



Home Performance Webinars Sponsored by The Energy Network:

Sales & Marketing Tips from the Experts

Register today for these free webinars to generate more leads, get your customers to say “yes” to green home improvements, and grow your business!

July 16, 10am - 11am

The Challenge and Opportunity of Home Performance Marketing

Come learn effective internet marketing techniques for the home performance industry, hear real-world success stories and get recommendations for capturing more leads. Presenter: Peter Troast.

Register at <http://bit.ly/1MIDtE8>

July 23, 10am - 11am

Financing Options & Building Your Green Team

Learn how to use financing to get past cost barriers and get your customers to say “yes” to green improvements. Find out about leading financing programs, including new below-market rate programs sponsored by the California Public Utilities Commission. Presenters: Bruce Mast, Deputy Executive Director at Build It Green, and Marcia Tolentino, Real Estate Outreach Project Manager at Build It Green.

Register at <http://bit.ly/1Gpnnt2>

August 13, 10am - 11am

Is Your Website Converting Traffic to Leads? Simple, Objective Ways to Evaluate

One website metric matters more than almost any other: Conversion Rate. Peter Troast will discuss proven ways that home performance & HVAC websites can capture more leads, measure and track those leads, and improve their conversion rate. Presenter: Peter Troast.

Register at <http://bit.ly/1JCBZi6>

Questions? Email training@builditgreen.org
or call 510-590-3360 ext. 603

