

Professional
Training Services
for Home Builders
& Contractors

jobsite safety
customer service
professional skills

course catalog

SUMMER 2008

About Scott Foster...

Scott Foster is the owner and principal instructor of Professional Builder Training LLC, a new educational consulting firm providing unique training opportunities for those working on the “field” side of the home building industry. He started in the business in 1990 as a fledgling construction manager with a college degree, but little practical knowledge of the industry, learning the ins and outs the traditional way – through trial and error, with a lot of stress in between. Over a 14-year period with two national builders, Scott served in a variety of capacities including Builder Warranty Rep, Assistant Superintendent, and Superintendent. In 1999, he realized a passion for teaching when he advanced to Director of Construction Training for Richmond American Homes Phoenix Division. Since then, Scott has worked diligently to create and provide professional training opportunities for customer service, warranty, construction and sales personnel. In 2004, he became the Director of Education and Safety for the Home Builders Association of Central Arizona, where he refined and expanded existing programs and created even more performance improvement and safety training opportunities, while serving the educational needs of over 900 member companies in one of the busiest housing markets in the country. Scott has taught an estimated 2500 classes over the last nine years. Scott is OSHA 500 authorized to teach the 10-Hour and 30-Hour Outreach Construction Safety courses and the Maricopa County Rule 310 Basic Dust Control class. He holds a B.A. in Rhetoric and Communication Studies from the University of Virginia and resides in Surprise, Arizona. Professional Builder Training is a member of the Home Builders Association of Central Arizona and the National Association of Home Builders.

Home Building Isn't Just About Building Homes Anymore! Is Your Company Trained to Meet the New Standards of Professionalism?

Our industry is in a transitional state, not only in terms of profitability and productivity during this economic downturn, but in a broader sense as well. The philosophies and methodologies of the past are becoming obsolete as we address rising trends and challenges. It's a time for new thinking and a time for new standards and practices. Consider these trends and how they affect your business now and in the future:

- The Shift to a Service-Based Economy
- New Standards for Customer Satisfaction Driven by Ratings Companies
- Vigilante Consumerism, Negative Press, Construction Defect Litigation
- The Power and Pitfalls of the Internet – The Consumer's New Word of Mouth
- Greater Government Regulation at All Levels
- Emerging Risk Management Challenges
- More Sophisticated Buyers with More Demanding Expectations

Change is never easy, but sometimes it's necessary. The foundation of any strategy dealing with these and other challenges that home builders and contractors face is adequate, effective employee training. Training and employee development facilitates greater consistency and higher performance. As companies increasingly focus on service excellence, formalized training defines the company vision, its standards, and its philosophy. It provides direction and promotes clarity, uniformity, and a true team spirit throughout the organization. Training motivates, empowers, and improves your employees. In short, training is an essential element of any successful business, under any market conditions.

Introducing: Professional Builder Training LLC

Professional Builder Training LLC provides the training solutions you need to meet the challenges of today and tomorrow. PBT delivers live classroom training on real world subjects and issues relevant and unique to the home building industry, addressing topics such as communication, customer service, time management, motivation, negotiation, and jobsite safety to name but a few.

- How "professional" is your field staff? Is there room for improvement?
- Do they demonstrate a professional attitude and mindset when representing your company? Do your customers notice?
- Do they have the skills and the knowledge to effectively perform their duties at the standards your customers have come to expect? How have you prepared them?
- Have you frequently and effectively communicated the company vision? ... Do they get it?

Is your organization still relying on the sink or swim method of employee development? Take a step in the right direction by taking advantage of the unique learning opportunities that Professional Builder Training has to offer. Raise the bar of professionalism at your organization and enroll your staff in a PBT seminar today.



