Educational Program Guide

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Welcome to the NCBI Program

The one constant in the home building industry is change. New products, changing technology, and evolving legal and building code laws are just a few of the industry’s elements that require constant vigilance and training.

To assist home builders and other industry professionals stay on the cutting edge, the North Carolina Home Builders Association developed the North Carolina Builder Institute (NCBI). The NCBI serves as the educational arm of the association and oversees all of its educational programs. The Institute brings together the industry’s leading experts to create a dynamic and exciting learning environment.

Education is defined as the imparting of knowledge, positive judgment and well-developed wisdom. By attending NCBI classes you will not only gain valuable information to further your business, but you will also have the opportunity to meet and network with other industry professionals experiencing the same challenges in today’s market place.

The NCBI is here to provide you with the tools you will need to stay ahead of your competition. With flexible course hours, up-to-date materials and cutting edge technology, we are here to help you succeed in your business.

The NCBI has three major objectives:

1. To enhance technical and professional knowledge in the areas of new technology, business strategies, marketing techniques, effective management and changing consumer demands.

2. To provide recognition for those who strive for continued growth and development in the home building industry.

3. To provide continuing education and professional development programs that are both accessible and affordable to members.

Don’t miss the opportunity to invest in your future by obtaining a professional designation or simply taking courses to increase your knowledge. You can choose from over 50 courses in the nine (9) different tracks to build an educational experience to meet your specific needs.
**Course Information**

**Convenient:** Classes are held twice a year—a spring session in Raleigh and a fall session in conjunction with the 21st Century Building Expo & Conference in Charlotte, North Carolina.

**Affordable:** Tuition for the NCBI has been set by the North Carolina Builder Institute Board of Trustees. The cost for NCHBA members is $190 per 8 hours and $95 per 4 hours.

**Course Curriculum:** The course curriculum has been carefully selected by a combined group of NCBI Trustees, NCBI Faculty Members and North Carolina State University professors to represent the major areas of knowledge most important for success in the home building industry. Courses are offered in the following tracks: Building Technology, Business Management, Computer Technology, Customer Service, Design, Diversification, Leadership, Marketing and Project Management.

**Flexible and Factual:** There is an excellent chance that the information you need to put your business ahead of your competitors is offered in the dozens of NCBI continuing education courses. Because each course can be updated immediately with the latest building trends, you are assured of fast, factual and profit-oriented information.
The information provided in the courses offered by the NCBI is important to the person who is serious about his/her business. In addition, NCBI designations are important to clients who are looking for quality builders.

**Accredited Builder—AB**

From the ground up, this certification program offers a comprehensive overview of key areas in the home building industry. All subject areas have been designed to appeal to a broad range of individuals with varying backgrounds and levels of formal education, and will cover all major areas necessary for success. Topics will be updated periodically so that current trends can be addressed.

**Accredited Master Builder—AMB**

Master courses will take you beyond the basics and into advanced instruction by experts who have designed material exclusively for the experienced builder. Topics include negotiation, quality construction, diversification and much more.

**Accredited Associate—AA**

This designation offers associate members valuable knowledge about the home building industry. Associates can take advantage of this great networking time to build relationships with potential clients while developing knowledge of new industry trends and techniques.

**Accredited Master Associate—AMA**

In response to overwhelming demand for further training on the master level, NCBI developed the courses not only relevant to the experienced builder, but for the advanced associate as well.

**Accredited Remodeler—AR**

Students will gain a broad education in the key areas of home building, along with specific, intensive education related to the remodeling segment. The curriculum is designed for those who have worked in remodeling for years or those who are interested in entering the field.

**Accredited Residential Superintendent—ARS**

This designation is designed for the field superintendent or other site personnel looking to excel in their current position. With topics geared toward superintendents’ specific needs, this program will give them the tools needed to be a success in the home building industry.
To earn the Accredited Builder (AB) designation students must complete 72 hours of course work in level 100 and/or 200 of the curriculum.

To earn the Accredited Master Builder (AMB) designation a student must first successfully complete the requirements for the AB designation. Once those requirements have been completed, students may begin taking the 40 hours of course work on the 300 level of the NCBI curriculum, which is required to achieve the Accredited Master Builder designation.

To earn the Accredited Associate (AA) designation students must complete 48 hours of course work in level 100 and/or 200 of the curriculum.

To earn the Accredited Master Associate (AMA) designation a student must first successfully complete the requirements for the AA designation. Once those requirements have been completed, students may begin taking the 40 hours of course work on the 300 level of the NCBI curriculum which is required to achieve the Accredited Master Associate designation.

To earn the Accredited Remodeler (AR) designation, a student must complete 16 mandatory hours (specific courses) and 56 elective hours totaling 72 hours of course work in the 100 and/or 200 level of the NCBI curriculum. Note: the 16 mandatory hours required are: BM106 The Numbers Behind a Successful Remodeling Business, BM206 Remodeling: The Bad and The Good Strategies for Success, BM109 Case Study of a Remodeling Company and BM209 The Anatomy of a Remodeling Project.

