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Together we’ll go far
A new year means a fresh start—the possibilities are endless! What do you want to accomplish in 2017?

If you’re like me, the first thing you do when you need business advice is Ask a MIRM. In this issue, Bobby Mink, MIRM, gives tips for managing your time, so you can make 2017 the year you finally get caught up.

Is 2017 the year you will update your marketing? One trend that is clearly here to stay is video marketing. Whether you use a pre-recorded video or go live, builders and trade partners alike are using video in a number of ways. Industry leaders across the country have showcased their communities, homes and products to a vast audience using video. Barbara Anderson, MIRM, gives some great suggestions about integrating this powerful tool into your social media.

If your goal in 2017 is “go green,” we have a real-life guide inside. Linda Mamet shares the story of how builders in the TRI Pointe family have success with green building, and demonstrating how these features improve the lives of new home buyers.

A goal that pays dividends no matter where you are in your career is continuing your professional education. Go to programs at your local Sales and Marketing Council. Make an effort to seek out formal professional development, such as NAHB’s CMP and MIRM designation coursework. These classes were recently revamped to get you the information and expertise to be the best at new home sales and marketing. Find out more about these designations here.

Go get those goals and make 2017 a great year!

Anne Ladewig
Editor
Barbara Anderson, MIRM, CMP, CSP is the founder and President of Anderson Marketing Solutions, and has over two decades of marketing expertise in real estate development, new home construction, and luxury markets.

Anderson Marketing Solutions has been honored with numerous local and national awards in marketing excellence for branding, social media and communications, as well as website and collateral development, and advertising campaigns for various builders, developers and trade partners within the construction industry. Ms. Anderson currently serves on the Board of Directors for both the HBA of Metro Denver Sales and Marketing Council and the Professional Women in Building Council, and is a member of the Colorado Urban Land Institute. Learn more at www.andersonmarketingsolutions.net.

Linda Mamet is the Vice President of Corporate Marketing at TRI Pointe Group. She has over 15 years of homebuilding experience in a variety of sales and marketing roles with Pulte Group Inc (NYSE: PHM) across various brands. She also served as Corporate Vice President of Sales and Marketing with John Laing Homes.

She is a California Real Estate Broker, and has served as a member of the Board of Directors and the Programing Committee Co-chair of the Pacific Coast Builder’s Conference (PCBC).

Linda received her degree in Management Studies and International Business from the University of Waikato in her native New Zealand.

She may be reached at Linda.Mamet@TriPointeGroup.com.
FROM NATIONAL

Sales + Marketing Ideas | JANUARY/FEBRUARY 2017

news

FROM THE NSMC CHAIR

NSMC’s 2016 in Review

This was a year of growth and enhancement to the overall membership experience. In the social media realm, the NSMC Facebook Page transitioned to a Facebook group during the summer. The Facebook page had more than 1,190 fans when it folded into the NAHB Page. The Facebook group continues to grow. If you haven’t had a chance to join, please visit https://www.facebook.com/groups/NAHBnsmc/ and join the conversation. The NSMC LinkedIn page has more than 1,000 members and a lively conversation. National announcements from the NSMC Twitter account reach more than 4,800 followers.

We continued to enhance coverage and content in Sales + Marketing Ideas magazine to educate and inform our membership. We are currently exploring a new platform to enhance the digital delivery of the magazine.

Membership

As of November 30, 2016, NSMC had 51 local Sales and Marketing Councils with a total of 4,451 active members and subscribers, compared to 4,388 in November 2015.

The SMC of Greater Houston Builders Association came in on top with 428 members followed by Triangle SMC HBA Raleigh & Wake County (408), SMC - HBA of Metro Denver (373), SMC of Northeast Florida BA (257) and SMC - Tampa Bay BA (255).

Local SMC Newsletter

We have developed a template for local SMCs who would like to publish their own electronic newsletter.

For interested SMCs, we will “share” each month’s template with them, and they can

NEWHOUSE continued on page 8

FROM THE IRM CHAIR

Thank You IRM Volunteers

The demand for quality sales and marketing education continued to grow this year, and the Institute of Residential Marketing’s dedicated volunteers delivered the latest, market-driven education to meet today’s needs.