*Learning is not
compulsory...
neither is survival.*

– W. Edward Demming

THE PROFESSIONAL SUPERINTENDENT

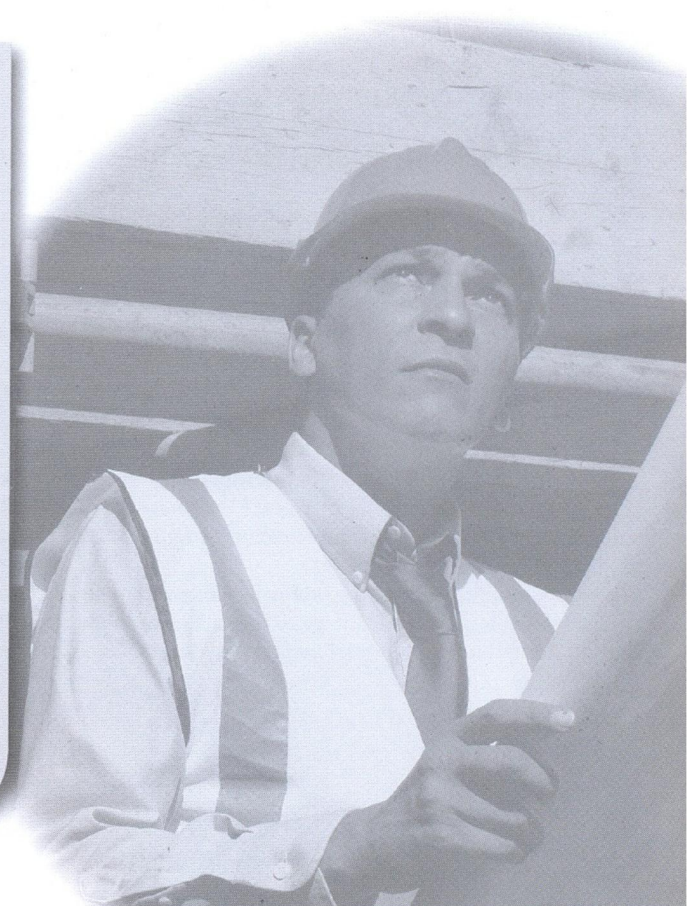
Essential Business Skills for Today's Multi-Faceted Construction Manager

The superintendent plays a critical role in the success of every home builder. He or she is charged with managing millions of dollars of company assets, orchestrating the construction process, and producing a high quality finished product on time and on budget. Emerging industry trends create new challenges for the residential superintendent including more demanding, sophisticated buyers, greater governmental regulation, and new standards of service excellence driven by customer ratings companies. Construction knowledge is still vital, but the changing demands of the industry require additional skill sets as well. This course will provide an overview of those skill sets and will help equip field construction management staff with the tools they need to not only survive, but thrive.

COURSE LENGTH: 6 hours | **TUITION:** see insert
TARGET AUDIENCE: Residential Superintendents & Assistants

COURSE INCLUDES:

- The Evolving Role of the Superintendent
- Customer Communication Skills
- Time Management
- Meeting Skills
- Negotiation
- Managing Staff
- Managing Contractors
- Managing Customers
- Managing Company Assets
- And much more



OTHER COURSES FOR SUPERINTENDENTS

Customer Communication Skills for Superintendents

Delivering Superior Service from Layout to Orientation

In the past, the industry discouraged superintendent contact with home buyers, relying on the sales person to handle all communication while leaving the superintendent to focus on building the home. Most builders now see and understand that establishing and building a quality superintendent-customer relationship during construction is as important in the big picture as building a quality home. Customer communication skills are now a vital skill set for successful superintendents and a critical component in the overall builder-buyer relationship. This highly interactive class will teach superintendents how to build rapport and mutually beneficial relationships with customers by learning how to effectively and professionally communicate.