To earn the Accredited Residential Superintendent (ARS) designation a student must complete 24 mandatory hours (specific courses) and 24 elective hours totaling 48 hours of course work on the 100 and/or 200 level of the NCBI curriculum. **NOTE:** the 24 mandatory hours required are: PM101 Managing Time, PM201 Completing Your Projects on Time, DS102 Blue Print Reading, PM103 Quality Control Techniques, PM203 Maximizing Your Profits and PM204 Fall Protection. The elective hours can be made up of any combination of the 100 and/or 200 level courses.

To maintain these designations, eight (8) hours of course work must be completed per year. Initial certification is valid for one year ending on December 31 of the year following certification. Re-certification is based on proof of completion of 8 hours continuing education on a topic related to the home building industry. Contact the NCHBA office to request a re-certification form.
Building Technology Track

**BT101 The ABCs of Building Quality Concrete Floors & Driveways (4 Hours)**
This course will discuss how to build quality concrete slabs and driveways, including repair methodologies. As this is one of the most costly problems experienced in residential construction, this is a great opportunity to learn about the details. Designations: AB, AA, AR, ARS

**BT201 An Introduction to Green Building (4 Hours)**
Designed to help NCHBA members interested in “going green”. This course will provide an overview of the NAHB Green Building Guidelines and the National Green Building Standard. Learn how site development, energy efficiency, water and resource conservation, sustainable or recycled products, and indoor air quality are increasingly incorporated into the everyday process of green home building. The NAHB web-based green home scoring tool that allows builders to design, build and measure green features will be demonstrated. Designations: AB, AA, AR, ARS

**BT102 Basic Engineering Design (8 Hours)**
This course covers all chapters of the current edition of the NC Residential Building Code. For more in-depth reviews of individual structural components, students are encouraged to attend the other five engineering or design NCBI courses offered in this track, which provide more opportunity for a hands-on approach. Designations: AB, AA, AR, ARS

**BT202 Green Building Components (4 Hours) [Retired]**
This session takes you inside and outside the house to demonstrate techniques to ensure energy and resource efficiency, better water conservation, improved indoor air quality and environmentally sensitive site design. This session will analyze the house as a system and the results of building green and healthy, as well as identify the components to a high performance home. This informative seminar provides cost effective construction techniques and sorts out the facts from fiction with regards to green building. Designations: AB, AA, AR, ARS

**BT103 Best Practices in Green Building (8 Hours) [Rewritten 2015]**
Consumers generally want to live in a more sustainable lifestyle and are often confused on how to do so. Create a road map to show how sustainability is directly relevant to their individual lives and how they can benefit when purchasing your green home. Designations: AB, AA, AR, ARS

**BT203 Building Energy Codes: An Introduction (4 Hours)**
This course provides a basic introduction to the varied and complex issues associated with NC building energy codes and is designed to speak to a broad audience with an interest in building energy efficiency, including builders, remodelers, architects, engineers and designers. The focus of this class will be to build long-term understanding of the NC Energy Code requirements and lasting capabilities of the construction marketplace to meet or exceed all required Energy Code standards in building designs, approved plans and constructed buildings. Designations: AB, AA, AR, ARS

**BT104 Advanced Design of Foundations (4 Hours)**
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. Designations: AB, AA, AR, ARS
Curriculum

Building Technology Track

BT204 Advanced Design of Floors (4 Hours)
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. Designations: AB, AA, AR, ARS

BT105 Advanced Design of Walls (4 Hours)
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". Designations: AB, AA, AR, ARS

BT205 Advanced Design of Roofs & Ceilings (4 Hours)
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. Designations: AB, AA, AR, ARS

BT106 Wall Bracing Requirements of the Residential Code (8 Hours)
This course covers the changes to the wall bracing requirements in the 2012 North Carolina Residential Building Code. This is a "hands on", "how to" course that includes code discussion and class exercises designed to give attendees the necessary knowledge and understanding to perform the manual calculations required to determine bracing requirements. It is highly recommended that attendees bring their code books for reference and a flash drive if they desire a copy of the spread sheets that will be made available. Designations: AB, AA, AR, ARS

BT206 Building Efficiency (8 Hours)
Building efficiency is an umbrella concept that encompasses practices such as building envelope, appliances and lighting, water efficiency and user habits. In this course, the house as a system approach will be introduced and weighed against current building codes and homebuyer expectations. Students will learn about opportunities to improve the efficiency of a project from the ground up. Attendees will be presented with each of the major building efficiency components separately then learn how each of them interact with one another. Designations: AB, AA, AR, ARS

BT107 Envelope, Comfort Control and Ventilation (4 Hours)
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.
Building Technology Track

**BT207 Choosing the Best HVAC System (4 Hours)**  [NEW]
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.  Designations: AB, AA, AR, ARS

**BT108 Resource Efficiency and Materials (4 Hours)**  [NEW]
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 job site appearance but longevity of the building structure as well. Designations: AB, AA, AR, ARS

**BT208 Partner with the Land (4 Hours)**  [NEW]
Knowing the land to be developed or built upon could benefit not only the environment, but also your bottom line. A site plan that incorporates the land in as natural a state as possible can lead to cost savings and better sales. Designations: AB, AA, AR, ARS

