

Retooling the U.S Housing Industry Executive Workshop

February 16-17, 2017

Palm Harbor, FL

Workshop Information

Attendees

Sponsors:

Official:

- Panasonic

Gold:

- Unico Inc.
- Huber Engineering
- RenewAire
- BASF
- Portland Cement Association

Purpose:

The American consumer is becoming increasingly informed at an exponentially accelerating rate. Although the housing industry has been somewhat isolated from the resulting innovation imperative, that is rapidly changing. Over 90 percent of buyers currently research the web before visiting a builder. That's up over 250 percent from five years ago. Now the amount of accessible content is also about to explode. There are too many web business opportunities for it not to. This workshop has invited a select group of home builder executives to examine each core element of the housing industry for opportunities to apply proven innovations and prepare for this paradigm shift. This will be enhanced by collaborating and sharing lessons learned among the participating senior executives. A rising tide raises all boats and the housing industry can best improve by working together. This workshop will begin the process for each home builder attending.

Desired Outcome:

- Understanding the visible future based on hard trends
- Self-assessment of sustainable development practices for each builder
- Self-assessment of good housing design practices for each builder
- Self-assessment of high-performance home practices for each builder
- Self-assessment of quality home construction practices for each builder
- Self-assessment of effective home sales practices for each builder
- Action plan for each builder identifying top three high-priority innovation opportunities

Retooling the U.S Housing Industry Executive Workshop

Day One – February 16, 2017

| Module | Purpose | Objective | Time |
|--|--|---|-------------|
| Breakfast/Registration | | | 7:00–8:00 |
| Intro | Introductions | Round-the-Room Introductions Why You Build Homes | 8:00-8:40 |
| Background | Housing: The Visible Future Agenda Review | Overview of What We Know with Certainty is Coming to Housing Industry Agenda Review | 8:40–9:05 |
| Welcome | Innovation Showcase | Learn About New Innovations from Panasonic | 9:05-9:20 |
| Module 1: Sustainable Development Matters | | | |
| 1a | Define What is Sustainable Development | Identify Three Critical Factors that Assure Sustainable Development | 9:20-9:50 |
| 1b | Group Discussion | Discuss Sustainable Development Opportunities | 9:50-10:20 |
| 1c | Benchmark Your Development Practices | Complete/Discuss Self-Assessment Worksheet | 10:20-10:40 |
| 1d | Innovation Showcase | Learn About New Innovations from Unico Inc. | 10:40-10:55 |
| Break | | | 10:55-11:10 |
| Module 2: Good Design Matters | | | |
| 2a | Define What is Good Housing Design | Identify Five Critical Factors that Assure Good Housing Design | 11:10-11:40 |
| 2b | Group Discussion | Discuss Good Housing Design Opportunities | 11:40-12:20 |
| Lunch | | | 12:20-1:20 |
| 2c | Benchmark Your Housing Designs | Complete/Discuss Self-Assessment Worksheet | 1:20-1:40 |
| 2d | Innovation Showcase | Learn About New Innovations from Huber Engineered Woods | 1:40-1:55 |
| Module 3: High-Performance Matters | | | |
| 3a | Define What is High-Performance | Identify Five Critical Factors that Assure High-Performance Homes | 1:55-2:30 |
| Break | | | 2:30-2:45 |
| 3b | Group Discussion | Discuss High-Performance Home Opportunities | 2:45-3:25 |
| 3c | Benchmark Your Home-Performance | Complete/Discuss Self-Assessment Worksheet | 3:25-3:45 |
| 3d | Innovation Showcase | Learn About New Innovations | 3:45-4:00 |
| Wrap-up | Day One | Review Discussion/Key Points/ Discuss Day Two | 4:00-4:15 |
| Break | | | 4:15-5:30 |
| Dinner | | | 5:30-7:00 |

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Day Two – February 17, 2017

| Module | Purpose | Objective | Time |
|--|---|--|-------------|
| Breakfast | | | 7:00-8:00 |
| Module 4: Quality Home Construction Matters | | | |
| 4a | Innovation Showcase | Learn about New Innovations from Zola European Windows | 8:00-8:15 |
| 4b | Define What is Quality Home Construction | Identify Three Critical Factors that Assure Quality Construction | 8:15-8:50 |
| 4c | Group Discussion | Discuss Quality Home Construction Opportunities | 8:50-9:25 |
| 4d | Benchmark Your Quality Home Construction | Complete/Discuss Self-Assessment Worksheet | 9:25-9:45 |
| 4e | Innovation Showcase | Learn About New Innovations from RenewAire | 9:45-10:00 |
| Break | | | 10:00-10:15 |
| Module 5: Effective Home Sales Matters | | | |
| 5a | Define What is Effective Home Sales | Identify Three Critical Factors that Assure Effective Home Sales | 10:15-10:50 |
| 5b | Group Discussion | Discuss Effective Homes Sales Opportunities | 10:50-11:20 |
| 5c | Benchmark Your Home Sales System | Complete Effective Home Sales Self-Assessment Worksheet | 11:20-11:40 |
| 5d | Innovation Showcase | Learn About New Innovations | 11:40-11:55 |
| Lunch | | | 11:55-1:00 |
| Module 6: Taking Action Matters | | | |
| 6a | Putting it All Together | The Retooled Home of the Future | 1:00-1:15 |
| 6b | Complete Self-Assessment | Complete Self-Assessment Spider Diagram for Your Home Business | 1:15-1:30 |
| 6c | Identify Innovations for Immediate Action | Identify High-Priority Innovation and Improvement Actions | 1:30-1:45 |
| 6d | Group Discussion on Self-Assessment Results | Learn from Each Other About Highest Priority Opportunities to Innovate and Improve Your Businesses | 1:45-2:15 |
| Wrap-Up | Review/Next Steps | Identify Next Steps for Moving Forward What Worked and Could Be Improved | 2:15-2:30 |
| Adjourn | | | 2:30 |