



The Net Zero Market Advantage

Course Syllabus

Are you interested in offering your clients homes that are ‘the ultimate in comfort and efficiency’?

Overview & Learning Objectives

This course reflects the advancements in technology and innovations in the Canadian housing industry. In this course participants will:

- Learn the background and context of Net Zero Energy housing in Canada.
- Discover factors that are driving the Canadian housing market toward higher levels of energy performance.
- Explain the history and evolution of high-performance homes, including CHBA’s Net Zero Homes.
- Identify different target buyers who are likely to be interested in purchasing Net Zero or Net Zero Ready Homes.
- Describe strategies for identifying and responding to the needs, values, interests and questions of different buyers.
- Explain ways to manage customer expectations around Net Zero or Net Zero Ready Homes.
- Know and practice how to talk about Net Zero or Net Zero Ready Homes with buyers.
- Gain access to the legal language that can be included in purchase/sales agreements.
- Explain how the Net Zero Home Labelling Program provides quality assurance to Canadians wanting a Net Zero Home.
- Discover CHBA’s extensive sales and marketing resources and put them into use; directing potential clients towards your Net Zero Homes.

Modules

In this course, you will explore and navigate through the following seven modules:

1. What are Net Zero Homes
2. The Value of Net Zero Homes
3. Selling Net Zero Homes
4. Exceptional Envelopes
5. Marvelous Mechanicals
6. Let’s Make A Sale!
7. Marketing strategies and resources

Audience

This course is recommended for anyone who wants to effectively communicate the value and advantages of Net Zero and Net Zero Ready Homes, whether it’s a new home or renovation - especially builders, renovators, energy advisors, designers, and those involved in the sales process such as new home sales staff and real estate agents, as well as marketing content creators, and social media strategists.

Pre-Requisites

There are no prerequisites for this course.

When / Where / Cost

This course is exclusively available on CHBA’s e-learning platform 24/7/365. Costs and any rebates (where applicable) as well as the registration link are available at chba.ca/net-zero-training.

Questions?

For more information, please contact Colin Bayne, Director, Net Zero Home Labelling Program at colin.bayne@chba.ca.

For more information on the Net Zero Home Labelling Program visit www.chba.ca/nze.
The consumer webpage is www.NetZeroHome.com.