

Selling High Performance Homes – Half Day Session

Empower homebuyers to make informed decisions with EEBA's popular Selling High Performance Homes session focused on communicating the value, usability and importance of high performance and energy efficient homes. The session will be of interest to builders, real estate agents, manufacturers' representatives and housing program or utility personnel.

This presentation applies proven sales techniques to the task of helping attendees educate homebuyers on the technical features of energy efficiency and building science. This fast-paced and engaging workshop explores examples, case studies and role play scenarios relevant to custom and large volume builders. Learn how to draw upon the successes of many builders who have already realized the benefits of Selling High Performance Homes. The workshop is applicable to all regions of the country and is readily adaptable to local housing programs and national programs such as ENERGY STAR, Building America and/or LEED for Homes.

Who Should Attend

Participants should be new and experienced new home sales agents / specialists, marketing and product managers employed or contracted by builders, building supply sales representatives and housing program officials, builders, contractors and raters. Participants will leave with a much deeper understanding of the technical features of new high performance homes and the dozens of valuable benefits they offer to home buyers. Attendees will be expected to participate in a series of group exercises that will integrate the technical features of high performance homes into a new sales plan. Attendees will be given support materials for future use.

Relevance to Attendees

- Utilize various housing programs such as ENERGY STAR for New Homes
- Develop a sales plan to help clients make more informed decisions about high performance homes
- Translate the technical features of high performance home benefits home buyers can understand and value
- Integrate the technical features of new homes into existing sales and marketing plans
- Use technical language of high performance homes to enhance sales confidence

Note: This workshop will be tailored to the specifics of the area in which it is delivered. That is, it will reflect local climate conditions, common local building practices and local energy efficiency or green building programs.

Agenda

Session Segment	Activity Plan	Timing
<p><u>Introduction to EEBA and ENERGY STAR Program</u></p> <ul style="list-style-type: none"> • What EEBA and ENERGY STAR do • Relevance of the Houses that Work Program • EEBA publications and education • The EEBA Conference • Introduction of speaker and sponsors 	<p>Facilitator has sponsors and participants introduce themselves and asks participants what prompted their interest in today's session.</p>	15 minutes
<p><u>The Basics – What is a High Performance Home? What is an ENERGY STAR Home?</u></p> <ul style="list-style-type: none"> • Learning to create a story about high performance home features • Features and benefits of leading housing programs such as ENERGY STAR homes or "Green" homes or local programs. • Potential utility savings and incentives to builders 	<p><u>Small Group Exercise:</u> Participants work together to create a short "speech" on high performance homes. A spokesperson from each group delivers the speech.</p>	15 minutes
<p><u>Why We Need to Change the Way We Build and Sell Homes</u></p> <ul style="list-style-type: none"> • Identifying the many changes in construction materials, mechanical systems and consumer knowledge and expectations that impact home performance and why a new method of building and selling new homes is required. 	<p><u>Small Group Exercise:</u> Participants work together to list industry changes that impact how houses perform and how homebuyer expectations have changed.</p>	15 minutes
<p><u>The Basics of Building Science</u></p> <p>The fundamentals that every salesperson needs to know to have the confidence that new home technologies can satisfy the ever increasing consumer expectations.</p>	<p><u>Short Lecture:</u> Facilitator outlines the fundamentals of building science.</p>	15 minutes
<p><u>Identifying the Many Features and Benefits of High Performance Homes</u></p> <ul style="list-style-type: none"> • Identify the dozens of product features associated with high performance homes that translate into at least 8 new compelling benefits that homebuyers will value. 	<p><u>Small Group Exercise:</u> Participants will work in a rotation through 4 sponsoring manufacturers tables to identify product features and benefits.</p>	50 minutes

<p><u>Creating Memorable Presentations that Inspire Homebuyers to Buy High Performance</u> Practicing strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions.</p>	<p><u>Small Group Exercise:</u> Participants work in groups to create short presentations on some of the technical features they have discovered.</p>	<p>45 minutes</p>
<p><u>Overcoming Price Objections to High Performance Homes</u></p> <ul style="list-style-type: none"> • Understanding how to confidently present the return on investment strategy to show homebuyers that energy efficiency is the best available investment opportunity they can make at this time. • Show how energy savings can help them afford more house, more options. 	<p><u>Short Lecture:</u> Facilitator outlines the best strategies for overcoming price objections and demonstrates a ROI example.</p>	<p>30 minutes</p>
<p><u>Sales and Marketing Tools Available to Sales Agents</u></p> <ul style="list-style-type: none"> • Identifying the many sales and marketing tools that are available from manufacturers, suppliers, energy raters, government agencies and program administrators. • Strategies for making best use of these tools in the sales process. 	<p><u>Question & Answer:</u> Participants are shown examples of marketing tools available to them and asked for their feedback and experience with them.</p>	<p>15 minutes</p>
<p><u>Summary & End of Workshop</u></p>	<p><u>Question & Answer:</u> Participants are asked to consider what next steps they will need to take to ensure they practice and use the information presented.</p>	<p>10 minutes</p>
<p>End of Workshop</p>		

Training Time and CEUs/Professional Development Credits

3.5 Hours of Educational and Training Time

This Seminar qualifies for CEUs/Professional Development Credits from the following accreditation organizations:



Pricing

The hosting fee for this seminar is \$6500 (and may be combined with another half-day session).

The registration fee for this seminar is \$65 (online registration) or \$70 (on-site registration)*

* The registration fee includes lunch when two half-day sessions are combined for a full day.

Reading Material and Online Resources

The reading material for the course consists of documents, publications and online resources relating to each educational and training seminar. You are welcome to order, view or print the resources if you choose. You can find them by following the links below to the EEBA, Department of Energy and EPA/IAQ websites.

Link / Purchase / Download

Climate Specific Builders Guides

[Builder's Guide to Cold Climates](#)

[Builder's Guide to Hot-Dry / Mixed-Dry Climates](#)

[Builder's Guide to Hot-Humid Climates](#)

[Builder's Guide to Mixed-Humid Climates](#)

[Online bookstore with EEBA Publications, issue-specific guides, software and tools](#)

Software Resources

[Building Better Homes DVD](#)

Online Resources

[National Residential Efficiency Measures Database](#)

[DOE Building Technologies Program](#)

[Building Energy Optimization Software](#)

[EEBA National Education Partner Resources & Information](#)