



Building Knowledge

Publications & Education **Resource Guide 2019**



Welcome

TRUST. RESPECT. PROFIT.

These are the goals of every builder. Each day you use your tools at the jobsite; now use NAHB's tools to help you advance your career. Whether you're looking to gain additional skills in a particular topic, grow your network or earn one of our 13 professional designations, NAHB Education and our exclusive course and designation sponsor, Lowe's Pro Services, are committed to providing the best home building knowledge to foster success—in the way that best suits you.



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IN-PERSON AND ONLINE LEARNING

Take classroom courses at your local HBA or at the NAHB International Builders' Show®. Or, we can bring the learning to you through live, guided online courses, webinars and on demand online courses. In person or online, when you participate in NAHB Education, you're connected to a network of peers. You'll learn from experts in the industry, merging theory and practice as you learn today's key areas of expertise:

- 55+ Housing
- Building Techniques and Strategies
- Business Management
- Custom Building & Remodeling
- Design & Community Planning
- Industry Trends & Emerging Issues
- Multifamily Housing
- Sales & Marketing

So what are your goals for 2019? To be a leading builder? A better bidder? A design resource for all ages? NAHB Education and BuilderBooks can help you get there. Our tools, publications and courses give you the knowledge you need—to grow, profit and succeed.

BUILDERBOOKS

The publishing arm of NAHB, BuilderBooks' primary goal is to help you build your business. The products and publications produced by BuilderBooks have been specifically created to help you streamline your daily operations, better serve your new and existing customers, develop new strategies to safeguard your jobsites and ultimately build and sell more homes.

NAHB members enjoy a
10% savings
on every BuilderBooks
item, every day.

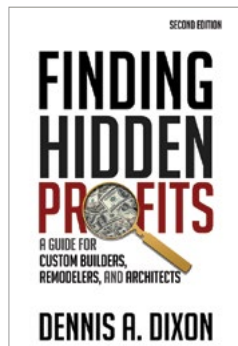


BuilderBooks



These are the courses that are popular year after year and publications that are must-haves.

BuilderBooks PUBLICATIONS



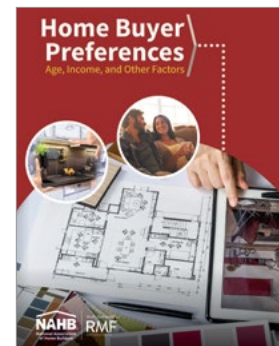
Finding Hidden Profits: A Guide for Custom Builders, Remodelers and Architects, Second Edition

Dennis Dixon

Learn how to position your business to make more money through five key elements—allowances, change orders, draw schedules, detailed specifications and comprehensive contracts. *Finding Hidden Profits* provides practical advice, simple formulas and useful tips you can use to start finding the profits hidden in your business today!

From BuilderBooks, 2017, 156 pp/Softcover
Item 00313 ISBN 978-0-86718-754-0

Member \$27.95
Retail \$29.95



Home Buyer Preferences: Age, Income and Other Factors

NAHB Economics & Housing Policy Group

Find out what your customers want, so you can position your company to have the edge over your competitors. *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.

From BuilderBooks, 2017, 312 pp/Softcover
Item 00315 ISBN 978-0-86718-758-8

Member \$79.95
Retail \$149.95

COURSES

UPDATED

Online Only

BUSINESS MANAGEMENT FOR BUILDING PROFESSIONALS

Learn the management skills that give industry leaders the edge. This course explains critical elements from planning to evaluating progress and presents practical tips and tools for managing a business successfully.

CERTIFIED NEW HOME SALES PROFESSIONAL

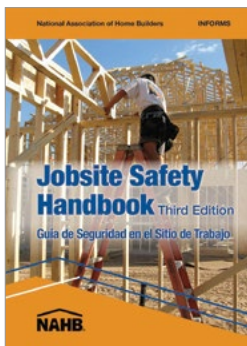
Gain a broad understanding of the home building business, discuss consumer psychology and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections.

UPDATED

PROJECT MANAGEMENT

Develop the skills you need for successful on- or off-site production operations management. This hands-on course covers the three phases of a successful venture: planning, implementation and evaluation.

Update available 3/1/2019



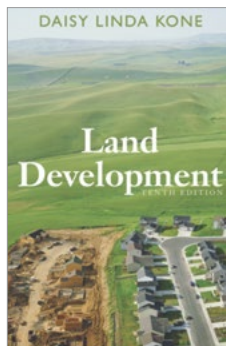
Jobsite Safety Handbook, Third Edition

NAHB Labor, Safety & Health Services

This easy-to-use handbook contains the complete English and Spanish text side-by-side to facilitate straightforward communication. It provides an overview of the key safety issues residential builders and workers need to focus on to reduce accidents and injuries.

*From BuilderBooks, 2012, 95 pp/Softcover, Full color
Item 00292 ISBN 978-0-86718-681-9*

Member \$11.00
Retail \$12.50



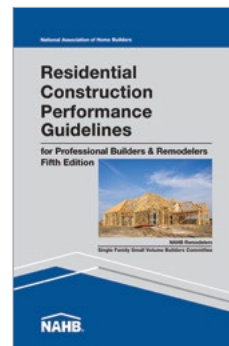
Land Development, Tenth Edition

Daisy Linda Kone

Author Daisy Linda Kone helps readers acquire a complete knowledge of the interrelated factors that contribute to a successful land development project, including market study and analysis, financing, site selection analysis, environmental regulations, developing a master plan concept, storm water management, site engineering, residential streets and selecting housing types. The tenth edition contains details concerning major environmental regulations that affect land development, emerging demographics for targeted marketing and new innovations in housing types. Recommended reading for the CGB and GMB designations.

