



HCVHBA Educational Programs Guide

2010 Designation & Course Schedule



Set Yourself Apart...

Hickory-Catawba Valley Home Builders Association
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Reach Higher, Work Smarter

Education is at the very core of the National Association of Home Builders' mission. Building industry professionals recognize NAHB as a premier repository of housing knowledge and regularly turn to the association for their continuing education needs. Through NAHB, members receive the information and preparation that allow them to gain the competitive edge needed in our vital industry.

In order to provide easier access, more efficient management, enhanced program quality, and comprehensive information about educational opportunities, The NAHB University of Housing was formed to consolidate educational offerings into one location.

We invite you to invest in your professional growth and the success of your business by earning a designation, or simply taking a course or two. In this catalog, you will find the courses you need to take to earn any and all of the following NAHB Designations: Certified Graduate Builder, Certified Graduate Remodeler, and Certified Graduate Associate.

Investing in yourself is investing in the future of your company. A designation is an invaluable marketing tool in today's environment when home buyers are looking for a contractor with the most knowledge and credibility. Take the time to...

Set Yourself Apart

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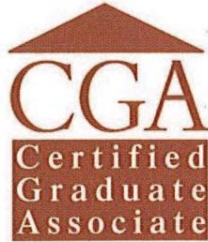
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Designations Overview

Certified Graduate Associate (CGA)

The CGA is a professional designation offered by NAHB for its members who support the building industry through product manufacturing, supply, distribution of products and services. The classes cover a variety of home building industry subjects.



Certified Graduate Remodeler (CGR)

CGR is an exclusive professional designation designed to emphasize business and project management skills as the key to a professional remodeling operation. The CGR identifies those individuals who exemplify professionalism in the remodeling industry.



Certified Graduate Builder (CGB)

CGB courses focus on effective management in the office and on the job site, covering a range of subjects including codes and standards, skills in material selection and application techniques and analysis of all stages of new home construction.



“I think that much of the advice given to young men about saving money is wrong. I never saved a cent until I was forty years old. I invested in myself - in study, in mastering my tools, in preparation. Many a man who is putting a few dollars a week into the bank would do much better to put it into himself.”

~ Henry Ford

Certified Graduate Associate

The Certified Graduate Associate (CGA) is a professional designation offered by the National Association of Home Builders for its members who support the building industry through product manufacturing, supply, and distribution of products and services.

The classes cover a variety of home building industry subjects. Whether you have years of experience working in the building industry or you're new to your job, the CGA program provides you the opportunity to learn the home building business from the best resource possible—builders and remodelers themselves.

CGA REQUIREMENTS

Designation

Submit Application to CGA Program to NAHB

Completion of four required courses:

- ✓ Basics of Building,
- ✓ Business Management for Building Professionals,
- ✓ Customer Service,
- ✓ Sales & Marketing or Sales & Marketing for Remodelers

Completion of two elective courses

Continuing Education

Complete 12 hours of continuing education every three years. A minimum of six hours is required to come from The NAHB University of Housing educational activities.

Fees

- ✓ Application: NAHB member \$50; Non-member \$100
- ✓ Graduation: NAHB member \$145; Non-member \$245
- ✓ Renewal: NAHB member \$55; Non-member \$80



Courses

Required Courses

- Basics of Building
- Business Management for Building Professionals
- Customer Service
- Sales & Marketing or Sales & Marketing for Remodelers

Electives (pick two)

- Building Codes & Standards
- Building Technology: Systems and Interior Finishes
- Building Technology: Structures and Exterior Finishes
- Business Accounting & Job Cost
- Construction Contracts and Law
- Design/Build
- Design/Build Solutions for Aging and Accessibility (CAPS II)
- Estimating for Builders and Remodelers
- Financial Management
- Green Building for Building Professionals (2 course credits)
- Land Development, Site Planning and Zoning
- Marketing and Communication Strategies for Aging and Accessibility (CAPS I)
- Negotiating Skills
- Profitable Business Through Quality Practices
- Project Management
- Recognizing the Big-Four Safety Hazards for the Home Building Industry
- Scheduling

**See Page 11 for course schedule*

Certified Graduate Builder

The Certified Graduate Builder (CGB) designation focuses on effective management in the office and on the job site, covering a range of subjects including codes and standards, skills in material selection and application techniques, and analysis of all stages of new home construction.

