

Housing 2.0 Testimonials

Attendees love the Housing 2.0 program. Here's what they are saying.

“Housing 2.0 provided exactly the right information at the right time. I can't believe the evolution I've seen this last year for my company! The house I presented in the Housing 2.0 Action Group has finished foundation and starting framing. Not only is the design optimized, but we were able to bring down the cost by 50%!”—**Carol Orona, Panorama Homes**

“I just completed your Housing 2.0 workshop. I found the workshop to be fantastic. Extremely informative, well organized, and for me educational. My background comes from larger builders where knowledge about health, energy, sustainability, etcetera was not that important at the time. I might actually have to watch the modules again to get the full benefit. Again, very well done.”—**Doyle Dudley, Director of Purchasing, Thrive Home Builders**

“Once you decide to be a credible ESG focused builder, the resources available through Green Builder Media's Housing 2.0 program and the connection to other participants are invaluable. The workshops offer straightforward applications for better design, better building, and better consumer engagement that aren't accessible anywhere else. The common struggles and solutions shared between participants of the Action Group were accessible, pragmatic, and useful. We have been able to put the Why, What, and How into everyday business practice the day after we discussed it in the Housing 2.0 workshops and Action Group.”—**CR Herro, EVP Operations, Bettr Homes & VP Innovation Meritage Homes**

“I have finally come up for air after a very crazy Q4, and we are very focused on our journey to disrupt the industry in 2022 by executing the vision you laid out in the first Housing 2.0 webinar series you so graciously and studiously gave early in 2021. I am going to be utilizing the book as a 'must read' for our teams in 2022.”—**Corey Donahue, Cofounder, Bettr Homes**

“My experience with Housing 2.0 as a small developer was, in a word: invaluable. What I most appreciated was the constant focus on data driven, market tested, real world solutions. This was no "feel good" workshop featuring inspirational platitudes—instead everything was presented in a way that was easy to understand and implement. Sam has a way of conveying information in a way that resonates with clarity. And there were a lot of other post-workshop opportunities to collaborate with other professionals through action groups. I cannot recommend this workshop highly enough. Any developer, architect, general contractor, sustainability consultant, real estate broker or other professional expert would undoubtedly benefit from attending Housing 2.0.”—**Nick Lerek, Darlington & Associates LLC, Santa Fe area developer**

“My time is a worth a lot, especially to me, because I only have so much more of it. I’m choosing to spend my time with Sam, Green Builder Media, and the rest of you because it’s the most important thing I can be doing right now.”—**Ted Clifton, President, TC Legend Homes**

“We’re a new builder coming together to build single-family rentals strictly with SIPs. This whole seminar has been really interesting, especially the marketing around the high-performance homes as well as how to best create the envelope that will provide the most energy efficiency as well.”—**Doug Wilson, Sr. Vice President of Construction, Bettr Homes**

“I’ve been in the construction industry for over 35 years. This is probably the most single amount of information condensed and walk-away-with-benefits that I have ever seen in my 35 years. I also wanted to thank everyone for their input. It adds to the meeting as much as Sam’s knowledge. It was very beneficial to me.”—**Jeff Hunter, Head Draftsman, SIPanels**

“You folks at GBM are excellent and I’m a committed fan. It’s great news that there is so much interest in Housing 2.0 and Sam's book—that’s encouraging for the direction of the building industry. Housing 2.0 is changing home building for the better. Thank you for your help and resources.”—**John J Holahan, III, Partner Liberty Homes Custom Builders**