*From BuilderBooks, 2006, 368 pp/Softcover 8-page color insert
Item 00227 ISBN 978-0-86718-609-3*

Member \$49.50
Retail \$55.00



Residential Construction Performance Guidelines, Contractor Reference, Fifth Edition

National Association of Home Builders

The industry's most accepted contractor reference on how homes should perform. The contractor reference features:

- More than 300 guidelines in 13 major construction categories
- New guidelines on wall insulation, windows and glass, roof trusses, roof vents, roof coverings, plumbing, electrical, flooring and more
- Glossary of common terms
- Italicized terms throughout for easy identification in the Glossary

*From BuilderBooks, 2016, 126 pp/Spiral-bound
Item 00306 ISBN 978-0-86718-743-4*

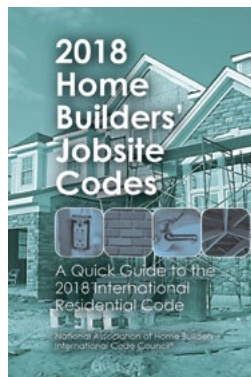
Member \$39.95
Retail \$44.95



Knowledge is power, and there's no better place to find it than through NAHB courses and BuilderBooks publications.

Here are some of our latest offerings.

NEW BuilderBooks PUBLICATIONS



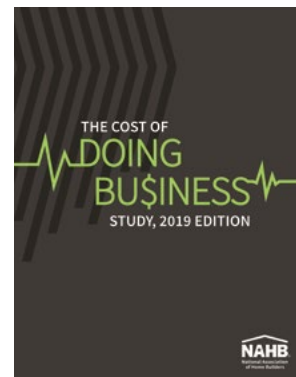
2018 Home Builders' Jobsite Codes

Stephen A. Van Note

This pocket-friendly companion to the International Residential Code discusses the impact of 2018 code changes to fire-resistant walls separating townhouses, emergency escape and rescue openings in basements, safety glazing adjacent to doors and bottom stair landings, and more. It also updates requirements for smoke alarms and carbon monoxide alarms, and introduces helpful wood deck provisions. More than 100 detailed illustrations, useful tables, figures and a glossary are included to facilitate your understanding of the codes.

*From BuilderBooks, 2019, 342 pp/Spiral-bound
Item 00320 ISBN 978-0-86718-768-7*

Member \$21.95
Retail \$23.95



The Cost of Doing Business Study, 2019 Edition

NAHB Business Management & Information Technology Committee

Profits are increasing. This invaluable resource gives you a glimpse of financial statements from hundreds of builders nationwide and provides statistics and analysis so you can see how you compare to other builders. The study discusses financial performance according to builder type and size, as well as industry-wide averages using these key indicators such as gross margins, net profits, cost of sales, operating expenses and financial ratios.

*From BuilderBooks, 2019, 90 pp/Softcover
Item 00319 ISBN 978-0-86718-770-0*

Member \$79.95
Retail \$149.95

COURSES

MARKETING AND COMMUNICATING WITH THE AGING IN PLACE CLIENT (CAPS I)

Most Americans want to remain in their homes as they age. Learn to identify the burgeoning aging-in-place opportunities and develop the skills to interact with this market.

DESIGN CONCEPTS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS II)

Learn to identify common challenges within the home and understand attractive design concepts and innovative products that create a safe and comfortable environment for clients who want to age in place.

DETAILS AND SOLUTIONS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS III)

This course builds on CAPS I and II by introducing design solution techniques, innovative products and best practices for product installation for CAPS professionals to utilize when creating livable homes in which to age in place.



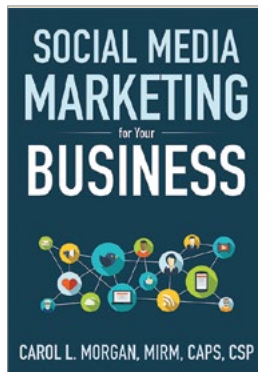
What Home Buyers Really Want, 2019 Edition

NAHB Economics & Housing Policy Group

This resource is the latest in NAHB's long commitment to home buyer preferences research. It provides the most current and accurate information on buyer preferences so that you can deliver the home (and community) that today's buyers want and are willing to pay for. In this latest study, the analysis shows not only what the typical, average buyer wants in terms of features, layout, technology or community amenities, but also how those preferences differ based on demographic factors, such as age, race/ethnicity, geographic location, income or price point.

From *BuilderBooks*, 2019, 306 pp/Softcover
Item 00321 ISBN 978-0-86718-772-4

Member \$79.95
Retail \$149.95



Social Media Marketing for Your Business

Carol L. Morgan, MIRM, CAPS, CSP

Your marketing program must start with a strong foundation comprised of your website, brand and content. Once that foundation is established, you can build upon it. *Social Media Marketing for Your Business* shows you how to create a winning marketing plan by carefully setting goals, creating strategy, and targeting audiences. This book will help you take a long-term approach to building and maintaining an effective marketing strategy with social media as a main component.

From *BuilderBooks*, 2018, 144 pp/Softcover
Item 00317 ISBN 978-0-86718-764-9

Member \$17.95
Retail \$19.95



Partnering with Brokers to Win More Sales

Quint Lears, MIRM

If you are a builder or builder's representative, you have an uphill road with many obstacles when it comes to working with brokers. This book will give you hard-won, practical suggestions to help your company create long-term, powerful and productive relationships with your local real estate brokers. *Partnering with Brokers to Win More Sales* is dedicated to educating builders and new home salespeople on how to work effectively with real estate brokers to increase new home sales.

From *BuilderBooks*, 2018, 144 pp/Softcover
Item 00316 ISBN 978-0-86718-762-5

Member \$22.95
Retail \$24.95

BUSINESS ACCOUNTING AND JOB COSTING: A ROAD MAP TO PROFITABILITY

Learn the basics of financial planning, budgeting, construction business accounting, job cost systems and financing options that will enable you to track and analyze cost of goods, overhead and individual job costs as well as communicate about them effectively. Topics include accounting terminology, a chart of accounts, types of records and reports to be maintained and loan products that can provide financing alternatives.