**BT109 Comfort and Indoor Air Quality (4 Hours)**  [NEW]
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. Designations: AB, AA, AR, ARS

**BT209 Renewable Technology for Construction Applications (4 Hours)**  [NEW]
Renewable technologies are quickly being accepted in the market and homebuyer are becoming more educated on the need for renewable technologies. Designations: AB, AA, AR, ARS

Business Management Track

**BM101 Legal Structures & Tax Accounting (4 Hours)**  [Retired]
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. Designations: AB, AA, AR, ARS

**BM201 Basic Business Planning (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM301 Charting Your Path to Success (4 Hours)**
Learn how to plan your strategy for company direction and growth over the next 10 years. Designations: AMB, AMA

**BM102 Risk Management for Residential General Contractors (4 Hours)**
This course will provide a risk management approach to the most common property and liability exposures facing the residential general contractor. A broad review of the major coverage’s builders must have to protect their businesses will be covered. Those coverage’s include: general liability, workers compensation, builders risk, and auto. Other items discussed will be include: contractor tools, office contents, and bonds. This will be a practical approach on how to assess these risks and how to insure them or pass them along to others. Designations: AB, AA, AR, ARS
Curriculum

Business Management Track

BM202 Mom, Pop & Uncle Joe—Building with Family (4 Hours)  [Rewritten 2015]
"We are Family" may be an understatement or overstatement as the case may be for many small building companies. Whether by inheritance or by choice to partner up with a spouse, sibling, parent or other family member, family-owned businesses have unique “opportunities” for things to either work or go sour. Most employee management classes teach skills and best practices for managing non-related employees. This course will uncover some of the unique circumstances of accountability and responsibility for working together as a “family.” Participants will learn skills and knowledge for keeping family matters in the family and business in the business. From managing relatives to having your relative as a boss, this class will look at all aspects of managing the family owned business.
Designations: AB, AA, AR, ARS

BM103 Basic Accounting for Builders (4 Hours)  [Retired]
This course will start at the beginning with the basic concept of debits and credits and proceed to develop an understanding of how accounting records are structured and how the records flow into financial statements (balance sheet, income statement, cash flow statement, etc.). Methods of constructing job cost systems, preparing cost budgets, and analyzing cash flow by job as well as overall cash flow will be explored. The basic concepts of implementing and setting up accounting software will be introduced.
Designations: AB, AA, AR, ARS

BM203 Borrowing Bucks for Builders (8 Hours)
This course highlights ADC - acquisition, development, construction and permanent lending. Participants will receive valuable information with respect to working with banks, laws governing construction financing, current lending practices, the ins and outs of obtaining construction loans and alternative financing. In addition, there will be an in depth look at permanent financing as well as acquisition and development financing. Designations: AB, AA, AR, ARS

BM303 Managing by the Numbers (4 Hours)
When it comes to the bottom line, the numbers tell everything. Participants should bring their company financials to this class and be ready to discuss and learn from each other. Key financial ratios and benchmarks will be addressed, along with the #1 question everyone wants to know: “How much can I make?” Designations: AMB, AMA

BM104 Construction Contracts & Preventative Law (8 Hours)
This course is designed to assist contractors enjoy successful projects by avoiding conflicts and legal disputes through the use of comprehensive contracts. Participants will receive valuable information such as essential elements of a contract and essential provisions that should be addressed in construction contracts in order to avoid disputes. The potential rights, remedies and liability of owners, contractors, subcontractors and suppliers will be examined, as well as, alternatives for dispute resolution.
Designations: AB, AA, AR, ARS

BM204 Can Your Business Survive a Construction Defect Claim? (4 Hours)
Learn about the coverage and risk management challenges of construction defect claims.
Designations: AB, AA, AR, ARS

BM304 Estate & Retirement Planning (4 Hours)  [Retired]
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? You will also be educated about your estate planning options and shown some powerful, proven strategies you can use to make sure your heirs receive the estate you intend.
Designations: AMB, AMA
**BM105 Enterprise Risk Management for Contractors (4 Hours)**
Is your bottom line at risk? Having a handle on your business' controllable risks can often mean the difference between profit and loss. Will you leave it to chance or are you ready to take action? Enterprise Risk Management is the process of defining, identifying, analyzing, and planning for the risks associated with your company’s operations. This course is designed for business owners and managers to provide useful risk management tools necessary in today’s business environment. Upon completion of this course, you will be able to construct and implement a risk management program specific to your company. Designations: AB, AA, AR, ARS

**BM205 The Faces of Survival (8 Hours)**
This course is designed to give practical information and tidbits on facing the current economic crunch in the building industry today. Participants will learn ways of diversifying to keep cash flowing; methods and criteria for negotiating with lenders and/or creditors; and protecting your cash and assets. Attention will be given to looking at various workout alternatives including short sales, foreclosures, and even bankruptcy as a last resort. The bottom line for this course is to aid participants in how to survive and face the current challenges in today’s economy. Designations: AB, AA, AR, ARS

