

IRM Designation Requirements



Member, Institute of Residential Marketing (MIRM)

Curriculum and Other Requirements:

- Successfully complete the four (4) required courses:
 1. Understanding Housing Markets and Consumers (IRM I)
 2. Marketing Strategies, Plans, and Budgets (IRM II)
 3. Lifestyle Merchandising, Advertising, and Promotion Strategies (IRM III)
 4. The Challenge of New Home Sales Management (IRM IV)
- Complete 50 elective credits - see Table I for more information
- 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.

Associated Fees:

- Candidate application fee (professional profile): \$100 NAHB members, \$150 non-NAHB members
- Local course fees: determined by the local HBA
- National course fees: \$320 NSMC members, \$345 NAHB members, and \$395 non-NAHB members
- Renewal fee: \$65 for NAHB/NSMC members, \$95 for NAHB members and \$150 non-NAHB/NSMC members

Continuing Education Requirements:

- Eight (8) continuing education hours every three (3) years



Master Certified New Home Sales Professional (Master CSP)

Curriculum and Other Requirements:

- Successfully complete the three (3) required courses:
 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 from Table 2
- Have at least three (3) years of new home sales and marketing experience
- Complete the IRM Professional Application/Profile for Master CSP Candidates

Associated Fees:

- Candidate application fee (professional profile): \$100 NAHB members, \$150 non-NAHB members
- Local course fees: determined by the local HBA
- National course fees: varies depending upon course
- Renewal fee: \$35 for NAHB members and \$80 for non-NAHB members

Continuing Education Requirements:

- Four (4) continuing education hours every three (3) years



Certified New Home Marketing Professional (CMP)

Curriculum and Other Requirements:

- Successfully complete the four (4) required courses:
 1. Understanding Housing Markets and Consumers (IRM I)
 2. Marketing Strategies, Plans, and Budgets (IRM II)
 3. Lifestyle Merchandising, Advertising, and Promotion Strategies (IRM III)
 4. The Challenge of New Home Sales Management (IRM IV)
- Complete 50 elective credits - see Table I for more information
- Have at least three (3) years of new home sales and marketing experience
- Complete the IRM Professional Profile for CMP Candidates

Associated Fees:

- Candidate application fee (professional profile): \$40 NAHB members, \$80 non-NAHB members
- Local course fees: determined by the local HBA
- National course fees: \$320 NSMC members, \$345 NAHB members, and \$395 non-NAHB members
- Renewal fee: \$40 for NAHB members and \$90 for non-NAHB members

Continuing Education Requirements:

- Six (6) continuing education hours every three (3) years



Certified New Home Sales Professional (CSP)

Curriculum and Other Requirements:

- Successfully complete the Certified New Home Sales (CSP) course and pass accompanying test

Associated Fees:

- Local course fees: determined by the local HBA
- National course fees: \$420 NSMC members, \$445 NAHB members, and \$495 non-NAHB members
- Renewal fee: \$25 for NAHB members and \$55 for non-NAHB members

Continuing Education Requirements:

- Two (2) continuing education hours every three (3) years

**Have questions about IRM Designations?
If so, contact the**

**Professional Designation Help Line
Tel: 800-368-5242 x8154
professionaldesignations@nahb.com**

Table I – MIRM and CMP Designation Elective Credits

Candidates must obtain 50 designation elective credits from these five categories:

- 1) Education
- 2) Professional Experience
- 3) Professional License and Designations
- 4) Industry Service and Recognition
- 5) Professional Education

I. EDUCATION

Maximum of 20 designation elective credits from this category.

Level of Degree	Credits
Misc. college credit - Real Estate, Marketing, Interior Design, Architecture	10
Associate's Degree	10
Bachelor's Degree	15
Bachelor's Degree - Real Estate, Marketing, Interior Design, Architecture	20
Post Graduate Degree	20
College CE Courses (5 credits per course, 3 courses max.)	15

2. PROFESSIONAL EXPERIENCE

Maximum of 20 designation elective credits from this category.

Elective credit is awarded only for experience in excess of the initial three (3) year requirement. Submit a detailed resume of job functions and responsibilities.

Level of Experience	Credits
Credit every year as a new home salesperson or interior merchandiser	1
Credit every year as a new home sales director (supervisory)	2
Credit every year as a new home marketing director (supervisory)	2
Comparable experience in a related field*	TBD

* Upon review, the IRM Admissions & Standards Committee may, at their discretion, allow credit for comparable experience in a related field in the housing industry.

3. PROFESSIONAL LICENSE AND DESIGNATIONS

Maximum of 30 designation elective credits from this category.

Categories	Credits
Licensed Real Estate Salesperson	10
Licensed Real Estate Broker	20
CSP, SHMS, RAM, CGB, CGR, GMB, CGA, GRI, CRS, CRB, MAI or any other Real Estate or Interior Design Designation*	10

* candidates can only declare two designations max, each worth 10 elective credits, cannot exceed 20 total

4. INDUSTRY SERVICE AND RECOGNITION

Maximum of 20 designation elective credits from this category.