COURSES

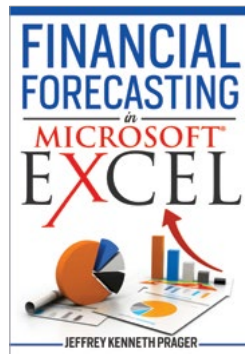
For a full description of these courses and where to take them, visit nahb.org/searcheducation.

DIVERSIFICATION: CAPITALIZING ON NEW BUSINESS OPPORTUNITIES

Identify opportunities to build and diversify your business. Examine more than 25 different opportunities within the construction industry that are ideal for expansion, including commercial building, remodeling, special use structures and institutional projects. You'll analyze the factors that affect success in diversification and learn the due diligence steps to take when preparing to diversify.

NAHB members enjoy a **10% discount** on live online and on demand courses. Use promo code **ERG19**.

BuilderBooks PUBLICATIONS



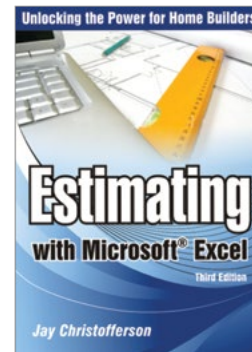
Financial Forecasting in Microsoft® Excel

Jeffrey Kenneth Prager

In order to expand your business, you will need capital. *Financial Forecasting in Microsoft® Excel* takes you step-by-step through creating financial forecasts with Microsoft® Excel 2010 so you can assess project feasibility, fund company cash needs, determine financial feasibility of a project before committing and identify problems before they become major. By following the guidelines presented in this book, you will give a potential funding source the necessary information to make an investment decision.

From BuilderBooks, 2015, 196 pp/Softcover with online files
Item 00300 ISBN 978-0-86718-733-5

Member \$39.95
Retail \$44.95



Estimating with Microsoft® Excel, Third Edition

Jay P. Christofferson

Creating estimates just got a little easier. In *Estimating with Microsoft® Excel, Third Edition*, Jay Christofferson, a recognized expert in computerized estimating, details how you can save money and time by using Microsoft® Excel 2007 to develop estimates that are reliable enough for your most important management decisions. You'll learn essential skills for programming basic formulas to automating Excel to integrate with other software packages *Estimating with Microsoft® Excel* will show you how to set up an accurate, efficient estimating system.

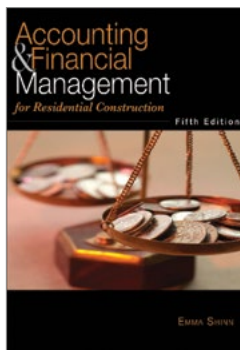
From BuilderBooks, 2010, 151 pp/Softcover with online files
Item 00266 ISBN 978-0-86718-647-5

Member \$39.95
Retail \$44.95



Tracking finances can be tedious yet critical, and many builders don't have up-to-date training in skills around budgeting, measuring overhead or estimating.

But NAHB has just the help you need with BuilderBooks and in-depth courses.



Accounting and Financial Management for Residential Construction, Fifth Edition

Emma Shinn

Take control of your finances with *Accounting & Financial Management*. This solid resource for builders, remodelers, developers and contractors provides detailed information on how an accounting system operates and the basic principles for processing financial data. This fifth edition includes the NAHB Chart of Accounts.

From *BuilderBooks*, 2008, 212 pp/Softcover
Item 00256 ISBN 978-0-86718-635-2

Member \$26.95
Retail \$29.95



Defensive Estimating: Protecting Your Profits

William Asdal, CGR

Have you ever walked away from closings with less money than you deserve? Stop letting it happen. Performed correctly, estimating is your key to keeping more of your hard-earned profit. Master builder and business expert Bill Asdal shows builders and remodelers how to estimate based on fiscal goals and protecting the company's bottom line. His unique approach to estimating gives readers user-friendly systems to improve the process and provides hundreds of ideas and simple suggestions. Asdal takes the magic and science of estimating and turns it into an art. Recommended reading for the CGB, CGR and GMB designations.

From *BuilderBooks*, 2006, 141 pp/Softcover
Item 00240 ISBN 978-0-86718-620-8

Member \$19.95
Retail \$17.95



COURSES

NAHB members enjoy a **10% discount** on live online and on demand courses. Use promo code **ERG19**.

For a full description of these courses and where to take them, visit nahb.org/searcheducation.

Try these high performance courses individually or as part of the **Certified Green Professional (CGP)** or **Master Certified Green Professional (MGCP)** designations.

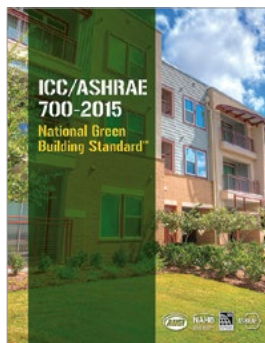
ADVANCED HIGH PERFORMANCE BUILDING: PROJECT MANAGEMENT

Completely online, you will boost production efficiency and customer satisfaction by learning how to integrate green and high performance practices and certifications (National Green Building Standard, LEED, etc.) into a streamlined project management process. Combining Project Management Institute concepts with the whole house approach to building, this course identifies key systems, documents and communication strategies.

HIGH PERFORMANCE BUILDING FOR BUILDING PROFESSIONALS

The popular Green Building for Building Professionals course has been restructured into an online format. Now available as 10 individual modules, including how-to videos, you can take the course in its entirety or just the modules that meet your needs.

BuilderBooks PUBLICATIONS



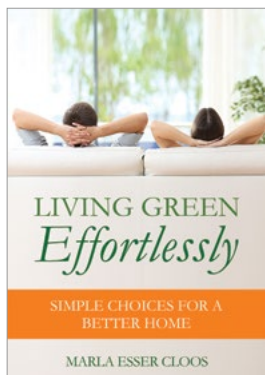
ICC/ASHRAE 700-2015 National Green Building Standard™

ICC, ASHRAE, and NAHB

Approved by the American National Standards Institute for all types of sustainable residential construction, the *Standard* outlines a variety of green practices that can be incorporated into new homes and multifamily buildings, as well as hotels, dormitories and land developments. The *Standard* also delivers stand-alone chapters for both home remodeling and additions, and renovations of multifamily buildings.

