

Education Opportunities are Coming

to Boston!

Learn More. Earn More.

Builders, remodelers, sales and marketing, and multi-family housing professionals, are sure to profit from attending a NAHB course. Space is limited, so register today!

L e a r n M o r e .

Register Now! Go online to www.nahb.org and click on education.

Tuesday, September 16, 2003

Train the Trainer

8:00 am – 5:00 pm, Marriott Boston Copley Place
Instructor – Beverly Koehn, GMB, CGA, MIRM
Class is limited to the first ten registrants.

The Train the Trainer course is a one-day course designed for instructors who will teach NAHB University of Housing courses. This course focuses on preparing for, presenting and facilitating NAHB courses. During this course, participants have the opportunity to practice presentation skills and facilitation techniques. Participants will learn adult learning principles, techniques for engaging the learner, facilitating interactive exercises, presentation skills and more. Participants are given a pre-course assignment to prepare a two-minute presentation. A working lunch is included.

Tuesday & Wednesday
September 16-17, 2003

The Challenge of New Home Sales Management (IRM IV)

9:00 am – 5:00 pm, Marriott Boston Copley Place
Instructors – Roger Fiehn, MIRM
& Bonnie Alfriend, MIRM

A two-day course on how to improve operations, Realtor® relations, and sales follow-up by integrating your sales force into your overall marketing plan. You'll explore the five fundamental principles of strategic management: defining a clear sales plan, providing guidance to implement the plan, using sales compensation as a management tool, maximizing the sales manager's experience, and involving the sales manager in all marketing and sales activities. The skills learned here will lead to additional sales!

Wednesday, September 17, 2003

Customer Service

11:00 am – 7:00 pm, Marriott Boston Copley Place
Instructor – Beverly Koehn, GMB, CGA, MIRM

The marketplace finds and rewards those companies that differentiate themselves through service excellence. This comprehensive program provides insights into customer expectations and behaviors, practical techniques for working successfully with customers from the initial selling stages through the warranty period. Topics covered include setting service criteria, empowering employees, delivering the product as promised, organizing warranty service, resolving customer conflicts, and motivating satisfied customers to maximize repeat and referral sales. Approved for CGB, CGR, and CGA credit (mandatory CGA course).

Issues and Action – A Summit on Local Tax Assessments

9:00 am – 5:00 pm, John Hancock
Conference Center

The Housing Credit Group proudly presents the first Summit on Local Tax Assessments. Find out about the historical context and legal underpinning of the assessments of affordable housing. Discuss with experts the restricted versus market rents; assessments that include the value of tax credits and capitalization rates. Learn how State and Local governments approach solving the problem and what options owners and developers have in negotiating with the local assessors. Lunch will be provided.

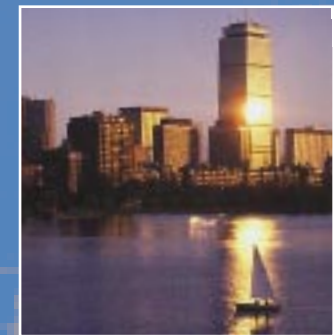
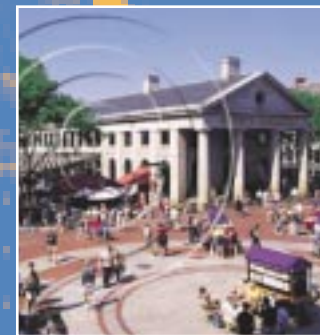
L O C A T I O N S

These courses will be held at the Marriott Boston Copley Place and at the John Hancock Conference Center.

Marriott Boston Copley Place
110 Huntington Avenue, Boston
(617) 236-5800

John Hancock Conference Center
John Hancock Room 201
40 Trinity Place, Boston
(617) 572-7700

E a r n M o r e .



Registration Fees:

September 16, 2003

Train the Trainer (685.3403.8113)	
<input type="radio"/> NAHB Member	\$250
<input type="radio"/> Non-Member	\$300

September 16-17, 2003

The Challenge of New Home Sales Management (IRM IV) (685.3403.8114)	
<input type="radio"/> NSMC Member	\$295
<input type="radio"/> NAHB Member	\$345
<input type="radio"/> Non-Member	\$395

September 17, 2003

Customer Service (685.3403.8117)	
<input type="radio"/> NAHB Member	\$175
<input type="radio"/> Non-Member	\$250

Issues and Action – A Summit on Local Tax Assessment (685.3403.8125)	
<input type="radio"/> NAHB/HCG Member	\$199
<input type="radio"/> Non-Member	\$249
<input type="radio"/> Steering Committee Member	\$99

Total _____

ATTENDEE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL ADDRESS _____

Payment Information

Check enclosed made payable to the NAHB University of Housing.

MasterCard Visa AmEx exp. date ____ / ____ / ____

Credit Card Number _____

Name on Card _____

Signature _____

Cancellations: By Attendees: Cancellations received more than ten (10) working days before the course are fully refundable. After that time, (up through the last business day before the course begins) there is a \$25.00 service charge per person for cancellations. Please allow 30 days for processing of refunds. Another attendee may substitute at any time with no penalty. By NAHB: NAHB reserves the right to cancel a course due to insufficient enrollment. You will be notified at least seven (7) days prior to the program.

For more information call: 800.368.5242 x8EDU or 202.266.8EDU (8338)

Three Ways
to Register

1 Register Online
www.nahb.org
Click on Education.

2 Register by Fax
202.266.8501

3 Register by Mail
Office of the Registrar
NAHB University of Housing
1201 15th Street, NW
Washington, DC 20005



1201 15th Street N.W.
Washington, D.C., 20005-2800

“Boston is what the whole
United States should be.”
—Charles Dickens



**Make History of Your
Own by Attending
NAHB Education
Opportunities in Boston.
Join us Sept 16 and 17.
Register Now!**

