

**Workshop:** Communicating the Value of the Energy Efficiency Elements of High Performance Homes

**Description:** This workshop will empower builders with the communication skills to be able present the increased value of the BC Building Code Tier Three code changes coming early in 2023, and to encourage homeowners to opt for the even better performance of Tier Four and Five.

This workshop will be of interest to new home builders, their sales teams, designers and Real Estate professionals, so that the features, advantages and benefits of the ever more energy efficient new homes can be effectively explained to ensure homebuyers appreciate and truly value the compelling changes.

**Proposed Agenda: Based on 5.5 Hours of Instruction**

Session Segment	Activity Plan	Timing
<p><b><u>Introductions and a Review of Agenda</u></b> Introduction of speakers, sponsors and participants Outline of the day</p>	Facilitator has participants introduce themselves and asks participants what prompted their interest in today's session.	15 minutes
<p><b><u>The Compelling Trends in Energy Efficiency and Homebuyer Preferences</u></b> An outline of N.A. homebuilding energy efficiency trends, pending code changes, high performance housing programs and new homebuyer trends.</p>	The facilitator will identify the progression of code changes across N.A and outline elements of common energy programs and labeling systems, identifying their success rate and how they match with the latest new homebuyer surveys	25 minutes
<p><b><u>A Technical Review of the BC Code and Energy Requirements</u></b> A review of the 3 upper energy Tiers of the B.C. Code. Demonstrate how the elements of the energy code match with building science principles to ensure energy efficiency objectives simultaneously will improve the health, safety, comfort and durability of</p>	<p><u>Facilitator Presentation</u> The facilitator will present the technical aspects of the Tiers and show examples of how requirements can be met</p> <p><u>Exercise:</u> Participants will be asked to discuss the changes and the opportunities and challenges in implementing them</p>	40 minutes

<p><b><u>Identifying the Compelling Sales Features of the Code Tiers</u></b></p> <p>A short description of each technical feature that will commonly be used to meet the various Tiers of the code and these can be used to satisfy the ever-increasing consumer expectations with respect to comfort, safety, durability and health</p>	<p><u>Short Lecture:</u> Facilitator outlines the fundamentals of the technical features of common strategies to meet code expectations.  Participants work in groups to discuss advantages of each feature</p>	<p>50 minutes</p>
<p><b><u>The Sales Process</u></b></p> <ul style="list-style-type: none"> <li>• Matching the increased expectations of consumers with a more helpful sales process</li> <li>• Taking control of the sales process so there is time to educate consumers in a helpful, trustworthy way.</li> </ul>	<p><u>Short Lecture:</u> Facilitator will identify a sales process that works well for presenting high performance homes.</p>	<p>20 minutes</p>
<p><b><u>Identifying the Many Features and Benefits of High Performance Homes</u></b></p> <ul style="list-style-type: none"> <li>• Identifying the dozens of product features and benefits associated with high performance homes. The goal is to find at least 12 new compelling benefits of high-performance homes that will be of interest to homebuyers.</li> </ul>	<p><u>Exercise:</u> Participants will be asked to identify unique benefits of common high-performance features, such as windows, air tightness and better walls and HVAC systems</p>	<p>60 minutes</p>
<p><b><u>Creating Memorable Presentations That Inspire Homebuyers to Buy High Performance</u></b></p> <ul style="list-style-type: none"> <li>• Strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions.</li> <li>• Matching customer needs</li> <li>• Identifying sample scripts and practice strategies that can be used on an ongoing basis</li> </ul>	<p><u>Exercise:</u> Participants will be asked to recount some of the features and benefits they were asked to work on</p> <p><u>Case Studies:</u> Participants will be shown examples of how others present technical features</p>	<p>40 minutes</p>
<p><b><u>Identifying Buyers' Needs and Desires with Respect to High Performance Homes</u></b></p> <ul style="list-style-type: none"> <li>• Practicing conducting a thorough needs assessment that saves time, builds trust and finds out the 4-5 benefits individual home buyers are interested in</li> <li>• Identifying 6-8 helpful questions that encourage clients to talk and trust you more</li> <li>• Practice matching customer needs to the features and benefits of high performance homes</li> </ul>	<p><u>Question &amp; Answer:</u> Participants are asked to provide questions they like to ask homebuyers that would uncover high performance needs.</p>	<p>40 minutes</p>
<p><b><u>Overcoming Objections to High Performance Homes</u></b></p> <ul style="list-style-type: none"> <li>• Strategies for overcoming the 5-6 most common objections, issues or concerns homebuyers have about high performance homes.</li> <li>• Understanding how to confidently present the return on investment strategy to show homebuyers</li> </ul>	<p><u>Short Lecture:</u> Facilitator outlines the best strategies for overcoming buyer concerns.</p>	<p>30 minutes</p>

<p>that energy efficiency is the best available investment opportunity they can make at this time.</p> <ul style="list-style-type: none"> <li>• Show how energy savings can help them afford more house, more options.</li> <li>• Practicing overcoming objections while building trust.</li> </ul>		
<p><b><u>Summary &amp; End of Workshop</u></b></p>	<p><u>Question &amp; Answer:</u> Participants are asked to consider what next steps they will need to take to ensure they practice and use the information presented.</p>	<p>10 minutes</p>