From BuilderBooks, 2016, 228 pp/Softcover
Item 00310 ISBN 978-0-86718-750-2

Member \$17.95
Retail \$19.95



Living Green Effortlessly: Simple Choices for a Better Home

Marla Esser Cloos, CGP, Master CGP

Discover how to make your home green—whether you live in a small apartment in the big city or a brand new single-family home in the suburbs. *Living Green Effortlessly* gives you simple steps that can save you money now, increase your home's value, and make your home healthier for you, your family—and the environment.

From MyHome Press, 2017, 146 pp/Softcover
Item 00312 ISBN 978-0-86718-752-6

Member \$17.95
Retail \$19.95

Known as sustainable or high performance construction, green building incorporates construction and development techniques, materials and designs intended to minimize a home's impact on the environment and conserve natural resources.

High performance building is a practical response to a wide range of issues affecting all consumers.

These include such concerns as rising energy costs, the need to ensure clean water and minimize water usage, and the need to improve air quality. In short, home builders strive to maximize efficiency and sustainability in every aspect of new home construction and in home remodeling.



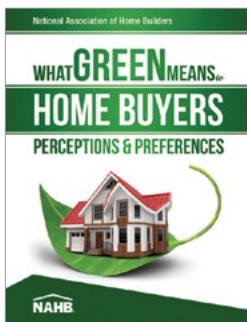
Green Building Strategies: From Plan to Profit

Jeannie Leggett Sikora

A concise guide, *Green Building Strategies* shows you how to build high-performance energy-efficient green homes. The book takes you step-by-step from design through site development and construction, quality assurance, marketing and customer service. It provides the information you need to systematically create green projects with a price tag both you and your buyers can accept. URLs for essential online green building resources are included.

From BuilderBooks, 2012, 182 pp/Softcover
Item 00290 ISBN 978-0-86718-679-6

Member \$26.95
Retail \$29.95



What Green Means to Home Buyers: Perceptions and Preferences

NAHB Sustainability & Green Building and the Economics & Housing Policy Groups

This is a study of consumer preferences focusing exclusively on green/high performance features in the home and the community. Consumers reveal their level of awareness of green features—and their impact on purchasing and renovation decisions. You will also find out what concepts resonate most, which demographics prefer which sustainable features, what terms to use when marketing your green options and much more in this in-depth report.

From BuilderBooks, 2015, 102 pp/Softcover
Item 00304 ISBN 978-0-86718-739-7

Member \$79.95
Retail \$115.95

COURSES

For a full description of these courses and where to take them, visit nahb.org/searcheducation.

Online Only

BUSINESS MANAGEMENT FOR BUILDING PROFESSIONALS

Learn the management skills that give industry leaders the edge. This course explains critical elements from planning to evaluating progress and presents practical tips and tools for managing a business successfully.

UPDATED

CUSTOMER SERVICE

Make your business grow by keeping your clients happy during and after the sale. Learn how to manage every phase of customer interaction from the initial contact through construction, the warranty period and beyond.

FINANCIAL MANAGEMENT

Improve your productivity and increase profits when you apply essential budget management techniques used in successful businesses. Learn annual operating plans and budgets, financial reports and ratios and revenue forecasts that control profitability and identify adjustments.

BuilderBooks PUBLICATIONS

BizTools

Gain a competitive edge with NAHB's business tools that will boost your management and marketing strategies.

nahb.org/biztools

NEW



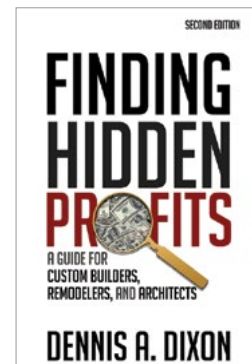
The Cost of Doing Business Study, 2019 Edition

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From *BuilderBooks*, 2019, 90 pp/Softcover
Item 00319 ISBN 978-0-86718-770-0

Member \$79.95
Retail \$149.95



Finding Hidden Profits: A Guide for Custom Builders, Remodelers, and Architects, Second Edition

Dennis Dixon

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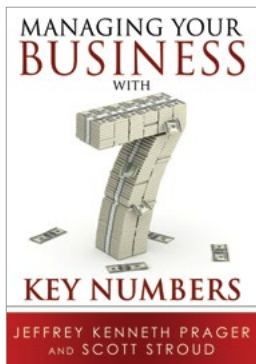
From *BuilderBooks*, 2017, 156 pp/Softcover
Item 00313 ISBN 978-0-86718-754-0

Member \$27.95
Retail \$29.95

In an increasingly competitive market, today's home builders and remodelers need to ensure that all the "back shop" functions—from estimating and scheduling to managing suppliers and subs—run as smoothly as possible.

It's not enough to be an excellent craftsman. A successful home building professional needs to understand the numbers as well.

NAHB's business management educational offerings help members and other professionals run a smarter office. Designation programs include required courses on business management topics because they are key to profitability.



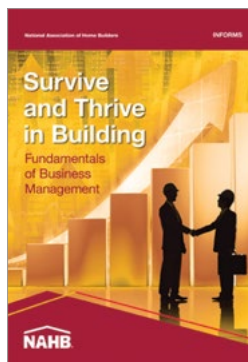
Managing Your Business with 7 Key Numbers

Jeffrey Kenneth Prager and Scott Stroud

Many builders and contractors struggle to get a clear picture of where their business is at the moment—and where it's headed financially. *Managing Your Business with 7 Key Numbers* will help you see where you stand every day, with every job, by monitoring just 7 Key Numbers that drive all profits and cash flow, including number of leads, sales conversion rate and customer retention rate. Follow the steps in this book to create a process that will let you know when costs or scheduling deviate from the estimate—in time to respond before those changes cost you money.

