

SESSION TITLE: **BUILDING AND MARKETING THE HIGH PERFORMANCE HOME**

SESSION LENGTH: **THREE-HOUR**

SESSION DESCRIPTION: **UNDERSTAND THE FUNDAMENTALS OF BUILDING SCIENCE. IDENTIFY THE BUILDING DYNAMICS THAT CAUSE ENERGY, MOISTURE AND AIR QUALITY PROBLEMS. SEE REAL PICTURES OF FAILED BUILDINGS AND HEAR ABOUT REALISTIC BUILDER SUCCESS STORIES. LEARN HOW TO DIFFERENTIATE AND MARKET HIGH PERFORMANCE HOMES. UNDERSTAND WHAT REALLY DRIVES THE MARKET WHEN IT COMES TO CONSUMERS DECISIONS. MAXIMIZE YOUR GROWTH OPPORTUNITIES BY FAMILIARIZING YOURSELF WITH NATIONAL PROGRAMS.**

TOPICS COVERED: *** INTRODUCTION TO THE SYSTEMS APPROACH
* TRENDS IN BUILDING TECHNOLOGY
* BASIC PRINCIPLES OF BUILDING PHYSICS
* ENVELOPE AND MECHANICAL SYSTEMS
* THE OCCUPANTS ROLL
* AIRFLOWS, WHAT'S PLANNED AND WHAT'S NOT
* QUALITY CONTROL
* THE BENEFITS AND ECONOMICS OF BUILDING BETTER
* WHAT DECISIONS ARE CRITICAL TO SUCCESS
* EVALUATING CONSUMER EXPECTATIONS
* REVIEWING KEY SELLING COMPONENTS
* YOUR OPPORTUNITY TO MAXIMIZE YOUR POTENTIAL**

TARGET AUDIENCE: **BUILDERS, REALTORS, ARCHITECTS, PRODUCT SALES, CONTRACTORS, DISTRIBUTORS**