NAHB will recognize two of our most dedicated MIRMs during the Designation Achievement Reception at the International Builders’ Show.

Designee of the Year

NAHB Education recognizes Designee of the Year for its various professional designations. The awards honor builders, remodelers and other industry professionals who actively hold NAHB designations and promote the value of NAHB designations among clients, colleagues, builders associations, media and across the industry.

Master in Residential Marketing (MIRM) of the Year

The MIRM of the Year is Meredith Oliver, Master CSP, MIRM, founder of Meredith Communications in Raleigh, N.C. She is a sales marketing strategist, speaker and consultant. The NAHB Professional Women in Building Council named her Member of the Year in 2016, and she received the NSMC award for Outstanding Service and Lifetime Achievement in 2015.

Educator of the Year

Four individuals who have excelled in teaching NAHB education courses will be recognized as Educators of the Year.

“The four each hold at least three NAHB professional designations themselves,

KENTON FINK continued on page 8
FROM THE NAHB® CHAIRMAN

NAHB-Endorsed Candidates Win Big

Truly transformative events are rare, but I feel confident in saying that 2016 was a watershed year for NAHB. Confronted with increasingly serious impediments to conducting business efficiently, we successfully added new arms to our advocacy arsenal and ensured that NAHB’s voice will be heard going forward.

For the first time ever, NAHB endorsed candidates in a Congressional election. Adding endorsements to our advocacy tools wasn’t a decision that we made lightly; it’s a responsibility we took on gladly for the sake of our businesses.

I’m very proud to say that the results of our first endorsements were exceptionally encouraging and I believe that they represent the beginning of a new era in NAHB’s advocacy efforts. After a great deal of deliberation, NAHB endorsed 137 candidates in 36 states for Congress.

Most were incumbents—both Republican and Democrat—with a track record of support and positive action on the issues that concern us most. We also endorsed several challengers, again focusing on their commitment to housing.

In addition to announcing our endorsements publicly, we sent targeted emails to NAHB members in every Congressional district where we made an endorsement.

Of the candidates NAHB endorsed, 94 percent won their races. By any measure, that’s a great outcome.

Our long-time advocacy tool, BUILD-PAC, also had an excellent success rate. We supported a total of 356 candidates in the primary and general elections. And of the candidates that BUILD-PAC supported in the general election, 95 percent won their races.

It was also very gratifying that in August, both presidential campaigns responded positively to our request that the candidate speak to the board of directors at our Midyear Meeting or send a representative to the meeting.

President-elect Donald Trump addressed the board of directors and the Clinton campaign sent a high level policy advisor to speak to us at a different meeting.

No matter what your personal politics may be, such recognition from presidential candidates says that our leaders in Washington realize that housing is important.

It’s impossible to say exactly which housing-related issues will move forward in the 115th Congress. Tax reform is likely to be a priority, and we may also see efforts to reform the housing finance system and rein-in the regulatory overreach of federal agencies.

What’s most important, however, is that so many members of Congress are committed to housing and that NAHB’s concerns will get a fair hearing. We are well-positioned to advocate for housing on any of the related issues congress may address.

That also applies to the regulatory and legal arenas. Over the years, NAHB has developed a strong foundation of successful regulatory and legal action. Building on that foundation, we scored major successes in 2016, and will continue to aggressively pursue any action that is necessary to protect our members’ interests.

Strengthening our federation of 700 home builders associations throughout the
edit it as they see fit. It uses software called “Lucidpress,” which some HBAs are already using for a similar NAHB/HBA electronic newsletter.

Interested SMCs should forward their email address and other contact information to Anne Ladewig (aladewig@nahb.org). We will create a Lucidpress account for them and send them information about how the program works and a YouTube video about how to use Lucidpress.

Sponsorship
I would like to take a moment to recognize all of our NSMC Sponsors. You can see the full list of sponsors on page 13. Please take a moment to thank them for their support and support them in your business practices when you can. Our sponsors make everything the NSMC and IRM does possible.

