



# Net Zero Sales Training Course Syllabus

Any successfully completed Net Zero training is “tied to” the person who took the training, not the organization that they were employed with at the time of training. Should the trained person change employment and go to work for a different builder/renovator, they take their training “certificates of completion” with them.

CHBA Members who successfully complete this training can promote themselves as a **CHBA Qualified Net Zero Sales Professional.**

## Overview & Learning Objectives

Are you interested in offering your clients homes that are ‘the ultimate in comfort and efficiency’?

This course reflects the advancements in technology and innovations in the Canadian housing industry. In this course participants will:

- Learn the background and context of Net Zero Energy housing in Canada.
- Discover factors that are driving the Canadian housing market toward higher levels of energy performance.
- Gain insight on why they should care.
- Know the various definitions of Net Zero including the CHBA’s definition of Net Zero and Net Zero Ready Homes.
- Be able to identify the target user groups and why they care.
- Gain insight on what we want our homebuyers to think and feel about Net Zero Energy Homes.
- Discover what we can learn from current builder sales staff in the field.
- Know how we should talk about Net Zero Homes with buyers.
- Learn what happens when a builder receives their Net Zero Home label.
- Understand how to earn the CHBA Qualified Net Zero Sales Professional designation.
- Have legal language that can be included in purchase/sales agreements.

CHBA Members seeking the CHBA Qualified Net Zero Sales Professional designation: the final grade includes class participation (you must complete 8/10 polls administered throughout the course, plus group activities) and a 75% grade or better on the exam. *Participants are required to turn on their webcams and mics for the group participation.*

## Agenda

### Part 1 (2.5 hours)

Background and Context  
Why should I care?  
Who are the target user groups? Why do they care? What do we want our homebuyers to think and feel about Net Zero Energy Homes?

### Part 2 (~ 2 hours)

Self Study: Videos and Legal Language

### Part 3 (2.5 hours)

What we can learn from current builder sales staff in the field?  
How should we talk about Net Zero Homes with buyers?  
What happens when a builder receives their Net Zero Home label?  
Recap and Feedback

### COURSE EXAM AND EVALUATION

## Audience

This course is recommended for a Net Zero Builders sales staff but is also beneficial for any employees who have contact with potential customers.

Online sessions that are open to general attendance are limited to a maximum of 25 participants. Custom session (for one specific builder) participant numbers can be negotiated.

## Pre-Requisites

None.

## When / Where / Cost

Only a CHBA Qualified Net Zero Service Organization (SO) can offer this course, delivered by a CHBA Qualified Net Zero Trainer.

Training dates/locations/costs and registration links are posted at [www.chba.ca/nze](http://www.chba.ca/nze).

## Continuing Professional Development (CPD) Points

This course is not yet accredited for CPD points through BC Housing.

## CHBA Qualified Net Zero Trainer(s) for this Course



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## Questions?

Contact [Brett.Cass@chba.ca](mailto:Brett.Cass@chba.ca).

For more information on the Net Zero Home Labelling Program visit [www.chba.ca/nze](http://www.chba.ca/nze).  
The consumer webpage is [www.NetZeroHome.com](http://www.NetZeroHome.com).

For more information on how the CHBA Net Zero Council is working to remove the barriers to voluntary adoption of Net Zero/Ready Homes visit [www.chba.ca/nzc](http://www.chba.ca/nzc).