

# What is CSP?

The Certified New Home Sales Professional (CSP) designation is the first designation available through the Institute of Residential Marketing. CSP was designed for specialists in new home sales to enhance their professional image, increase their marketability in the home building industry and sell more homes! To receive the CSP designation you must complete the 24-hour course, titled Certified New Home Sales Professional.

## Benefits of the CSP Designation

- Improved sales and marketing skills
- Increased marketability in the industry
- Enhanced professional image

## Class Offerings

Classes are offered through local and state home building associations and at national and regional trade shows, including NAHB's International Builders' Show (IBS) and the Pacific Coast Builders Conference (PCBC).



# Certified New Home Sales Professional (CSP)



## Sponsoring Group: National Sales and Marketing Council

Oversight Board: Institute of Residential Marketing (IRM) Board of Trustees

**Audience:** New home sales specialists, Realtors<sup>®</sup>, sales managers for builders and developers

### Curriculum and other Requirements:

Certified New Home Sales Professional (24 hour course) and pass accompanying test

### Associated Fees:

Course fees are determined by the HBA, National fees are \$445 members, \$495 non-members.

**Renewal Fees:** None

### Continuing Education Requirements:

None

### What are the benefits of having this designation?

- Improved sales skills
- Increased marketability in the industry
- Enhanced professional image

*Where do I obtain more information?*

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