It has been a joy to serve as your chairman this year, and I know the next chair, Linda Hebert, will lead the effort to make NSMC even better! smı

further demonstrating their commitment to lifelong education,” said 2016 NAHB Education Chair William L. Shaw Jr., GMR, CGR, GMB, CAPS and CGP, a Houston remodeler and NAHB instructor.

“These leaders don’t just talk about the importance of education. They also work to stay current and even ahead of industry trends so they can better teach the home builders, remodelers and other industry professionals who take their classes,” he said.

Sales and Marketing/Institute of Residential Marketing Educator of the Year
The Sales and Marketing/Institute of Residential Marketing Educator of the Year is Chuck Miller, CAPS, CGB, CGP, GMR, CMP, CSP, GMB, Master CSP, MIRM, president and CEO of Chuck Miller Construction Inc. in Boise, Idaho. He was a subject matter expert for revisions of a number of NAHB courses on residential marketing and business operations. Miller is trustee of the NAHB National Sales and Marketing Council and chairman of the Boise HBA Ethics and Arbitration Committee.

“NAHB strives to improve professionalism among our members and elevate the industry through education. We strongly encourage builders, remodelers and other housing professionals to reach the next stage in their careers by earning an NAHB designation,” said Shaw.

For information about NAHB education designation programs, contact designations@nahb.org.

MIRMs are Masters
Remember all MIRMs are MASTERS in Residential Marketing so use that designation in all your correspondence. smı

nation was also a priority for NAHB in 2016. Many HBAs and individual members are still working hard to recover from the effects of the Great Recession, and NAHB is committed to doing everything possible to help in that effort.

We expanded our field representative program and now have 10 regional reps on the road visiting HBAs every day with a single goal: helping the HBAs and their members thrive.

To further connect NAHB with our grassroots membership, the senior officer team visited HBAs in every state in 2016. It took a lot of work, but I know I speak for the entire team when I say it was well worth the effort to meet members throughout the entire nation.

We learned about members’ concerns; we learned about their markets, customers and businesses. We learned what they expect from THEIR national association. And most important, we were reminded at every meeting that as builders, we are all in this together.

When we stand together as a group with shared concerns, goals and values, we strengthen our industry and our businesses.

When I say we’re all in this together, that also extends to our families. I want to take this opportunity to thank my family for their unconditional support during the past year and in earlier years when I was on NAHB’s senior officer leadership ladder.

Likewise, I want to thank the members of the senior officer team for their dedication and commitment. I also want to thank the NAHB staff for its hard work, perseverance and commitment to our members and industry. And I want to thank my company staff for their support and dedication and for carrying the water during 2016.

These past four years have been extraordinary, and I’m looking forward to continuing to serve NAHB in 2017 and beyond. smı
Will I Ever Get Caught Up?

Does your task list seem to be growing? Is technology dominating your time? Facebook, Twitter, email, voicemail, texting, phone always vibrating, beeping or ringing? Do you seem to always be connected yet behind and stressed out? Is there anything that could help you get control?

Yes, there is. Let’s look at 6 basics steps you should take to tackle your task, stay organized and maybe disconnect for a little down time of fun and relaxation.

1. **Have a place for everything** - you must create a place for every file, folder, appointment, and task that comes into your life.

2. **Do something now** - as emails, tasks, calendar invites or voicemails filter into your day, make a decision right away regarding what needs to be done with each item and put it in the correct designated location.
3. Delete or throw away - if the item is not a top priority with your daily task list and in your job responsibility, delete it or throw it away.

4. Delegate it - give the task to someone else who can manage this item, then follow up as needed.

5. Delay it - put it on the calendar for a later date or in a tickler file, to work on when you have more time.

6. File it - you may need to access the information again, so file it. For example, suppose you are working at your computer on a contract offer you need to get submitted when a client emails you and asks you to get the brick color from a house they like and may want to use on the house they are interested in building.