COURSE LENGTH: 3 hours | **TUITION:** see insert
TARGET AUDIENCE: Residential Superintendents & Assistants

Conducting Productive Buyer Meetings

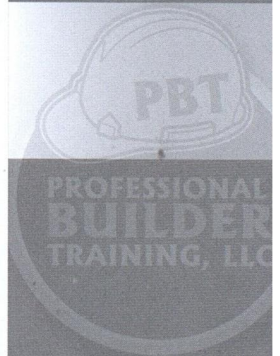
Managing Buyers through the Construction Process

For many builders, today's superintendent is not only responsible for building homes, but also building mutually productive relationships with the buyers of those homes. This course addresses this trend by providing superintendents with the tools they need to organize, prepare for and hold meetings with buyers at key points on the construction time line that instill rapport, inspire buyer confidence and enthusiasm, and promote a productive buyer relationship throughout the process. This class focuses on four meetings – Pre-Construction, Pre- Drywall, "Dusty Shoe" meeting at near completion, and the Buyer Orientation.

COURSE LENGTH: 3 hours | **TUITION:** see insert
TARGET AUDIENCE: Residential Superintendents & Assistants

*You have to perform at a consistently higher level than others.
That's the mark of a true professional.*

— Joe Paterno



THE PROFESSIONAL BUILDER WARRANTY REPRESENTATIVE

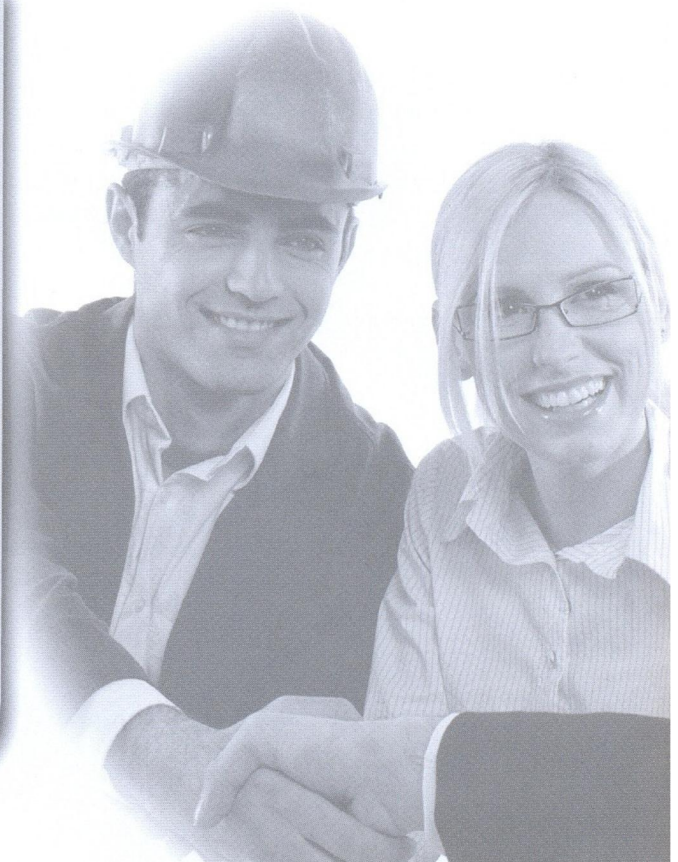
Essential Business and Communication Skills for Builder Customer Service Staff

In recent surveys of new home buyers, over 90% cite "quality of customer service after move-in" as the most important factor when determining overall satisfaction with their home builder. To the new home owner, the builder warranty representative is the company after closing! How the builder representative performs when serving the customer is absolutely critical to the builder-buyer relationship. Often, today's home buyers are not only more sophisticated, but more demanding as well. Customer relations after closing can be challenging at times for a variety of reasons. Do your warranty reps have the necessary training to address the varied challenges, to professionally and expeditiously resolve buyer issues, and to protect, promote and correctly balance the interests of your company and your customers at all times? This course is a must!

