



Triangle Sales and Marketing Council Wins Silver for Best SMC in the Nation During 2017 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 a silver finalist for Best Sales and Marketing Council in the County.

“This year we can hold our heads high about the success achieved building a strong foundation with Connect-Grow-Shine! said Jenn Nowalk, CSP, CMP, CGP is director of sales and marketing at Homes by Dickerson. “TSMC Membership numbers continue to grow, our connections are getting stronger, our speaker sponsorships are allowing us to bring in great talent to help us grow personally and professionally and our service projects are helping us give back to a community that has given us so much.”

The NationalsSM Awards ceremony is one of the highlights for the NAHB's annual International Builders' Show (IBS), the premiere show for home building industry professionals and one of the founding members of Design & Construction WeekTM which attracted more than 125,000 attendees. The NationalsSM gala celebration draws a sold out crowd of attendees who gather for a black-tie, multimedia gala at IBS. With its striking, Academy Award-style statuettes for Gold winners, handsome plaques for both Silver winners, and feature displays of all finalists are among the highlights.

A diverse panel of industry professionals from across the country selected Gold award winners from more than 1300 entries. Several top award winners are highlighted below. For a complete list of Gold and Silver winners, along with additional details and history of The NationalsSM, please visit [The Nationals](#).

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

Building Industry Community Spirit Award – Gold Winner
Operation Coming Home -
Home Builders Association of Raleigh-Wake County and U.S. Veterans Corps
Raleigh, N.C.

Sales Manager of the Year - Gold Winner

Cristi Thompson, CalAtlantic Homes
Raleigh, N.C.

Rookie Salesperson of the Year - Gold Winner

Whitney White, Homes By Dickerson
Raleigh, N.C.

Sales Team of the Year - Gold Winner

Peter Winkler, Whitney White, Diandra Buckheit, Sydney Smith, and Susan Ferdon, Homes By Dickerson
Raleigh, N.C.

Marketing Manager of the Year - Silver Winner

Julia Reinert, Homes By Dickerson
Raleigh, N.C.

Best SMC of the Year – Silver Winner

Triangle Sales & Marketing Council of North Carolina
Raleigh, N.C.

**Bill Molster Lifetime Achievement Award Presented to:
Christy Beck, MIRM**

Nowalk added, “Our TSMC shines in so many other ways by doing great work, lifting each other up, offering kind words and supporting one another’s success. Moving into 2017, we will continue to shine bright and do great things together.”

About The Nationals

The NationalsSM—National Sales and Marketing Awards pays tribute to superior sales and marketing achievements by individual professionals, homebuilders and associates, and sales and marketing councils. The nation's largest competition for sales and marketing professionals and communities, The NationalsSM showcases winners in distinguished national, regional, and local publications.

The competition is presented by the National Sales and Marketing Council (NSMC), a council of the National Association of Home Builders (NAHB), along with Wells Fargo Home Loans. Preferred sponsors include major building product manufacturers, financial institutions, homebuilders and developers, architects, and associates in real estate.

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 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 10,000 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 160,000 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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