From *BuilderBooks*, 2015, 186 pp/Softcover
Item 00302 ISBN 978-0-86718-735-9

Member \$31.95
Retail \$35.95



Survive and Thrive in Building: Fundamentals of Business Management

National Association of Home Builders

This invaluable resource covers basic but essential knowledge for running a successful company whether you're a veteran builder or new to residential construction. The book draws on the wisdom of industry experts in crucial areas of home building such as finance, marketing, law, workforce and quality management. Learn how to get financing for your projects, market your homes, understand financial reports and more.

From *BuilderBooks*, 2012, 328 pp/Softcover
Item 00288 ISBN 978-0-86718-677-2

Regularly \$29.95
Member Sale Price \$19.95
Retail Sale Price \$21.95

Data You Can Build On

The Economics Resource for America's Housing Industry

In today's housing market, getting solid economic information is the key to helping you adapt and thrive.

HousingEconomics.com is the proven source of this information, providing—

- Historical data
- Special studies
- Forecasts including State and Metro
- Industry analysis
- Excel tables

SUBSCRIBE TODAY!

*Get this information and more at **HousingEconomics.com** which will help support your business decisions.*

COURSES

For a full description of these courses and where to take them, visit nahb.org/searcheducation.

BASICS OF BUILDING

Build your housing industry expertise by learning about the residential construction process from the ground up. Learn what it takes to build or remodel a home.

CONSTRUCTION CONTRACTS AND LAW

Protect your business against legal problems with well-written contracts. This course provides a step-by-step explanation of how contracts sustain positive customer and supplier relations, provide for resolution of disputes and minimize the risk of litigation. You will learn about mandatory and optional provisions, warranties and arbitration procedures.

ESTIMATING & SCHEDULING FOR PROFITABLE BUSINESS OPERATIONS

The ability to plan a project to estimate both the cost and the time to complete it is vital to your success. Proper use of scheduling will increase efficiency, team satisfaction, client satisfaction and profitability. The goal of this course is to equip you with the knowledge and tools to use schedules effectively in your business.

BuilderBooks PUBLICATIONS



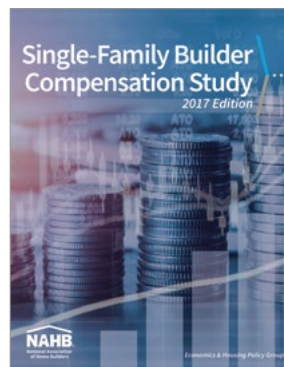
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*From BuilderBooks, 2019, 372 pp/Spiral-bound
Item 00320 ISBN 978-0-86718-768-7*

Member \$21.95
Retail \$23.95



Single-Family Builder Compensation Study, 2017 Edition

NAHB Economics & Housing Policy Group

The *Single-Family Builder Compensation Study, 2017 Edition* provides compensation and benefits data for 39 common positions at single-family home building companies. The study is divided into two sections that present the survey findings from two different perspectives. Builders can use results to benchmark what they pay their employees against the current industry average.

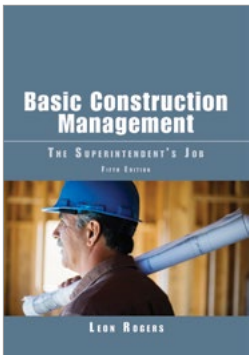
*From BuilderBooks, 2018, 296 pp/Softcover
Item 00318 ISBN 978-0-86718-766-3*

Member \$79.95
Retail \$149.95



The best construction leaders understand the essentials of managing projects well and within budget, from scheduling and jobsite safety to quality and customer service.

These resources offer a roadmap to excellence for both veterans and those new to construction.



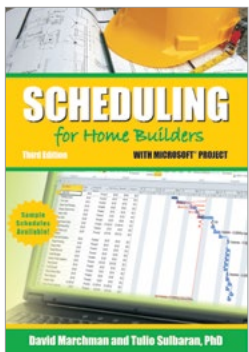
Basic Construction Management: The Superintendent's Job, Fifth Edition

Leon Rogers

Learn the essentials of managing projects well and within budget, from scheduling and jobsite safety to quality and customer service in *Basic Construction Management*. This resource guides you from construction planning through warranty work, blending proven practices with the experiences of builders in the field. A companion web page includes updated quality checklists and other customizable tools to help you manage your construction projects.

From BuilderBooks, 2009, 259 pp/Softcover
Item 00265 ISBN 978-0-86718-645-1

Member \$39.95
Retail \$44.95



Scheduling for Home Builders with Microsoft® Project, Third Edition

David Marchman and Tulio Sulbaran, PhD

Create efficient schedules to monitor and control construction progress. This book provides easy instructions to help builders master Microsoft® Project 2010. Sample schedules are provided. Learn how to record and communicate progress, control financial, human and physical resources, record expenditures and analyze cost details, manage cash flow and tasks and create a baseline schedule and updates. A companion web page includes sample schedules.

From BuilderBooks, 2012, 138 pp/Softcover
Item 00289 ISBN 978-0-86718-678-9

Member \$35.95
Retail \$39.95

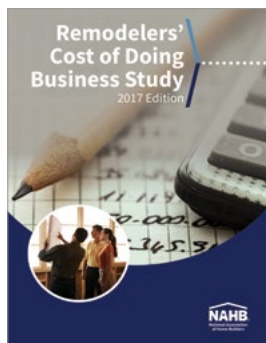
Millions of consumers remodel their homes every year.

Perhaps they realize that avocado green and harvest gold are no longer the “in” colors for today’s trendy kitchens. They could want more space, to upgrade cabinets, improve energy efficiency or increase the resale value of their home.

Or they might want to age in place and require a professional to make the proper modifications. As a remodeler you can take advantage of opportunities with these books and courses or designations like the Certified Graduate Remodeler (CGR), Graduate Master Remodeler (GMR) or Certified Aging-in-Place Specialist (CAPS).