COURSE LENGTH: 6 hours | **TUITION:** see insert
TARGET AUDIENCE: Builder Warranty Staff

COURSE INCLUDES:

- The Critical Role of the Warranty Rep
- Customer Communication Skills
- Time Management Skills
- Organizational Skills
- Conflict Resolution Skills
- Managing Contractors
- Managing Customers
- Risk Management Awareness
- And much more



OTHER COURSES FOR BUILDER WARRANTY STAFF

Customer Communication Skills for Warranty Staff

Promoting Positive Relationships After the Sale

This highly hands-on course addresses 10 guiding principles and 30 textbook techniques for effectively communicating with customers, which the students then apply to 50 real world customer service situations common to homebuilding. Participants learn the principles and techniques, practice them utilizing a mock game show exercise, then demonstrate proficiency by applying these skills through role playing. Student performance is graded and critiqued by the class as a whole. This is an excellent class for those new to the position, but is also great for warranty customer service veterans.

COURSE LENGTH: 3 hours | **TUITION:** see insert
TARGET AUDIENCE: Builder Customer Service Staff

Managing Your Most Difficult Customers & Situations

Practical Guidelines for Builder Warranty Staff

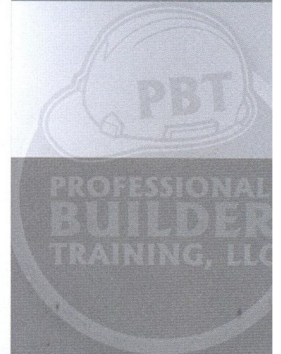
Not all home buyers are created equal when it comes to customer service. This class deals with those "special" customers we encounter occasionally and the proper handling of the unique service challenges they pose. It also identifies potential "red flag" customer situations that require extra attention and care as well as decisive, appropriate action. Topics include identifying and managing the special customer proactively, proper documentation, special handling procedures, emergency repairs protocol, avoiding lawsuits and negative publicity, and conflict resolution techniques.

COURSE LENGTH: 3 hours | **TUITION:** see insert
TARGET AUDIENCE: Builder Customer Service Staff

Here is a simple, but powerful rule:

Always give people more than they expect to get.

— Nelson Boswell



jobsite safety

COURSES

COURSE #1

OSHA Outreach 10-Hour Construction Safety Course Customized for Residential Construction

Three Versions Available (see next page for descriptions):

Builder Superintendents | Residential Framers | Sub-Contractors

All participants receive a card from OSHA following completion

PBT 10-Hour OSHA Outreach Construction Safety Course Core Topics

- **Introduction to OSHA** – The General Duty Clause, Employer and Employee Rights and Responsibilities, Recordkeeping Basics, Inspections, Citations, Penalties, Competent Person, and General Safety and Health Provisions
- **Health Hazards in Construction** – Exposure to Injuries and Long Term Illness, Crystalline Silica, Hazard Communication, MSDS, Environmental Hazards, and Heat Related Illness
- **Personal Protective and Lifesaving Equipment** – Hard Hat Use and Care, Hand Protection, Protecting Hearing and Vision, Other PPE, Fires and Fire Prevention
- **Tool Safety** – Hand Tools, Electric Power Tools, Pneumatic Tools, Powder Actuated Tools
- **Stairs and Ladder Safety** – Hazard Recognition and Avoidance, OSHA Standards
- **Scaffolding** – Types Common to Residential, Typical Safety Concerns and Requirements
- **Material Handling** – Proper Handling and Storage of Lumber, Drywall, Block and Other Materials, Manual Lifting, Preventing Back Injuries, Other Hazards
- **"BIG 4" – Fall Protection** – Safety Plans, CAZs, Safety Monitors, Slide Guards, Guard Rails, Personal Fall Arrest Systems, Safety Nets
- **"BIG 4" – Electric Safety** – How Electricity Works, Potential Injuries, Underground and Overhead Line Safety, Other Hazards
- **"BIG 4" – Struck By** – Falling Objects, Mechanized Material Handling, Forklifts, Cranes, and Heavy Equipment
- **"BIG 4" – Caught In** – Trenching and Excavation Hazards, Vehicular Safety

COURSE LENGTH: 10 hours | **TUITION:** see insert

TARGET AUDIENCE: Builder & Contractor Field Staff

**Documented Hazard Recognition Training
is required under federal law.**

According to OSHA Standards for Construction,
Subpart C, 1926.21(b)(2):

"The employer shall instruct each employee in the recognition and avoidance of unsafe conditions and the regulations applicable to his work environment to control or eliminate any hazards or other exposure to illness or injury."