**BM305 Picking Up the Pieces (4 Hours)**
Through recessions, downturns, or just plain hard times, business owners find themselves trying to figure out how to get out of bad times or how to turn things around. This course will examine some of the common pitfalls of the construction business and the different management techniques to turn a company around. Every company goes through cycles where the skills learned in this course can be used as effective management tools. Designations: AMB, AMA

**BM106 The Numbers Behind a Successful Remodeling Business (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM206 Remodeling: The Bad and the Good Strategies for Success (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM306 Getting What You Need: Negotiating Strategies for Builders & Remodelers (8 Hours)**
This builder/remodeler-only course is focused on teaching participants the necessary skills to get the most out of bidding/selling experience, whether with a trade contractor or a potential homeowner. When applied in the field, the builder/remodeler will experience success without bleeding the associate dry, or having the potential homeowner disgruntled, as the contractor’s blood pressure remains normal. Designations: AMB, AMA
Business Management Track

**BM107 Conflict: Climbing Out of the Muck of Change (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM207 Latest Updates in Lien Law Changes and Residential Construction Litigation (4 Hours)**
Learn about North Carolina's lien laws, as well as updates on residential construction litigation. This course will address all current laws relating to the filing and perfecting of mechanic's liens for construction debts in North Carolina, as well as specific developments to those laws during the 2013 and 2014 session of the North Carolina General Assembly. In addition, the course will provide attendees with updates regarding other aspects of residential construction litigation, including developments affecting statutes of limitation and repose, contract clauses, and insurance and defect cases. Designations: AB, AA, AR, ARS

**BM108 Mortgage Mechanics (4 Hours)**
Understand the loan process and what it takes to get a mortgage approved today. Find out the 12 factors that ‘kill’ most appraisals. Learn what drives mortgage rates. Discover the 7 different types of mortgages & how to tell a good ARM from a bad one. Designations: AB, AA, AR, ARS

**BM208 Qualifying Secrets (4 Hours)**
35% of all mortgage applications today get turned down! Master the strategies to fix the qualifying issues that affect your buyers. Discover the ‘secret’ website that rates ALL lenders' underwriting standards. Learn how to ‘vet’ lenders and their preapproval letters. If you’ve had a sale fall through or buyers not qualify for the home they want, then don’t miss this class! Designations: AB, AA, AR, ARS

**BM109 Case Study of a Remodeling Company (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM209 The Anatomy of a Remodeling Project (4 Hours)**
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. Designations: AB, AA, AR, ARS

**BM110 Accounting and QuickBooks for Builders (8 Hours)**
Good building practice requires good financial management and understanding basics of accounting. QuickBooks by Intuit has become the widely used software by small- to medium-sized builders as a financial management tool. However, QuickBooks must be set up and used correctly for it to be an effective management tool. This class will cover the basics of accounting for builders by integration with QuickBooks. The course also covers the setup of general ledger accounts together with job cost tracking and estimating. Participants will walk through not only set up, but also the daily management practices and use of the software while learning basic accounting.
Business Management Track

BM210 Best Practices for Hiring & Jobsite Safety Training (4 Hours)
Over half of work comp claims come from workers in the first year of employment. Builders Mutual brings you WorkSafe 101 which provides you the tools and training you need to hire the best and keep them safe. During this course you will learn to 1) understand why hiring and new hire training are so important, 2) recognize costs associated with workplace injuries, 3) gain valuable interview and hiring tips, 4) learn how to train your workers to recognize & avoid jobsite hazards and protect others from harm, and 5) increase accountability with checklists and acknowledgement forms.

Computer Technology Track

CA101 Basic: Computerized Construction Management & Technology (4 Hours)
Computerized construction job costing is a one step direct relationship to accounts payable and general ledger. This process saves time and gives the builder early alerts to budget overruns, tracking subcontractors and suppliers. Computer hardware, MS Office housekeeping and electronic file management will be covered.
Designations: AB, AA, AR, ARS

CA201 Intermediate: Computerized Construction Management & Technology (4 Hours)
Computerized job costing, accounts payable and general ledger provide the foundation of construction accounting. This intermediate class goes beyond CA101 and into purchase orders, subcontractor control, work orders, payroll, budget controls, scheduling, billings, draws and general ledger reconciliations. Electronic file organization, security and electronic communications will also be discussed.
Designations: AB, AA, AR, ARS

CA301 Advanced: Computerized Construction Management & Technology (4 Hours)
Going beyond CA101 and CA201, this class will review job cost control, job cost committed and uncommitted budgeting, reporting, reconciliations and assembly based estimating. Field purchase orders and work orders will be discussed. Back office technology to the field and suppliers will also be reviewed.
Designations: AMB, AMA

CA103 Excel 101: Tools and Tricks to Improve Estimating (4 Hours) [NEW]
This course begins with the basics of using spreadsheets. We will then discuss ways to format the spreadsheet 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 the profitability of your company. Requirement – you must bring your own laptop with Microsoft Excel.
Designations: AB, AA, AR

