

Avoiding Poor Performing Homes & Profit Killing Call Backs

International Builders' Show | Tues, February 19 | 1:30-4:30 PM | South 233

Speakers:

Steve Easley | Owner, Steve Easley & Associates | Danville, CA

CR Herro | VP of Innovation, Meritage Homes, | Scottsdale, AZ

Session Agenda

1:30 to 1:45 **Introduction** **Steve & CR**

Steve and CR will introduce the topic and give a brief overview how mistakes kill profits and the economic value of creating a culture that employs best practice building to protect your profits and your brand.

1:45 to 2:00 **What Has Changed: Codes, Building Materials, Trade Worker Knowledge** **Steve**

Steve will show examples of how more insulation, stringent codes and newer building materials have reduced the drying capacity of assemblies, and explore why today's building materials require more thought, installation guidance, quality control and diligence. He will illustrate the value of milestone-based quality assurance protocols and metrics, as opposed to the "customer discovery" approach.

2:00 to 2:20 **Building Science Knowledge Is Your Best Friend and Tool For Success** **Steve**

Solving problems starts with awareness. Reducing call backs is a bit of a building science balancing act. Steve will use real-world pictures to explain building science principles to build homes that are VERY energy efficient but free from moisture related problems. He'll also explain the relationships of water and air barriers, moisture vapor transmission and product selection.

2:20 to 2:30 **Q&A / Break** **Steve**

2:30 to 3:00 **Top 8 Mistakes That Lead to Failures and Call Backs** **Steve**

This section focuses on what works and what doesn't. Steve will use photos of jobsite mistakes and solutions, and show wall and roof assemblies that are durable, energy efficient and cost effective to build. Newer building codes require wood sheathing for more wind and seismic resistance, while energy codes are all moving towards exterior insulation, which is often impermeable. Without proper detailing this can lead to failures. See examples of best practice weather barrier and flashing details to reduce rot and decay.

3:00 to 3:10 **Break**

3:10 to 3:40 **Total Cost Culture** **CR**

CR will review a cost/benefit model to reduce call backs and create revenue.

3:40 to 4:00 Adopting BMPs Into Production Building CR

In this section, DR will address the importance of challenging convention and designing of a systematic approach to new building codes in order to achieve better than industry total cost.

4:00 to 4:10 Q&A / Break CR

4:10 to 4:30 The Big Performance Picture CR

CR will review the underlying total costs that are driving a national efficiency agenda, the stakeholders and the likely new considerations that will drive building design and construction in the near future.