JOBSITE SAFETY COURSES

COURSE #1: OSHA Outreach 10-Hour Construction Safety Course *(continued)*

VERSION #1 **OSHA Outreach Construction** **Safety for Builder Superintendents**

Under OSHA's Multi-Employer Jobsite Rule, the Builder Superintendent, as managing supervisor for the general contractor, has enormous responsibilities for safety on the jobsite – for not only builder staff, but all contractors. This course provides an overview of the most common potential hazards found on the residential construction site including all core topics, conducting site safety inspections, the role of the superintendent in keeping workers safe under the Multi-Employer Jobsite Rule, risk management, and accident reporting and investigation.

VERSION #2 **OSHA Outreach Construction** **Safety for Residential Framers**

No trade has more exposure to potential injuries on the residential jobsite than the framer. From layout to pickup, the framer is exposed to potential lacerations, electric shock, falls, and struck-by hazards to name just a few. This course includes most of the core subjects, with greater emphasis on hazards specific to framing, power tool safety, balloon framing, portable generator safety, safe handling of trusses, crane safety, struck by hazards, and the role of the framer and framer safety on the multi-employer jobsite.

VERSION #3 **OSHA Outreach Construction** **Safety for Residential Contractors**

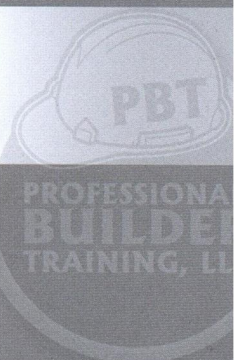
The residential jobsite poses numerous hazards for all trades, including dangers not directly linked to their specific tasks and responsibilities. This course covers the core subjects, but also addresses the rights and responsibilities of all trades under the Multi-Employer Jobsite Rule.

All versions of the PBT 10-Hour OSHA Outreach Construction Safety Course include a 200+ page booklet containing hard copies of all PowerPoint presentations and other safety information that participants can keep for future reference.

COURSE #2 **Big 4 +1 Construction Safety Refresher Course**

This 4-hour course is for those who have previously taken the OSHA 10-Hour Safety Course for Construction or other extensive hazard recognition training in the last 1–3 years, and need a refresher class. It covers “The Big 4”, those classifications of hazards that make up the majority of serious injuries in construction – falls, electric shock, struck-by and caught-in hazards. In addition to those topics, pick either tool safety or heat related illness to be included as well. This course is not part of the OSHA Outreach program and no cards will be issued by OSHA. It does provide 4 hours of documented hazard recognition training.

COURSE LENGTH: 4 hours | **TUITION:** see insert
TARGET AUDIENCE: Builder & Contractor Field Staff