CA203 Turnkey Computerized Construction Management & Technology (8 Hours)
This class will start with the basics of computerized construction accounting and will move in to intermediate construction accounting applications. Then, it will wrap up with advanced construction management applications. Electronic file communications, software platforms and staffing considerations also will be reviewed.
Designations: AB, AA, AR

Due to constantly changing technologies, we are revamping the following CA courses to make them more relevant.
CA102 Basic Computer Boot Camp
CA202 Intermediate Wireless Field Communication Boot Camp
CA302 Advanced Computer Security for the Back Office & Web Usage
**Curriculum**

**Customer Service Track**

**CS101 Planning for Outstanding Service (4 Hours)**
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. Designations: AB, AA, AR, ARS

**CS201 Exceeding Your Customers’ Expectations (4 Hours) [Updated 2015]**
Consistently exceeding the customer’s expectations is a challenge in any business but especially for the home builder and remodeler. The key is effective management of the customer’s expectations. This course focuses on methods to help the builder/remodeler identify, establish and better manage customer expectations. The curriculum also explores the importance of effective interpersonal and communication skills, as well as techniques available to assess how effectively the company is at meeting the customer’s expectations. Designations: AB, AA, AR, ARS

**CS102 Selling Service Excellence (4 Hours)**
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. Designations: AB, AA, AR, ARS

**CS202 Building Quality In: A Foundation for Quality Builders & Remodelers (4 Hours)**
What is quality? Who determines how quality is defined? What are the benefits of building quality in? How does one consistently “build quality in?” These are just a few of the questions addressed by this course. Other topics include guidelines for establishing a quality assurance/management program for your company and techniques for managing trade contractor quality. The curriculum also includes a case study. Designations: AB, AA, AR, ARS

**CS203 Warranty: Keys to Warranty Service (4 Hours)**
This course is a fast paced interactive course that focuses on builder/remodeler warranty obligations as defined by NC General Statue and applicable federal law. Topics include: construction defects, the 1 year builder warranty, implied and express warranties, insurance backed warranties, consumer product warranties, and customer service. This course is a must for all builders and remodelers. Designations: AB, AA, AR, ARS

**Design Track**

**DS101 A Builder's Guide to CAD (4 Hours) [Retired]**
This course will explore ways to use CAD in your building business. Computer experience is a pre-requisite for taking this course. Designations: AB, AA, AR, ARS

**DS102 Blue Print Reading (4 Hours) [Updated 2015]**
Accurate estimating and ultimately a profitable job starts with properly reading drawings. Using a full set of house plans we will understand how to read and calculate quantities from the simple to the complex. More accuracy equals more money. Designations: AB, AA, AR, ARS
Leadership Track

LD101 Get the Lead Out: Motivating Others with Powerful, Effective Presentations (8 Hours)
In this course you will observe your personal transformation as a communicator. Discover 3 ways to create lectures that will hold the attention of audiences as you execute some of the training learned during class. Students will gain techniques that will make their small group presentations on target and they will receive many other helpful hints throughout the day. You will leave with a new sense of confidence in your ability to capture and maintain the attention of a group, regardless of its size. Students will need to bring a sense of humor and their favorite story or joke to share and are also urged to bring marketing materials from their business. Designations: AB, AA, AR, ARS

LD301 Moving Beyond Banging Heads (8 Hours)
This course is designed around dealing with those difficult people we encounter in our building business.
Designations: AMB, AMA

LD302 Ethics and Principles: Liabilities or Assets? (8 Hours)
Everyday in many ways we all have tough choices to make. When you're between a rock and a hard place does each one really matter as long as we accomplish our ultimate goal? Have you ever caught yourself saying, "It's o.k. Everybody does it." Or "hey, whatever works!"? Participants in this seminar will explore ethics and principles as they relate to decision-making and develop strategies for responding to the challenges of today.
Designations: AMB, AMA

LD303 It's All About Me! (8 Hours)
Using personality indicators and survey material, participants will learn their personality types and delve into the background of their actions. Through better understanding of all personality types, participants will gain insight into ways of improving relationships with both business and personal associates.
Designations: AMB, AMA

LD304 Active Listening, Coaching & Counseling (8 Hours)
Everyone wants to be heard. Coaches get the credit for whether a team loses or wins, no matter what the players are like. Counseling is more than giving advice. Participate in this class to hone your skills and discover the secrets of great listeners, coaches, and counselors. Everyone has these skills, but rarely access their inner being to cultivate the necessary behavior. This class will aid the participants in activating what they already possess.
Designations: AMB, AMA

LD305 Ordinary People, Everyday Leaders (8 Hours)
All of us are leaders everyday. In our construction businesses we are faced with leading people where they sometimes want to go, but most of the time where they want to go but don’t know it yet. This course will focus on practical applications of sharing your vision with trade contractors, employees, and a host of others, and getting them to follow your lead.
Designations: AMB, AMA

Diversification Track

DV301 Making a Development Deal Work (8 Hours)
This course will focus on the intricacies of successful land acquisition and development of raw land.
Designations: AMB, AMA

