



# 2021 Course Catalog



Course #	Building Technology Track	Hours	Credits	Instructor
<b>BT104</b>	<b>Advanced Design of Foundations</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Steve Knight</b>
<p>This course covers the foundation design requirements found in the current North Carolina Residential Building Code. Footing, foundation wall and retaining wall loading and design requirements and load calculating procedures are discussed. Attendees will have an opportunity to work through a simple house plan to determine the location and size of the footings and foundation walls required by code.</p>				
<b>BT204</b>	<b>Advanced Design of Floors</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Steve Knight</b>
<p>This course covers the floor design requirements found in the current North Carolina Residential Building Code. Floor joists and girder/beam design, support, bracing, drilling and notching are thoroughly discussed. Loading requirements and load calculating procedures to meet code are reviewed. Wood floor trusses and the NC Residential Code Appendix M for Wood Decks will also be discussed. Attendees will have an opportunity to work through a simple house plan to determine the location and size of the floor joists and girders required.</p>				
<b>BT105</b>	<b>Advanced Design of Walls</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Steve Knight</b>
<p>This course covers wall design requirements found in the current North Carolina Residential Building Code. Wall loading requirements and load calculating procedures to meet code are reviewed to include instruction on wood stud, header, lintel, and masonry wall design, bracing and support. Pertinent portions of Chapter 45 for high wind regions (coastal and higher mountain elevations) will be included. Attendees will have an opportunity to work through a simple house plan to determine the location and size of the studs and headers required. Wall Bracing will be only briefly covered in this course. It is covered more thoroughly in a separate course entitled "Wall Bracing Requirements of the Residential Code".</p>				
<b>BT205</b>	<b>Advanced Design of Roofs &amp; Ceilings</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Steve Knight</b>
<p>This course covers roof and ceiling design requirements found in the current North Carolina Residential Building Code. Roof/ceiling code loading requirements and load calculating procedures with specific instruction on the design, bracing and support for rafters, ceiling joists and girders/beams will be discussed. Wood roof trusses will also be thoroughly reviewed. Attendees will have an opportunity to work through a simple house plan to determine the location and size of the rafters and ceiling joists and girders required.</p>				
<b>BT107</b>	<b>Envelope, Comfort Control and Ventilation</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Chuck Perry</b>
<p>The building envelope has become a superhighway of possibility. From whole systems to multiple component assemblies the options are endless. While the choices are as plentiful as ever the key role of the envelope has never changed. It serves as structure, water defense, air defense, vapor defense, thermal protection and decoration. Furthermore, its ability to control the lived-in environment greatly influences comfort and indoor air. This session will explore a variety of envelope options and look for value and performance in these options as well as share best practices for managing interior comfort and indoor air quality.</p>				
<b>BT207</b>	<b>Choosing the Best HVAC System</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Danny Gough</b>
<p>There is nothing more frustrating to a builder than selecting the best HVAC contractor. The entire topic is fraught with confusion, claims, and controversy cloaked in incoherent jargon. Selecting the best HVAC system can be a simple and reasoned process. This course shows the builder "how to" navigate through the maze. The curriculum provides an overview of the ACCA (Air Conditioning Contractors of America) professional design process.</p>				

