



2014 NAHB International  
Builders' Show®

## From Concept to Reality: Strategies for a Profitable Project

International Builders' Show • Thurs, Feb 6 | 8:30-11:30 AM | South 233

[Mollie Elkman](#), Group Two Advertising, Philadelphia, PA

[Vernon McKown](#), Ideal Homes, Norman, OK

[Doris Pearlman](#), MIRM, IIDA, Possibilities for Design, Denver, CO

[John Schleimer](#), MIRM, CAASH, Market Perspectives, Roseville, CA

[Bob Schultz](#), MIRM, CAASH, The New Home Sales Specialists, Boca Raton, FL

[Dan Swift](#), AIA, BSB Design, West Des Moines, IA

### Session Agenda

#### 8:30-9:00am Market Research & Product Positioning

**John Schleimer**

Being able to effectively research your competition and understand who the buyers are in your marketplace will allow you to have the right product positioning. Five key strategies will be shared that have helped builders achieve this positioning and increase their market share and profitability.

#### 9:00-9:25am Product Design Trends

**Dan Swift**

Today's plans must include spaces and features that cater to the way buyers live now, which is dramatically different than the way they lived just 5 years ago. Balancing these new essentials with a demand for value and efficiency has changed the way homes are designed. We'll cover the newest layouts, features and upgrades that are turning shoppers into buyers.

#### 9:25-9:30am Break

#### 9:30-9:55am Today's Merchandising Trends

**Doris Pearlman**

Designing model homes that demonstrate the buyer's future lifestyle, make an emotional connection and increase perceived value are the goals of good model home design and merchandising. In order to do this, a keen understanding of today's design trends and how they relate to regions of the country and buyer profiles is essential. Today's trends forecast will inform, educate and create a greater understanding of that information.

#### 9:55-10:20am Modern Marketing

**Mollie Elkman**

Marketing in 2014 is all about understanding the modern-day decision making process of buyers in the "participation age." Mollie will empower you to proactively use your marketing efforts to CONNECT with people at the key moments in their new home search. We will discuss Google's *Zero Moment of Truth* as well as how to apply that knowledge to your 2014 marketing strategy.

#### 10:20-10:25am Break



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**10:25-10:50am New Homes Sales Training**

**Bob Schultz**

Hear strategies to increase sales revenue and reduce unnecessary costs. You will also learn why 'selling is a contact sport', and 'being liked' is highly overrated if it does not lead to a measurable and provable increase in sales and profit.

**10:50-11:15am Builder's Perspective & Advice**

**Vernon McKown**

One of the leading new home builders in Oklahoma will share his perspectives on how his company incorporates the five disciplines and numerous strategies covered by the session's presenters into his company's day-to-day operations and strategic planning for future residential communities.

**11:15-11:30am Questions & Answers**

**Speakers & Audience**