## Master in Residential Marketing (MIRM)

**Curriculum and Other Requirements:**
- Successfully complete the two required IRM courses, each of which have an online and a classroom component:
  1. Principles of Residential Marketing: Research & Analysis
- Complete 50 elective credits
- Have at least three (3) years of new home sales and marketing experience
- Complete the IRM Professional Profile for MIRM Candidates
- Write a marketing case study focusing on a new home community, which is then peer-reviewed and approved.

**Associated Fees:**
- Candidate application fee (professional profile):
  - **Premium:** $145 NAHB Member, $218 Non-member
  - **Standard (Online Only):** $75 NAHB Member, $110 Non-member
- Local course fees: Determined by HBA or other licensed NAHB Education provider
- National course fees:
  - **Online:** $199 NAHB Member, $299 Non-member
  - **In-Person:** $279 NAHB Member, $419 Non-member
- Renewal fee: $65 for NAHB Member and $98 Non-member

**Continuing Education Requirements:**
- Complete 12 hours of continuing education every three years from industry-related educational activities.

## Certified New Home Marketing Professional (CMP)

**Curriculum and Other Requirements:**
- Successfully complete the two required IRM courses, each of which have an online and a classroom component:
  1. Principles of Residential Marketing: Research & Analysis
- Complete 50 elective credits
- Have at least three (3) years of new home sales and marketing experience
- Complete the IRM Professional Profile for CMP Candidates

**Associated Fees:**
- Candidate application fee (professional profile):
  - **Premium:** $145 NAHB Member, $218 Non-member or
  - **Standard (Online Only):** $75 NAHB Member, $110 Non-member
- Local course fees: Determined by HBA or other licensed NAHB Education provider
- National course fees:
  - **Online:** $199 NAHB Member, $299 Non-member
  - **In-Person:** $279 NAHB Member, $419 Non-member
- Renewal fee: $55 for NAHB Member and $83 Non-member

**Continuing Education Requirements:**
- Complete 10 hours of continuing education every three years from industry-related educational activities.

## Certified New Home Sales Professional (CSP)

**Curriculum and Other Requirements:**
- Successfully complete the Certified New Home Sales (CSP) course and pass accompanying test

**Associated Fees:**
- Local course fees: Determined by HBA or other licensed NAHB Education Provider
- Graduation fee: $20 for NAHB Member and $40 for Non-member
- Renewal fee: $55 for NAHB Member and $83 Non-member

**Continuing Education Requirements:**
- Complete 6 hours of continuing education every three years from industry-related educational activities.