    Rather than becoming distracted from the task at hand, a well-organized approach would look something like this:

    1. Quickly reply to the email saying you will find out and get back with them.
    2. Go to your task list and make a note that you need to research the brick color for the prospective client.
    3. Send an email with the address to your brick contractor and ask him to see if he can find out the name and color.
    4. Finish your contract offer and get it submitted.
    5. The next day, when you are working on your task list, follow up with the brick supplier. If he still does not have the information, send an email to the client stating that you are still working on finding out the selection.
    6. The following day as you are working on your task list, you follow up with your contractor and confirm he has identified the brick color.
    7. Create a client folder and pull the brick selection email over into the client folder, or create a paper file, print the email, and drop a copy of the email into the paper file for your client to ensure proper documentation for the future.

   Responding quickly and placing things where they need to go is essential.

   Lastly, it is important to create space and time in your calendar to manage your tasks and projects that need completion. Make 1-2 hour appointments on your calendar with yourself, and protect those appointments. Try to find a quiet place where you can consistently focus on your projects, tasks, calendar, communications and business goals.

   Intentionality is the key. Just as financial advisors tell us that we have to intentionally “tell our money where to go” before it disappears, we need to have the same mindset with our time. We are most productive in all areas of business as well as in our personal lives when we manage the allotted 24 hours we have each been given with intentionality.

   As we steward our time well, we lighten our stress load, function at our best, and can therefore create more time to relax and enjoy the things that often times matter the most.

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We are most productive in all areas of business as well as in our personal lives when we manage the allotted 24 hours we have each been given with intentionality.

To get more done, have less stress and maybe create more time to relax and have some much needed fun, follow these steps:

1. Have a place for everything.
2. Do something now.
3. Delete or throw away.
4. Delegate it.
5. Delay it.
6. File it.

Bobby Mink, MIRM, has more than 16 years of experience managing multiple types of locations, all types and levels of staffing as well as managing sales and marketing.

As Owner and Head Coach for Choice Consulting, Mink coaches business owners about company growth, setting up and streamlining processes, establishing productive meeting structures and effective communication strategies. He helps them create score cards for increased profitability and customer service by putting in place fundamental business principles that help the owner and company reach their goals.

Connect with him at ermin59@gmail.com.
LEVERAGING THE POWER OF VIDEO

By Barbara Anderson, MIRM
In this fast-paced, digital world it is difficult to have your company stand above the crowd. Sure, you’ve dabbled with online advertising and have sent your share of email campaigns out to the masses, but what about social media? How are you marketing through this medium to increase brand and product awareness? More than likely you have a company Facebook page, and possibly one or two other social media sites, but how are you engaging your audience? Today’s buyers are doing their homework online and through social media before they ever step into your sales office, so it’s imperative to have a powerful presence on these platforms.

If a picture says a thousand words, than a video conveys three times as many. We are ten times more likely to watch a video about a home builder than to read a few words about them on their website. And if you’re not using video in social media campaigns, you’re missing out on a great opportunity, because your customers are watching a ton of social video. Facebook and Snapchat have both surpassed 8 billion daily video views and YouTube’s 1 billion-plus users are watching hundreds of millions of hours of online video every day.

Home builders across the country have enjoyed tremendous success creating brand awareness through video storytelling. Testimonial videos from home owners are especially impactful, as you get a true sense of their home-buying experience. Other videos that demonstrate the home-building process to set expectations or outline warranty information, are equally important. The more information you offer through social media before the buyer begins the process, the better. They will see you as an informational source that creates a level of trust. That’s a great opportunity that you don’t want to miss.

GETTING STARTED
Let’s first of all de-bunk the myth that videos are expensive. You can spend more if you include lighting, scripting and a teleprompter for your video. However, most videos are created on a simple video camera or even an iPhone. Quality is important, but creating sharable content is even more important.

This is really where videos can have the greatest impact in your marketing.

Sharable content through video storytelling not only builds relationships with your audience, but provides a platform for engaging new customers. Consumers are willing to share videos that bring valuable or entertaining content to others and to get the word out about a brand or cause they care about. Couple this aspect with the “viral effect”—that’s what makes video such a powerful tool on social media.

