

These 1 hour mini seminars are brought to you by the HBADE and the HBADE's Councils with the goal of offering the hottest topics, newest trends and latest tips for building your business, learning, and excelling.

After the seminar, network over coffee after one of our breakfast seminars or over beverages at the Networking Happy Hour that follows the afternoon seminars.

BB Seminars Fees:

\$15 pp for HBADE members

\$20 pp for non-members



Home Builders Association of Delaware

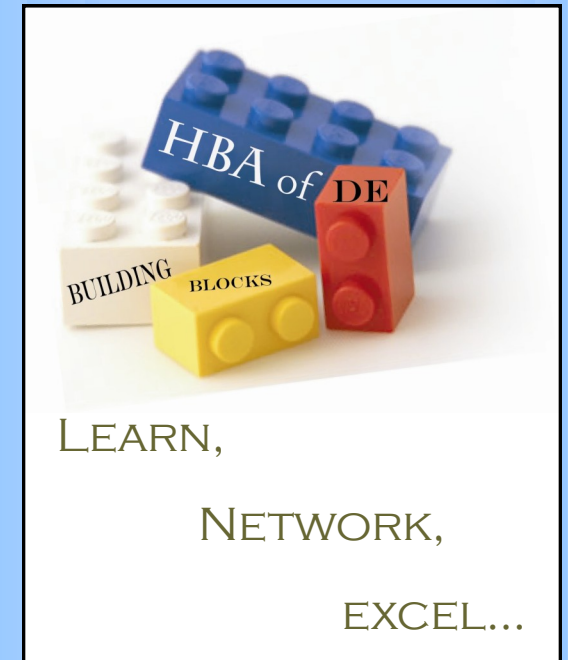
1600 North Little Creek Rd
Dover, DE 19901

Phone: 302-678-1520
Fax: 302-444-8068
E-mail: events@hbade.org



The 2012 Building Blocks

Educational Seminars



LEARN,
NETWORK,
EXCEL...

*The Home Builders Association of Delaware
invites you to enhance your career, network
with other professionals and earn credits*
toward business building designation.*

**pre-approved sessions*



JANUARY 11, 2012 * 9-11 AM

REGAL AWARD ADVANTAGE WORKSHOP

Come listen to the experts share the inside tips and tricks to winning a Regal Award! Learn what to do and see what NOT to do with real examples.

NEW for 2012: Learn how to make the change to all digital submissions with our all new FTP upload site for Regal Award Entries.

Presented by:

- Damien Golden, Ikande Graphics
- Jay Greene, Greene Architectural Photography
- Barb Anderson, Preferred Designs.
- Jen Casey, HBADE

MARCH 7, 2012 * 3-4:30 PM

YOU HAVE ONE NEW MESSAGE:

Importance of Integrated Marketing Campaign

Happy Hour to Follow 4:30—6 pm

This informative session will explain the importance of utilizing an Integrated Marketing Campaign in today's competitive media environment. Learn how to save money and increase your profits using the right message at the right time across various media platforms. Let your customers hear your message loud and clear!

Presented by:

- Laura Jury, The News Journal Media Group

APRIL 4, 2012 * 3-4:30 PM

UNDERSTANDING THE AGING IN PLACE MARKET

Happy Hour to Follow 4:30—6 pm

Come learn "what" and "who" is the Aging in Place client and how targeting this market can be beneficial and profitable for your business.

Presented by:

Mark Gandy, CGR, CAPS, CGP - Bath Kitchen and Tile Center



JUNE 6, 2012 * 3-4:30 PM

REMODELING FUNDING OPPORTUNITIES

Happy Hour to Follow 4:30—6 pm

How to work with Homeowners, Realtors and Mortgage Professionals to land fully bank-funded remodeling and renovations jobs for soon-to-be purchased or refinanced homes and properties needing a little (or big) boost!

Presented by:

- Mark Parker, Wells Fargo Home Mortgage

SEPTEMBER 12, 2012 * 3-4:30 PM

**ALL ABOUT APPRAISAL
MAXIMIZE YOUR VALUE—SAVE YOUR SALE!**

Happy Hour to Follow 4:30—6 pm

Learn best practices for working with your appraisers to get the max for your product by learning:

1. The new rules of appraising
2. How to work with your appraiser
3. New Forms and Docs on appraisals

Presented by:

- Steve Sachs AA, Steven Sachs Appraisal Access



NOVEMBER 7, 2012 * 3-4:30 PM

THE GREEN COMBO

Happy Hour to Follow 4:30—6 pm

Come learn some effective tips to selling Green homes, how to get the green most appraisal value for the Green components in value, and Hear learn about the latest changes in the NGBS program

Presented by:

The Green Building Council in coordination with the NAHB Research Center