



Canadian
Home Builders'
Association

BRITISH COLUMBIA

"Building a Better BC"

Marketing & Project Sales

This course will cover the process involved in an effective Sales and Marketing Strategy, from researching the market to opportunities to building a home to meet the exacting needs of the target buyer. All of which results in the final sale of the home to very satisfied customers that "sing the praises" of the builder/trades/developer/realtor.

NOTE: Early registration is necessary, as this course will involve the advance receipt and completion of workbook and online quizzes and assignments by way of email, as well as the one-day session to review all material and prepare for writing the examination.

Course Content:

- preparing a marketing plan and budget;
- how to use market research to stay ahead of the competition;
- how to select your marketing team;
- how to produce winning promotional materials and advertise to results.

Duration:

Online home study of approximately 10-12 hours that must be completed at least 21 days prior to the in-class session. 1 day of in-class instruction and discussion - *see the website for full details on all Policies and Procedures, including our Refund Policy.*

Victoria – Friday December 4th, 2009

8:30am to 4:30pm

Harbour Towers Hotel & Suites

345 Quebec Street
Victoria, BC V8V 1W4

Instructor: Ron Coleman



Members - \$499.00 (Plus GST)

Non-Members - \$699.00 (Plus GST)

Registration Deadline is October 30th, 2009

Please register online at www.chbabc.org or call
Lauren at 604-432-7112 for further details.

Canadian Home Builders' Association of British Columbia

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