<b>BT108</b>	<b>Resource Efficiency and Materials</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Josh Collins</b>
Build confidence in your product by learning the best practices for water management and resource efficiency. Maintaining a clean and dry building assembly ensures not only jobsite appearance but longevity of the building structure as well.				
<b>BT208</b>	<b>Partner With the Land</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan</b>
The purpose of this course is to give a thorough overview of considerations that should be made in order to thoughtfully develop land for residential purposes. We will discuss considerations for cost and value based upon regional constraints and desired outcomes. The class will also learn how to avoid costly mistakes and develop Site Plans to better maximize space utilization.				
<b>BT109</b>	<b>Comfort and Indoor Air Quality</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Josh Collins</b>
Selling comfort is a difficult proposition and requires knowledge of building science principles and how they interact with current applications to combat the elements of discomfort.				
<b>BT110</b>	<b>Asbestos and Lead Awareness</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Robert Privott</b>
Renovation, repair and demolition activities can create hazardous dust and chips by disturbing asbestos or lead-based paint if present in an existing building or structure. Every occupational exposure to asbestos or lead based paint contributes to the risk of getting asbestos or lead-related diseases in addition to exposing building occupants to those risks. This awareness training program helps make contractors aware of the hazards associated with these types of materials and how to best protect themselves, their employees and building occupants.				
<b>BT210</b>	<b>IAQ (Indoor Air Quality): The Key Ingredient to Whole Living</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan Laura Sullivan</b>
Green building is not a new concept to most of us, after all, it has been around since the beginning of time. However, as our new homes envelopes have gotten tighter, we are in danger of poisoning the inhabitants with toxins and poor IAQ. In today's class, we are going: <ul style="list-style-type: none"> <li>•To introduce you to the concept of Whole Living</li> <li>•To recognize the dangers that selections and furnishings can present to the home</li> <li>•To explore and identify the pollutants that contribute to poor indoor air quality during the construction process</li> <li>•To identify construction practices that reduce particulates and increase IAQ</li> <li>•To present real solutions to furnishing a new home</li> </ul>				
<b>BT111</b>	<b>NC Residential Energy Code Chapter 11 Changes</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Robert Privott Steve Knight</b>
Participants will gain a working knowledge of the 2018 North Carolina Residential Energy Code Chapter 11 changes. The session will cover the changes in the printed volume of the Residential Code Chapter 11 as well as changes to the Energy code provisions adopted by the NC Building Code Council.				
<b>BT211</b>	<b>Will You Allow Water Damage to Sink Your Career</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Danny Gough</b>
When it comes to water damage, time does not heal all wounds. The destruction that will inevitably take place as time passes causes considerably more damage to a home than you can ever imagine. Learn the unfortunate side effects of water damage, beginning with unintentional neglect to the construction process. Learn how to avoid expensive and unnecessary litigation and remediation. Water damage escalates to mold and microbial growth issues in just a few days, which can compromise the health of the inhabitants, including pets! Don't let these damaging wounds sink your career - learn how to remediate existing water concerns and build better in the future to ensure dry, safe, healthy homeowners.				

<b>BT112</b>	<b>The Sealed Attic</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Josh Collins</b>
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In this course a student will learn the basic principles behind a sealed attic. The student will be able to competently answer questions about the key differences between a sealed attic and a vented attic. They will also use the current building code to outline the basic design differences and benefits of sealed attic.

<b>BT212</b>	<b>Sealed Crawlspace</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Josh Collins</b>
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Students in this course will achieve a working understanding of how a sealed crawl space differs from a vented crawl space. They will be able to layout a construction sequencing based upon best practices for installation. Students will be able to answer questions, both technical and basic, on the advantage of a sealed crawl space and as to why a sealed crawlspace did not function as expected.

