

Sales & Marketing

Making Your Research Pay Off!

Instructor(s): Christian Malesic, CGR

Build it and they will buy, product-driven builders tell themselves. However, customers may have their own ideas. If you follow the steps to find the right niche for your company, you'll be well rewarded. Covering four essential topics, this course will help you turn your business into a profitable, market-driven enterprise.

As a graduate of this course, you will be able to:

- Gather and organize market data
- Use market information to determine the most profitable locations, types and pricing for new home construction
- Describe methods for generating and attracting buyers for your product
- Identify an effective process for selling your product to customers

Designation Credit:

CGA; CGB; Master CSP

Continuing Education Credit:

CAPS; CGA; CGB; CGR; CSP; CMP; GMB; Master CSP; MIRM



November 5, 2008

Sponsored by the
**Home Builders & Remodelers of
Central New York**
3675 James Street
Syracuse, NY 13206



Additional Information

"Sales & Marketing"
- Making Your
Research Pay Off -

November 5, 2008
Check-In: 8:30 am
Session: 9:00 am - 5:00 pm

NYSBA Research & Education
Foundation courses are
sponsored in part by:



Cheektowaga, NY

To Register

By Phone
518-465-2492

By Fax
518-465-0635

By Mail
NYSBA REF
One Commerce Plaza, Ste. 704
Albany, NY 12210

Registration Information

(one form per attendee)

NAME _____

HBA NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE ZIP _____

PHONE _____

FAX _____

E-MAIL ADDRESS _____

Please note: It is NAHB's policy not to share or sell its e-mail addresses.

Registration Fees

Registration fee includes lunch and materials.

NAHB Member \$240 Non-member \$300

Payment Information

Check Make Payable to: NYSBA REF
 MasterCard Visa

CREDIT CARD NUMBER _____

EXP. DATE _____ VIC CODE _____

NAME ON CARD _____

SIGNATURE _____

Payment and Cancellation Information

PAYMENT MUST ACCOMPANY REGISTRATION.
CANCELLATION POLICY: 4 or more business days prior to the course - full refund. 3 business days or less or failure to attend - liable for entire fee.