DV302 Remodeling Can Be Fun (4 Hours)
With higher profits, remodeling can offer a diversified approach to your new construction company. This course will focus on how to integrate remodeling as a successful entity within your new home construction company.
Designations: AMB, AMA

DV303 Commercial Construction (4 Hours)
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 residential builders 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.
Designations: AMB, AMA
Curriculum

Leadership Track

LD306 Dealing with City Hall (4 Hours) [Retired]
This course studies the structure of local government and includes such items as which officials are elected and which are appointed, tips on getting to know your officials and the best way to reach them with industry news. In addition, we will discuss the impact of residential development on our communities and how to tell fact from fiction. Designations: AMB, AMA

LD307 Born to Fly (24 Hours)
Do you want to increase your effectiveness in communication? Do you want to produce more sales? Would you like to create a winning team? This course is designed to do just that - help you get the results you have always wanted. [Retreat styled learning experience - active participation required] Designations: AMB, AMA

LD308 It Takes Guts (24 Hours)
Effective leadership does not just happen. Rather leadership is created when we practice certain core principles that by nature already exists within each of us. The secret is to unlock these core principles within us to permeate our everyday lives. We create who we are, which creates what we do, which creates our results. It Takes Guts is a course in unlocking the secret. [Retreat styled learning experience - active participation required.] Designations: AMB, AMA

Marketing Track

MK101 Developing a Marketing Plan (4 Hours) [To Be Updated]
We've all heard the saying that if you don’t know where you’re going, you’re probably not going to get there. As a part of your Business Plan, the Marketing Plan helps map the way to success. Participants will learn the essential components (the four P’s) of a Marketing Plan and how to make it a living document. Designations: AB, AA, AR, ARS

MK201 Making the Sale (4 Hours) [Retired]
Salesmanship has changed dramatically over the past decade. The old sales tricks don’t work anymore. Today’s buyers are more informed and better educated than ever before. This seminar will explore issues important to today’s homebuyers and give the participants solid ground for making the sale. Designations: AB, AA, AR, ARS

MK301 Green Marketing: Myths, Lessons Learned & the Future (4 Hours) [NEW]
During this session we will review the changes that have taken place in green marketing over the years and discuss where that leaves us today. Several years ago, few builders offered green options, the market was led by pioneers and systems were engineered by the builder. Green consumers were primarily early adopters and the masses needed a lot of educating — It was at best a niche market. How can you capitalize on this opportunity? This presentation will cover the complexities of the green consumer and how to best communicate green home attributes. We will review lessons learned by those builders who led the way in green marketing and showcase examples of successful campaigns and marketing tactics. Designations: AMB, AMA

MK102 Advertising New Construction (4 Hours) [To Be Updated]
Selling new construction is different from selling existing houses, and so, the way we advertise them is different. In this course we will take a detailed look at advertising strategies for new construction. We will explore some advertising in the market and look at what works, what doesn’t, and why. Designations: AB, AA, AR, ARS

MK202 Internet Marketing for the Building Professional (4 Hours)
Do you have a great Web site but not one can find it? Your Web site does not portray the quality of company that you are? Confused about Internet Search Engines? Is Search Engine marketing right for your company? Learn how to leverage the power of Internet marketing in this informative seminar! Designations: AB, AA, AR, ARS

MK103 Marketing Essentials for Green Builders (8 Hours) [Retired]
How are your sales? How effective are you in getting the unique word out about what you do? This workshop is designed specifically for you with strategies, ideas and insights in what you can do to get your unique message most effectively out to your market. Overcoming objections will also be taught. Come with an open mind and watch your prospect list grow along with sales. Designations: AB, AA, AR, ARS
Project Management Track

**PM101 Managing Time: Your Key to Success (4 Hours)**
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. Designations: AB, AA, AR, ARS

**PM201 Completing Your Projects On Time (4 Hours)**
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. Designations: AB, AA, AR, ARS

**PM102 Take-off to Higher Profits (4 Hours)**
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. Designations: AB, AA, AR, ARS

**PM202 What Does It Really Cost? (4 Hours)**
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. Designations: AB, AA, AR, ARS

**PM103 Quality Control Techniques (4 Hours)**
This course will examine quality control techniques including TQC and other means of partnering with trade contractors to implement a zero-defect construction process. Designations: AB, AA, AR, ARS

**PM203 Maximizing Your Profits: Cost Control (4 Hours)**
Maximizing profits begins in the field. Learn how to implement field management tools to complete projects on time and in budget with zero-defects. Designations: AB, AA, AR, ARS

**PM303 Trade Contractor Relationships (8 Hours)**
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. Designations: AMB, AMA

**PM104 OSHA 10-Hour Construction Industry Safety Course - Part 1 (8 Hours)**
Since 2000, more than two million people in the construction industry have been trained by OSHA’s 10 and 30-hour outreach programs. Step up your safety strategy by learning how to:

- Write and maintain an effective safety program your employees will adopt
- Understand the relationship between insurance premiums and jobsite safety
- Use Material Safety Data Sheets (MSDS) and hazard communication to properly handle hazardous substances
- Anticipate what to expect from an OSHA inspection, including your rights
- Comply with OSHA standards for hand tools, electrical, personal protective equipment and excavations, thereby avoiding fines

