

Unlock Your Sales Potential!

Certified New Home Sales

NAHB is discounting student fees in November, so we're passing the savings on to you!!

November 3-5, 2010
8:00 a.m. - 5:00 p.m.

SCC Continuing Education Center
301 S. 68th Street Place
Lincoln, NE

NAHB Members ~~\$375~~ \$325
Non-member ~~\$425~~ \$375

**Earn 9 hrs. of CE Credit from the
Nebraska Real Estate Commission**
(Course # 0601)

Cancellations: If you cancel within 24 hours of the class, you will forfeit \$100 of your class fee.

Certified New Home Sales is approved for the following:

Designation Credit: CSP, Master CSP

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

For more information, contact Jennie at 402-423-4225.

Shawn McGuire, GRI, CRS, CSP

Sales Manager / Broker
Celebrity Homes



My name is Shawn McGuire I am the Sales Manager / Broker of Celebrity Homes in Omaha, Nebraska. I have been both a Sales Representative and Manager for Celebrity Homes over the past 16 years.

Duties include: Recruiting & maintaining a cohesive sales force, continuous sales training, marketing and advertising, maintaining sales / loan processing / closing systems, and doing my best to represent my seller.

My hobbies include boating, bicycling, golf, and trying to keep my lawn mowed. I love to read anything associated with sales/marketing and, believe it or not, politics.

I have been married for 24 years to my wife Donna, and we have 3 children: Shayne who is attending Northwest Missouri State College / Kyle who is attending University of Nebraska at Kearney / Bridgette who is just learning how to drive.

Course Description

Master the craft of successful selling. This professional-level course is designed for specialists in new home sales. You will gain a broad understanding of the home building business, discuss consumer psychology, and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections.

As a graduate of this four-part course, you will be able to define and describe the:

- Qualifications and characteristics of a new home salesperson
- Differences between selling new homes and resale homes
- Role of the Critical Path to Successful Selling in the new home sales environment
- Basic steps of the builder's decision making and development process
- Basic construction features that benefit the home buyer
- Builder's marketing approach and the impact the new home salesperson has in the marketing process
- Impact of consumer behavior on the new home selling process
- Basic elements of effective communications in the selling environment
- Importance of prospecting in searching for and qualifying potential buyers
- Legal aspects of the real estate business and fair housing guidelines

You will also gain the following skills:

- Greeting and qualifying a prospective buyer
- Using the area and community as selling point
- Successfully demonstrating the product
- Handling objections
- Reducing the process to writing
- Successful closing
- Basic new home financing
- Using follow-up systems to increase sales
- Final walk-through and call-back procedures

**Registration
Deadline:
October 15**

Certified New Home Sales Registration Form

_____ NAHB Member: \$375 _____ Non-member: \$425

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Bill Me (HBAL Members Only) _____ Check Enclosed _____

VISA / Mastercard _____ Exp. Date _____ Name on card _____