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**FINALISTS ANNOUNCED FOR
NATIONAL SALES AND MARKETING AWARDS**

WASHINGTON, Dec. 7 – NAHB’s [National Sales and Marketing Council](#) (NSMC) has announced the finalists for [The National Sales and Marketing Awards](#) – “The NationalsSM.” Finalists are known as [Silver Award Winners](#), with The NationalsSM Gold Award winner emerging from the field of Silver Finalists.

Gold Awards in each category will be presented at The NationalsSM Gala, held in Las Vegas next month as part of the [International Builders’ Show](#) (IBS). The awards ceremony is scheduled for Tuesday, Jan. 19th at [Caesars Palace](#), and is expected to draw more than 600 attendees.

Started in 1982 as the Institute of Residential Marketing (MIRM) Awards, The NationalsSM award program continues to recognize superior new home sales and marketing achievements. With 63 categories 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 NationalsSM is the most prestigious awards of its kind, setting the benchmark for innovations in new home design, marketing and sales," said Sheri Jackson, chairperson of The NationalsSM. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

This year’s gala event, themed “A Night of Recognition,” will honor the innovation, creativity and endurance of the best in new home sales and marketing. The NationalsSM Gala will be the largest networking event for sales and marketing professionals at IBS. Cocktails, dinner and networking take place from 5:00 p.m. to 7:30 p.m., with the awards presentation beginning at 7:30 p.m.

NSMC will also present “[Legends of Residential Marketing](#)” honors to Bert Selva, President and CEO of [Shea Homes](#) and Bob Schultz, IRM Fellow, MIRM, CSP, CAASH, President and CEO of [Bob Schultz & The New Home Sales Specialists](#), during The NationalsSM Gala. Since 1992, NSMC has saluted home builders and marketing professionals who have stood apart as giants in the new home marketing field as “Legends of Residential Marketing.” Legends are selected based upon their professionalism and commitment to this industry, along with the quality of their new home marketing.

During a two-day judging process, a panel of six industry professionals from across the country selected this year’s Silver and Gold award winners from a field of more than 700 entries.

The NationalsSM is co-sponsored by [MetLife Home Loans](#). Additional sponsors include [Professional Builder](#) magazine, [Move, Inc.](#), [Wells Fargo Home Mortgage](#) and [AT&T Connected Communities](#).

To view a complete list of [Silver Award winners](#) or to [buy tickets](#) for the event, please log onto www.thenationals.com.

For more information, e-mail [Lisa Parrish](mailto:Lisa.Parrish@thenationals.com) or call her at 800-658-2751 or 909-987-2758.

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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.