



## **Dave Porter**

*PorterWorks, Inc.*  
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Dave Porter is a top training, sales and marketing professional and has been involved in the real estate and mortgage lending for more than

30 years. As president of PorterWorks, Inc. Dave leads a team of trainers and coaches. He is a nationally recognized speaker, trainer and writer. He has presented and taught for several organizations including the National Association of Home Builders (NAHB), the National Association of Realtors (NAR), and the Mortgage Bankers Association (MBA). His presentations are always fun, full of energy and engaging, insightful and offer tangible – ready to deploy - solutions and business development tactics. He holds four designations from the NAHB: MIRM (Master, Institute of Residential Marketing); CGP (Certified Green Professional); CGA (Certified Graduate Associate); and CAPS (Certified Aging in Place Specialist). He holds the Realtor GREEN designation and has recently completed coursework to become a Six Sigma GreenBelt. He is a certified Green Valuation Specialist and Green Lending Specialist. He is currently pursuing his LEED GA He specializes in building, marketing and financing best practices and sustainability.

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## **The Green Wave is Here! Are you Ready?**

Consumers are looking for it, builders are offering it and there is plenty of green (\$) in going green. This session will provide you a snapshot of what green really is, and the latest in ways to market and sell green and energy efficient residences. If you are not designing with green in mind, you might not be designing. (3 hours)

## **How to Get your Fair Share of the Growing Green Market**

This session will provide easy to deploy marketing ideas to get and keep the attention as a provider of green and energy efficient features and designs. You will learn about the various green customers group and what they want. (3 hours)

## **Understanding Green Table of Babel**

LEED, NGBS, SFI, CGP, LEED AP, OVE, SIP, CIF, FSC, SEER, HRV, ERV, EPA, DOE, EEM, EIM, 203K, Energy Star, Indoor AirPlus, WaterSense, ---the list goes on and on. Find out about these various green certifications for people, products and properties what they mean and what they can mean to you and your clients. (3 hours)