Course #	Business Management Track	Hours	Credits	Instructor
<b>BM101</b>	<b>How to Save Money Through Tax Laws</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Grady Thomas</b>
	This course will review the alternative legal forms that may be used to conduct a building/construction business, including proprietorship, partnerships, joint ventures, limited partnerships, C corporations and S corporations. The pros and cons of each type of entity will be examined in terms of personal liability exposure. The income tax and social security tax consequences of each type of entity, as well as the impact on fringe benefit and retirement programs, will be explored.			
<b>BM201</b>	<b>Basic Business Planning</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	Just as you wouldn't start driving without directions or a roadmap to your destination, a business plan is critical to reaching your business goals. Learn how to create a business plan around which you can organize your priorities to ensure that you reach your goals.			
<b>BM301</b>	<b>Long Range Business Planning</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Erik Anderson</b>
	Learn how to plan your strategy for company direction and growth over the next 10 years.			
<b>BM303</b>	<b>Managing by the Numbers</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
	When it comes to the bottom line, the numbers tell everything. Participants should come to this class with their company financials ready to discuss and learn from each other. Key financial ratios and benchmarks will be addressed and the number one question everyone wants to know, "How much can I make?"			
<b>BM204</b>	<b>Can Your Business Survive a Construction Defect Claim</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan</b>
	Today we live in the most litigious society that we have ever seen. While we are busy trying to keep sales coming in the door, fill open labor positions, and build homes, someone is dropping the ball. A simple oversight can lead to costly corrections, enormous stress, and the potential loss of your business. It's not just a matter of if, but when it will happen. This course will prepare your business for the protection it needs from potential litigation, keep your profits up, and your business running smoothly!			
<b>BM304</b>	<b>Retirement Planning</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Erik Anderson</b>
	This course will help you begin to make the retirement preparations that will meet your needs, based on answering two questions: How much money will you need, and where will that money come from? We will start with understanding our individual living expenses and move to what Albert Einstein termed as the most powerful force in nature – the power of compounding interest. 401 K's, IRA's., SIMPLE Plans, Mutual Funds, Stocks, Bonds, Interest Rates - retirement planning can be overwhelming, but we will take a look at some very simple ways to invest money and build wealth.			
<b>BM106</b>	<b>The Numbers Behind a Successful Remodeling Business</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson Rusty Kling</b>
	Knowing your numbers is the first step in creating a successful remodeling business. First, this class will review the typical structure, function, and processes of a remodeling company. We will discuss overhead structure, profit and loss statements, and why it is nearly impossible to do both new construction and remodeling successfully. At the end of this class, you will be able to determine your overhead, your markup, and calculate, using numbers, what your yearly profit will be.			

<b>BM206</b>	<b>Remodeling: The Bad and the Good Strategies for Success</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson Rusty Kling</b>
	This course will look first at some of the mistakes remodeling companies make and discuss the consequences of these mistakes. After we have the negative ideas out of the way, we will concentrate on the successful tactics of many remodeling companies. Students will review and discuss various remodeling benchmarks to which a company can strive.			
<b>BM107</b>	<b>Conflict: Climbing Out of the Muck of Change</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Greg Isenhour</b>
	This course is designed for the management level employee. The course will help you confirm your employees' buy-in to their tasks and commitment to their overall job performance. Some personal motivation techniques will be discussed to help you better understand and develop these skills, while learning about yourself and those around you. Understanding the principles taught and then applying them may lead to higher performance.			
<b>BM109</b>	<b>Case Study of a Remodeling Company</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	Students will get a solid understanding of a company's background, using that information to analyze what issues the company is currently having. We will then create a game plan for success in sales, estimating, marketing, production and other key business categories. You will be able to use this process to analyze your own company to increase your efficiency and profitability.			
<b>BM209</b>	<b>The Anatomy of a Remodeling Project</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	Using real life experiences, we will discuss in detail each step a remodeling company goes through, such as getting the phone to ring, discussing the initial client meeting, reviewing the sales process, pricing the project, making the presentation to the client, construction of the project, and, finally a discussion on client follow-up after the project is completed. You will gain valuable tools and ideas on how to improve your entire remodeling construction process, which is vastly different from the new home construction process.			
<b>BM211</b>	<b>Best Hiring Practices for the Construction Industry</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan</b>
	It is often said that employees can make you, or break you. This has never been truer than it is today. Since the Great Recession, we have been trying to staff our companies in the midst of a severe labor shortage; while our experienced leaders are retiring, the next generation (Gen Y) only wants to work in IT (Information Technology). In todays class, we are going to learn to: <ul style="list-style-type: none"> <li>•Advertise right for the position</li> <li>•Screen the applicants to save time</li> <li>•Set the appropriate expectations</li> <li>•Train the new hire for optimal performance</li> </ul>			
<b>BM212</b>	<b>Exit Strategies</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Wallace West</b>
	The truth is that everyone exits their business at some point, whether by choice or through circumstance. Alarmingly, it's estimated that 55% of business exits are unplanned in timing due to extenuating circumstances. The question is not if we will exit; rather, the questions are when, how, and whether our exit will achieve the objectives -we desire. The concept of legacy as a business planning tool is a timeless principle that if planned and executed well can result in a successful leadership transition that preserves the integrity of one's business into the future and ultimately their legacy. This course presents three overarching methods to consider when approaching exit planning (i.e.family succession, internal sales or transfers, and third-party sales) and identifies resources available to facilitate each.			

