

<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. <i>Principles of Residential Marketing: Research & Analysis</i> 2. <i>Principles of Residential Marketing: Strategy & Implementation</i> • 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): Premium: \$100 NAHB Member, \$150 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: \$145 NAHB Member, \$245 Non-member • In-Person: \$220 NAHB Member, \$330 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. <i>Principles of Residential Marketing: Research & Analysis</i> 2. <i>Principles of Residential Marketing: Strategy & Implementation</i> • 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): \$40 NAHB Member, \$60 Non-member • Local course fees: Determined by HBA or other licensed NAHB Education provider • National course fees: <ul style="list-style-type: none"> • Online: \$145 NAHB Member \$245 Non-member • In-Person: \$220 NAHB Member, \$330 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>Master Certified New Home Sales Professional (Master CSP)</p> <p>Curriculum and Other Requirements:</p> <ul style="list-style-type: none"> • Successfully complete the three (3) required courses: <ol style="list-style-type: none"> 1. Certified New Home Sales (CSP) 2. House Construction as a Selling Tool 3. Essential Closing Strategies • Complete two (2) courses or one (1) designation • Have at least three (3) years of new home sales and marketing experience • Complete Master CSP Candidate Application <p>Associated Fees:</p> <ul style="list-style-type: none"> • Candidate application fee (professional profile): Premium: \$100 NAHB Member, \$150 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: Varies depending upon course • 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 the local HBA • National course fees: \$500 NAHB Member, and \$550 Non-member • 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 8 hours of continuing education every three years from industry-related educational activities.

Have Questions about IRM Designations?

Contact the Professional Designations Helpline: (800) 368-5242 x8154 or email designations@nahb.org

For a listing of courses, visit nahb.org/education