BuilderBooks PUBLICATIONS



Remodelers' Cost of Doing Business Study, 2017 Edition

NAHB Remodelers

Learn what other residential remodelers like you are earning, but more importantly, discover how much you should be making in your remodeling business. The *Remodelers' Cost of Doing Business Study, 2017 Edition* provides you with the benchmarks you need to compare your business to remodeling firms like yours, as well as with the industry as a whole.

From *BuilderBooks*, 2017, 52 pp/Softcover
Item 00314 ISBN 978-0-86718-756-4

Member \$79.95
Retail \$149.95

COURSES

For a full description of these courses and where to take them, visit nabh.org/searcheducation.

MARKETING AND COMMUNICATING WITH THE AGING IN PLACE CLIENT (CAPS I)

Most Americans want to remain in their homes as they age. Learn to identify the burgeoning aging-in-place opportunities and develop the skills to interact with this market.

DESIGN CONCEPTS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS II)

Learn to identify common challenges within the home and understand attractive design concepts and innovative products that create a safe and comfortable environment for clients who want to age in place.

DETAILS AND SOLUTIONS FOR LIVABLE HOMES AND AGING IN PLACE (CAPS III)

This course builds on CAPS I and II by introducing design solution techniques, innovative products and best practices for product installation for CAPS professionals to utilize when creating livable homes in which to age in place.



The Paper Trail: Systems and Forms for a Well-Run Remodeling Company, Second Edition

William Asdal and Wendy A. Jordan

The Paper Trail shows you how to use proven management systems to run a successful remodeling company. An included CD contains 90+ essential forms and documents that you can customize to suit your business needs. These documents cover critical areas such as estimating, production, customer communication and financial management.

From *BuilderBooks*, 2009, 392 pp/
Softcover with CD

Item 00271 ISBN 978-0-86718-649-9

Member \$35.95
Retail \$39.95



Remodeling Your Home

National Association of Home Builders

Impress your clients! This professional, informative handbook will educate your customers about the ins and outs of remodeling a home. Sold in packs of 10, they are perfect handouts for showing your commitment to making the remodeling experience a positive one.

From *BuilderBooks*, 2009, 39 pp/Booklet,
Pack of 10

Item 00199 ISBN 978-0-86718-582-9

Member \$5.00
Retail \$5.00

It's a whole new world for new home sales as buyers overwhelmingly do their shopping online before visiting the models in a new community or interviewing a custom home builder.

How do you stand out from the crowd and make your brand relevant? NAHB gives you many types of marketing and sales tools to help you build your unique brand and a positive reputation so you can motivate potential customers, clients and referral partners to choose your product or services. You can also work toward the [Certified New Home Sales Professional \(CSP\)](#), [Master Certified New Home Sales Professional \(Master CSP\)](#), [Certified New Home Marketing Professional \(CMP\)](#) or [Master in Residential Marketing \(MIRM\)](#) designations.

IBS 2019 Education Session Recordings

Did you miss 2019 NAHB International Builders' Show® (IBS) education sessions? Get IBS Education On Demand and take recorded sessions with you on-the-go!

Purchase your one-year subscription to IBS Education On Demand and access to more than 100 IBS 2019 education sessions covering 7 building industry topic tracks for only \$199!

Paid full IBS 2019 registrants*:

A complimentary one-year subscription was included with your IBS registration. An email with instructions will be sent to all eligible registrants following the show.

* Offer does not apply to spouse, exhibitor or student registrations.



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BuilderBooks PUBLICATIONS



Social Media Marketing for Your Business

Carol L. Morgan, MIRM, CAPS, CSP

Your marketing program must start with a strong foundation comprised of your website, brand and content. Once that foundation is established, you can build upon it. *Social Media Marketing for Your Business* shows you how to create a winning marketing plan by carefully setting goals, creating strategy, and targeting audiences. This book will help you take a long-term approach to building and maintaining an effective marketing strategy with social media as a main component.

*From BuilderBooks, 2018, 144 pp/Softcover
Item 00317 ISBN 978-0-86718-764-9*

Member \$17.95
Retail \$19.95

COURSES

For a full description of these courses and where to take them, visit nahb.org/searcheducation.

MARKETING AND SALES FOR BUILDING PROFESSIONALS

Participants will learn to identify social media and emerging technology to enhance marketing, describe time-tested and cutting-edge tactics to increase the effectiveness of advertising, promotions and public relations, identify a variety of methods to generate and qualify sales leads, describe positive strategies to gain the agreement and close the sale and describe follow through techniques that lead to great referrals.

PRINCIPLES OF RESIDENTIAL MARKETING: RESEARCH & ANALYSIS **ONLINE AND CLASSROOM**

Developing a successful new home community depends on solid market research and planning from start to finish. In this two-part course you'll learn the foundation of new home research and analysis online and then learn how to apply it through experiential in-person, classroom activities.

PRINCIPLES OF RESIDENTIAL MARKETING: STRATEGY & IMPLEMENTATION **ONLINE AND CLASSROOM**

By incorporating time-tested strategies and cutting-edge marketing tactics throughout the new home development process—from building to marketing to selling—you will be able to inspire your buyers to feel like they couldn't possibly live anywhere else.



Partnering with Brokers to Win More Sales

Quint Lears, MIRM

If you are a builder or builder's representative, you have an uphill road with many obstacles when it comes to working with brokers. This book will give you hard-won, practical suggestions to help your company create long-term, powerful and productive relationships with your local real estate brokers. *Partnering with Brokers to Win More Sales* is dedicated to educating builders and new home salespeople on how to work effectively with real estate brokers to increase new home sales.

