



Selling high-performance homes

Free sales training for builders and raters

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About the speaker

Todd Gamboa, President of Building Trust LLC, has been in the building industry for over 26 years, managing private and public homebuilding companies. He has been responsible for the construction of thousands of homes in Colorado, and was building “green” homes when others were only talking about it.

He is considered a champion in the field of “green” and energy-efficient homebuilding. As a consultant and public speaker, he has trained thousands of builders, remodelers, designers, architects, home inspectors, contractors, code officials, realtors and consumers across the country.



ComEd® Energy Efficiency Program

When:

March 30, 2016
8:30-11 a.m. (check-in at 7:30 a.m.)
Includes continental breakfast

Where:

Nicor Gas
1844 Ferry Rd.
Naperville, IL 60563



Space is limited—sign up today!

Call 651.200.3417 to reserve your seat.

Learn how to sell energy-efficient homes!

This sales training is designed to help builders’ sales teams effectively communicate the values and benefits of energy-efficient new construction homes. Selling high performance new homes requires an understanding of construction, building science, energy-saving features and proper messaging. In this two-hour training, builders and raters will learn to:

- Educate customers on the value and benefits of high-performance homes
- Differentiate the benefits of purchasing new construction vs. older homes
- Leverage consumer trends and data
- Promote the value of HERS ratings and program participation
- Develop strategies for branding and differentiation

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