With more than 125,000 residential construction firms nationwide, how are you going to catch the consumer's eye? How can you distinguish yourself from the thousands of other builders in the marketplace?

CGB REQUIREMENTS

Designation

- ✓ Two years of building experience by graduation
- ✓ Complete the Builder Assessment Review (BAR)
- ✓ Be a "Builder" according to the following criteria: primary executive/owner of a company, superintendent or lead carpenter, or construction executive personnel/employee that has built a minimum of 1 dwelling in the past 24 months.
- ✓ Submit Graduation Application and other required documents to NAHB

What is BAR?

Candidates are required to take the BAR (Builder Assessment Review) test to determine what courses they must complete to earn the CGB designation. The results of the BAR list the number of courses required (0-2) from the five key areas of the designation curriculum.

Continuing Education Requirements

Complete 12 hours of continuing education every three years. At least six hours must be from a NAHB University of Housing course.

Fees

- ✓ BAR Fee \$195.00
- ✓ Graduation Fees: \$145.00 members, \$245.00 non-members
- ✓ Annual Renewal Fees: \$55.00 members, \$80.00 non-members



Courses

BAR

January 27, 2010

Based on the results of your BAR Assessment, you may have to take up to 2 classes in each of the following categories:

Building Technology

- Green Building for Building Professionals (2 course credits)

Business Finance

- Business Accounting and Job Cost
- Business Management for Building Professionals
- Construction Contracts and Law
- Estimating

Project Management

- Design/Build
- Project Management
- Scheduling

Sales & Marketing

- Customer Service
- Sales & Marketing

Safety

- Recognizing the Big-Four Safety Hazards for the Home Building Industry

**See Page 11 for course schedule*

Certified Graduate Remodeler

The Certified Graduate Remodeler (CGR) is an exclusive professional designation designed to emphasize business and project management skills as the key to a professional remodeling operation. The CGR identifies those individuals who exemplify professionalism in the remodeling industry. As a CGR you become a member of an exclusive national program, gain recognition as an industry leader and call attention to yourself in a crowded marketplace.

CGR REQUIREMENTS

Designation

- ✓ Five years experience in the remodeling business
- ✓ Completion of the PREP Assessment
- ✓ Completion of the courses required by the results of the PREP
- ✓ Complete and submit a graduation application to The NAHB University of Housing.

What is PREP?

Your first step towards earning the CGR designation is to take the PREP (Professional Remodelers Experience Profile). This three-hour, 150-question multiple-choice assessment measures your knowledge and experience in the five core areas of remodeling business management:

- Business Management
- Estimating
- Contracts, Liability and Risk Management
- Marketing and Advertising
- Project Management

Your PREP results determine the courses from the five core areas you will need to complete in order to become a CGR. You will receive official notice of your results and course requirements by mail.

Continuing Education

- ✓ Twelve hours every three years from date of graduation.
- ✓ Six hours must be earned by completing an NAHB University of Housing course that is at least six hours in length. The remaining six hours may be earned by completing an additional NAHB University of Housing course, attending state or local seminars, NAHB seminars or college courses related to the building industry.

Fees

PREP: NAHB member \$195; Non-member \$225
Graduation: NAHB member \$145; Non-member \$245
Renewal: NAHB member \$55; Non-member \$80



Courses

PREP

February 1, 2010

Based on the results of your PREP Assessment, you may have to take up to 2 classes in each of the following categories:

Marketing & Advertising

- Customer Service
- Design/Build
- Sales & Marketing for Remodelers

Business Management

- Business Accounting & Job Cost
- Business Management for Building Professionals

Estimating

- Estimating for Builders & Remodelers

Contracts, Liability & Risk Management

- Construction Contracts & Law
- Risk Management and Insurance for Building Professionals

Project Management

- Project Management
- Scheduling

**See Page 11 for course schedule*

Course Selection

BASICS OF BUILDING

Date: February 10

Instructor: Jeff Hunt, CGR, GMB, CAPS, CGP

Vice President, Brothers Strong; Houston, Texas

Course Summary

Become a better industry partner by learning about the residential construction process from the builder/remodeler's point of view. Associate members, builder/remodeler company staff, REALTOR®s and others will learn what it takes to build or remodel a home. With that knowledge, you will be able to see how your own interests, requirements and processes affect—and are affected by—those of the builder/remodeler.