<b>BM113</b>	<b>The Importance of Financing</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Jim Bowman</b>
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In this course a student will learn the following: 1) the importance of the borrower and lender relationship in the business world, 2) the process of obtaining financing, and 3) a clearer understanding of the preparation of financials (personal and business).

<b>BM213</b>	<b>Financial Statements &amp; Commitment Letters</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Jim Bowman</b>
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During this course we will take an in-depth look at financials, both personal and company and you will learn how to prepare financials. We will also review commitment letters as they relate to different types of credit requests and what should be included in them.

Course #	Computer Technology Track	Hours	Credits	Instructor
CA103	<p>Excel 101: Tools and Tricks to Improve Estimating</p> <p>This is a beginner's course in Excel for students who would like to utilize the power of spreadsheets. Starting with the basics of using spreadsheets, we will then discuss ways to format the spreadsheets to develop a customized, accurate and efficient estimating program for your company. We will create two programs- one for estimating and one for lead tracking- both of which are critical to improving profitability of your company and decreasing the amount of time spent on estimating. Requirement – you must bring your own laptop with Microsoft Excel.</p>	4	AB, AA, AR, ARS	Erik Anderson
CA303	<p>Mastering Excel: The Everyday Tool</p> <p>This class is not for beginners. Students will learn how to build spreadsheets for estimating, managing data, financial analysis, complex formulas, macros, combining multiple spreadsheets, mapping data, and much more. Learn to use Excel as a total, everyday, business management tool.</p>	8	AMB, AMA	Greg Isenhour



Course #	Customer Service Track	Hours	Credits	Instructor
<b>CS101</b>	<b>Planning for Outstanding Service</b> Outstanding customer service just doesn't happen. It requires commitment, planning and discipline. This curriculum identifies the philosophical imperatives for builders and remodelers interested in establishing an effective customer service program for their company and the foundational steps necessary to implement a successful customer service program in their business.	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Wallace West</b>
<b>CS102</b>	<b>Selling Service Excellence</b> Effective marketing of your company's service excellence can yield big dividends. However, to effectively use customer service as a marketing tool one must consistently deliver Positively Outrageous Service (POS). This course explores the definition of POS, the benefits of POS, the steps to POS and methods the builder/remodeler can utilize to market POS including the use of social media.	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Wallace West</b>
<b>CS103</b>	<b>Common Contracting Mistakes Caused by Poor Communication</b> This course will help students to better understand the need to, and how to, communicate with trade partners, suppliers and the client. There will be applied learning in "mirroring" listening techniques to help the student learn how to communicate clearly with another party. What is learned will then be applied in case study format.	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Rusty Kling</b>
<b>CS104</b>	<b>The Elements of a Successful Builder &amp; Realtor Relationship</b> This course will establish the credibility and importance of both the Builder and the Realtor during the "building" process for buyer(s). The major intent is to provide the ability for all three parties (Builder/Realtor/Buyers) to have a "winning" and successful experience. Students should learn the tactics and tools necessary for them to successfully navigate the relationship with the Realtor during the acquisition phase of the build as well as to cooperate and capitalize on the skills and experience that both the Builder and Realtor have for the client's benefit. The course is meant to outline how to establish guidelines, timelines and correction procedures without jeopardizing the relationship and the integrity of all parties ... including the buyer.	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Grady Thomas</b>

