

**SMA's 2nd Annual  
Cost Control & Profit Generation  
Conference**

**Tuesday & Wednesday, November 11 & 12<sup>th</sup> 2008  
in Beautiful Orlando, FL.**

**Meeting Location TBD  
SMA Preferred Guest Room Rates Available at:**

*Holiday Inn on International Drive \$89/night  
407/351-3500*

*Crown Plaza Hotel on Universal Drive \$129/night  
407/355-0550*

# **Pre-public release SMA Consulting Announcement for Clients & Past Cost Control Conference Attendees:**

We are repeating our highly successful Cost Control & Profit Generation Conference. This groundbreaking two-day conference was first held in November of 2007. Based upon the results of last year's attendees, this conference should not be missed. Anyone desiring to improve their 2009 results in terms of cost control and increased profitability should be there.

Several builders reported revamping their product lines as a result of the techniques and suggestions shared during the program and credit the changes to having much improved 2008 results despite the down market conditions. We have seen builders lower their cost of construction by up to \$20/square foot and increase their gross profit margins simultaneously since last year's program.

Just today, I heard from Rob Owens a builder attendee from last years' conference who said "Thanks Russ and Patrick for your value engineering ideas from last November, we have seen an increase of about 10% in sales and closings over 2007. We tied our record for sales in one month this past June (20), and were one away from that same number just last month. In August of 2007 we had only 5 sales, so to have 19 sales in August of 2008 was quite a difference."

An even more dynamic program will be held this November 11&12 in Orlando. We are retaining our focus on value engineering your plans and systems. We will continue to show you how to bring the right product to market at the right price. We are adding sessions on selling techniques to use in today's challenging markets, and how to work with your banks to restructure your projects to get your land costs back in line with the current market conditions. We are going to kick the program off with several case studies of how builders have made progress based using the techniques learned last year.

We are definitely retaining the most popular feature of last year's program the personal plan review and value engineering session. For three hours on the afternoon of November 11, we will be reviewing your home plans to make recommendations for reduced job costs and improved profitability. Last year this session lasted on into the evening and was, alone, worth the trip according to most of the attendees.

Those who attended in 2007 are invited back for the special repeat rate of \$499 for the first attendee and \$299 for additional attendees from the same firm. We have also lowered the 2008 SMA client rates to \$799/first attendee and \$299 for additional attendees in an effort to encourage builders to attend despite the market conditions. The second attendee rate is low, low, low as we feel the messages taught during the conference need to be heard by as many members of your team as possible to make

implementation efficient. Now is the time to take advantage of the current market to make long-term improvements in our businesses as several of the 2007 attendees did in 2008.

**Detailed Agenda:**

***Day 1:***

|                 |  |
|-----------------|--|
| 8:00 - 8:30 AM  | Registration & Seating                                 |
| 8:30 – 9:00 AM  | Welcome & Introductions                                |
| 9:00 – 10:15 AM | Case Study Reviews of Success from the 2007 Conference |
| 10:15 -10:30 AM | Break  |
| 10:30 – Noon    | Plan Value Engineering Basics & PO Systems             |
| Noon- 1:00 PM   | Lunch  |
| 1:00 – 2:30 PM  | Specifications & Option Systems for Profit             |
| 2:30 – 3:00 PM  | Break & group discussion                               |
| 3:00 – 5:00 PM  | Plan Review & Value Red Line Session                   |

***Day 2:***

|                  |   |
|------------------|---|
| 8:30 – 9:00 AM   | Review of Plan Value Engineering Session                                      |
| 9:00 – 10:15 AM  | Algon Company Presentation on Financial Advice for Complex Banking Situations |
| 10:15 -10:30 AM  | Break   |
| 10:30 – 11:00 AM | Converting overhead to a variable cost – The BOSS System                      |
| 11:00 – Noon     | Sales Strategies for Success – Part 1   |
| Noon- 1:00 PM    | Lunch   |
| 1:00 – 2:30 PM   | Sales Strategies for Success – Part 2   |
| 2:30 – 3:00 PM   | Break & group discussion  |
| 3:00 – 4:30 PM   | The Top 100 Cost Control Secrets from SMA Consulting                          |

## **Testimonials:**

“At last year’s Cost Control Conference we learned enough about value engineering, pricing and marketing our product to make a terrific impact upon our 2008 business. Despite the poor national market, we are on pace to increase sales by 10-20% in 2008. In June of 2008, we had an all time record sales month for our company”. – Rob Owens, VP of Operations, Jeff Benton Homes, Huntsville, AL

“SMA’s value engineering ideas allowed us to revamp a segment of our product line. Those plans have been our savior this year. They have kept us profitable in the face of this terrible market”. - Ben Minks, President, Minks Custom Homes, Ramsey, MN

“We have implemented the value engineering ideas presented in last year’s conference to develop a 3000+ SF home, with which, we can profitably compete with the foreclosure market in our area”. - Darshan Grewel, President, Singh Homes, Detroit, MI

“I highly recommend SMA Consulting and the value engineering philosophy of designer Patrick Miller. Patrick’s plans have enabled me to cut my direct construction costs, lower my sales price from over \$95/sf to under \$55/sf and actually improve my profitability along the way.” - Charles Morgan, President, Vintage Homes, Memphis, TN