



# SPONSOR WORKSHOP

## Spectacular Sell-Through for TechHome Vendors

Tue., May 10 • 11:00 AM – 2:00 PM  
3-hour Workshop with Lunch - Only \$49



Now that most good builders, large and smaller, understand that home technology is high on homebuyers' wish lists, it's time for the technology industry (manufacturers, distributors, reps and integrators) to step up to the challenge of collaborating with builders on marketing and sell-through.



In this special session, TechHome Advisors leaders, Joe Lautner and John Galante, team with BDX's Tim Costello and Melissa Morman to deliver a comprehensive set of lessons on creating the sales and marketing assets and processes required for both builders and tech vendors to win.

**Get actionable answers to the most important questions:**

- How to get products into a builder's home technology standard offer?
- How to achieve robust sell through of products and home technology options?
- How to help builders attract more buyers and sell more homes by promoting tech features?
- What merchandising aids should be provided to builders for lift and sell-through?
- What digital assets are required to feed online promotions and digital design centers?

**Who should attend?**

- Marketing and sales enablement leaders
- Sales leaders and contributors working with builders
- Builder program leaders



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 QUESTIONS: CONTACT JOHN GALANTE  
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## OUTLINE OF TOPICS

1. Succeeding in traditional physical builder sales environments
  - a. Descriptions, pictures and videos of each
    - i. Builder owned and operated design centers
    - ii. Third party design centers
    - iii. Model homes
    - iv. Model-home based design centers
    - v. Sales centers
    - vi. Combined sales/design centers
    - vii. Category specific showrooms – kitchen and bath, outdoor, etc.
  - b. What types of assets and processes are most likely to produce great results?
  - c. Examples of winning plays with tech and other innovation categories
  - d. Visioning home tech standards, packages and product families promoted and presented in these environments
2. Succeeding on builder digital sales and marketing platforms
  - a. Descriptions, pictures and videos of the major form factors
    - i. Interactive floorplans
    - ii. Virtual tours
    - iii. Listings
    - iv. Digital design centers
  - b. What types of assets and processes are most likely to produce great results?
  - c. Examples of winning plays with tech and other innovation categories
  - d. Visioning home tech standards, packages and product families promoted and presented in these environments
3. Physical-digital integrations—how to fuel both types of sales and marketing engines
4. Adding integrator and vendor showrooms and experiences to the mix
5. Resources for developing builder-focused sales and marketing assets, tools and processes

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# AGENDA

11:00 AM – 11:30 AM John and Joe	Welcome   Workshop Overview   Selling Tech To & Through Builders—7 Steps to Success   Today’s Focus: Collaborating with Builders to Create Sales Lift from Standards and Achieve Strong Sell-Through of Tech Options
11:30 AM – 12:30 PM Tim and Melissa	Primer on Builder Physical & Digital Sales Environments, What They Look & Feel Like, How They Operate, How Builders Decide Which Products to Feature & Strongly Promote
12:30 PM – 1:00 PM	Buffet Lunch & Comfort Break
1:00 PM – 1:30 PM Tim and Melissa	Best Practices for Product Suppliers in Creating Lift & Generating Strong Sell Through
1:30 PM – 1:55 PM All	Visioning Ideal Tech Sales Lift and Sell-Through
1:55 PM – 2:00 PM John	List of Resources for Developing Sales and Marketing Assets and Processes

## Tim Costello, BDX Chairman & CEO

Tim Costello currently oversees the homebuilding industry’s digital transformation by running the industry owned entities of Builder Homesite Inc., BDX Inc. and New Home Technologies LLC. These entities provide a wide array of digital services to the entire homebuilding supply chain. Serving over 1,300 builder customers, which build over half of the homes in the U.S. and 250 manufacturing brands these entities have left a significant impact on the industry. From virtual and augmented reality, interactive kiosks, websites and mobile solutions to the nation’s premier destination to shop for new homes, the services encompass the entire spectrum of digital needs and touch millions of consumers each month.



Prior to BHI, Tim worked for Applied Materials, the world’s largest semiconductor capital equipment supplier as Vice President, Global Operations where he led the industry’s Lean Manufacturing transition. Earlier in his career he worked for General Motors Corporation in a variety of executive positions including Technology Planning, where he launched the first modern production electric car, Vehicle Engineering and Quality Management. He’s also served on various boards including, HelioVolt, Factory Logic, The Shingo Prize for Excellence in Manufacturing (considered the Nobel Prize for manufacturing), The Trust for Public Land of Texas; The Trust for Public Land National Marketing Council; The Texas Foundation for Innovative Communities and the Cornell University Engineering Advisory Council.

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### **John Galante, President, AE Ventures**

John Galante is president and co-founder of AE Ventures, a hosted event innovator that drives extraordinary progress at the intersection of technology and construction via dynamic B2B engagement. Galante has additional experience as a publisher, editor and business development leader with EH Media and worked in event development and management for several years with Reed Exhibition Companies. He also has a wealth of experience in the association realm, having served on a number of industry boards and committees, launched associations and worked as a senior staff member of the Consumer Technology Association and chief staff executive of the Security Industry Association.



### **Joe Lautner, Principal, TechHome Advisors**

Joe Lautner is principal of TechHome Advisors, helping builders, suppliers and their channel partners grow connected IoT business opportunities. Joe launched the first successful IP-based, open standards home control solution leading all marketing and sales efforts through to acquisition by Nortek. Over his 10+ year tenure with Nortek, Joe held senior positions in product management, marketing, sales management and strategy development. He holds a board seat on the Consumer Technology Association's Smart Home Division and is a past Smart Home Chairman.



### **Melissa Morman, Chief Experience Officer, BDX**

Melissa Morman is a member of the original founding executive team of BHI/BDX (Builders Digital Experience) and currently serves as the company's Chief Experience Officer, managing b2b marketing, sales, and the customer experience. Prior to BDX, Melissa worked for ClientLogic, a leading provider of integrated infrastructure and CRM solutions as the Client Management Officer and also as VP Sales. Prior to ClientLogic, she spent 10 years at R.R. Donnelley & Sons in sales, global account management, as well as front line supervision. Melissa serves on the board for Vallecitos Mountain Ranch, a wilderness retreat center specializing in transformational experiences, as well as on the board of Texas 4000, a non-profit focused on cancer awareness and research.



### **About BDX**

For over 20 years, BDX has been helping companies in the home building industry connect with home buyers and each other. BDX is owned by the building industry (specifically 35 of the nation's top builders) and its mission is to help builders sell more new homes, at higher margins, while improving builder profitability.

### **About TechHome Advisors**

A division of AE Ventures with close ties to the TechHome Builder Summits and online content, TechHome Advisors develops actionable plans that help builders, suppliers and channel partners develop, market, sell and support home tech solutions in the built environment.

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