As a graduate of this course, you will be able to:

- Describe product types, current trends and stakeholders in the residential construction industry
- Contrast and elaborate on the sales and marketing functions of the residential construction industry
- Articulate the criticality and complexity of land acquisition and development
- Outline types of financial tools available to support building and remodeling projects
- Assess strategies to strengthen the relationship between suppliers and builders/remodelers
- Explain the critical path of steps in the residential construction process

Designations: CGA, MCSP

BUSINESS ACCOUNTING & JOB COST

Date: January 6, 2010

Instructor: Vince Butler, CGR, CAPS, GMB

President, Butler Brothers Corporation; Manassas, Virginia

Course Summary

A good foundation in the basics of finance is vital for sustaining growth and profitability in your business. This course provides an explanation of basic accounting terms, job cost analysis, financial reporting and other controls needed to manage a small business. A good foundation in the basics of finance also helps builders communicate with bankers, accountants, and other financial professionals with whom they must deal on a daily basis.

As a graduate of this course, you will be able to:

- Explain the benefits of understanding business accounting and job cost methods
- Describe the purpose and uses of common reports that describe a company's financial condition and performance
- Describe job cost accounting and how it is used to track and monitor business costs
- Describe the purpose and major activities involved in financial management

Designation Credit: CGA, CGB, CGR

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Course Selection

CONSTRUCTION CONTRACTS & LAW

Date: April 26, 2010

Instructor: Bob Peterson, CGR, CAPS, CGP

President, ABD Design/Build; Ft. Collins, CO

Course Summary

Protect your business against legal problems with well-written contracts. Many construction or remodeling companies are too small to hire full-time legal staff so it's important to understand basic contract law. 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. Special emphasis is given to troubleshooting contracts for unfavorable provisions.

As a graduate of this course, you will be able to:

- Identify the basic elements of a contract
- Identify the benefits and advantages of written contracts
- Define the guiding principles of contract interpretation
- Define and distinguish between the different elements of a sales agreement
- Identify the risks of building on the customer's lot
- Recognize the differences between construction contracts and sales agreements
- Recognize the importance of a mechanic's lien contract
- Identify some of the risks associated with modifying an existing structure on the customer's lot
- Identify the rights and responsibilities of Contractor and Owner during construction
- Identify differences between remodeling and other residential construction contracts
- Describe the differences between an express and implied warranty
- Describe the benefits of written warranties
- Understand the importance of identifying independent standards for construction
- Describe the steps in a typical warranty claim process
- Identify general requirements of a subcontractor agreement
- Be aware of special clauses and explain when to use each one (conduit, paid if paid, and dragnet clauses)
- Establish criteria for hiring a construction lawyer
- Discover resources for construction law
- Recognize the advantages and disadvantages to: negotiation, mediation, arbitration, and litigation

Designations: CGA, CGB, CGR

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Course Selection

CUSTOMER SERVICE

Date: January 7, 2010

Instructor: Vince Butler, CGR, CAPS, GMB

President, Butler Brothers Corporation; Manassas, Virginia

Course Summary

Make your business grow by keeping your clients happy during and after the sale. This course teaches you how to manage every phase of customer interaction from the initial contact through construction, the warranty period, and beyond. Keep your customers satisfied with planning, execution and follow-up of your projects and they'll be spreading good news about you and your company for a long time to come.