Course #	Design Track	Hours	Credits	Instructor
<b>DS103</b>	<b>What's New with Kitchen and Bath Trends</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	We will summarize information provided by national organizations and speakers relating to the hottest trends for kitchen and bath designs that we are seeing today. Then we will discuss these trends from both a national and regional standpoint.			
<b>DS203</b>	<b>Design Principles, Elements &amp; Space Planning Basics for Builders</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Laura Sullivan</b>
	The purpose of this course is to expound on the basic principals and elements of Interior Design for a better understanding of the impact they have on today's homes. You'll learn the importance of trending aesthetic, good functionality, aging in place practices, and the impact design has on comfort, maneuverability, and desirability.			

Course #	Diversification Track	Hours	Credits	Instructor
<b>DV303</b>	<b>Commercial Construction</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
<p>Diversifying into different related businesses can sometimes be of benefit to the residential homebuilder. Commercial construction could be a good diversity match for the contractor ready to take their company to the next level. This course will examine how a residential builder might incorporate commercial construction into their existing business. Organization of the company, skills needed, subcontractor base, pricing, and marketing of the business are just a few of the details that will be discussed.</p>				
<b>DV304</b>	<b>Land Development: Market Analysis to Procurement</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
<p>Developing a parcel of land is much more involved than "just doing it". Development is more than just purchasing the land, building roads and creating lots. Market Analysis, Windshield Analysis, Due Diligence, Procurement, and more will all be examined in this class to provide students an in-depth look and the tools needed to get started with a development project in their community and beyond. Learn how to NOT make common mistakes that others have made by doing your homework first.</p>				
<b>DV305</b>	<b>Land Development: Land Planning &amp; Entitlement</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
<p>After procuring or tying up a parcel of land for intended land development there are multiple tasks involved from taking the raw land to a completed development. Land Planning is just one facet of the tasks or stages that include financial analysis, physical analysis, government and regulatory entitlement, and operational activities. Students will learn how to approach land development in a systematic overview approach from raw land to completed development.</p>				

Course #	Leadership Track	Hours	Credits	Instructor
<b>LD201</b>	<b>Public Speaking: How to Deliver an Engaging, Memorable and Informative Presentation</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Meredith Oliver</b>
	<p>Would you rather face a pit of vipers than speak in front of a group? Do you avoid leadership positions and promotions because they require public speaking? Are you required to lead a team meeting or speak at your HBA meetings and want to be more effective at the microphone? Good news – this course can help! In this class, you'll learn the dos and don'ts of public speaking, such as how to avoid common mistakes, tips to overcoming your fear of public speaking and how to calm your nerves before a presentation. This course is for everyone - whether you've never used a microphone or if you're a polished speaker. Come ready to laugh, learn, and love the art and science of public speaking!</p>			
<b>LD309</b>	<b>Building with Ethics</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
	<p>Ethics is a subject that no one ever wants to talk about, yet everyone wants to claim that they are ethical. Public Perception demands that persons and companies they deal with be ethical, yet few understand it. This course will examine what it means to be ethical both personally and professionally through by definition and to look at real life ethical dilemmas that come up in the construction industry. Being ethical is not as easy as we want to make it. Students will learn an increased awareness on what it means to be ethical and skills to improve ethical behavior.</p>			
<b>LD310</b>	<b>What Makes Us Tick?</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
	<p>Why did She do that? What was He thinking? Throughout history great minds have provided explanations for the motives of human action. Modern psychology has developed theories for motivation and intrinsic drives. This course will examine the most prevalent theories and how they have influenced what we know about What Makes Us Tick. Beyond just theory, students will learn how these theories apply to purchase decision influences, personal relationships, experience choices and how they might be used to influence and motivate desired behavior changes.</p>			
<b>LD311</b>	<b>Different Strokes for Different Folks</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Greg Isenhour</b>
	<p>While we like to think I am the "normal" one, the fact is that everyone is different, an understatement. For some 2,500 years great thinkers have worked to classify, or typology different personalities or temperaments. This class will examine generally accepted personality types and allow the participant to understand his/her own personality type. A personality sorter test will be completed in class by each participant. Insights into the four major temperament types and further into 16 personality types.</p>			

