

If Homes Don't Get Sold,

Raters are Not Needed:

*Selling Energy Efficient Construction to
Builder, Realtors and Homebuyers*

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Countrywide Home Loans

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Session Objectives

- ❑ **The Urgency of NOW!**
- ❑ **Redefine your job to save it**
- ❑ Tune to station WIIFM
 - “Enough about you, more about me.”
 - Think like a builder
 - Think like an agent
 - Think like a Homebuyer
- ❑ How the Rater is Perceived
- ❑ Marketing Campaigns



Brainstorming: What's Wanted

Builder

Agent

Consumer

Builder	Agent	Consumer



What Builders Want

Increased profits

Less call backs

Buyer satisfaction

Less hassles

Faster Closings

Less govt. costs

More profits per house

More buyers

Land

Unique positioning

Marketing Support

Proven components



What Realtors Want

Commissions

Sales price increased

Free advertising

Marketing \$

Marketing ideas

More buyers

Happy buyers

Higher commissions

Unique positioning

Fast closing

Simplified process

Something to sell



What Homebuyers Want

Deal: to save \$

Cool home to show off

Improved Resale Value

Increased house value

Healthier Home

Lower payments

Buy more house

Nice features

Unique features

Confident decision

Lower energy costs



How is the Rater Perceived?

This column

or This column

Deal killer!

Cost time

Cost money

Add confusion

Add another process

Another inspection

Deal Closer!

3rd party validation


Integrity of process

Adds Uniqueness

Confirms value

Secondary Salesperson

Future proofing

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- ❑ Don't over sell payback calculations
 - ❑ What we need to *unlearn*
 - ❑ Set up focus groups
 - ❑ Get some sponsors
 - ❑ Buying a new car story
 - ❑ Your new best friends: Realtors & appraisers



Marketing Campaigns

- ❑ Joint post card campaign
- ❑ Create RESNET tools that can plug & play
- ❑ Jazzed up – easy to read – reports
- ❑ Educational seminar w/ pictures (we are visual)
- ❑ Ad ideas: save they world an money every month
- ❑ Options for buyers = more profit for builders
- ❑ Realtors: commission, unique properties
- ❑ What they want and what they don't want

2002 Idea of the Year Merit Award Winner:

Premeditated Profits by Bundling Options



SUNSLATES®

More than a roof over your head...



Options can SAVE Buyers \$

❑ Invest \$4200 in Energy Star Package

- Low E Windows
- 90% EFFICIENT FURNACE
- R44 Roof And R19 floor
- Sealed ducts and envelope
- Projected savings for 1 year was \$447

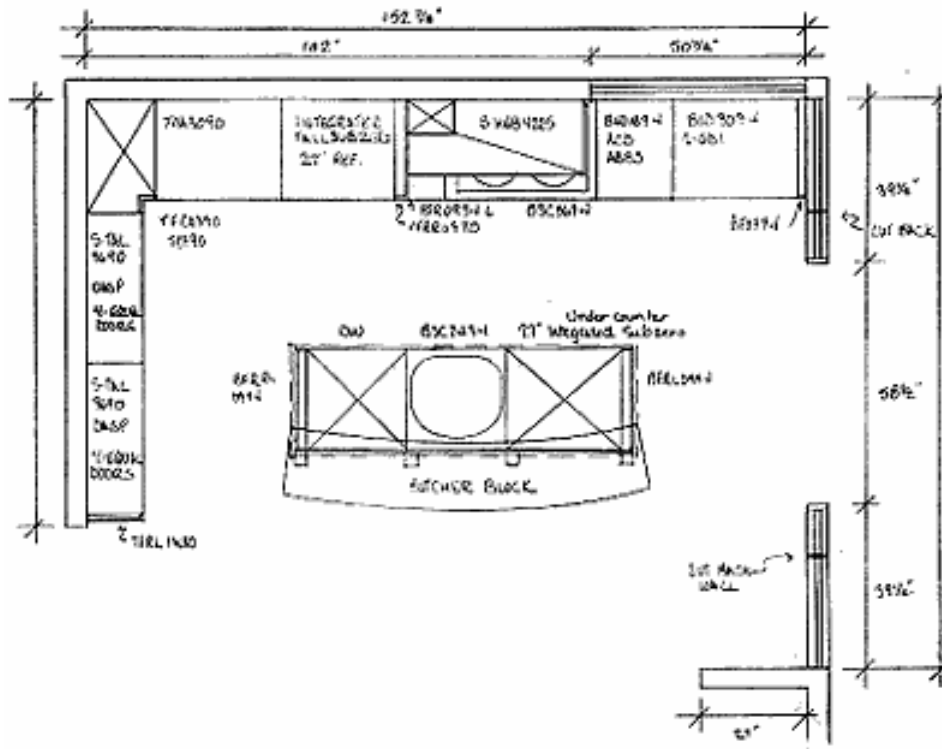


$\$4,200 \text{ at } 5.5\% = \23.85

$\$447 \text{ divided by } 12 = \37.25

$\$13.40 \text{ additional savings!}$

Flex Spaces



1 Create a three foot flex space where a buyer can select what they want there:

- High Tech Desk
- Extra Pantry
- Wine Rack & Frig
- Bread Making Area

Some off the cuff ideas...

- Dare to Compare
- Discovery Cards
- Broker Opens
- Post Cards
- Home Show
- Co-branding
- Presentations to agents, appraisers, builders
- Save \$ for all-legislation
- Light bulbs
- Kids – game
- Kilowatts = Pizza
- Articles: to public and to the industry
- Get help

And Finally

- ❑ It's how you sell it
- ❑ Create the energy
- ❑ Becoming a Partner
- ❑ Uncover problems then supply solutions



Thanks for your time and attention!