



NORTH CAROLINA
BUILDER INSTITUTE

Educational Program Guide

- Designations
- Course Requirements
- Curriculum
- NCBI Faculty



The Educational Arm of the North Carolina Home Builders Association



Table of Contents

Welcome to the NCBI Program.....	2
Course Information	3
Designations.....	4
Designation Requirements	5
Curriculum	6
NCBI Faculty.....	19

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.

Designations

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.



Designation Requirements

Designation Requirements

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)

During this course we will discuss how to build quality concrete slabs and driveways, including basic design principles and practical repair methodologies. This course will provide you with basic knowledge to construct durable concrete slabs on ground and to understand and/or prevent problems associated with one of the costliest problems experienced in residential construction; this is a great opportunity to improve the quality of your homes by learning the ABC's. 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)

You will have the opportunity to identify basic engineering principles and practices incorporated in residential dwelling design and construction. This course offers students a working knowledge of engineering methodology involved in the performance of structural components of residential construction. Students are encouraged to bring their residential code books to class as they should also gain an understanding of engineered design relative to code compliance.

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)

[Retired]

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

Curriculum

Building Technology Track

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

BT204 Advanced Design of Floors (4 Hours)

This course covers the floor design requirements found in the current North Carolina Residential Building Code. This is a “hands on”, “how to” course, so near the end of the course, the 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. **Students are highly encouraged to bring their residential code books to class.**

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. It starts out by reviewing the history of the code including how and why the codes have gotten to where they are today. This is a “hands on”, “how to” course, so near the end of the course, the 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 “BT106 New Wall Bracing Requirements of the Residential Code”. **Students are highly encouraged to bring their residential code books to class.**

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. This is a “hands on”, “how to” course, so near the end of the course, the 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. **Students are highly encouraged to bring their residential code books to class.**

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 initiated in the 2012 North Carolina Residential Building Code. It also covers the simplified procedure of the 2018. Extensive changes to the wall bracing requirements have been made that will make all existing standard plans obsolete. This is a “hands on”, “how to” course. After the code changes are discussed and examples are worked, the attendees will have an opportunity to work through a simple house plan to determine the location of the braced wall lines as well as the location and quantity of braced panels required. 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

Building Technology Track

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. Designations: AB, AA, AR, ARS

BT207 Choosing the Best HVAC System (4 Hours)

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)

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. Designations: AB, AA, AR, ARS

BT208 Partner with the Land (4 Hours)

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. Designations: AB, AA, AR, ARS

BT109 Comfort and Indoor Air Quality (4 Hours)

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)

The purpose of this course is to give a thorough overview of renewable technologies in residential construction to better be able to sell to your customers. Students taking this course will walk away with a good understanding of the history, the benefits and challenges of using renewables, practical applications, and the use of tax credits. We will examine the Energy Raters role, how to monitor energy usage, and how to leverage the cost of these technologies with Energy Mortgages and Addendums. 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

Curriculum

Business Management Track

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 Long Range Business Planning (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 coverages 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

BM202 Mom, Pop & Uncle Joe—Building with Family (4 Hours) [Retired]

"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

Business Management Track

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)

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!

Designations: AB, AA, AR, ARS

BM304 Retirement Planning (4 Hours)

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. Designations: AMB, AMA

BM105 Enterprise Risk Management for Contractors (4 Hours) [Retired]

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. Designations: AB, AA, AR, ARS

BM205 The Faces of Survival (8 Hours) [Retired]

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. Designations: AB, AA, AR, ARS

BM305 Picking Up the Pieces (4 Hours) [Retired]

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

Curriculum

Business Management Track

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 Want: 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

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, updates on residential construction litigation and labor and employment law developments. This course will address all current laws relating to the filing and perfecting of mechanic's liens for construction debts in North Carolina. In addition, the course will provide attendees with updates regarding residential construction litigation- such as cases affecting statutes of limitation and repose, contract clauses, and insurance and defect cases- and the most recent changes to the laws and regulations governing labor, employment, and safety for your workers. Designations: AB, AA, AR, ARS

BM108 Mortgage Mechanics (4 Hours)

Builders will understand the loan process and its 'mystery numbers', and what it takes to get a mortgage approved today. Discover the key appraisal elements analyzed by underwriters and how to successfully appeal a low appraisal. Explore the seven different styles of mortgages to expand your pool of buyers. 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

Business Management Track

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.

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.

BM111 UNconventional (4 Hours)

[New]

Explore the world of FHA, VA & USDA mortgage programs. Discover how these programs can be beneficial to home buyers. Debunk the myth that government mortgages add transaction risk to builders. Learn about specialty programs for senior citizens and disaster victims. Obtain an understanding of zero down payment rules and energy efficiency programs. Acquire knowledge about VA housing-related financial assistance programs for disabled veterans. Gain awareness of some seldom-known financing scenarios for veterans and service members.

Computer Technology Track

CA101 Basic: Computerized Construction Management & Technology (4 Hours) [Retired]

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) [Retired]

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

Curriculum

Computer Technology Track

CA301 Advanced: Computerized Const. Management & Tech. (4 Hours) [Retired]

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. Designations: AMB, AMA

CA103 Excel 101: Tools and Tricks to Improve Estimating (4 Hours)

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. Designations: AB, AA, AR, ARS

CA203 Turnkey Computerized Const. Management & Tech. (8 Hours) [Retired]

This class will start with the basics of computerized construction accounting and will move in to intermediate construction accounting applications. Designations: AB, AA, AR, ARS

CA303 Mastering Excel: The Everyday Tool (8 Hours) [New]

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. Designations: AMB, AMA

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

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)

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

Customer Service Track

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 Statute 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. Designations: AB, AA, AR, ARS

DS102 Blue Print Reading (4 Hours)

