



# Communicating Your Healthier Homes Advantage

## FOR BUILDING PROFESSIONALS

Translate technical jargon into compelling storytelling for homeowners

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Online Course by **Rise**



[BUILDWITHRISE.COM](https://buildwithrise.com)

# COMMUNICATING YOUR HEALTHIER HOMES ADVANTAGE ONLINE COURSE BY RISE

## WHAT IS IT?

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The demand for more sustainable homes and buildings has never been higher. Millions of homeowners are implementing energy efficiency upgrades to save money, lower their carbon footprint, and make their homes more comfortable and healthy places to live. Residential building professionals that can talk to the next generation of health-conscious and planet-conscious consumers will be the ones to outlast their competitors.

In this course, **residential building professionals** will learn how to talk to clients about how your product or service aligns with their values. Gain practical digital marketing tips for turning informed homeowners into paying customers.

### Course Objectives:

- Compare and contrast the different buyer personas and understand how to speak to what matters most to them.
- Translate product details to homeowner benefits.
- Develop marketing strategies to communicate sustainable knowledge and attract more business.



1hr



Knowledge checks  
throughout



Interactive stories,  
text, graphics, and  
video

# COURSE OUTLINE

MODULE

01

- **Why Sustainability Matters**
  - Sustainable Renovations
  - House as a System

MODULE

02

- **Know Your Audience**
  - Introduction to Buyer Personas
  - Sustainability Buyer Personas: Health, Wealth, and Planet

MODULE

03

- **Marketing and Communicating Your Sustainable Knowledge**
  - Selling the Benefits
  - Use the Right Terminology
  - Become a Storyteller
  - Be Searchable
  - Paid Advertising

RESOURCES

- **Rise Sustainable Professional - Free 1 Year Profile**
- **Toolkit**





# ONCE YOU COMPLETE THE COURSE, YOU'LL GET:

## SUSTAINABLE PROFESSIONAL TOOLKIT

After completing the course, you will be able to download 3 resources to help you WOW your clients:

- 5 Things You Need to Know About Selling Sustainability
- The Starter Guide to a Sustainable Home
- Financing Energy Efficient Upgrades

## FREE 1-YEAR PROFESSIONAL PROFILE ON RISE

After taking the course, you are ready to join the Rise online home sustainability community of over 3 million homeowners!

With your new Rise profile, you will:

- List your services, certifications, project photos, and company bio
- Be searchable in many areas of the Rise platform, including "Find a Pro", "Home Lookbook", and "Explore Products"
- View an analytics dashboard that shows valuable audience insights

Choose your payment option

We provide professionals interested in working with sustainable and energy efficient materials the opportunity to reach potential customers. Subscribing to a paid account puts your business ahead of the curve.

**RISE PROFESSIONAL**

- ✓ Rise Sustainable Professional Status via Sustainability Assessment
- ✓ Unlimited photo and project uploads
- ✓ Profile Analytics
- ✓ On-demand support

~~\$100~~USD per year  
\*Plus applicable taxes

**HAVE A COUPON CODE?**

Subtotal \$100USD

Coupon -\$100.00

Total \$0USD

[Proceed to Payment](#)



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