

# Marketing for Green Homes (Portland)

A 15-year marketing veteran will walk attendees through the state of the current 'green' market, marketing messaging, branding, and tips for better exposure through social media and the web. This course focuses on the unique issues and techniques necessary for marketing green homes to home buyers. Learn how to brand yourself or your company and create a marketing approach that will differentiate you when building/selling homes with high performance features.

Up to 3 CE credits are available for attendees. Register for Marketing for Green Homes.