



BUILDING + MARKETING HIGH PERFORMANCE HOMES

WITH GORD COOKE

November 19 + 20, 2018 | 8:00 AM– 4:00 PM | 13 CPDs (6.5 per day)

On November 19 and 20, renowned guest speaker Gord Cooke, President of Building Knowledge Inc., will lead an in-depth two-day seminar and provide attendees with essential technical knowledge, best practice guidance, and savvy marketing insight to successfully build and sell high-performance homes in Metro Vancouver.

Day one will focus on the technical components, building processes, and best practices to save real time and money, creating a comprehensive roadmap for builders to build the best performing home product. There will be an overview of the BC Building Code updates, and special panel discussion on municipal resources available to builders presented by the City of Richmond and City of New Westminster, the role of an energy advisor and lessons learned from a builder on the lessons learned when building via a performance path to higher Step Code levels. Day two will be a focused full-day workshop program on selling and marketing this sophisticated home product to consumers.

Metro Vancouver is a global leader in building science adaptation. With intense competition and the expectation that the BC Building Code minimum standards will be Step 5 (NetZero-Ready) for all homes by 2032, builders who differentiate themselves now by investing in building and marketing better performing homes, will be able to stay ahead of the competition, rather than fall behind.

[Register today](#) by visiting the **Building High-Performance Homes registration page** on **www.gvhba.org/industry-education**

GVHBA Members (two-day rate): \$271.95; Non-Members (two-day rate): \$499.95

GVHBA Members (one-day rate): \$169.95; Non-Members (one-day rate): \$299.95

****Earn 13 CPDs for both days (6.5 CPDs for one day) in Group A (pending)****

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NOVEMBER 19: BUILDING THE HIGH-PERFORMANCE HOME

CODE UPDATES, BUILDER BENEFITS

Providing a BC Building Code update and Step Code overview, and noting potential issues when building to code based on performance vs prescriptive.

PERFORMANCE PATHWAYS: PROCESS FOR BEST RESULTS (TEAM AND DESIGN)

To successfully achieve higher levels of performance, builders need to understand the importance of key members of your design team. From energy evaluation, mechanical sizing and design, and blower door testing, Gord will discuss the team, their roles and value to the project, and how a whole-home approach to design will help builders achieve their high-performance targets.

STEP CODE TOOLKIT PANEL DISCUSSION

As an active participant on the Energy Step Code Council, Mark will moderate the discussion on municipal policies and best practices pathways to achieve higher levels of Step Code.

Topics include municipal resources for builders, how energy advisors can help builders achieving Step Code, and lessons learned from two builders at different stages of building high-performance homes.

PANELISTS:

- Moderated by Mark Sakai, GVHBA Director of Government Relations
- **Norm Connolly**, Community Energy Manager, New Westminster
- **Nicholas Heap**, Sustainability Project Manager, Richmond
- **Einar Halbig**, CEO, E3 Eco Group
- **David Adair**, President, Blackfish Homes

PERFORMANCE PATHWAYS: BEST RESULTS

Builders are given performance pathways to build high-performance homes, but there is often uncertainty in understanding which option(s) will achieve the best results. Gord will guide builders through performance-based linear pathways that will help builders decide what options will yield their desired performance results.

NOVEMBER 20: MARKETING THE HIGH-PERFORMANCE HOME

THE ART OF SELLING – KNOW THY CUSTOMER

Take a deeper dive into the homeowners' mind to understand the nuances and drivers of their buying behaviour. Learn strategies to influence their buying decisions when it comes to high-performance homes.

MARKETING HIGH-PERFORMANCE HOMES

Learn how to market benefits of the high-performance home to different market segments. Ideal opportunity for builders and their customer-facing teams, including real estate sales professionals.

WORKSHOP: PERFECTING YOUR ELEVATOR PITCH

SELLING TECHNICAL BENEFITS FOR NEW HOMES & PRODUCTS

Suppliers and subtrades have a key role in assisting builders in effectively marketing high-performance homes to consumers. Learn the importance of how to translate technical expertise into qualities that help builders influence consumer purchasing behaviours.