



**HOUSES  
THAT WORK.**

EEBA's Educational Series

# Selling High Performance Homes is coming to Park City.

Thursday, April 3, 2008



**REGISTER TODAY!** >

Learn how to make

**GREEN**

work for you!

## Selling High Performance Homes: Marketing strategies to capture the "green/high performance home" customer:

- Gain a wider and deeper knowledge of the technical features of high performance homes
- Translate the technical features of high performance homes into dozens of valuable benefits your customers can understand
- Practice using the language of building technology specifically to enhance sales confidence and build trust
- Be able to diagnose the specific needs of customers that can be met by the technical features of high performance homes

### Two sessions to choose from:

**Morning:** 8:30 am to 12:00 pm

**Afternoon:** 1:00 pm to 4:30 pm

**Cost:** \$65 – After 3/27: \$70

Full curriculum available at  
[www.eeba.org/housethatwork](http://www.eeba.org/housethatwork)

### Location:

The Canyons – Silverado Lodge  
2669 West Canyons Resort Drive, Park City, UT 84098

### Presenter:

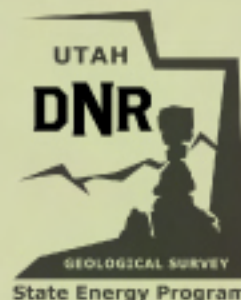
Gord Cooke, EEBA Certified Trainer

**Contact information:** Nancy/Dona at EEBA  
952-881-1098 or [nancy@eeba.org](mailto:nancy@eeba.org) or [dona@eeba.org](mailto:dona@eeba.org)

### Why Should I Attend?

- Half-day workshop and materials;
- Translating regional GREEN standards for immediate application and increased sales
- Admission includes all materials; continental breakfast or afternoon refreshments
- Participation in Product & Technology Expo
- 4 CEUs for AIA, 2.5 RESNET credits;
- **Approved for 4 CE Hours by the Utah Division of Real Estate**
- "Best educational value in the industry-you can apply the information the next day and it works!" – EEBA Survey of attendees 07

### Sponsored by:



"100% of those who attend would go to another Houses That Work session"

–DOE Survey '06