_\_\_\_
- |                              |                                     |
|------------------------------|-------------------------------------|
| L Accounting                 | <b>Retail Dealers/Distributors:</b> |
| M1 Architecture              | V1 Appliances                       |
| M2 Engineering               | V2 Building Materials/Lumber        |
| M3 Planner/Designer          | V3 Floor Coverings                  |
| N Legal Services             | V4 Paint/Wall Coverings             |
| O Computer Products/Services | V5 Other: _____                     |
| P1 Commercial Banking        |                                     |
| P2 Mortgage Banking          |                                     |
| Q Insurance or Title Company |                                     |
| R Marketing/Advertising      |                                     |
| S Building Materials Mfg.    |                                     |
| T Property Management        |                                     |
| U Real Estate                |                                     |
| Y Utilities                  |                                     |
| Z Other: _____               |                                     |

### Subcontractors/Specialty Contractors:

- W1 Carpentry
- W2 Electrical
- W3 Masonry/Stone/Tile/Plaster
- W4 Landscaping
- W5 Plumbing/Heating/AC
- W6 Roofing/Siding/Sheet Metal
- W7 Painting/Paper Hanging
- W8 Floor Laying/Other Floorwork
- W9 Concrete Work
- WA Excavation Work
- WC Land Surveyor
- WD Security Systems
- WZ Other: \_\_\_\_\_

### Wholesale Dealers/Distributors:

- X1 Appliances
- X2 Building Materials/Lumber
- X3 Floor Coverings
- X4 Paint/Wall Coverings
- X5 Other: \_\_\_\_\_

# Section 2) HBA Local Membership Listing

With your membership you are either classified as a builder or an associate. **Please fill out only one side of the listing options based upon your membership.** Please pick up to five (5) classification codes. — this is how you will be listed at the local level; in our printed membership directory as well as our online directory.

## BUILDER Categories for Directory/Website Listing:

(Please choose up to five (5) from the following)

- Commercial
- Custom
- Developer
- Production
- Remodeler
- Residential
- Other \_\_\_\_\_

## ASSOCIATE Categories for Directory/Website Listing:

(Please write in five (5) categories for your company's listing.)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

\*HBACNM has a separate listing system from NAHB for the website and the Membership Directory.