Categories	Credits
Teaching/public speaking on real estate or sales/marketing (maximum of 10 credits)	5
Published marketing articles (maximum of 10 credits)	5
Sales & Marketing award(s) (maximum of 10 credits) ¹	TBD
Comparable experience in a related field ²	TBD

¹ The Million Dollar Circle Award does not count towards elective credits. The Million Dollar Circle Award is considered a sales volume award and not an industry service recognition award. Local Award – one (1) credit each; State/Regional Award – two (2) credits each; National Award – three (3) credits each

² Upon review, the IRM Admissions & Standards Committee may, at their discretion, allow credit for comparable experience in a related field in the housing industry.

Contact staff at professionaldesignations@nahb.com to obtain "Ask Me" flyers to promote the IRM designations to your colleagues and friends.

Table I cont'd...

5. PROFESSIONAL EDUCATION

Maximum of 20 designation elective credits from this category.

NAHB/HBA/SMC or Regional Convention Sales and Marketing Programs, Special Marketing and Sales Seminars, and Other IRM Approved Programs:

Program, Seminar or Course Name	Credits
Certified New Home Sales Professional (CSP)	24
Effective Marketing on a Shoestring Budget	8
Essential Closing Strategies	8
House Construction as a Selling Tool	16
Increased Profits Through Effective Builder-Broker Cooperation	4
Market Focused Residential Design	8
Multicultural Sales Techniques & Strategies	8
Approved Program or Special Seminar*	TBD

* credits determined by instructional hours, receive one (1) designation elective credit for each one (1) hour of instruction

Misc. NAHB/HBA/SMC Courses and Programs:

Program, Seminar or Course Name	Credits
Big Four Safety Hazards for the Home Building Industry	8
Building Codes and Standards	8
Building for Boomers and Beyond—Seniors Housing Symposium	varies
Building Technology: Structures and Exterior Finishes	8
Building Technology: Systems and Interior Finishes	8
Building with Insulating Concrete Forms	8
Business Accounting and Job Cost	8
Business Management for Building Professionals	8
Cast-in-place Concrete Foundations	4
Certified Financial Specialist (CFS) - offered by Residential Financing Council	10
Construction Contracts and Law	8
Customer Service	8
Design/Build	8
Design/Build Solutions for Aging & Accessibility (CAPS II)	8
Designing for the Active Adult	8
Diversification (GMB)	8
Energy Efficient Construction	8
Estimating for Builders and Remodelers	8
Fair Housing for Property Owners and Managers	8
Finance Banking	8
Financial Management (GMB)	8
Green Building for Building Professionals	16
How to Lease an Apartment	8
Insurance Reconstruction	8
Land Acquisition & Development Finance (GMB)	8
Land Development, Site Planning and Zoning	8
Legal Issues for Property Managers	8
Marketing and Communication Strategies for Aging & Accessibility (CAPS I)	8
Negotiating Skills	8
Off-Site Project Management	8
On-Site Project Management	8
Profitable Business Through Quality Practices (GMB) - formerly Quality Construction	8
Registered in Apartment Management (RAM) Course	40
Risk Management and Insurance for Building Professionals (GMB)	8
Sales and Marketing	8
Sales and Marketing for Remodelers	8
Scheduling	8
Selling to Active Adults	8
Train the Trainer	8
Trends and Research Methods to Define the Active Adult Lifestyle	8

* Credits determined by instructional hours., receive one (1) designation elective credit for each one (1) hours of instruction

Non-NAHB/HBA/SMC Courses and Programs:

Program, Seminar or Course Name	Credits
Misc. non-NAHB/HBA/SMC or Program, Seminar or Course*	TBD

* Credits determined by instructional hours. Non-NAHB/HBA/SMC courses and programs receive one (1) designation elective credit for each two (2) hours of

4 Table 2 – Master CSP Designation Elective Credit

Master CSP's approved course list is different from the MIRM and CMP designations.

Course Name

Building for Boomers and Beyond - Seniors Housing Symposium

Business Management for Building Professionals

Customer Service

Effective Marketing on a Shoestring Budget

Home Modifications

Increased Profits Through Effective Builder-Broker Cooperation

Market Focused Residential Design

Multicultural Sales Techniques and Strategies

Sales and Marketing

Sales and Marketing for Remodelers

Working With and Marketing to Older Adults

Designation Name

Certified Financial Specialist (CFS) - offered by Residential Financing Council

Certified Leasing Professional (CLP) - offered by The NAHB University of Housing

Council of Residential Specialist (CRS) - affiliate of the National Association of Realtors®

Are you an NSMC member?

The National Sales and Marketing Council (NSMC) connects people and builds careers by providing information, education, recognition and networking.

To join NSMC, you must be a member of NAHB. Members are encouraged to join NSMC through their local home builders association. If your local home builders association does not have a Sales and Marketing Council, you can become an at-large NSMC member. Call 800-368-5242 x8192 to find out if you qualify for at-large membership or email nsmc@nahb.com.

Get Listed!

As an active designation holder, you receive a complimentary listing in your designations' online directory.

To enhance your online listing, contact:
Professional Designation Help Line
Tel: 800-368-5242 x8154
professionaldesignations@nahb.com

