

# ***Master the craft of successful selling.***

The Certified New Homes Sales Professional Course (CSP)

is an NAHB designation course.

This professional-level course is designed for specialists in new home sales. You will gain a broad understanding of the home building business, discuss consumer psychology and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections. As a graduate of this course, you will be able to define and describe the:

- Qualifications and characteristics of a new home salesperson
- Differences between selling new homes and resale homes
- Role of the Critical Path to Successful Selling in the new home sales environment
- Basic steps of the builder's decision making and development process
- Basic construction features that benefit the home buyer
- Builder's marketing approach and the impact the new home salesperson has in the marketing process
- Impact of consumer behavior on the new home selling process
- Basic elements of effective communications in the selling environment
- Importance of prospecting in searching for and qualifying potential buyers
- Legal aspects of the real estate business and fair housing guidelines

You will also gain the following skills:

- Greeting and qualifying a prospective buyer
- Using the area and community as selling point
- Successfully demonstrating the product
- Handling objections
- Reducing the process to writing
- Successful closing
- Basic new home financing
- Using follow-up systems to increase sales
- Final walk-through and call-back procedures.

This course is hosted by



- ♦ Course fee: Any employee of a member in good standing of NAHB or affiliated local association = \$300.00
- ♦ Non Members of NAHB or its affiliated local associations = \$395.00.

**Send completed registration form (reverse side of this page) to: West Tennessee HBA 505 Halle Park Drive  
Collierville TN 38017.**



***Are you looking for a successful and rewarding career in New Home Sales?***  
***Enroll in the NAHB Certified New Home Sales Professional Course***

**Who should attend?**

**Anyone who actively sells or wants to learn more about how to sell new homes. This includes current REALTORS<sup>®</sup>, Builders and individuals wanting to become part of this dynamic, rewarding profession.**

**Instructor: Tony Birk, CMP, CSP, MIRM; RE/MAX First Choice, Helena, AL.**  
Courses Taught:

- ◆ Certified New Home Sales Professional (CSP)
  - ◆ Essential Closing Strategies
  - ◆ House Construction as a Selling Tool

**18 CEU's approved by The Tennessee Real Estate Commission**

Course Dates & Times:

Tuesday, September 11; 8:30 AM to 5:00 PM

Wednesday September 12; 8:30 AM to noon

Tuesday, September 18: 8:30 AM to 5:00 PM

Wednesday September: 19 8:30 to noon

*You must attend all 24 hours of this course to apply for CSP designation*

Return completed form to West TNHBA 505 Halle Park Drive, Collierville TN 38017. Space is limited so register early. Fax to 901-756-4500 or scan and email to: [rterry@westtnhba.com](mailto:rterry@westtnhba.com)

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Method of Payment:  check  Credit Card

Card Number ; \_\_\_\_\_

Exp: \_\_\_\_\_ / \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_