Live, native video has made strides in this medium offering authentic and real-time engagement. “Native” video means “content that’s embedded in and also mimics the environment in which it’s found.” Consumers enjoy this type of interaction, and like the feeling of having a conversation rather than viewing an obvious ad or pitch for a product. In our industry, you might show homebuyers walking into their first model home and commenting on their journey; you can also go on-site and interview a construction manager about their philosophy of building. Social networks now are rolling out native video on their own platforms, demonstrating its growing value. Snapchat, Facebook, Instagram and Twitter all have their own video features, allowing videos to get more traction on the platform’s news feed.
LEVERAGING THE POWER OF VIDEO

A few things to keep in mind as you create your video:
1. Appeal to your audience’s key motivation and how this connects them to your product.
2. Tell a story that appeals to positive emotions, like inspiration or amusement.
3. Build trust, to ensure that you have established credibility.
4. Keep the message simple. Short and sweet has a bigger impact.
5. Embed a sense of urgency. Make sure you have a call to action at the close of each video.

HOW VIDEO IS BEING USED IN THE INDUSTRY
Whether you use a pre-recorded video or live version, builders and trade partners alike are using this marketing tool in a number of ways. Industry leaders across the country have showcased their communities, homes and products to a vast audience using video. Pioneer leaders have developed virtual videos of homes that allow consumers to walk through homes and customize features, which have been shared on numerous social media platforms such as YouTube and Vimeo.

Snippets of your videos can be used as teaser campaigns for lead generation, and can develop a sense of community prior to model and grand opening events. Drones have been especially effective for providing live video to highlight community amenities.

In addition to these features, almost all of the social media platforms offer advertising or boosting opportunities, which in turn target and engage specific audiences. Costs for this type of advertising is nominal, but can have a great impact with your marketing ROI.

Homeowner testimonials are one of the best ways to engage potential buyers and drive them to explore your homes and neighborhoods. Allowing the homeowner to express their story of why they chose this builder or this neighborhood is a powerful message. The authenticity of these videos takes on a life of its own and will likely be shared organically time and time again.

Videos are also effective for demonstrating new products or processes, which in the past have been explained through printed collateral materials. Builders and trade partners alike find this approach the most useful, to set expectations and illustrate benefits to the consumer in an easy-to-digest way.

WHY VIDEO IS ESSENTIAL:
1. Social video appeals to younger demographics. Millennials spend more time watching video on their mobile devices and laptops, rather than watching traditional broadcast TV. By 2030, millennials will comprise 75 percent of the global workforce, making it hard to ignore video platforms that resonate so well with this key audience.
2. Video is unique in its ability to connect with viewers. Social networks prefer video in their algorithms, knowing that this rich content is favored by users. On Twitter, you can respond to a customer inquiry with 140 characters of text, or you can take a few minutes and record them a 30-second video message, for greater engagement.
3. Your competitors are already leveraging social video. A 2016 survey by the Web Marketing Video Council found that 61 percent of businesses are using video as a marketing tool. In the previous year, 66 percent of those businesses were not using video at all. It’s clear that companies are quickly recognizing the growing power of video.
4. Videos can deliver impressive ROI. Here are some interesting stats: 72 percent of businesses who use video say it has increased website conversion rates. 74 percent of all internet traffic in 2017 is projected to come from video. Almost one-third of all people on the internet are YouTube users. More than half of YouTube views come from mobile devices.

If you are not using video to leverage your social media presence, now is the time to begin. Don’t let the opportunity to tell your story, engage customers or share a unique experience pass you by.
Building green is no longer cutting edge. Today’s homebuyers expect sustainable and energy-saving features in their homes.

By Linda Mamet
A study by NAHB in late 2015 revealed that more than half (54%) of home builders are building at least 16% of their new homes green, and by 2020, the vast majority (81%) of home builders will be at that same level of green.

Consider this: Green building has surpassed the "growing trend" phase and has become the norm for many builders who are staying ahead of the curve. As homebuyers become savvier in what they want and need in a home and know their research better than ever before, builders need to meet the challenges and know how to sell the energy-efficient and sustainable benefits of their homes.

**Telling your story**

It’s one thing to use energy-efficient materials and building techniques, but if you don’t tell your buyers what the benefits are it’s a moot point. Walk them through the home, point out the features, explain what they do and how they perform. TRI Pointe Group’s family of local homebuilders provides information and educational materials to buyers. The company also builds for the climate where their homes reside.

