

Real Estate Professional Training

Understanding Green Homes

Cascade Natural Gas is teaming up with Pam Worner, of Green Dog Enterprises, to raise awareness about green building in Washington and the Conservation Incentive Program. Classes will be offered at three locations and focus on the basics of understanding and selling green homes.

Attendees will learn: the differences between green home certifications, how to recognize the difference between an efficient and inefficient home and how to effectively sell the value of energy efficiency to homebuyers.

Both classes offer continuing education credits for real estate agents and appraisers. Trade Ally Builders of the Cascade Natural Gas Conservation Incentive Program are encouraged to extend an invitation for these classes to their real estate partners.

Understanding Green Home Certifications

Attendees will learn:

- What does "green certified" really mean?
- Understanding different certifications (Built Green, LEED, ENERGY STAR®).
- What a certification tells you about a home?
- How to sell the benefits of a green home.

Understanding and Selling Energy Efficiency

Attendees will learn:

- How to explain energy-related features to buyers.
- Energy-saving features inside the home's structure (i.e. air sealing, insulation).
- How a home earns the ENERGY STAR label.
- How to access free support and marketing materials.
- What local utility benefits are available.



Presenter:
Pam Worner,
CEO Green Dog Enterprises

Pam Worner has more than 15 years' experience helping construction firms succeed. Before founding Green Dog, she served as Director of Sales and Marketing for the Master Builders Association of King & Snohomish Counties (WA), the nation's largest local homebuilders association. A popular speaker and trainer, Pam has presented at Seattle's Built Green Conference and the National Association of Homebuilders' Green Building Conference, and she frequently teaches classes on selling energy-efficient homes for ENERGY STAR. She has been featured in such publications as Seattle Business Monthly and the Puget Sound Business Journal.

DATES AND LOCATIONS:

June 15th

Yakima Association of Realtors
2707 River Road, Yakima, WA 98902

June 16th

Sustainable Living Center
500 Tausick Way, Walla Walla, WA 99362

June 17th

Tri-Cities HBA
10001 W Clearwater Ave., Kennewick, WA 99336

TIMES:

Understanding and Selling Energy Efficiency

9am – 12pm

Understanding Green Home Certifications

1pm – 4pm

COST:

\$50 per class—Classes offer continuing education credits of 3 clock hours each.

To register or for more information, please contact:

Forest Eckley
forest.eckley@csggrp.com
206.715.1176

Send checks payable to:

CSG
1633 Bellevue Avenue, Suite A
Seattle, WA 98122

Payment must be received prior to training.

