



February 9, 2016

Triangle Sales and Marketing Council Wins Best SMC in the Nation During 2016 International Builders Show

Raleigh, N.C. – The Triangle Sales and Marketing Council (TSMC), part of the Home Builders Association of Raleigh-Wake County (HBA), was awarded the Best Sales and Marketing Council in the County. The TSMC has won this award 10 times in the last 16 years.

“We really put in an outstanding effort this year that was rolled under a new theme of “Connect.Grow.Shine,” said Cristi Thompson, sales manager at the Raleigh Division of CalAtlantic Homes and the 2015 TSMC Chair. “It was truly a team effort as we have been building back the quality programs and events to our council these past few years.”

The Nationals Awards, part of the International Builders’ Show, salutes and honors the best in the building industry for their determination, integrity, creativity and endurance. Hosted by the National Association of Home Builders’ National Sales and Marketing Council (NSMC) on Jan. 19, the awards ceremony attracted more than 700 building industry professionals to Caesars Palace in Las Vegas, Nev., to honor the top voted recipients in each category. With 57 categories and over 1,300 entries across various disciplines of the new home industry, the awards honor excellence in product and community design, advertising, marketing and sales achievements by individuals and sales teams.

"The Nationals are the most prestigious awards of their kind, setting the benchmark for innovations in new home design, marketing and sales," said Christy Beck, chairperson of the Nationals and general manager of Ryan Homes - Raleigh. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

The Nationals Awards ceremony is one of the highlights during the annual International Builders’ Show (IBS), an exposition and conference that routinely attracts more than

90,000 building industry professionals around the world. (Learn more information about the show and view the digital winners book with full list of Silver and Gold Award winners www.thenationals.com. The Nationals is co-sponsored by Wells Fargo Home Mortgage.

The awards that the TSMC and its members won this year include:

Building Industry Community Spirit Award
Operation: Coming Home, Raleigh, N.C.

Sales & Marketing Council of the Year – Over 300 Members
Triangle Sales & Marketing Council of North Carolina, Raleigh, N.C.



About the HBA and TSMC

The Home Builders Association of Raleigh-Wake County (HBA) is the voice of the home building industry throughout Wake County, and provides members opportunities for business development, education, professional growth, networking and community involvement. The membership, comprised of builders, remodelers, developers, and sales & marketing professionals, is affiliated with the National Association of Home Builders, which represents over 120,000 member companies nationwide. Currently the HBA is the second largest home builders association in the country. The Triangle Sales and Marketing Council (TSMC) is comprised of new home sales and marketing professionals that are part of the Home Builders Associations of Raleigh-Wake County and Durham, Orange and Chatham Counties. The TSMC provides members with education, training, and networking. In addition, the council offers awards and recognition programs, such as the annual MAME (Major Achievements in Marketing Excellence) Awards, and provides sales and marketing tools. The members of the HBA are building excellence together for the neighborhoods and communities of tomorrow. Find more information at www.hbawake.com.

About NSMC

The National Sales and Marketing Council has been promoting professionalism in sales and marketing in the home building industry for 40 years. To help builders sell homes more effectively, the council provides onsite sales and marketing training; offers awards, recognition, and designation programs; and provides sales and marketing support to NAHB members, committees, and councils. The council serves more than 11,000 NSMC members and supports more than 100 local sales and marketing councils across the United States. For more information, visit www.nahb.org/nsmc.

About NAHB

The National Association of Home Builders is a Washington-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as “the voice of the housing industry,” NAHB is affiliated with more than 800 state and local home builders associations around the country.

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