



**SMC**

**Sales and Marketing Council  
HBA of Metro Orlando**

**YOUR**  
**SALES AND**  
**MARKETING**  
**COUNCIL**

**[www.SMCofMetroOrlando.com](http://www.SMCofMetroOrlando.com)**

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Dear SMC Member,

Welcome to HBA's most dynamic council, the Sales & Marketing Council! 2010 will continue to present challenges for all of us in the homebuilding industry. But challenges offer opportunities for growth and excellence. This is an exciting time to invest in yourself and in your industry!

Read on for all the benefits and events SMC offers, and the opportunities for you to become involved as a leader in your industry. Please do not hesitate to contact any of the committee chairs to provide input or get answers to questions.

Our SMC leadership, the Steering Committee, is committed to doing whatever we can to support and assist our members in 2010! SMC membership can be a valuable resource for you, particularly this year. You've taken the first step in being a member....now it's up to you to take advantage of all we have to offer!

Congratulations on investing in yourself!

Thank you.

Andy Brown, 2010 SMC Membership Chair  
Kari Freeman, 2010 SMC Chair

## SMC MEMBER BENEFITS INCLUDE

- SMC of Metro Orlando LinkedIn Group
- Free Quarterly SMI Magazine (NSMC members)
- Free entry in Major Achievement Circle Awards
- Free or member discounted events and programs
- Monthly After Hours Networking events with ORRA
- Website features: Articles, Salesperson Spotlight, SMC Member of the Month
- Free press releases & event information on SMC web page

### EDUCATION

- Providing relevant knowledge for today's market
- Enhancing sales skills

### NETWORKING & FUN

- Committee participation
- Event attendance
- Sponsorship opportunities to increase awareness of your brand and/or to support our industry

### RECOGNITION

- Monthly recognition on website & in HBA News
- Industry recognition at the Major Achievement Awards

**[www.SMCofMetroOrlando.com](http://www.SMCofMetroOrlando.com)**

## 2010 Events

### Mark Your Calendars!

#### February

- 11th—L.I.S.T. (9:00—10:30 am) HBA Board Room
  - *Shortsales, Roland H. Acosta & Associates, PA*
- 17th—SMC Night with Orlando Magic: (5—10 pm) - Amway Arena
  - *VS Detroit Pistons, Section 216, Rows K-N*

#### March

- 17th—SMC-ORRA Closing Time with Surrey Homes: (5:30-7:30 pm)
- 25th—L.I.S.T. (9:00—10:30 am) HBA Board Room
  - *Foreclosure - Great Deal or Money Pit? Learn How to Tell the Difference. Greg Hardwick of Hardwick General Contractors*

#### April

- 5th—Pre-Parade of Homes Sales Rally!
- 9-10th— Home Expo: (12-4 pm) - HBA Great Hall/The Home Depot
  - *Tradeshow for area REALTORS® and Consumers to preview homes and communities participating in the Parade of Homes®.*
- 21, 28, May 5 and 12— SAM Tram: (8 am-5 pm) - Tri-County Area
  - *REALTOR® bus tour of new home communities participating in the Parade of Homes®*
- 21st—SMC-ORRA Closing Time (5:30-7:30 pm)
- 22nd—L.I.S.T. (9:00—10:30 am) HBA Board Room
  - *How Does Declining Value Effect Portability*

#### May

- 19th—SMC-ORRA Closing Time (5:30-7:30 pm)
- 20th—SMC Breakfast (8:30—10:00 am)
  - *Rock Your Sales! Presented by Melinda Brody*
- 27th—L.I.S.T. (9:00—10:30 am) HBA Board Room

## 2010 Events

#### June

- 16th—SMC-ORRA Closing Time (5:30-7:30 pm)
- 24th—L.I.S.T. (9:00—10:30 am) HBA Board Room

#### July

NO EVENTS

#### August

- 18th—SMC-ORRA Closing Time (5:30-7:30 pm)
- 26th—L.I.S.T. (9:00—10:30 am) HBA Board Room

#### September

- **Bowling Tournament:** (5—8 pm) - Location TBD
  - *King Pin Award, Team Spirit Award, Door prizes, and More!!!*

- 15th—SMC-ORRA Closing Time (5:30-7:30 pm)
- 23rd—L.I.S.T. (9:00—10:30 am) HBA Board Room

#### October

- 7th—Major Achievement Awards: HBA Great Hall
  - *Awards program to recognize sales and marketing achievements of the past year.*