THE PROFESSIONAL CONTRACTOR

Essential Customer Communication Skills for Contractor Customer Service Staff

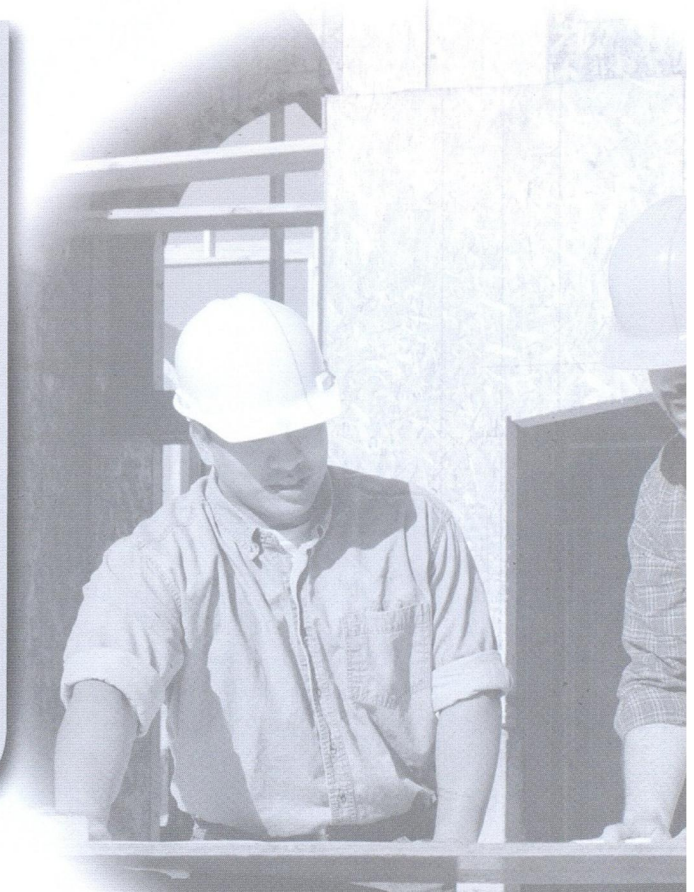
Customer service is bigger than ever in the home building industry. Rating companies have raised the bar for builders by scoring them on their abilities to produce satisfied customers and publishing the results for all to see. Successful subcontractors recognize that indirectly, they are being scrutinized as well. As builders strive to raise the customer service bar to improve their ratings, they expect their subcontractors to mirror their commitments and philosophies regarding providing superior customer service as well. All too often, that level of commitment doesn't make its way to the contractor customer service staff that actually deals with home buyers and owners, due to a lack of training. This course will teach contractor customer service staff how to effectively communicate and serve their builders and their homeowners.

COURSE LENGTH: 4 hours | **TUITION:** see insert

TARGET AUDIENCE: Residential Sub-Contractor Customer Service Staff

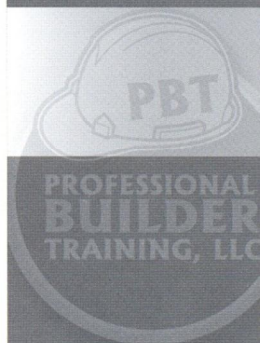
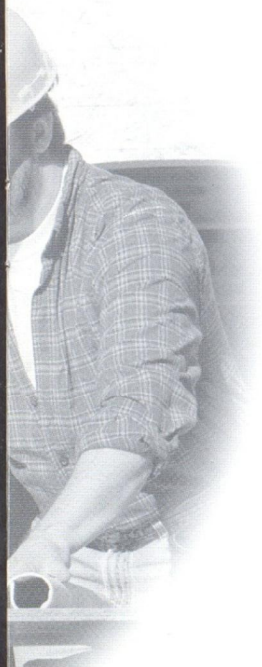
COURSE INCLUDES:

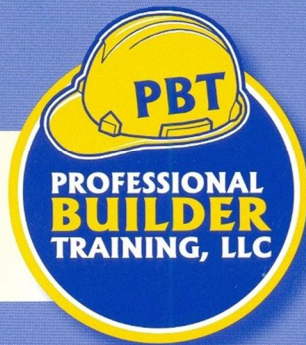
- Basic Customer Service Principles
- Basic Communication Skills
- Builder Communication
- Customer Communication
- Working in the Customer's Home
- Handling Issues Effectively
- Proper Documentation
- Time Management
- Risk Management Awareness
- And much more



*Every communication your company has with
its customers either corrodes or cultivates the
relationship...this means you are only as good as
your worst employee.*

— Patricia Fripp





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