For instance, TRI Pointe Homes’ Southern California division introduced high-performance insulated stucco at its Grayson community in Santa Clarita, resulting in energy efficiency for the homeowner. In Arizona, where the hot climate translates to high energy costs, Maracay Homes is focusing on its HERS ratings. They provide an online tool that allows homebuyers to compare and contrast a Maracay floorplan’s HERS rating with that of a typical pre-existing home.

Builders should also look for ways to teach and provide buyers the information that tells them how these features will improve the way they will live in their homes.
It’s helpful for TRI Pointe to have a brand and a name, so buyers can connect and understand what TRI Pointe Group home builders design into their homes to make them efficient and comfortable.

In California, Pardee Homes’ Inland Empire division translates the sometimes-confusing mechanics of a home’s performance with fun and informative facts, figures, and messaging in their model homes to help buyers understand how the homes operate and will save them money.

**Importance of branding**

TRI Pointe Group uses a branded program, LivingSmart®, to communicate with home buyers about their healthy and high-performing homes, and the accompanying savings and comfort. Originally created 15 years ago by Pardee Homes, LivingSmart® involves the development, design, construction, and ongoing operation of high-performing homes, resulting in cost savings for homeowners and a better living environment for their families.

It’s helpful for TRI Pointe to have a brand and a name, so buyers can connect and understand what TRI Pointe Group home builders design into their homes to make them efficient and comfortable.

Through the LivingSmart® program, homes are branded, designed, and independently tested to meet or exceed local energy codes. Each home is enhanced with money-saving and energy-efficient features throughout.

For example, healthy indoor air quality can be provided through the use of low-emission carpets, countertops, and windows. Energy use can be reduced through advanced construction techniques for the building envelope and the addition of solar and ENERGY STAR® appliances. In addition, products or practices that relate to recycling and using fewer resources can be employed along with reducing water consumption with low-flow devices and drought-tolerant landscaping.

As is current practice with all builders, some sustainable and green products and features are standard and others are optional, depending on a division or community. At Pardee Homes’ Inland Empire Division, standard features include, but are not limited to, a solar panel lease program, radiant roof barriers, fluorescent lights, and ENERGY STAR® appliances. Low-VOC materials such as carpets, windows, paints, cabinets, and countertops are standard as well. As LED
costs drop, Pardee will soon start installing LED lighting as another standard feature.

**Partnerships and relationships are key**
Developing strong relationships with manufacturers and suppliers allows builders to increase their knowledge about what’s new on the market. That knowledge can then be passed onto the architects, purchasing and construction team leaders, and trade partners as they build with and install these new products. Tap into the knowledge of your partners. They know what products and techniques are being used to build efficient homes.

**Green amenities:**
**Know what your buyers want and need**
Homebuyers in different parts of the country or different climates want different features and amenities. For example, a radiant roof barrier is a desired home feature because customers understand how it helps protect their home and provide better insulation. This is something that potential homebuyers can appreciate in hot climates. Tankless water heaters are also popular because buyers understand how they work and how they can help save money and energy.

Many of today’s buyers see value in recycled kitchen cabinets, low-E glazing for windows, carpet made from recycled materials, low-flow water devices, and drought-tolerant landscaping. The green lawns that were once a badge of honor are being replaced by drought-tolerant designs that conserve water. This is especially true in the western region of the country. With the drought in California straining the water supply, water-efficient yards are a huge advantage for homebuilders and buyers.

**Stay ahead**
To be successful in home building today, builders need to stay abreast of new energy-efficient products and building techniques, including costs and how products perform in a home. This success will be enhanced when builders foster strong relationships with suppliers and manufacturers. In addition, it is important for home builders to communicate the cost/benefit of energy and water-efficient technologies to their buyers. Before deciding to buy a new home, buyers should be well educated not only on the products that make their home energy efficient, but also on the significant utility savings and benefits of a healthier new home. Educate them. Tell them how a home can be comfortable and save money and energy with the products you use and the building techniques you employ.
Creating Content that Engages Customers with Video in Email

Buyers are looking for more than just information. They’re expecting to feel a personal connection to your business, experience a sense of trust, and be entertained by your productions. Breaking through the advertising clutter, video possesses a specialized ability to accomplish all these necessary advertising feats with one short clip, placing you and your homes at the forefront of a buyer’s mind.