- 20th—SMC-ORRA Closing Time (5:30-7:30 pm)
- 28th—L.I.S.T. (9:00—10:30 am) HBA Board Room

#### November

- 17th—SMC-ORRA Closing Time (5:30-7:30 pm)

#### December

- 2nd— Holiday Party: (5:30-8:30 pm) - HBA Great Hall
  - *HBA holiday celebration sponsored by the SMC. Includes a silent auction to benefit the Mid-Florida Home Builders Foundation.*

Program & Registration Information Available at:  
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## 2010 Committees

### **SMC Steering Committee– Meets 1st Thursday at 9 am at HBA**

This committee is composed of the chairs and vice chairs of all the sub committees, and oversees the goals and objectives of the Council.

*Chair–Kari Freeman, Orlando Mortgage Solutions*

### **Programs/Education– Meets as needed**

Selects the speakers, programming & content for the quarterly breakfasts. Greets and orients the speakers, and coordinates the event.

*Chair–Cary Romer, Beazer Homes*

*Vice–Chair–Allen Oliver, Meredith Communications, Inc.*

### **Realtor Relations– Meets 1st Tuesday at 12 noon at HBA**

Coordinates the New Home Preview , SAM TRAM and L.I.S.T. events. Solicits attendees, builders and sponsors.

*Chair–Heather Salvatoriello, Quality Title & Escrow*

*Vice-Chair–TBA*

### **After Hours– Meets 1st Tuesday at 12 noon at HBA**

Organizes 'After Hours' events including monthly ORRA-SMC Closing Times, Bowling Tournament and Holiday Party. Solicits attendees, raffle prizes and sponsors.

*Chair–Sandi Martin, Orlando Mortgage Solutions*

*Vice-Chair–TBA*

### **Membership/Communication– Meets 3rd Tuesday at 12 noon at HBA**

Develops a membership campaign involving builder/associate outreach for the year. Attends new member orientations to represent the SMC. Develops an internal communications campaign, including SMC e-newsletter & SMC webpage.

*Chair – Andy Brown, Fidelity Funding Mortgage*

*Vice-Chair–TBA*

### **Major Achievement Awards– Meets 4th Thursday at 11:30a at HBA**

Executes the Major Achievements Awards gala. Administers promotional campaign, venue selection, décor, theme development, sponsorship, ticket sales, and entry solicitation.

*Chair – Theresa Swanson, Florida Homebuyer Media*

*Vice-Chair–Kristin Vuckovic, Taylor Morrison Homes*

## 2010 Sponsorship Opportunities

### **Home Expo: April 9-10**

\$1,500 Presenting • \$1000 Gold Sponsor • \$750 Bronze Sponsor

◆ Sponsorships can include logo recognition on signage, HBA Website, registration flyer, HBA News, & program. Also, one complimentary booth is included with all sponsorship levels.

### **SAM Trams: (limited availability) April 21, 28 & May 5, 12**

Bus Sponsorship: \$125/ 1 tour \$175/ 2 tours

You must sign-up at least 5 REALTORS® for the tour & bring at least \$50 in gift cards

◆ Sponsorships can include representatives on bus, complimentary tickets for real estate agents, logo on promotional material and attendee lists.

### **Major Achievement Awards: October 7**

**Diamond \$1,000 • Silver \$500 • Friends \$99**

◆ Sponsorships can include commercial spots at event, complimentary tickets, award presentations, ads in awards program. Sponsors may also receive recognition on event signage, in HBA News, and on HBA website.

### **After Hours:**

- Bowling Tournament: September
- HBA Holiday Party: December 2

**Gold \$750 • Silver \$500 • Friend \$150**

◆ Sponsorship may also include recognition on event flyer, promotional emails, in HBA News, on event signage, and on website. Some sponsorship levels may include a table top exhibit at event, complimentary tickets and attendee contact information.

### **Programs/Education :**

□ **May 20: Melinda Brody**

□ **June 24: John Palumbo** □ **September 16: Bill Herring**

**Gold \$750 • Silver \$500 • Friend \$150**

◆ Sponsorships may include recognition on event flyer, promotional emails, HBA News, event signage, website. At the event, some levels may include a table top exhibit, introduction, promotional material on attendee seats, and industry exclusiveness. Attendee contact information and complimentary tickets are also included with sponsorship.

Contact [Stacie@HBAofMetroOrlando.com](mailto:Stacie@HBAofMetroOrlando.com) for specific sponsorship information.