

Sales & Marketing

Making Your Research Pay Off!

Instructor(s): Peter Berman, CGB, CGP

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, CGP, CGR, CSP, CMP, GMB, GMR, Master CSP, MIRM



October 6, 2010
8:30am - 5:00pm

Home Builders & Remodelers of Central New York
3675 James Street
Syracuse, NY 13206



Additional Information

Sales & Marketing

October 6, 2010
Check-in: 8:30am
Session: 9:00am - 5:00pm

Location: HB&R of CNY
3675 James Street
Syracuse, NY 13206

Registration Deadline:
September 29th

NYSBA REF
518-465-2492*110

To Register

By Phone
not available

By Fax
518-465-0635

By Mail
One Commerce Plaza
Suite 704
Albany, NY 12210

Online
www.nysba.com

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

Includes course materials and lunch.

NAHB Member \$265 Non-member \$325

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 the entire fee.