



Building Success with EEBA Builder Benchmark Groups

Overview



High-Performance Home Builders are in
a class by themselves





Therefore, High-Performance Home
Builders need a way to
**benchmark against
each other and learn
from each other**





Introducing EEBA Builder Benchmark Groups:
like-sized
non-competitive
open-forum sharing





Share, compare and counsel
financials
operations
marketing campaigns
building techniques
survey results
stories from the build-site





Together, all ships rise. **All builders thrive.**





Join the group

The baseline criteria:

Build to a recognized high-performance or green-building standard, such as ENERGY STAR



Rules of Engagement

- **15-20 members per group**
- **Member rep is Principal**
 - Depending on Agenda, Principal may invite head of Marketing, Operations, Finance to participate
- **Each member from different market**
- **Like-sized builders including:**
 - mix of geographies, but similar climate zones
 - custom and non-custom builders
 - similar age of owners
- **Must attend meetings to maintain membership**
- **Share insights, but without attribution**

Commitment

Monthly Zoom meetings

Usually held on the last Thursday of each month

As COVID allows, we hope to go back to some in-person meetings in the future

Attend EEBA Summit

Attend Summit

Dinner organized for each Benchmark Group

Note: one annual meeting could be held before or after Summit



Monthly Meetings



Facilitated by
George Casey Jr.
CEO of Stockbridge Associates

Focused on financials and operations.

Facilitated by George Casey Jr, CEO of Stockbridge Associates, which helps residential builders, developers and investors to strategically position or reposition their company and/or assets for higher productivity and profitability. He has over 40 years experience in the real estate industry as an operating executive, consultant, thinker, speaker, author and board member.

Also includes occasional guest speakers on an operational or technology topic the group wants to know about.

Survey Meetings



Facilitated by
Suzanne Shelton
CEO of Shelton Group

With sales and marketing as the focus, this meeting includes review and comparison/ benchmarking of ongoing customer satisfaction/experience research, and at least two members walking the group through a review of marketing campaigns and what's working and not working.

Facilitated by Suzanne Shelton, CEO of Shelton Group, the nation's leading marketing communications firm entirely focused on sustainability, with an emphasis on the built environment.

Your Investment

Annual Participation
Investment: \$3,000/\$6,000

EEBA staff time: facilitate meetings, financial benchmark data analysis, procure speakers

For in-person meetings:

Meals: split evenly among group members

Builders responsible for their own flights, hotels and ground transportation; EEBA will arrange group rate

Research Investment:
\$130/close for 5 surveys

Homeowner Surveys: Understand the customer and their experience at critical moments in their journey

