

"Understanding and Selling **Green** and Energy Efficient Upgrades for New and Existing Homes"

	Time	Topic	Subtopics	Speaker
1	8:30 – 8:45	Introductions, Workshop goals and objectives	Introductions of participants, sponsors, special guests. Introduction of State and industry green and energy efficient programs	Gord Cooke
2	8:45 – 9:30	The Basics: What does green mean in the context of housing The “house as a system” affect, every change, affects every other part of a home	<ul style="list-style-type: none"> • Defining the elements of green housing and how they can benefit both builders and consumers • 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 remodeling homes is required. 	Gord Cooke
3	9:30 – 9:50	Overview of green and energy efficient housing programs	<ul style="list-style-type: none"> • Outline of the ENERGY STAR program – both products and housing • Overview of LEED for Homes and other programs • How builders can use programs for market differentiation. • PR, sales and marketing support • Available incentives for builders and consumers 	Gord Cooke
4	9:50 – 10:30	Crash Course in Building Science 101	<ul style="list-style-type: none"> • Air flow • Moisture Flow • Heat Transfer <p>How understanding these basics can assist builders, sales agents, contractors and appraisers in helping consumers make better choices.</p>	Gord Cooke
BREAK (15 min)				
5	10:45– 12:15	Applying building science to key components of home systems <ul style="list-style-type: none"> • Better windows • Better foundations • Better walls • Better attics • Better HVAC systems • Communicating the Value of these features to home owners in the way they can easily understand 	<p>What are homeowners interested in? How can you get them excited by knowing about:</p> <ul style="list-style-type: none"> • Properly installed insulation • Airtight building envelope • ENERGY STAR windows • Efficient HVAC and DHW • Etc.... <p>And how these features translate into:</p> <ul style="list-style-type: none"> • Lower utility bills • Improved durability and maintenance • Improved comfort • Healthier homes with improved indoor air quality • Higher resale value • Etc... • 	Cord Cooke
LUNCH (45 Minutes)				

6	1:00 – 1:30	Applied building science continued Creating Value out of the Performance Testing and the Home Energy Rating system of ENERGY STAR labeling	<ul style="list-style-type: none"> • How inspections and tests increase value to builders and homeowners • A review of the types of performance tests that can be done on homes • Energy rating and how it works for builders and homeowners 	Gord Cooke
7	1:30 – 2:15	Presenting Energy Efficient and Green features in a compelling way	<ul style="list-style-type: none"> • Practicing strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions. • Identifying sample scripts and practice demonstration strategies for different green and energy efficient technologies. 	Gord Cooke
		BREAK (15 min)	•	
	2:30 – 3:15	Identify customer needs that can be met by the many benefits of high performance homes	<ul style="list-style-type: none"> • Practicing conducting a thorough needs assessment using a case study approach. Participants will work in groups to determine the needs and interests of sample clients with respect to energy efficient and green features. • Practice matching customer needs to the features and benefits of high performance homes. 	Gord Cooke
9	3:15 – 3:45	Understanding the value of energy efficiency and how it presents the most attractive return on investment.	<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 make homes affordable. 	Gord Cooke
10	3:45 – 4:15	Tools for Valuing and Marketing Green and energy efficient homes such as ENERGY STAR Homes	<ul style="list-style-type: none"> • ENERGY STAR marketing tools, websites and logos • Using the ENERGY STAR label to identify a home • Green marketing lessons • The DOE Builders Challenge • Leveraging the assistance of sponsors, manufacturers, utilities and State agencies. 	Gord Cooke