



Selling High Performance Homes is coming to Phoenix, AZ.

Tuesday, August 26, 2008

"100% of those
who attend
would go to another
Houses That Work session"
-DOE Survey '06

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

Morning Session: 8:00 am to 11:30 am

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

**FREE Registration provided by APS, SRP
and Southwest Gas**

Full curriculum available at:
www.eeba.org/housethatwork

Location:

PERA Club

1 East Continental Drive Tempe, AZ 85281

Presenter:

Gord Cooke, EEBA Certified Trainer

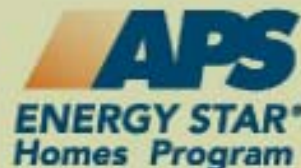
Contact information: Nancy/Dona at EEBA

952-881-1098 or nancy@eeba.org or dona@eeba.org

Why Should I Attend?

- **3 Hours Real Estate Legal Issues Credit by AZ Department of Real Estate**
- 4 CEUs for AIA and AIBD, 2.5 RESNET credits;
- Half-day workshop and materials
- Translating regional GREEN standards for immediate application and increased sales
- Admission includes all materials and refreshments
- Participation in Product & Technology Expo
- "Best educational value in the industry-you can apply the information the next day and it works!" - EEBA Survey of attendees 07

Sponsored by:



SOUTHWEST GAS

Phoenix Association of REALTORS