



BUILDING INDUSTRY ASSOCIATION  
of Philadelphia

**Sales and Marketing Council presents**

## Out With The Old, In With The New: Trends in New Homes and New Home Marketing

Tuesday, June 22 from noon til 1:30 p.m.  
The Murano, 2101 Market Street

What features in home design are today's buyers looking for? Is 'auction' a dirty word or does it have a place as a viable tool in a marketing strategy? How do you take an existing development and repackage it to attract new sales? These are a few of the topics that will be covered in an informative and fascinating luncheon seminar at The Murano. If you're ready to move forward into the new 'normal,' you don't want to miss this event.

Speaking will be:

Robert Dann, Vice President of Operations, Max Spann Real Estate & Auction Company  
Stephen Kleigerman, Executive Director of Development Marketing, Halstead Property  
James Wentling, AIA, James Wentling/Architects

### **Sign up today--lunch is included!**

**FREE for BIA members who register in advance; \$20 for non-members and on-site registrations.**

Attendee(s) Name(s) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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Please make check payable to BIA of Philadelphia and mail to: 268 Westwind Way, Dresher, PA 19025.  
Questions? Call 215.BIA.PHIL (242.7445). Fax to 215-701-0642.