Your Content Goldmine
Video promotions allow you to craft a reality catered to your audience, transport viewers into a home or neighborhood, and produce a more memorable and personalized experience. Because the homebuilding industry naturally exists on a visual plane, it’s especially simple—and essential—to create promotional material that is equally rich in content and visual appeal.

Consider capturing positive client testimonials as a way to instill trust, bringing viewers on a walkthrough of your model home and surrounding area to deliver a clearer picture, and filming progress reels to give a face to your brand. To establish yourself as an expert in the field, use video to create quick how-to educational videos and attract the attention of potential buyers, future investors, and contractors. If used correctly, video promotions have the ability to increase your visibility and further bridge the elusive gap between buyer and seller.

HubSpot reports that four times as many consumers prefer watching a video about a product to reading written descriptions, giving your video marketing campaign an immediate out of the gate advantage. Video provides buyers with a more “hands on approach” to the purchasing experience, and with 92% of mobile video viewers opting to share a video with friends and family, your film
commercial will develop legs of its own, successfully promoting your homes through the web’s vast social network and skyrocketing your customer reach.

**Video Email: Your Marketing Power Tool**

You cannot expect to throw content in the air and wait for it to land squarely in place. There is a strategy involved in uploading your promotions, and those who choose email as their preferred outlet will see magnified, calculable results.

According to a study published by [Campaign Monitor](http://campaignmonitor.com), email is still the preferred mode of marketing communication for 72% of consumers, and video is now becoming the uploading content of choice. [HubSpot](http://hubspot.com) also reports that using the word “video” in an email subject line increases open rates by 19% and click-through rates by 65%; so if you’re seeing too many notices of potential buyers clicking the “unsubscribe” button, then video email may very well be your saving sender.

Per a study published by [eMarketer](http://emarketer.com), not only did 55% of advertisers who used video email see higher click through rates, but 44% of them also found that subscribers were spending more time on these emails. Even further, email shares and forwards also increased for 41% of those included in the study.

In tests performed by [Eloqua](http://eloqua.com), 75% of those who included video in their email campaigns saw a 75% reduction in subscription opt-outs, making video email the perfect vehicle for turning around any home or brand advertising effort.

**The Wide-Reaching Results**

Video Email does more than improve traction. [Jay Carden](http://jaycarden.com) of RE/MAX Properties in Colorado Springs, Colo. saw his business double through his thank you and follow-up video emails.

Dawn Sutherland, from Dawn Sutherland Better Homes and Garden Realty in Jacksonville, Fla., uses video email to welcome contacts when they join her mailing list and to send congratulatory messages post-closing. Sutherland said this helps move her business away from, “boring written emails” and start, “sending out exciting emails to the group.” Video email is a way of connecting that leads more cursors to click and more fingers to tap.

**Getting Started**

Incorporating video emails into your marketing campaigns and listings is not difficult, and many companies have web-based applications that allow you to easily upload your video into eye-catching templates with text boxes for written messages and call-to-action incentives.

Through first-person filming, you’ll inspire trust, bridge the gap between buyer and seller, and improve your chances of having viewers seek out more information.

When choosing your video email product, steer clear of any embedding software. Not only will many popular email applications not allow a user to play these types of messages, but you also risk sending files that are far too large, causing delivery delays and, on occasion, deletion due to detected security risks.

The best option is to find a video email product that includes a thumbnail. This thumbnail will copy the look of a classic video player, but when selected, the reader will be brought to a new window that looks the same as your email message. These types of messages are foolproof and will help you successfully avoid any technical, storage, or delivery issues.