From *BuilderBooks*, 2018, 144 pp/Softcover
Item 00316
ISBN 978-0-86718-762-5

Member \$22.95
Retail \$24.95



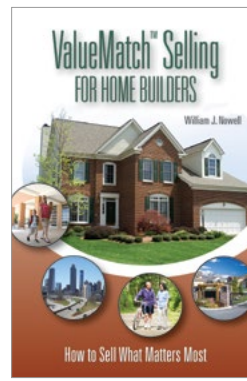
Sales & Marketing Checklists for Profit-Driven Home Builders, 3rd Edition

Jan Mitchell

This popular book covers the major steps involved in successful new home sales. Learn the ins and outs of the comprehensive contract, the move-in, warranty service, referrals and a great close. *Sales & Marketing Checklists* includes a new chapter on using social media in your marketing, a more extensive chapter on multicultural sales and online access to all checklists included in the book.

From *BuilderBooks*, 2014, 144 pp/
Softcover
Item 00297
ISBN 978-0-86718-724-3

Member \$17.95
Retail \$19.95



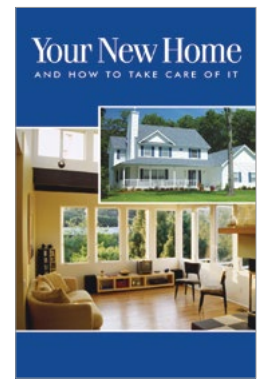
ValueMatch™ Selling for Home Builders: How to Sell What Matters Most

William Nowell

Proven, powerful and effective, ValueMatch™ listening skills will help you open the door to your prospective home buyers' emotional need to buy a new home. This book provides practical applications that can be used by the rookie or seasoned veteran. Nowell's emphasis on questioning strategies and listening skills helps salespeople build relationships with potential customers by helping to find a home to match the prospective buyer's specific needs.

From *BuilderBooks*, 2009, 270 pp/Softcover
Item 00262 ISBN 978-0-86718-643-7

Member \$22.95
Retail \$24.95



Your New Home and How to Take Care of It

National Association of Home Builders

Give your customers invaluable, well-presented tips on maintenance to help keep their homes performing like new. Includes useful checklists and a detailed log for home maintenance—the key to ongoing home owner satisfaction and critically important to your warranty program. Guaranteed to be one of the most welcomed handouts at closing. Pack of 10.

From *BuilderBooks*, 2006, 60 pp/
Booklet
Item 00239
ISBN 978-0-86718-619-2

Member \$35.95
Retail \$39.95

Are you looking for specific information in a quick format, available when you are?

NAHB's e-learning provides another way to connect to learning. Take an online course from your computer, at your own pace. Participate in a live webinar or watch a replay at your convenience. E-learning is education made accessible.

ON-DEMAND COURSES

Every hour of your time is valuable—to you, your family and clients. These online courses are specifically designed for interactive, self-paced learning on the web and include interactive exercises and chats with your instructor and classmates. You have the flexibility to complete classes when you want so you can fulfill your education goals—and still focus on your customers.

- Advanced High Performance Building: Project Management
- Basics of Building
- Business Management for Building Professionals
- Certified New Home Sales Professional (available as a complete course or as three modules: The Art and Science of Selling, Understanding New Home Construction and Selling Skills for New Home Sales Professionals)
- High Performance Building for Building Professionals
- House Construction as a Selling Tool
- Principles of Residential Marketing: Research and Analysis (Part 1 of 2)
- Principles of Residential Marketing: Strategy and Implementation (Part 1 of 2)

LIVE ONLINE

Another flexible way to learn are these two-hour, webinar-based courses held over a few consecutive weeks. These courses, like the in-person courses, are taught by professionals in the field and provide opportunity for interactivity.

- **March 5, 12, 19:** Estimating and Scheduling for Profitable Business Operations
- **April 9, 16, 23:** Business Accounting and Job Costing
- **May 7, 14, 21:** Construction Contracts and Law
- **June 4, 11, 18:** Project Management
- **September 10, 17, 24:** Marketing and Sales for Building Professionals
- **October 8, 15, 22:** Social Media – New course this year! Only in Live, Online Format
- **November 5, 12, 19:** Financial Management

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on live online and on demand
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NAHB WEBINARS

NAHB presents industry experts leading webinars on topics from business accounting to color palette trends. Webinars provide information on a specific topic in just one hour. Every live webinar registration comes with access to the replay—and continuing education credits toward designations you already have.

- 55+ Housing
- Building Techniques and Strategies
- Business Management
- Custom Building & Remodeling
- Design & Community Planning
- Industry Trends & Emerging Issues
- Multifamily Housing
- Sales & Marketing



For complete details on NAHB's e-learning courses and to register, visit nabh.org/elearning.



Course List

55+ HOUSING

Design Concepts for Livable Homes and Aging in Place (CAPS II)

Details and Solutions for Livable Homes and Aging in Place (CAPS III)

Marketing and Communicating with the Aging in Place Client (CAPS I)

Universal Design/Build (Update Available March 1, 2019) **UD**

BUILDING TECHNIQUES AND STRATEGIES

Advanced Green Building: Building Science

Advanced High Performance Building: Project Management **OD**

Basics of Building **OD**

Building Technology: Structures and Exterior Finishes

Building Technology

BUSINESS MANAGEMENT

Business Accounting and Job Costing: A Road Map to Profitability **LO UD**

Construction Contracts and Law **LO**

Diversification: Capitalizing on New Business Opportunities **LO**

Estimating and Scheduling for Profitable Business Operations **LO**

Financial Management

Profitable Business Through Quality Practices

Project Management (Update Available March 1, 2019) **LO UD**

Risk Management and Insurance for Building Professionals

CUSTOM BUILDING AND REMODELING

Advanced Green Building: Building Science

Advanced High Performance Building: Project Management **OD**

Design/Build

Design Concepts for Livable Homes and Aging in Place (CAPS II)

Details and Solutions for Livable Homes and Aging in Place (CAPS III)

High Performance Building for Building Professionals **OD**

Marketing and Communicating with the Aging in Place Client (CAPS1)

Universal Design/Build (Update Available March 1, 2019) **UD**

DESIGN & COMMUNITY PLANNING

Design/Build

Land Acquisition & Development Finance

Land Development: Site Building and Zoning

Universal Design/Build

INDUSTRY TRENDS & EMERGING ISSUES

Home Technology Integration

Multicultural Sales Techniques

SALES & MARKETING

Built to Sell: The Partnership of Market and Design

Certified New Home Sales Professional (CSP) **OD**

Customer Service **OD**

Essential Closing Strategies

House Construction as a Selling Tool **UD**

Increased Profits Through Effective Builder Broker Cooperation

Marketing and Sales for Building Professionals **LO**

Multicultural Sales Techniques and Strategies

Principles of Residential Marketing: Research & Analysis Classroom **LO OD**

Principles of Residential Marketing: Strategy & Implementation Classroom **LO OD**

LO Live Online **OD** On Demand **UD** Updated

*These courses may also be available in-person.