As a graduate of this course, you will be able to:

- Understand customer expectations and behaviors
- Set appropriate service criteria
- Establish and communicate quality standards
- Administer the customer service process
- Know and fulfill your obligations for warranty service
- Enhance your repeat and referral sales

Designation Credit: CGA, CGB, CGR, Master CSP

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

DESIGN/BUILD

Date: April 28, 2010

Instructor: Bob Peterson, CGR, CAPS, CGP

President, ABD Design/Build; Ft. Collins, CO

Course Summary

When well managed, a full-service building or remodeling business can increase profits and maximize customer satisfaction. If you've ever considered running a design/build operation, this course shows you how to assess the challenges ahead. Learn how the few and the bold have benefited from implementing a design/build strategy and how to make your own design/build business a success.

As a graduate of this course, you will be able to:

- Explain design in the context of design/build
- Understand how incorporating design into your business will impact your build operation
- Illustrate the process for implementing design/build
- Develop design/build marketing strategies
- Implement the design/build full-service sales concept
- Determine whether design/build is right for your company

Designation Credit: CGA, CGB, CGR

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Course Selection

PROJECT MANAGEMENT

Date: June 10, 2010

Instructor: Bill Owens, CGR, CAPS, CGP

President, Owens Construction; Powell, Ohio

Course Summary

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. Owners, project managers, superintendents, sales managers and anyone involved in the pre-construction and construction process will benefit from this introductory course.

As a graduate of this course, you will be able to:

- Explain the basics of successful project management
- Execute the pre-construction project management functions and responsibilities
- Implement the tools available for efficient project management
- Manage trade contractors effectively
- Perform project management duties during the project
- Complete the duties and responsibilities of post-project management

Designation Credit: CGA, CGB, CGR

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

SALES & MARKETING

Date: June 9, 2010

Instructor: Bill Owens, CGR, CAPS, CGP

President, Owens Construction; Powell, Ohio

Course Summary

Build it and they will buy, product-driven builders tell themselves. However, customers may have their own ideas. If you follow the steps to find the right niche for your company, you'll be well rewarded. Covering four essential topics, this course will help you turn your business into a profitable, market-driven enterprise.

As a graduate of this course, you will be able to:

- Gather and organize market data
- Use market information to determine the most profitable locations, types, and pricing for new home construction
- Describe methods for generating and attracting buyers for your product
- Identify an effective process for selling your product to customers

Designations: CGA, CGB, Master CSP

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Course Selection

SALES & MARKETING FOR REMODELERS

Date: February 11, 2010

Instructor: Jeff Hunt, CGR, GMB, CAPS, CGP

Vice President, Brothers Strong; Houston, Texas

Course Summary

To survive and thrive in today's business environment, a remodeler requires a constant supply of leads and clients to survive. Remodeling is a service business that relies heavily on referrals. This course will help you build a positive reputation and content customers in your community.

As a graduate of this course, you will be able to:

- Use the benefits of marketing to your advantage
- Generate and qualify sales leads
- Prepare for and make sales calls and presentations
- Implement strategies to gain agreement and close sales
- Provide exceptional customer service leading to satisfied customers

Designations: CGA, CGR, Master CSP

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Our Facility

Hickory-Catawba Valley Home Builders Association Training Center

- ✓ Offering a variety of hard-to-find NAHB University of Housing Courses
- ✓ State-of-the-Art classroom
- ✓ Nationally recognized instructors
- ✓ Located conveniently off I-40, and one hour from the Charlotte airport
- ✓ Inexpensive rates at area hotels



Directions

From Asheville and West

Take I-40 East to Exit 128.
Turn left onto Fairgrove Church Road.
Turn Left onto Tate Blvd.
The HBA is the first building on the right.

From Winston Salem and East

Take I-40 West to Exit 128.
Turn right onto Fairgrove Church Road.
Turn Left onto Tate Blvd.
The HBA is the first building on the right.

Area Hotels

The Courtyard Marriott: (828) 267-2100
Fairfield Inn & Suites: (828) 431-3000
Crowne Plaza: (828) 323-1000

About Hickory

Located in the rolling foothills of North Carolina's beautiful Blue Ridge Mountains, Hickory is well-situated mid-way between Charlotte to the south, Blowing Rock to the north, Asheville to the west and Winston-Salem to the east.