Course #	Sales & Marketing Track	Hours	Credits	Instructor
<b>MK101</b>	<b>Developing a Marketing Plan</b> Successful business owners understand the importance of a business plan, however many fall short of marketing their business properly. In this course, students will learn the components of, and begin writing, their own marketing plan. We will also identify all the relevant areas to invest your resources, establish an annual marketing budget, and ultimately increase your sales!	4	AB, AA, AR, ARS	<b>Sean Sullivan</b>
<b>MK203</b>	<b>Don't Sell Yourself Short</b> Yes, I can build or remodel a house (so say my clients), but I just don't seem to have enough work. Yet that other builder down the street seems to have plenty. Want more or better work? This class may be the answer. Focus will be strictly on the tools, knowledge, and skills to help you sell your building business. No gimmicks and not another marketing class. This class focuses totally on making the sale.	2	AB, AA, AR, ARS	<b>Greg Isenhour</b>
<b>MK104</b>	<b>Marketing- Creating an Outstanding Company in a Traditional Industry</b> Have you ever thought, "Wow, that was a great idea, why didn't I think of that?" Well, we are going to discuss some unique ideas on how to market you and your business. We are going to look at out-of-the-box ideas that may actually be right in front of us. We want to focus on being the outstanding company in an otherwise ordinary industry.	2	AB, AA, AR, ARS	<b>Erik Anderson</b>
<b>MK204</b>	<b>Achieving Higher Appraisal Value for Your Better Building Practices</b> Many NC Builders build above code but often do not see a return on their investment. This class shares methods for achieving increased appraised value for high performance homes and highlights best practices in communicating with our real estate partners.	2	AB, AA, AR, ARS	<b>Chuck Perry</b>
<b>MK105</b>	<b>Digital Marketing</b> In today's world being relevant means being digitally savvy. Our customers expect for us to have an easy to find 24/7 presence on line. The content we provide must be rich, relevant and engaging to our buyers and our clients. Companies that understand how to be found and how curate a top notch buyer experience are and will continue to gain market share.	4	AB, AA, AR, ARS	<b>Tammie Smoot</b>
<b>MK205</b>	<b>The 3 Secrets to a WOW Website that Grows your Business</b> A website presence is necessary for all businesses in the modern age. However, building a useful, beautiful website that converts visitors into customers can be difficult. In this course, students will learn the seven secrets to building and maintaining an effective website. Learn how to measure the success of the website after launch and how to monitor site performance on an on-going basis. Learn what questions to ask your website designer and what to expect for your investment. Benchmark your website analytics against other businesses in the industry.	2	AB, AA, AR, ARS	<b>Meredith Oliver</b>
<b>MK106</b>	<b>Effective Marketing Strategies for New Construction</b> New Construction Builders often have incredible homes to sell, build and design. However challenges with technology, budgeting and market fluctuation often reduce the market share every New Construction Builder can obtain. Effective Marketing Strategies for New Construction is a complete guide to creating a marketing plan that works! A review of the Builder's state regulated responsibilities and ethical practices combined with reviewing current marketing strategies, competition, market demographics, detailed descriptions of media and advertising platforms and mechanisms, and steps to create your marketing plan. Students will recognize the importance of a seamless virtual presence in New Construction Marketing and gain the ability to complete/implement an effective marketing plan using the template and information in this course.	2	AB, AA, AR, ARS	<b>Steve Monroe</b>

