

<p>Master in Residential Marketing (MIRM)</p> <p>Curriculum and Other Requirements:</p> <ul style="list-style-type: none"> • Successfully complete the two required IRM courses, each of which have an online and a classroom component: <ol style="list-style-type: none"> 1. Principles of Residential Marketing: Research & Analysis 2. Principles of Residential Marketing: Strategy & Implementation • 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. <p>Associated Fees:</p> <ul style="list-style-type: none"> • Candidate application fee (professional profile): <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> • 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 <p>Continuing Education Requirements:</p> <ul style="list-style-type: none"> • Complete 12 hours of continuing education every three years from industry-related educational activities. 	<p>Certified New Home Marketing Professional (CMP)</p> <p>Curriculum and Other Requirements:</p> <ul style="list-style-type: none"> • Successfully complete the two required IRM courses, each of which have an online and a classroom component: <ol style="list-style-type: none"> 1. Principles of Residential Marketing: Research & Analysis 2. Principles of Residential Marketing: Strategy & Implementation • 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 <p>Associated Fees:</p> <ul style="list-style-type: none"> • Candidate application fee (professional profile): <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> • 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 <p>Continuing Education Requirements:</p> <ul style="list-style-type: none"> • Complete 10 hours of continuing education every three years from industry-related educational activities.
<p>Certified New Home Sales Professional (CSP)</p> <p>Curriculum and Other Requirements:</p> <ul style="list-style-type: none"> • Successfully complete the Certified New Home Sales (CSP) course and pass accompanying test <p>Associated Fees:</p> <ul style="list-style-type: none"> • Local course fees: Determined by HBA or other licensed NAHB Education Provider • Graduation fee: \$20 for NAHB Member and \$40 for Non-member member • Renewal fee: \$55 for NAHB Member and \$83 Non-member <p>Continuing Education Requirements:</p> <ul style="list-style-type: none"> • Complete 6 hours of continuing education every three years from industry-related educational activities. 	