



Sales and Marketing for High Performance - Low, Mid & High Rise

With Instructors **Gord Cooke and Stefanie Coleman** of



Don't miss the ultimate sales & marketing course for high performance home builders

Date: Wednesday, June 5, 2019

Location: BILD Offices
20 Upjohn Rd, Toronto

Time: 8:30 AM-4:30 PM

\$259 + HST HBA member

\$309 + HST non-member

Group rates available.

Early bird pricing ends May 15, 2019. Group rates available.

Registration: www.enerquality.ca/training

Your homebuyers are purchasing more comfortable, more energy-efficient, better built residences, low, mid or high-rise. But what does that mean to them, and how do the qualities of a better-than-code home change the game for sales and marketing teams?

There's no question a high-performance home or condo is more efficient, comfortable and reliable than one built to minimum building code standards. Industry experts Gord Cooke and Stefanie Coleman tackle the challenge of how to successfully communicate this to purchasers.

Attendees will learn:

- To develop a working knowledge of comfortable, healthy, efficient homes
- To translate the technical features of a green home into benefits homebuyers can understand
- To design accurate, effective presentations on green options
- The language and tools to set high performance homes above all others in the consumer mind

Past participants say training

- "helped me feel more confident in my knowledge"
- "taught me what mistakes not to make"
- "provided good advice about the market and what's coming"

Who should attend: ENERGY STAR, EnerGuide, Net Zero participants • Those responsible for Sales & Marketing of high performance homes • Realtors • Builders • Contractors • Architects • Project Managers • Developers • Manufacturers and distributors of high performance building products • Consultants •

This workshop satisfies OAA, PEO, AEE, OBOA and other Continuing Education Credits

Questions? Please call 416-447-0077 or email Jessika@EnerQuality.ca.

EnerQuality is the award-winning #1 certifier of energy efficient homes in Canada. Visit www.enerquality.ca for more details.

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