PENDING FOR 2021

Course #	Project Management Track	Hours	Credits	Instructor
<b>PM101</b>	<b>Managing Time: Your Key to Success</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	A course designed to discuss various time management tools and how their use can affect profitability and productivity for you and your company. Group discussions will help you learn what tools other people or companies use and the results they have achieved. Basic project scheduling will also be discussed briefly, time permitting.			
<b>PM201</b>	<b>Completing Your Projects On Time</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Erik Anderson</b>
	An in depth look at the basics of project scheduling and how to create a schedule by hand. We will also take a brief look at MS Project and discuss how its use can save time and money as compared to conventional methods of scheduling.			
<b>PM102</b>	<b>Take-off to Higher Profits</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan</b>
	This course will focus on the "nitty gritty" techniques for accurate and efficient quantity material and labor take-offs. Topics will cover how to create more accurate estimates in a more timely manner and some rules of thumb for various quantity take offs in residential construction.			
<b>PM202</b>	<b>What Does It Really Cost?</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Sean Sullivan</b>
	This course will look at different types of estimating and producing systematic, consistent estimates for higher profitability. We will discuss how to come up with your desired markup so you can price projects to your clients and know you will be making a profit. We will focus on taking the guess work out of estimating.			
<b>PM203</b>	<b>Maximizing Your Profits: Cost Control</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Greg Isenhour</b>
	Maximizing profits begin in the field. Learn how to implement field management tools to complete projects on time in budget with zero-defects.			
<b>PM304</b>	<b>Building Quality Relationships with Trade Contractors</b>	<b>4</b>	<b>AMB, AMA</b>	<b>Steve Monroe</b>
	In today's construction industry, changing technologies, increased litigation and desperation to find good, quality labor have made good Trade Contractor relations more important than ever. This course will focus on the ups and downs general contractors face in finding good trade contractors and training them in communications, scheduling and understanding the legal challenges, all while building long lasting relationships with the trades.			
<b>PM107</b>	<b>Building Codes</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Robert Privott</b>
	Builders and remodelers need to execute projects that comply with relevant codes and standards. This course explains why regulations are written, which agencies write them and how to deal with the representatives of those agencies. Topics include state and local building departments, plan review, permits, inspections, code enforcement and the appeals process. You will also discuss changes to the 2018 NC Residential Building Codes.			
<b>PM108</b>	<b>How Much Should or Could I Make?</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Greg Isenhour</b>
	Perhaps the top question on most builders' minds relates to how much profit can I or should I make on my jobs. This course will examine the answers to that question as it applies to repairs and remodeling to high end custom houses. Profitability will be examined from multiple dimensions including break even analysis, manpower capitalization, and more. Get the answers you have been looking for.			

<b>PM208</b>	<b>Project Management 101</b>	<b>4</b>	<b>AB, AA, AR, ARS</b>	<b>Chad Collins</b>
<p>All Contractors are project managers. Designed to identify and strengthen contractor knowledge, this class will review the five basic elements of phased project management; Initiation/Sales, Planning/Design, Monitoring/Controlling and Close phase with content and a comprehensive selection of photos. This course is relevant to all regardless of job title or position.</p>				

<b>PM109</b>	<b>Final Walk-Through: The Buyer Orientation</b>	<b>2</b>	<b>AB, AA, AR, ARS</b>	<b>Chad Collins</b>
<p>All construction/new home builds/remodel projects have a final walk-through. This meeting can be stressful to the General Contractor and the Client. This course will help identify best responses to client/agent tolerances with respect to workmanship, home inspector opinions and warranty liability. This course provides resources for General Contractors to create an educational tone to the meeting rather than a simple search for cosmetic deficiencies. Outlining a Walk-Through procedure, this course aims to strengthen all contractors leading to project success and Client happiness.</p>				