

Selling High Performance Homes – Half-day Workshop Description and Outline

Title:

HTW II – "Selling High Performance Homes" A Half Day Workshop for New Home Sales Agents & Builders

This workshop is an additional offering of the popular EEBA Houses That Work educational series but focused on the needs of new home sales specialists / agents. The session will also be of interest to general full service real estate agents, manufacturer's representatives and housing program or utility personnel. This presentation applies proven sales techniques to the task of helping sales agents educate home buyers on the technical features of High Performance Homes. This will empower home buyers to make better decisions with respect to energy efficiency and other technical advancements. This workshop includes examples, case studies and role plays relevant to both custom and large volume builders and draws on 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.

Relevance to Attendees:

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. 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. This new plan will help them do a better job with the basic fundamentals of educating clients on the benefits of the technical features of high performance homes. Participants will be given support materials to take away for future use.

Learning Objectives:

- Learn about the specifics of valuable housing programs such as ENERGY STAR for New Homes
- Learn and practice a new sales plan that focuses on helping clients make better, more informed decisions with respect to energy efficiency and high performance technical features.
- Translate the technical features of high performance homes into benefits home buyers can understand and value.
- Integrate the technical features of new homes into existing sales and marketing plans.
- Practice using the 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

Workshop Format

Length of Workshop: The workshop is a half day (3.5 hour) format

Agenda

- 8:30 - Welcome, review of the agenda / the objectives, introductions.
- A brief overview of EEBA and the ENERGY STAR program
 - Outline where selling high performance features fits into the complicated new home sales process
- 8:45 - **The Basics – What is a High Performance Home? What is an ENERGY STAR Home?**
- 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
- 9:00 - **Why We Need to Change the Way We Build and Sell Homes**
- 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.
- 9:15 - **The Basics of Building Science**
- The fundamentals that every salesperson needs to know to have the confidence that new home technologies can satisfy the ever increasing consumer expectations.
- 9:30 – **Identifying the Many Features and Benefits of High Performance Homes**
- Participants will work with 4 of the sponsoring manufacturers to learn at least 4 technical features of each product and the corresponding benefits to homeowners – 16 product features and at least 8 new compelling benefits.
- 10:30 – **Creating Memorable Presentations that Inspire Homebuyers to Buy High Performance**
- Practicing strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions
- 11:15 – **Overcoming Price Objections to High Performance Homes**
- 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.
- 11:45 – **Sales and Marketing Tools Available to Sales Agents**
- 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.
- 12:00 – **Summary and Wrap-up**