


Closing the Deal

“Meeting the Needs of
the Production Builder
While Maintaining the
Bottom Line”



Closing the Deal

- *TO CLOSE THE DEAL YOU HAVE TO GET THE DEAL!*

Join the local Home Builders Association

Joining The HBA

Why Bother?

- **Third Party Endorsement/Credibility**
- **Instant Access to Housing Industry**
- **Not Enough Resources to do it Alone**

Building Alliances: Builders

What Can They Do With You?

- **Build ENERGY STAR Homes**
- **Recruit Their Preferred Lenders to Offer Energy Efficient Mortgages**
- **Sponsor You as a Speaker at Home Builder Association Meeting**
- **Develop and Print Articles in Real Estate Section or publications such as *Home Energy Magazine***
- **Training for Their Marketing Agents**

Closing the Deal

Approach Changes With Each Customer

Considerations:

- **What are Their Current Needs?**
- **When do They Need It?**
- **How do Your Skills Match Their Needs?**
- **What Makes You Most Qualified?**

Closing the Deal

- **“So Much Information, So Little Time”**
- **Must Grab Attention in the First 30 Seconds**
- **Credibility of Messenger & Message is Critical**
- **Repetition/Reinforcement**
- **Limit Message or the Number of Points to be Made at First Setting**

Closing the Deal

- Help Builders build and sell a higher quality home
 - assist superintendents
 - train subcontractors
 - train sales force
 - assist in marketing