

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[®], 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

Name: _____ E-mail: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Method of Payment: check Credit Card

Card Number ; _____

Exp: _____ / _____ Billing Zip: _____

Name on Card: _____ Signature: _____