There are few places on earth where you can truly have it all, but the Hickory Metro is one of those rare finds. Hickory has been named an "All-America City" three times and has also been named the 10th best place to live and raise a family in the United States by Readers Digest. The Hickory Metro is comprised of Alexander, Burke, Caldwell and Catawba Counties. Pristine and beautiful nature paints the perfect backdrop for this four-county area complete with small town charm and big city amenities. Warm welcomes and relaxing days await you.

Nationally renowned for its furniture roots, Hickory boasts the best furniture shopping in western NC, with over 1.5 million square feet of furniture shopping bliss.



Hickory-Catawba Valley HBA Training Center

Registration Form Part 1

Fill in your information

Name: _____ Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

Are you an NAHB member: yes no Local HBA: _____

Course Selection

Select	Date	Course Name	Tuition (member/nonmember)
	Feb. 10	Basics of Building	\$220/\$250
	Jan. 27	Builder Assessment Review (BAR)	\$195/\$225
	Jan. 6	Business Account & Job Cost	\$220/\$250
	April 26	Construction Contracts & Laws	\$220/\$250
	Jan. 7	Customer Service	\$220/\$250
	April 28	Design/Build	\$220/\$250
	Feb. 1	Professional Remodelers Experience Profile (PREP)	\$195/\$225
	June 10	Project Management	\$220/\$250
	June 9	Sales & Marketing	\$220/\$250
	Feb. 11	Sales & Marketing for Remodelers	\$220/\$250



Hickory-Catawba Valley HBA Training Center

Registration Form Part 2

Payment

Amount Enclosed: \$ _____

____ Check Enclosed (Payable to Home Builders Association of Hickory-Catawba Valley)

____ VISA

____ MasterCard

Name on Card: _____

Billing Address: _____ Billing Zip Code: _____

Card #: _____ Expiration ____/____

Signature _____

Fax or mail registration to:

Home Builders Association of Hickory-Catawba Valley
3145 Tate Blvd SE
Hickory, NC 28602
828.324.4663 fax

Return Part 1 & 2 of the Registration Form along with your payment.
Class size is limited. Your registration is not complete until payment is received.

For More Information

Call the HCVHBA at 828.322.6482
or email info@hickoryhba.com
or visit www.hickoryhba.com or www.nahb.org



Hickory-Catawba Valley HBA Training Center

Policy & Procedures

Class Materials

Included in your tuition are the required course materials including books and student guides. These materials will be provided to you upon arrival at the class.

To earn your designation....

After completing the required coursework...

The Hickory-Catawba Valley HBA will mail you the results of your test. It will take 4-5 weeks to get these results.

After receiving confirmation that you have passed all your required classes, submit the Designation application and graduation fee, along with any other required materials, to NAHB. You can download the application at www.nahb.org under Education. It can take up to 4 months for NAHB to process your application and get back to you.

Use of a Designation logo, etc.

You cannot use a Designation's logo or say that you have earned a Designation until NAHB has processed your application and you have received your graduation packet. Do not use the logo or say that you have earned a Designation in your advertising until you receive confirmation from NAHB.

Cancellation, Withdrawal and Refund Policy

If the Hickory-Catawba Valley HBA finds it necessary to cancel a course, registered attendees are entitled to a full refund.

Students who would like to withdrawal from a course can do so up to 72 hours prior to the start of the first day of class and will receive a complete tuition refund.

Students who cancel within 72 hours of the start of the first day of class will not receive a refund, but can transfer their tuition fees to any other course offered by the Hickory-Catawba Valley HBA. Please note that you cannot transfer tuition to an NAHB course hosted by a different HBA. Because local HBAs work independently of each other to bring these courses to you, we cannot transfer your tuition to another HBA.



3145 TATE BOULEVARD SE
HICKORY, NC 28602-1462

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Introducing...

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- ✓ State-of-the-Art classroom
- ✓ Nationally recognized instructors
- ✓ Located conveniently off I-40, and only one hour from the Charlotte airport
- ✓ Inexpensive rates at area hotels

About Hickory, NC

Located in the rolling foothills of North Carolina's beautiful Blue Ridge Mountains, Hickory is well-situated midway between Charlotte to the south, Blowing Rock to the north, Asheville to the west and Winston-Salem to the east.

Our Facility

