



“Basics Of Building” Class

By Licensed Instructor Steve Hoffacker, CAPS, MCSP, MIRM

2012 William “Bill” Molster Award, NAHB • 2008 Trina Ripley Excellence In Education Award, NAHB

- ✓ **One-day class, with reference book, illustrations, and exercises**
- ✓ **Great introduction to the new home sales, marketing, and construction process**
- ✓ **Nice complement for anyone not directly involved onsite in selling or building a home**
- ✓ **Receive 6 hours of CE for CAPS, CGR, CGB, MCSP, MIRM, AIA, AIBD**

⇒ **HBCA of Brevard, 1500 West Eau Gallie Boulevard, Melbourne, FL 32935** ⇐

Tuesday, May 16, 2017 – 9:00am-5:00pm

This one-day class is \$275 for HBA members and \$300 for non-members

YOU DON'T NEED TO HAVE A CONSTRUCTION BACKGROUND TO TAKE THIS CLASS

Please call or email to reserve your space.

(561) 685-5555 (Steve Hoffacker) ▪ steve@stevehoffacker.com

For more information, visit: <http://www.stevehoffacker.com/ContinuingEducation.html>

Steve Hoffacker, CAPS, MCSP, MIRM, has over 30-years' experience in working with homebuilders, contractors, remodelers, new home salespeople, and real estate sales professionals. He has been recognized for his sales and education accomplishments through 4 national awards from NAHB over the past several years. He is a licensed real estate broker and began his professional career years ago as a city planner. He brings a tremendous amount of experience and perspective to this class from a variety of building situations and from across North America.

Whether you work for a builder or contractor in some capacity (as an estimator, warranty service, purchasing, contract management, or elsewhere in the office, for instance), if you are an architect or interior designer with a home design emphasis, if you practice real estate law, if you are a financial planner where a home purchase might be recommended, if you are a building materials supplier or manufacturer to understand how what you offer fits into the total picture, if you sell general real estate but want to know more about new homes or desire to represent a builder, if you are a sales or marketing consultant interested in new homes, for consumers who might want to build or purchase a new home, or for anyone else interested in knowing more the new home construction and sales process, this course is for you.

In this one-day program, you will learn about:

- **Various housing products and their builders**
- **Who has a stake in the housing industry**
- **Creating a market appeal for new homes**
- **Selling new homes to the consumer**
- **Using in-house sales versus brokers**
- **Design trends and considerations**
- **The process of purchasing land and building on it**
- **Getting through the regulatory process**
- **Financing tools for the builder and consumer**
- **Common terms used in construction**
- **The builder's purchasing department**
- **The various steps in the home construction process**
- **The critical steps in constructions**
- **Compliance concerns in homebuilding**
- **Customer relations during and after the sale**
- **Managing the sales process**
- **Warranty and after-the-sale service**
- **Common documents used in construction**
- **Glossary of hundreds of construction terms**
- **Overview of what it takes to deliver a new home**