10-15 questions per survey to help builders understand their customers

Delivered in an always-accessible dashboard



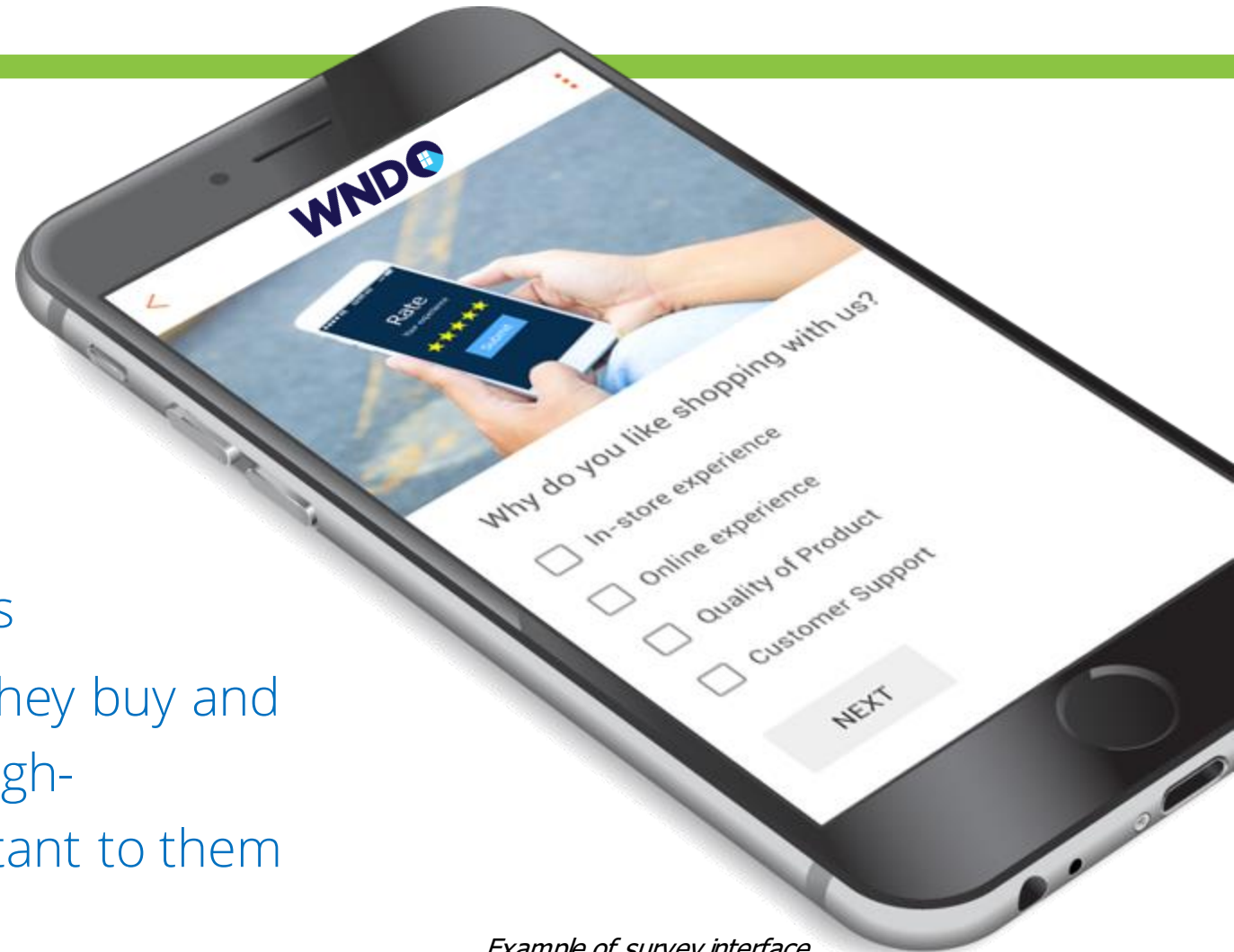
Introducing **WINDO**

Series of 5 surveys specifically designed
to help high-performance builders
improve their products, homeowners'
experiences and bottom lines



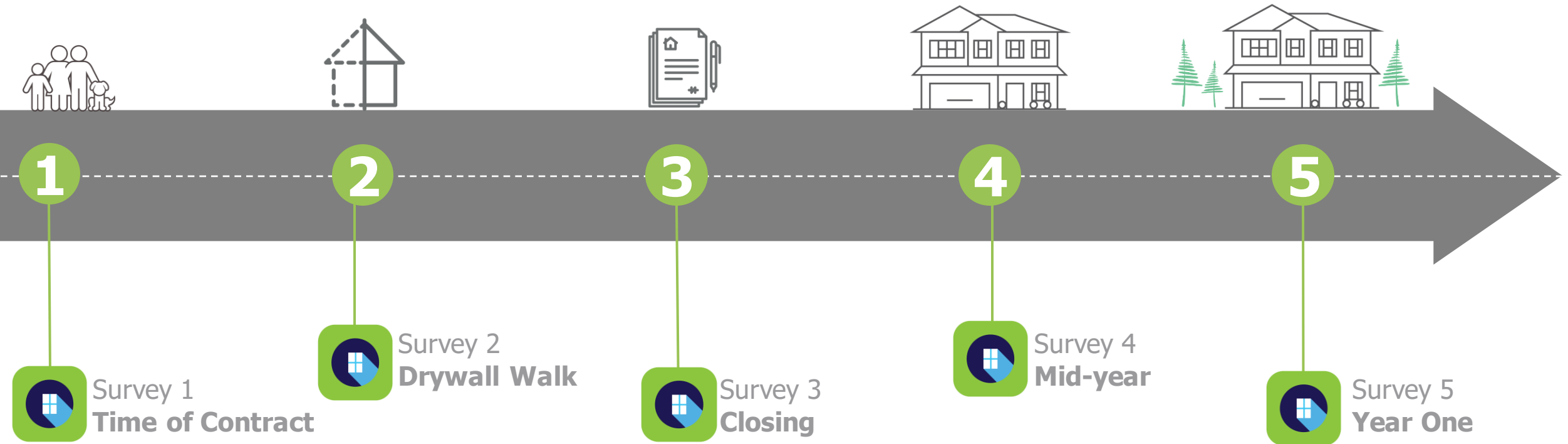
Surveys are...

- Mobile-optimized
- Deployed by email
- Variety of question types
 - rank or sort items
 - mark up an image
 - allot values across a spectrum
- Focused on high-performance homes
- Understand your homebuyers, why they buy and what features and benefits of their high-performance homes are most important to them



Example of survey interface

Surveys fielded at critical building milestones





Builder Benchmark Groups

share, compare, counsel to
thrive together



5 surveys at critical milestones to
quantify, measure, track





Are you in?

Contact Aaron Smith at aaron@eeba.org