(In order to receive a course completion card from Federal OSHA, you must also complete PM204 within 90 days.) Designations: AB, AA, AR, ARS
Curriculum

Project Management Track

PM204 Fall Protection - Part 2 (4 Hours)
Of all jobsite injuries and fatalities, more than half result from the same type of accident—falls. So why don’t contractors pay more attention to fall hazards and the safety programs that can prevent injury or even death? Often, they do not realize they are at risk. By attending, you will learn to:
- Recognize and reduce fall hazards
- Connect fall protection with productivity and profitability
- Effectively use guardrails and harnesses
- Establish safety procedures for ladder and scaffold use
- Comply with OSHA standards to avoid costly fines
- Protect yourself against third party litigation
(In order to receive a course completion card from Federal OSHA, you must also complete PM104 within 90 days.) Designations: AB, AA, AR, ARS

PM105 Safety Pays: A Practical Approach to Safety on Your Jobsite (4 Hours)
Not all companies are alike, and not all safety programs work for everyone. Customization is key, and customization is exactly what you'll get by attending! This class is packed with practical safety tips that put money in your pocket and protect employees on the jobsite. Topics range from creating a safety program that complies with OSHA standards to understanding your safety program’s impact on insurance premiums. Remember, jobsite safety is the responsibility of all owners, employees and subcontractors on today’s construction sites. Designations: AB, AA, AR, ARS

PM206 Getting the Best from Your Hispanic Workforce (4 Hours)
This course will provide you with the tools necessary to build a great relationship with Hispanic employees. Course materials will cover a useful list of Spanish words and phrases with pronunciation tips, a management plan for Hispanic teams, ideas for creating working relationships between various groups of employees and much more. Designations: AB, AA, AR, ARS

PM107 Building Codes (4 Hours)
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 2009 NC Residential Building Codes. Designations: AB, AA, AR, ARS

PM207 The Construction Industry & the ADA (4 Hours)
The construction industry plays an essential role in providing facilities that comply with the American with Disabilities Act (ADA). Moreover, the cost and difficulty of correcting inaccessible features after construction is completed can be tremendous. Some of the goals of this course are to develop an understanding of the ADA requirements, list possible business opportunities associated with the ADA, describe potential impact of non-compliance, discuss specific design specifications, and generally develop an understanding of how to use the Standards for Accessible Design to determine the ADA requirements for new construction. Designations: AB, AA, AR, ARS
**Erik Anderson** is Vice President of Anderson Moore Builders, Inc. in Winston Salem. As President of the HBA of Winston Salem, he was instrumental in creating and implementing a mandatory continuing education requirement for all builder members. Anderson has held numerous positions in the home builders associations, including NCHBA President in 2012. In 2005, he was given the Builder of the Year award from the HBA of Winston Salem. Anderson has a Civil Engineering Degree from North Carolina State University and a Master's Degree in Business Administration from the University of Pittsburgh. He also has the NAHB designations of CGR, CGB, GMB, and CAPS.

**Jim Bowman** is with the Bank of North Carolina in Greensboro. Bowman has over 36 years of experience in the banking industry, with 25 of those years having an emphasis on residential acquisition, development and construction lending. He is a licensed real estate broker in North Carolina. He holds a degree from the University of North Carolina at Wilmington and has been an instructor for the North Carolina Builder Institute for over 10 years.

**Anne Caywood** was admitted to the North Carolina Bar in 2001, following her graduation from the Wake Forest University School of Law. She has been admitted to the U.S. District Court for the Eastern District of North Carolina and has handled cases involving General Commercial Litigation, Construction Law, Real Estate Litigation, Professional Liability and Products Liability. After practicing construction litigation in Raleigh and Winston-Salem for several years, Caywood decided to focus on helping others resolve their disputes by serving as a Mediator. Caywood is a Certified Superior Court Mediator and currently works with attorneys and their clients to help facilitate settlements.

**Tim Fitzgerald** has served the construction industry for over 26 years as a master project scheduler, claims consultant, expert witness and project manager. Having worked as a scheduler for projects as large as $450M, and as a claims consultant on matters of scheduling, productivity, efficiency and damages, Fitzgerald is able to bring to his presentations practical aspects of scheduling, as well as first-hand knowledge of the many traps and pitfalls embedded in the scheduling process. Fitzgerald is the president of Fitzgerald & Associates, L.L.C., in Raleigh, NC, serving in matters ranging from claims, claims avoidance, scheduling and expert witness testimony.
Jim Garrison has been actively involved in the real estate industry since 1984, earning a position in the 100% club for RE/MAX 5 years in a row. Jim attained the GRI and CSP designations while he was a Realtor®. Jim has been a mortgage originator since moving to the Charlotte area in 1993. In today’s lending environment, Jim’s experience and expertise can make the difference between a loan turn-down versus a clean approval.

