



# Building Success with EEBA Builder Benchmark Groups

Overview



High-Performance Home Builders are in  
**a class by themselves**





Therefore, High-Performance Home Builders need a way to  
**benchmark against each other and learn from each other**





Introducing EEBA Builder Benchmark Groups:  
**like-sized**  
**non-competitive**  
**open-forum sharing**





Share, compare and counsel  
**financials**  
**operations**  
**marketing campaigns**  
**building techniques**  
**survey results**  
**stories from the build-site**





Together, all ships rise. **All builders thrive.**



A vertical photograph on the left side of the slide shows a stack of light-colored wooden planks. The top part shows a few long planks, while the bottom part shows a dense pile of shorter, cut pieces of wood.

# Join the group

The baseline criteria:

**Build to a recognized high-performance or green-building standard, such as ENERGY STAR**



# Rules of Engagement

- **15-20 members per group**
- **Member rep is Principal**
  - Depending on Agenda, Principal may invite head of Marketing, Operations, Finance to participate
- **Each member from different market**
- **Like-sized builders including:**
  - mix of geographies, but similar climate zones
  - custom and non-custom builders
  - similar age of owners
- **Must attend meetings to maintain membership**
- **Share insights, but without attribution**





# Commitment

## Monthly Zoom meetings

Usually held on the last Thursday of each month

As COVID allows, we hope to go back to some in-person meetings in the future

## Attend EEBA Summit

Attend Summit

Dinner organized for each Benchmark Group

*Note: one annual meeting could be held before or after Summit*



# Monthly Meetings



Facilitated by  
George Casey Jr.  
CEO of Stockbridge Associates

Focused on financials and operations.

Facilitated by George Casey Jr, CEO of Stockbridge Associates, which helps residential builders, developers and investors to strategically position or reposition their company and/or assets for higher productivity and profitability. He has over 40 years experience in the real estate industry as an operating executive, consultant, thinker, speaker, author and board member.

Also includes occasional guest speakers on an operational or technology topic the group wants to know about.

# Survey Meetings



Facilitated by  
Suzanne Shelton  
CEO of Shelton Group

With sales and marketing as the focus, this meeting includes review and comparison/ benchmarking of ongoing customer satisfaction/experience research, and at least two members walking the group through a review of marketing campaigns and what's working and not working.

Facilitated by Suzanne Shelton, CEO of Shelton Group, the nation's leading marketing communications firm entirely focused on sustainability, with an emphasis on the built environment.

# Your Investment

Annual Participation  
Investment: \$2,500/\$5,000

EEBA staff time: facilitate meetings, financial benchmark data analysis, procure speakers

For in-person meetings:

Meals: split evenly among group members

Builders responsible for their own flights, hotels and ground transportation; EEBA will arrange group rate

Research Investment:  
\$130/close for 5 surveys

Homeowner Surveys: Understand the customer and their experience at critical moments in their journey

10-15 questions per survey to help builders understand their customers

Delivered in an always-accessible dashboard



# Introducing

# WINDO

Series of 5 surveys specifically designed to help high-performance builders improve their products, homeowners' experiences and bottom lines



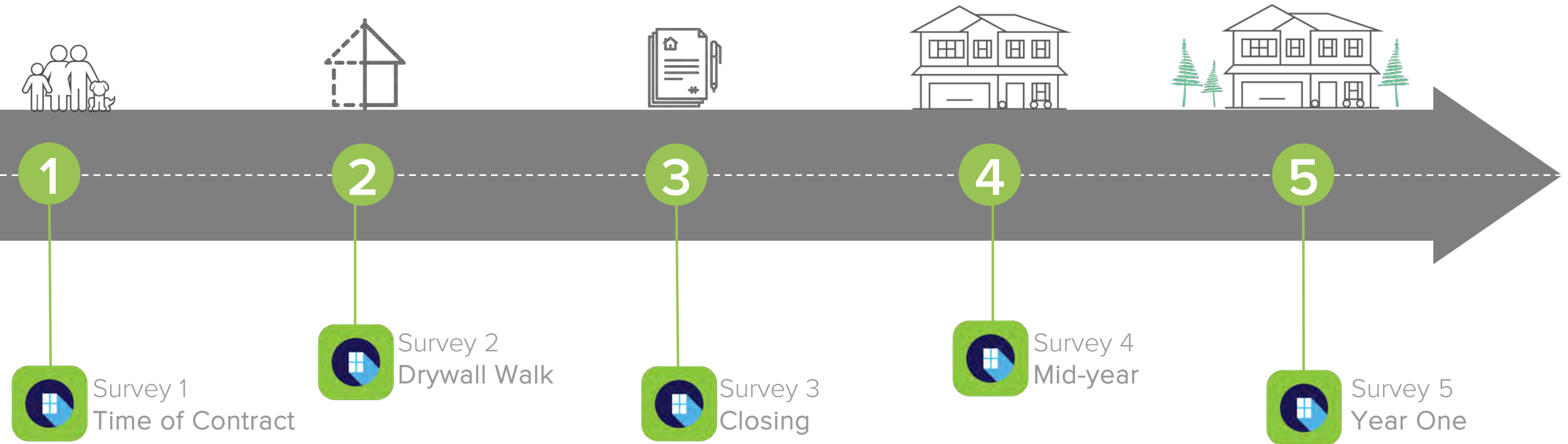
# Surveys are...

- Mobile-optimized
- Deployed by email
- Variety of question types
  - rank or sort items
  - mark up an image
  - allot values across a spectrum
- Focused on high-performance homes
- Understand your homebuyers, why they buy and what features and benefits of their high-performance homes are most important to them



*Example of survey interface*

# Surveys fielded at critical building milestones





Shelton<sup>Grp</sup>

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## Builder Benchmark Groups

share, compare, counsel to  
thrive together

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5 surveys at critical milestones to  
quantify, measure, track





# Are you in?

Contact Aaron Smith at [aaron@eeba.org](mailto:aaron@eeba.org)