Publications List

ACCOUNTING & ESTIMATING

- Accounting and Financial Management for Residential Construction, Fifth Edition
- Defensive Estimating: Protecting Your Profits
- Estimating Home Construction Costs, Second Edition
- Estimating with Microsoft® Excel, Second Edition
- Estimating with Microsoft® Excel, Third Edition
- Financial Forecasting in Microsoft® Excel

BUSINESS MANAGEMENT

- Cost of Doing Business Study, 2019 Edition
- Cost of Doing Business Study, 2016 Edition
- Cost of Doing Business Study, 2014 Edition
- Cost of Doing Business Study, 2012 Edition
- Finding Hidden Profits: A Guide for Custom Builders, Remodelers and Architects, Second Edition
- Form Builder: Human Resources
- Home Builder Contracts & Construction Management Forms, Second Edition
- Managing Your Employees
- Managing Your Business with 7 Key Numbers
- Residential Construction Performance Guidelines, Fifth Edition, Consumer Reference
- Residential Construction Performance Guidelines, Fifth Edition, Contractor Reference
- Survive and Thrive in Building: Fundamentals of Business Management

CODES, REGULATIONS, & LEGAL ISSUES

- 2018 Home Builders' Jobsite Codes
- 2015 Home Builders' Jobsite Codes
- 2012 Home Builders' Jobsite Codes
- 2009 Home Builders' Jobsite Codes
- Contracts and Liability, Fifth Edition
- Warranties for Builders and Remodelers, Second Edition

CONSTRUCTION MANAGEMENT

- Basic Construction Management: The Superintendent's Job, Fifth Edition
- Jobsite Phrasebook, English-Spanish
- Scheduling for Home Builders with Microsoft® Project, Third Edition

CUSTOMER SERVICE

- Beyond Warranty: Building Your Referral Business
- Building Your Home: An Insider's Guide, Second Edition
- Customer Service for Home Builders
- The House that Service Built

ECONOMICS/MARKET RESEARCH

- Single-Family Builder Compensation Study, 2017 Edition
- Home Buyer Preferences: Age, Income and Other Factors
- Housing Preferences of the Boomer Generation
- The New Home of 2015
- What Home Buyers Really Want, 2019 Edition
- What Home Buyers Really Want
- What Home Buyers Really Want: Ethnic Preferences

50+/MULTIFAMILY

- Marketing Multifamily Housing with Integrated Marketing Strategies
- Right House, Right Place, Right Time

GREEN & HIGH PERFORMANCE BUILDING/LAND DEVELOPMENT

- Build Green and Save: Protecting the Earth and Your Bottom Line
- Green Building Strategies: From Plan to Profit
- Green Models for Site Development: Applying the National Green Building Standard™ to Land and Lots
- ICC/ASHRAE 700-2015 National Green Building Standard™
- Land Development, Tenth Edition
- Living Green Effortlessly: Simple Choices for a Better Home
- National Green Building Standard™ Commentary, 2012 Edition
- What Green Means to Home Buyers: Perceptions and Preferences
- Your New Green Home and How to Take Care of It: Homeowner Education Manual Template

REMODELING

- The Paper Trail: Systems and Forms for a Well-Run Remodeling Company, Second Edition
- Remodelers' Cost of Doing Business Study, 2017 Edition
- Remodeling Your Home

SAFETY

- Jobsite Safety Handbook, Third Edition, English-Spanish
- NAHB-OSHA Scaffold Safety Handbook, English-Spanish
- NAHB-OSHA Trenching and Excavation Safety Handbook, English-Spanish
- Scaffold Safety Video, English-Spanish

SALES & MARKETING

- Build a Successful Sales Program
- Building Your New Home
- Buying Your New Home
- From Good Market Research to Great Marketing: A How-To Guide for Home Builders
- Home Maintenance Made Easy
- Marketing and Selling to Generation X: A Unique Generation of Home Buyers
- Option Selling for Profit: The Builder's Guide to Generating Design Center Revenue and Profit
- Partnering with Brokers to Win More Sales
- Sales & Marketing Checklists, Third Edition
- Selling to Builders, Second Edition
- Social Media Marketing for Your Business
- Sweet Success in New Home Sales, Selling Strong in Changing Markets
- Think Sold! Creating Home Sales in Any Market
- Trillion Dollar Women: Use Your Power to Make Buying and Remodeling Decisions
- ValueMatch Selling For Home Builders: How to Sell What Matters Most
- Your New Home and How to Take Care of It



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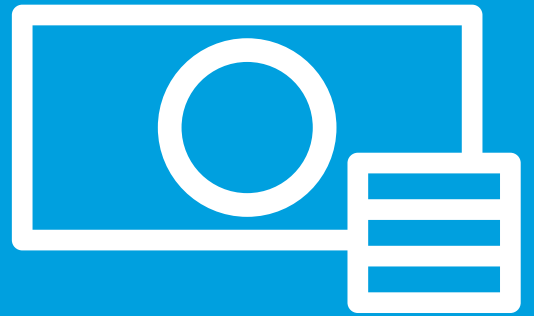
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