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

DS201 Space Planning:

[New]

Dynamic Floor Plan & Design Tips to Increase Profits (2 Hours)

Space planning is a fundamental element of every home. In this course you will learn the ins and outs of incorporating dynamic space plan details into your homes through focal points, accent walls, circulation and organizing spaces to work effectively together while using space efficiently. Space planning impacts lighting, circulation, comfort, functionality and implementing these elements into your project will boost desirability and profits. Designations: AB, AA, AR, ARS

DS202 Design Principles for Home Builders & How to Incorporate Them into any Home (2 Hours)

[New]

When you know the basic interior design principles you can transform any home to impress. You know what it feels like when you walk into a well-designed room. You can sense how everything feels cohesive and intentionally designed. It feels just right. In this course you'll learn how you can achieve that effect in your own homes with the knowledge of basic design principles, or through the right designer partnership. Pair that knowledge with practice and experimentation and you'll be well on your way to building homes that impress. Designations: AB, AA, AR, ARS

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

Curriculum

Diversification Track

DV302 Remodeling Can Be Fun (4 Hours)

[Retired]

This course will focus on how to integrate remodeling as a successful entity within your new home construction company. With higher profits, remodeling can offer a diversified approach to your company.

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

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'll 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

LD201 Public Speaking: How to Deliver an Engaging, Memorable and Informative Presentation

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 do's 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. 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. Every- body 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 back- ground 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

Leadership Track

LD305 Ordinary People, Everyday Leaders (8 Hours)

All of us are leaders every day. 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

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.

Marketing Track

MK101 Developing a Marketing Plan (4 Hours)

[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)

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 showcases 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. A growing emphasis on electronic media has been added. 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. Designations: AB, AA, AR, ARS

Curriculum

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 timelier 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)

The objective of this course is to show how to deal with today's evolving and construction process. This includes teaching the basic business principles as well as more advanced tips and tactics to build a solid company that will result in increased profits and quality in construction. We will address current hot topics such as time and resources, technology, and new opportunities for profits. 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)

In the last decade, more than three million people in the construction industry have been trained by OSHA's 10 and 30-hour outreach programs. Invest in your knowledge by stepping up your safety training. Be on your way to getting your OSHA 10 Hour Card by learning how to: 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) & 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.)

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. Can you recognize fall hazards that could lead to injury or death? Get the knowledge you need to make your work site safer, reduce injury and downtime and increase productivity. 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

PM205 Back to the Basics (8 Hours)

As Home Builders and Remodelers, we are all Project Managers. This course will challenge participants to clearly identify their public brand while breaking down the process of Phased Project Management from pre-conception, creating policy, controlling materials and crossing the finish line with a successful approach to the final customer walk through. Designations: AB, AA, AR, ARS

PM206 Getting the Best from Your Hispanic Workforce (4 Hours) [Retired]

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 2018 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

NCBI Faculty

Faculty Biographies



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.



Chad Collins, AMB, CMGP, CAPS, is an Unlimited licensed general contractor and new home builder in the Triangle area of North Carolina. Since 1997, Collins has been transforming clients' dreams into elegant, fashionable, timeless homes while building a reputation for skilled craftsmanship, superior quality, and incomparable client service. Chad has focused his professional career with an emphasis in sustainable Green home construction, home remodeling and additions in the Durham, Hillsborough and Chapel Hill area of North Carolina. Chad's commitment to excellence has earned him numerous top housing industry honors, including the HBADOC Builder of the Year Award and twice the Triangle Sales and Marketing Council's MAME Building Company of the Year Award, as well as NAHB's Certified Green Professional Designee Award.

NCBI Faculty



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.



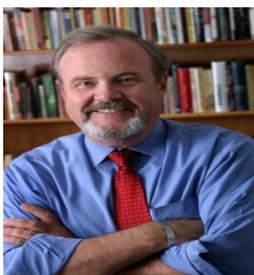
Buddy Hughes was 2005 NCHBA president and is a third generation, hands-on builder from Lexington. Hughes has been involved in the Insulated Concrete Forms (ICF) industry since 1996. He has personally used the system to install the basements and foundations in the houses built by his company, Hughes Construction. 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.



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.



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.

NCBI Faculty

Faculty Biographies



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.



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.



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.

NCBI Faculty



Brian J. Schoolman is the senior associate with Safran Law Offices in Raleigh, NC. His practice includes construction law, commercial litigation, and appellate practice, and focused on the construction industry. Brian is a member of the ABA Forum on the Construction Industry, and a member and counsel representative for the North Carolina Bar Association's Construction Law Section. He is also certified as a Superior Court Mediator by the North Carolina Dispute Resolution Commission (NCDRC).



Tammie Smoot brings more than 15 years of proven internet marketing experience and 17 years of practical building Industry knowledge to the Carolina's as a digital marketing consultant. With a focus on value she utilizes her extensive experience and knowledge of the industry's inner workings to help builders, developers, Realtors, and builder marketing companies focus on finding and implementing technology solutions to achieve their marketing goals. Tammie's expertise also extends to the demanding intricacies of web analytics, social media, Realtor outreach and visual placement.



Sean Sullivan owner of Living Stone Design + Build in Asheville NC, Sean Sullivan, started out as a remodeler and subcontractor with numerous small projects. He slowly transformed Living Stone into the award-winning company it is today. While practicing with an Unlimited Building License, Sean has been an active member of the HBA since 1997. In 2008 he was elected the President of the Asheville Home Builders Association while earning his Accredited Master Builder Designation. After his tenure with the Asheville HBA, he began serving at the state level, most recently as the NCHBA President in 2015. Sean was named Certified Green Professional of the Year at the IBS in 2017. In 2018, Sean served on NAHB's Executive Committee and was the Chair of the Design Committee.



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.



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