



# CMP/MIRM Designation Candidate Application

## Please complete the information below:

- ☐ YES, I want to earn industry recognition as a Certified New Home Marketing Professional (CMP). Enclosed is my application fee, which I understand will be applied to my first year's dues once I become a CMP. I further understand that once I become a MIRM, my annual CMP dues will be waived.
- ☐ \$145 Application fee for National Sales and Marketing Council (NSMC) members
  - ☐ \$218 Application fee for non-NSMC members
- ☐ YES, I want to set myself apart as a Master in Residential Marketing (MIRM), part of the building industry's elite sales and marketing organization. Enclosed is my application fee, which I understand will be applied to my first year's dues once I become a MIRM.
- ☐ \$145 Application fee for National Sales and Marketing Council (NSMC) members
  - ☐ \$218 Application fee for non-NSMC members

**Please Note:** You may apply for both CMP and MIRM candidacy at the same time. Simply send \$175.00 for NAHB members or \$210 for non-NAHB members in order to apply for both designations.

**NEW CASE STUDY SUBMITTAL DEADLINE: November 1, 2022**

**Candidates who submit case studies after the November 1, 2022 deadline will be eligible for the 2022 MIRM Graduation Class.**

Date:	Name		
If applicable, NAHB pin (or Master ID Number):		Title:	
Company:		Work Address:	
Work Phone:		City, State & Zip:	
Work Fax:		Work Email:	
Home Phone:		Home Address:	
Home Fax:		City, State & Zip:	
Home Email:		Preferred mailing address: <input type="checkbox"/> Home <input type="checkbox"/> Business	
Are you a member of your local HBA? <input type="checkbox"/> Yes <input type="checkbox"/> No NAHB pin (or Master ID Number):			
If using employer or peer membership, provide their NAHB member #:			

Membership dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as an ordinary and necessary business expense.

### Method of Payment:

- ☐ Check enclosed in the amount of \_\_\_\_\_ made payable to **NAHB**.
- ☐ Charge my credit card in the amount of \_\_\_\_\_ to my ☐ Visa ☐ MasterCard ☐ American Express
- Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_
- Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Billing information: (This is required for all credit card payments)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### **PLEASE RETURN TO:**

NAHB Education  
IRM Program Manager  
1201 15<sup>th</sup> Street, NW  
Washington, DC 20005  
Or fax to (202) 266-8191



## CMP/MIRM Professional Profile

**Instructions: Please note that active/in good standing CMPs do not need to complete the MIRM Profile.**

1. Read entire profile before you begin.
2. Submit your completed application and profile (and if applicable, MIRM Case Study) to:  
NAHB Education  
IRM Program Manager  
1201 15<sup>th</sup> Street, NW  
Washington, DC 20005  
Or fax to (202) 266-8191
3. Attach copies of certificates, transcripts and college transcripts as appropriate. Your application, profile, and case study will become the property of NAHB Education, so please make a copy for individual use.
4. We invite you to become a member of the National Sales and Marketing Council (NSMC). Call 800-368-5242, x8192 to find out if you qualify for at-large membership or email [nsmc@nahb.org](mailto:nsmc@nahb.org).
5. It is always best to submit your case study early in the year. Member volunteers must review and approve all case studies. Please allow a minimum of six weeks for review.

**To become a Master in Residential Marketing (MIRM) designation holder, you must:**

- ☐ Be at least 21 years of age;
- ☐ Have a high school diploma or equivalent;
- ☐ Have a minimum three years of full-time experience in a responsible professional position in the housing industry;
- ☐ Complete two required IRM courses (online and classroom components);
- ☐ Provide evidence of 50 elective credits;
- ☐ Submit a case study for review

**To become a Certified New Home Marketing Professional (CMP) designation holder, you must:**

- ☐ Be at least 21 years of age;
- ☐ Have high school diploma or equivalent;
- ☐ Have minimum three years of full-time experience in a responsible professional position in the housing industry;
- ☐ Complete two required IRM courses (online and classroom components);
- ☐ Provide evidence of 50 elective credits;

The Board of Trustees of the Institute of Residential Marketing of the National Association of Home Builders reserves the right to amend the above requirements at any time.

## Applicant's Agreement for CMP/MIRM Designation Candidates

I submit this application to NAHB Education for the professional designation of Certified New Home Marketing Professional (CMP) and/or Master in Residential Marketing (MIRM), with complete understanding that:

1. Information contained in this application is confidential and for the sole purpose of enabling the IRM Admissions and Standards Committee to determine my eligibility for the Institute's professional CMP and/or MIRM designation.
2. Upon receiving the CMP and/or MIRM designation, I understand I have the right to use the CMP and/or MIRM designation on my business stationery and cards. I further understand that in the event I become *inactive*, I will no longer be entitled to use the professional designation acronyms and will discontinue use immediately.
3. I waive all claims against the National Association of Home Builders or any of its affiliates, officers or employees, as individuals or as a group, for any official act in connection with this application, including disapproval of this application and disciplining or expelling the applicant.
4. If I am accepted for membership in the Institute, all articles or case studies, which I have submitted will become the property of NAHB. I agree to allow the Institute or NAHB to publish on a periodic basis any articles, case studies, etc. accompanying my membership application. Authorship will be acknowledged. Any monies received from such publications shall be considered the property of NAHB or the Institute.
5. I understand that I have a total of two years to complete the designation from the completion date of my application.
6. I will be at least 21 years old when I complete my candidacy.
7. I will have a minimum of three years of full-time experience in a responsible professional position in the housing industry by the time I have completed my candidacy.
8. I have written my own case study following the IRM case study outline.
9. I have secured a signature of an IRM member sponsor or SMC/HBA president's signature for this application.
10. I have completed the two required IRM courses, each of which have an online and a classroom component.
11. I have provided evidence of 50 elective credits as assigned by this IRM profile.
12. I will promote the CMP and MIRM designations.
13. I will be responsible for any change of address and report changes to staff of NAHB Education.
14. I warrant all of the information provided is true and current to the best of my knowledge and acknowledge that it is being relied upon for the Institute's consideration of my qualifications. I understand that the IRM Admissions and Standards Committee or its staff designee may verify factuality of this application.