Buddy Hughes was 2005 NCHBA president and is a third generation, hands-on builder from Lexington. Hughes has been involved in the Insulated Concrete Forms (ICF) industry since 1996. He has personally used the system to install the basements and foundations in the houses built by his company, Hughes Construction. In 1998, he began instructing installer training classes around the southeast, and has since trained hundreds in the process. Hughes carries with him extensive experience in every aspect of the industry and related products.

Greg Isenhour is a second generation builder with more than 20 years experience in the building industry. As a general contractor he owns Isenhour Enterprises, Inc. In 1998, he established GUTS, Inc., a business development and enrichment company that provides innovative educational and consulting services for small to medium-sized construction companies. Isenhour is a well-known national speaker within the home building industry.

Cathy Judson is President of BPI, Construction IT Group with offices in Raleigh and Charlotte. Judson has over 20 years experience in construction technology and has automated and consulted with hundreds of builders, developers, sub-contractors and remodelers offering services ranging from software selection, implementation, office procedure enhancements, and monitoring technology processes for the owner, staff, and field personnel. From high end technology to plug-and-play solutions, Judson has a proven track record of helping construction companies of all sizes and goals select and maintain technology solutions that fit the technology needs of today and tomorrow.
Steve L. Knight, P.E., received his BS in Civil Engineering from NCSU and holds a master’s degree in engineering from USC-Columbia in South Carolina. He is licensed to practice engineering in ten states and is a licensed N.C. General Contractor. He started his career as a design and test engineer. Later, he joined a construction firm as Vice President of Engineering. In 1994, Knight started his own engineering consulting firm specializing in residential and commercial construction.

Dan McFarland is the Director of Homeowner Services at Southern Energy Management (SEM). He draws upon his professional experience of over 25 years in the field of applied residential building science where he has developed and implemented numerous projects in the residential market involving high performance new home programs, energy efficient multi-family buildings initiative, training programs for the building industry, and residential building diagnostics.

John Miller has been insuring residential contractors since 1984. He is a certified continuing education instructor for the State of NC for insurance education. He has been an instructor for insurance classes from Florida to Pennsylvania. Miller has testified before the state legislature on workers compensation issues, and serves as an expert witness in insurance cases. He is a 22 year member of the Raleigh Wake County Home Builders Association and currently serves on the Wake County Planning Board.

Steve Monroe is a bestselling author, speaker and coach for individuals and companies wanting to strengthen their relationships with builders and within the building industry. Monroe brings 30 years of sales and marketing success to his seminars. His presentations use techniques, tactics and strategies that come in a fast-paced, interactive format, allowing attendees to have a positive and lasting learning experience.

Margaret O’Brien is a former senior leader at North Carolina State University Extension Service. For over 30 years, O’Brien has enjoyed multiple roles as director, instructor, facilitator and Lean Six Sigma Team Leader, trainer and course developer.
**NCBI Faculty**

**Roberto Nuñez, P. E.** holds a master’s degree from UNC Chapel Hill and a Civil Engineering degree from NCSU. Nuñez is a resourceful leader and team-oriented professional engineer with experience and international exposure in all phases of building and civil construction including: strategic and joint venture development; project planning; budgeting and tracking; research experience working with manufacturers serving the construction industry; and private consulting, which includes the development of unique bilingual training programs.

**Robert Privott** is the Director of Codes and Construction for the North Carolina Home Builders Association. He holds North Carolina licenses as a Building Contractor, Electrical Contractor and Plumbing Contractor, and is certified in North Carolina as a Level III Building, Electrical, Fire, Mechanical, and Plumbing Inspector. Privott is also an accredited North Carolina Asbestos Inspector. He holds a Bachelor of Science degree in Business Administration from East Carolina University and an Associate of Applied Science degree in Landscape Gardening from Sandhills Community College.

**Sean Purcell** is Regional Manager of Risk Management for Builders Mutual Insurance Company, the dominant provider of insurance for builders in the Southeast. Purcell is passionate about providing safe workplaces in the construction industry. He designs classes to help contractors reduce injuries, lower insurance rates, prevent OSHA violations, and avoid lawsuits. Purcell brings over nine years of expertise to the classroom and can easily translate knowledge and expertise into loss reduction, thereby maximizing builder profitability.

**David Smith** earned his bachelor’s degree in Industrial Management and Technology from Georgia Southern University, after having served three years in the USMC. For over 25 years, Smith has been teaching students to become builders, subcontractors and superintendents through the community college system, while also running his own custom residential construction business. Smith serves on the New Hanover County Inspection Department Advisory Council and was appointed by the governor in 2005 to the North Carolina Building Code Council. Smith is an Accredited Builder, Past President of the Wilmington Cape Fear HBA and has served as a Board Member for 14 years.

**Wallace West** is a native of Wilmington and a graduate of the University of North Carolina. As a NC Licensed General Contractor, he was a builder and developer in the Research Triangle Area of North Carolina for 12 years. During the 1990s, West served the housing industry as Regional Director for the National Association of Home Builders, Executive Director of the Home Builders Association of Mid-Florida and President of the Triangle Community Coalition. West is a principle in Coastal Carolina Streetscapes, LLC.