



ROCK THE HOUSES

**wherever you are in the world,
on your own time**

6-Week Mastermind Bootcamp to Revolutionize
Your Private-Market Work in Home Performance

ENROLL NOW AT
HomePerformance.training



Earning certifications and owning diagnostic tools is a step in the right direction, but it's only a step... the real power of your home performance focus is in practicing what you preach with testing on every job, and using it to educate your clients.

HOME PERFORMANCE NEEDS LEADERS.

Diagnostic tools give you the means of proving you're better than your competitors. Sadly, the average homeowner has no idea that Proof Is Possible, or why your price is (rightly) higher than your competitors'.

This Mastermind Course will empower up to 100 pros each year to make private market home performance profitable, *and a rising tide does lift all boats.*

6 WEEKS OF MASTERMIND TRAINING.

I'm Corbett Lunsford (creator of the *Proof Is Possible Tour*, the *Home Diagnosis* TV series, and author of the book *Home Performance Diagnostics*) and I'm taking building pros through six weeks of video training, personal guidance, & group mentorship.

LET'S TALK ABOUT IT.

The loudest voices in the industry are shouting about energy efficiency- but **most homeowners do not call you or purchase based on energy efficiency.**

Home performance work is worth more, and your clients will pay more, because that's what people do. **But only if you can teach them why it's better.** Go beyond the basics. I'll show you exactly what you need to know, and you can ENROLL NOW.

Let's rock the houses. ~Corbett

WEEK ONE: THE ROCKSTAR RECIPE

- Getting the Most out of this Course
- Home Performance Profitability
- Performance Messaging for Everyone
- ✓ TASK: Perfecting Your Marketing & Pitch

WEEK TWO: ROCKING THE PLANS

- Planning for Higher Performance
- Planning for the Enclosure
- Planning for HVAC
- ✓ TASK: Perfecting Plan Guidelines

WEEK THREE: ROCKING THE CLIENT

- Teaching Your Future Lifelong Clients
- Setting the Bar High
- Making Promises Only YOU Can Keep
- Proving Your Work
- ✓ TASK: Perfecting Your Sales Funnel



There's a gold mine out there for companies who are moving beyond the basics, and proving their work. This not only beats the competition, it makes them irrelevant.

WEEK FOUR: ROCKING THE INSTALLATION

- Teaching Your Team
- Mastering the Enclosure Installation
- Fine-Tuning the HVAC Installation
- ✓ TASK: Perfecting Installation Guarantees

WEEK FIVE: PROOF YOU ROCKED THE HOUSE

- Critical Enclosure Testing
- Crucial HVAC Testing
- Essential Electrical Testing
- ✓ TASK: Perfecting Diagnostic Guarantees

WEEK SIX: EFFORTLESS ROCKING

- Efficient high performance business practices for HP companies
- Workscopes, Staging, Marketing, Sales, Follow Ups, Upsells, Referrals
- ✓ TASK: Perfecting Efficiency and Business Systems

PLUS: MONTHLY TOOLS & TECHNIQUES LAB WITH CORBETT
BONUSES INCLUDING TONS OF BRANDABLE CONTENT

"Corbett has a knack for cutting through the fluff. I flew halfway across the country for his advanced training and definitely got my money's worth. I use his time saving techniques in every audit." ~Tom Smith, Maine

"It is worth every penny and a lot more to spend this time with the man who wrote the book on the subject while he breaks it down and shows you how it works." ~Mike Bowman, Florida



SIX WEEKS OF MASTERMIND TRAINING FOR PROS

WEEK 1 The Rockstar Recipe

- Getting the Most out of the Mastermind Course
- Home Performance Profitability
- Performance Messaging for Everyone

✓ TASK: Perfecting Your Marketing & Pitch
📞 PERSONAL ACCESS FOCUS: You

WEEK 2 Rocking the Plans

- Planning for Higher Performance
- Planning for the Enclosure
- Planning for HVAC

✓ TASK: Perfecting Plan Guidelines
📞 PERSONAL ACCESS FOCUS: Your Plan

WEEK 3 Rocking the Client

- Teaching Your Future Lifelong Clients
- Setting the Bar High
- Making Promises Only YOU Can Keep
- Proving Your Work

✓ TASK: Perfecting Your Sales Funnel
📞 PERSONAL ACCESS FOCUS: Your Career

WEEK 4 Rocking the Installation

- Teaching Your Team
- Mastering the Enclosure Installation
- Fine-Tuning the HVAC Installation

✓ TASK: Perfecting Installation Guarantees
📞 PERSONAL ACCESS FOCUS: Your Crew

WEEK 5 Proof you Rocked the House

- Critical Enclosure Testing
- Crucial HVAC Testing
- Essential Electrical Testing

✓ TASK: Perfecting Diagnostic Guarantees
📞 PERSONAL ACCESS FOCUS: The Essentials

WEEK 6 Effortless Rocking

- Efficient high performance business practices for HP
- Workscape, Staging, Marketing/Sales, Upsells, Referrals

✓ TASK: Perfecting Efficiency and Business Protocol
📞 PERSONAL ACCESS FOCUS: Systems

OPEN ENROLLMENT YEAR-ROUND. **MASTERMIND YOUR CAREER.**

LET'S ROCK THIS

See You There!

Hi. I'm Corbett Lunsford, and sometimes I'm an idiot. I started the building testing company Green Dream Group with my bride Grace just as the Great Recession was starting, and I've learned a lot from my incredible array of mistakes.

I vividly remember feeling stressed out and alone as technical and business challenges loomed, and I want to save you from the stupid waste of time that is Learning Everything The Hard Way.

MY GOAL: to package building performance so it can easily be understood and used by professionals and consumers alike, for better buildings worldwide.

We need to quit kidding ourselves that our clients are aiming for efficiency or sustainability, and start aiming at what all consumers aim for: spending more money for a better product (and having a better life because of it).

In 2009, I started teaching pros at my Building Performance Workshop (where each student happily admits to being an idiot at the beginning of every class), and I've hosted over 300 YouTube training videos and 80 interviews for the Building Performance Podcast. Without anybody to tell me I couldn't, I wrote the book *Home Performance Diagnostics: the Guide to Advanced Testing*, and developed the APT Reports software tool.

Of course, I've rocked hundreds of comprehensive home performance analyses and building investigations, and Grace and I created *Home Diagnosis*, the first TV series on this topic, and blah blah blah.

Enough about me. I want to talk about you. Let's get you on the fast track to more successful work and more lucrative business when you meet me in class. -Corbett



the Building Performance Workshop

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COURSE RUNS 6-WEEKS,
YEAR-ROUND

LEARN FROM YOUR OWN
HOMETOWN, ON YOUR
OWN SCHEDULE

HomePerformance.training