**Appealing to the Consumer Shift**

Changing the way we engage with others, web based videos are growing increasingly popular in the social and consumer marketplace. As you begin exploring what types of videos make the most sense for you and your brand, keep in mind that we’re not just marketers, we’re storytellers. By creating engaging videos and sending them through email, you’ll become part of the glue that creates personal connections with homebuyers irrespective of distance, and the results will speak for themselves. SMI

Bob Reina is the Founder & CEO of video marketing company Talk Fusion. Established in 2007, Talk Fusion first opened its doors with its flagship product, Video Email. Combining his 20 years’ experience in the marketing and direct selling industries, Bob spearheads the company’s global success with his innovative vision, charismatic leadership, and passion for helping others. Bob believes in a strong commitment to giving back to family, friends, communities, and animal charities across the world.
HOT PRODUCT – ACTICLEAN TOILET FROM AMERICAN STANDARD

The new ActiClean system is the toilet that cleans itself. It combines superior flushing technology with a fully integrated self-cleaning system. The user simply presses a button, walks away, and the toilet does the rest.

Here’s how the ActiClean system works:
• The user presses the button for the preferred cleaning cycle: a Quick Clean that takes one minute; or a Deep Clean that offers an extended, 10-minute cleaning cycle.
• Cleaning solution travels through the designated channel in the tank and is mixed with water.
• The cleaner is released into the bowl, combined with the powerful force from the flush, which allows the cleaner to completely scour the bowl from top to bottom.
• The cleaner soaks in the bowl for the chosen amount of time. Its fresh fragrance and foaming bubbles indicate it’s working.
• When the soaking time has ended, the system will automatically siphon the cleaning agent and rinse the bowl with clear water.

ActiClean eliminates the need for after-market add-on cleaning solutions that are unsightly, ineffective and may even damage toilets.

The ActiClean toilet provides the luxury of a toilet that cleans itself at a price point favorable to a broad range of homeowners.

- https://www.americanstandard-us.com/acticlean.html

Home Buyer Preferences: Age, Income, and Other Factors
National Association of Home Builders

This is the latest study in NAHB’s long history of tracking the evolution of home buyer preferences. Home Buyer Preferences focuses on preferences across different income levels and also includes detailed tables that show how other factors, such as age, geographic location, or household composition affect housing preferences.

The study provides insights into buyers’ preferences for home type and size, room layout, kitchen and baths, windows and doors, accessibility and outdoor features, and trade-offs buyers are willing to make. By knowing what your customers want, you can position your company to have the edge over your competitors.

Here are a few key findings:
• The majority of all buyers (65%), and Boomers in particular (63%), would like to buy a single-family detached home.
• Buyers in general expect to pay about $220,000 for their next home; Boomers, about $213,000.
• A majority of all buyers (68%) and Boomers (74%) want the washer and dryer on the first floor.
• High ceilings on the first floor (of at least 9’) are the preference of more than 60% of all buyers as well as Boomers.

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Wells Fargo Home Mortgage is there for builders in all the ways that count – with the people, products, programs and services to help builders work efficiently and sell effectively. As the nation’s #1 retail mortgage lender and #1 lender to homebuyers of newly constructed homes, Wells Fargo Home Mortgage has a mortgage presence in over 2,300 locations and originated 1 of every 5 home loans in the U.S. in 2013. Our National Builder Division has a nationwide network of Regional Builder Sales Managers supported by dedicated builder fulfillment and operations teams, with local new construction loan specialists available to work onsite with builders and buyers every day of the week.

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The objective of the presentation center was to sell the target market of thirty- to forty-year-olds a neighborhood instead of a condo by producing material that remains true to the eclectic roots of the area. The target market identifies with the culture of the West End, but is tired of the “soulless” condo developments that are beginning to dominate those neighborhoods.

The presentation center was designed to inspire a fresh vision for urban life while reflecting the unique and diverse character of Toronto’s Downtown East. The model suite is partially constructed in wireframe and traced in light, converting the suite into a canvas onto which the owners can envision a home.

Finish options are displayed as one collage, loosely divided into three schemes, which were inspired by the personalities of three unique areas in the surrounding neighborhood: the artist, the foodie, and the sleek business personality.

The availability board is a decorative but functional highlight featuring keys mounted on a series of found, antique doors. The team also built a successful pop-up shop featuring the various branded materials that were used in the campaign, hats, mugs, bags, and t-shirts.
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