



# March General Membership Meeting

The BCASWI Sales & Marketing Council proudly presents



## Meredith Oliver\*

### ***FANTastic Sales & Marketing: 3 Advanced Strategies For Selling New Homes in the COVID Economy & Beyond***



**What strategies do successful homebuilders use to exceed their goals?**

**What did they do differently to respond to COVID?**

**What do they think is coming in 2021?**

**Become more agile and responsive to the new housing market!**

**Thursday, March 11, 2021**

**Hosted by Mountain Land Design**

**627 N. Dupont Ste 102**

**Boise, Idaho 83713**

**Registration: 8:00 am Breakfast: 8:30 am Presentation: 9:00 am**

**Breakfast and Presentation: \$35.00 per person includes a copy of Meredith's book**

***FANTastic Selling: The 10 Undeniable Traits of Rock-Star, Top-Producing, Quota-Busting Salespeople***

**Virtual Presentation Only: \$10.00**

(Email required with registration in order to provide link to virtual presentation)



To register, complete the bottom portion and Fax to (208) 495-7049, email to Emily Covington <ecovington@bcaswi.org> or mail to BCASWI 6206 N. Discovery Way, Ste. A Boise, ID 83713. For more information, call the BCASWI at 208-377-3550.

Company Name \_\_\_\_\_ Phone No.: \_\_\_\_\_

Attendees: \_\_\_\_\_

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

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

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

Please charge my  VISA  MasterCard  Discover \$ \_\_\_\_\_

Card No.: \_\_\_\_\_ CVS Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

*\*Meredith Oliver, MIRM, MCSP, CSP is a sales and marketing strategist specializing in home builder marketing. She is the cofounder and chief marketing strategist of Meredith Communications, a digital marketing agency in Raleigh, NC. Meredith holds a Master's Degree in Communication Technology and is the author of two books, Click Power, FANTastic Marketing. FANTastic Selling, and the Fan Factor. She is a professional speaker and holds the prestigious CSP (Certified Speaking Professional®) designation, the highest designation conferred by the National Speakers Association. She is also a National Association of Home Builders Master in Residential Marketing (MIRM) and Master Certified Sales Professional (MCSP) and was named the MIRM Designee of the Year Award at the 2017 NAHB International Builders Show. You can learn more about her at MeredithCommunications.com and follow her on Twitter @MeredithCSP.*