



NAHB and HBA of Greater Dallas

Education gives you the knowledge you need to stay ahead of the competition. We offer a wide range of educational programs to help you reach your goals.

To find out how we can help you reach your educational goals, visit "Professional Designations" on our web site www.dallasbuilders.com

“Member Institute of Residential Marketing”

To truly stand out in the crowd, join this elite circle of marketing experts. The **MIRM** designation requires an in-depth marketing case study, similar to a master’s level thesis on a real-life new home community, which is peer-reviewed and approved.

April 29 & 30, 2010 – IRM II, Marketing Strategies, Plans and Budgets

Do you want to find and exploit market opportunities for your company? This course will show you how to maximize results from every marketing dollar. Designation Credit: CMP, MIRM

Instructor: Roger Fiehn, MIRM, CMP, CSP, AMA



*The Symbol Of Excellence
In New Home Marketing*

Cost for Class: \$370 Members \$470 Non-members

Register EARLY, as class will be cancelled if class-size of 15 is not reached by two weeks out.

Class Time: 9:00 a.m. to 5:00 p.m. each day

Location: HBA of Greater Dallas, 5816 W. Plano Pkwy., Plano, TX.

Thank you for your interest in the NAHB Certified Educational Program. **Fax this registration form to 972-267-0426 or register online at www.dallasbuilders.com and click on the Calendar.** An e-mail reminder will be sent to you prior to the class. Call Stephanie Bosslet with any questions at 972-931-4840, ext. 118.

NO SHOWS WILL BE BILLED IF NOT CANCELED 48 HOURS IN ADVANCE!

Name **(Printed)**

Signature

Company Name

_____/_____
Phone/Fax Numbers

Member____ Non-Member*____

E-mail_____

*Address if Non-Member _____

Charge my credit card ____ Visa ____ MasterCard ____ American Express

Credit Card # _____ Exp. Date _____