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Applicant's Signature

Date

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Sponsor (Member of IRM)  
or SMC/HBA President

Date

# CMP/MIRM Candidate's Professional Profile

## Employment History in the Housing Industry

Please provide your employment history starting with your current position. Candidates must have a minimum of three years of professional experience in the housing industry. Attach additional pages if necessary.

Name: \_\_\_\_\_

Current Position: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Owner/Immediate Supervisor: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Employment Dates: \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_

Number of Employees Supervised: \_\_\_\_\_

Job Description (Be specific, list all responsibilities. If self-employed, please provide references (i.e. client list):

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Accomplishments/Achievements: \_\_\_\_\_

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Previous Position: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Owner/Immediate Supervisor: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Employment Dates: \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_

Number of Employees Supervised: \_\_\_\_\_

Job Description (Be specific, list all responsibilities. If self-employed, please provide references (i.e. client list):

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Accomplishments/Achievements: \_\_\_\_\_

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## Completion of Required IRM Courses

☐ **Principles of Residential Marketing: Research & Analysis**

☐ Online Component      ☐ Classroom Component

☐ **Principles of Residential Marketing: Strategy & Implementation**

☐ Online Component      ☐ Classroom Component

### Elective Credit (submit supporting documentation where applicable)

#### 1. Education—Maximum of 20 designation elective credits from this category.

High School and Date of Graduation: \_\_\_\_\_

Equivalency Certificate and Date: \_\_\_\_\_

Note: All candidates must have a high school diploma or its equivalent.

Highest Level of Degree	Credits
Misc. college credit – Real Estate, Marketing, Interior Design, Architecture	10
Associate's Degree	10
Bachelor's Degree	15
Bachelor's Degree – Real Estate, Marketing, Interior Design, Architecture	20
Post Graduate Degree	20
College CE Courses (5 credits per course, 3 courses max)	15

Please include the following information for highest level of degree and/or education:

Institution	Major	Dates	Credit Hours or Degree

\_\_\_\_\_  
Elective Credits  
Received

#### 2. Professional Experience—Maximum of 20 designation elective credits from this category.

Note: Elective credit is awarded only for experience in excess of the initial three-year requirement. Submit a detailed resume of job functions and responsibility.

Level of Experience	Credits
Credit every year as a new home salesperson or interior merchandiser	1
Credit every year as a new home sales director (supervisory)	2
Credit every year as a new home marketing director (supervisory)	2
Comparable experience in a related field*	TBD

\*Upon review, the IRM Admissions and Standards Committee may, at its discretion, allow credit for comparable experience in a related field in the housing industry.

Please include the following information:

Level of Experience	Years Experience (after initial 3)

\_\_\_\_\_  
Elective Credits  
Received

**3. Professional License and Designations—Maximum of 30 designation elective credits from this category.**

Categories	Credits
Licensed Real Estate Salesperson	10
Licensed Real Estate Broker	20
CSP, SHMS, CGB, CBR, GMB, CGA, GRI, CRS, CRB, MAI or any other Real Estate or Interior Design Designation*	10

\*Candidates can only declare two designations max, each worth 10 elective credits, and cannot exceed 20 total.

For licenses, please include the following information and submit copy of valid license:

License	State	Expiration Date(s)

For designations, please include the following information and submit copy of certificates:

Institution	Designation	Date

\_\_\_\_\_  
Elective Credits  
Received

**4. Industry Service and Recognition—Maximum of 20 designation elective credits from this category.**

Categories	Credits
Teaching/public speaking on real estate or sales/marketing (max of 10 credits)	5
Published marketing articles (max of 10 credits)	5
Sales & Marketing award(s) (max of 10 credits) <sup>1</sup>	TBD
Comparable experience in a related field <sup>2</sup>	TBD

<sup>1</sup> The Million Dollar Circle Award does not count towards elective credits. The Million Dollar Circle Award is considered a sales volume award and not an industry service recognition award. Local Award - one credit each; State/Regional Award - two credits each; National Award - three credits each; Silver Award at The Nationals – four credits each; and Gold Award at The Nationals – five credits each.

<sup>2</sup> Upon review, the IRM Admissions & Standard Committee may, at its discretion, allow credit for comparable experiencing a related field in the housing industry.

For public speaking, please include the following information:

Organization	Topic	Date

For published articles, please include the following information and attach copies:

Title	Publication	Date

For Awards, please include the following information:

Award	Organization	Date

For Comparable Experience in a related field, please provide a description: \_\_\_\_\_

\_\_\_\_\_  
Elective Credits  
Received

5. Professional Education—Maximum of 20 designation elective credits from this category.

NAHB/HBA/SMC or Regional Convention Sales and Marketing Programs, Special Marketing and Sales Seminars, and Other IRM Approved Programs:

Note: Credits determined by instructional hours, receive one designation elective credit for every one hour of instruction.

Non-NAHB/HBA.SMC Courses and Programs:

Note: Credits determined by instructional hours. Non-NAHB/HBA/SMC courses and programs receive one designation elective credit for every two hours of instruction.

Please include the following information for each course, program or session:

Sponsoring Organization	Course Title	Course Date(s)

Elective Credits  
Received

TOTAL  
ELECTIVE  
CREDITS