



*Become  
a certified*  
**Woman-Centric  
Matters!®**  
*home builder*

# What is the Woman-Centric Matters!® Program?

Woman-Centric Matters! is a comprehensive design, marketing, and sales program keying in on women's preferences in the home:

*home designs*  
are different...  
and better!

There's a new appreciation for  
*included features*  
and options!

*marketing*  
does more —  
without spending more!

Customer experiences go from  
*stressful to delightful!*

Did you know that  
women directly  
purchase or have  
controlling influence  
in the purchase  
of **91%** of all  
new homes.

(Source: NAHB IBS)



## Why become a Woman-Centric Matters!® home builder?

When you become a certified Woman-Centric home builder, you receive exceptional training, the tools to design, market, and sell more homes, and a wide array of support materials. The Woman-Centric Matters! program is a holistic approach:

● **Training and Certification:** Gain a keen understanding and appreciation for women's preferences in the home.

● **Home Design:** Design Basics' Woman-Centric plans or have us makeover and certify your plans.

● **Marketing:** Exclusive marketing materials and services.

● **Customer Satisfaction:** The key to getting more referrals. "Referral buyers tend to buy quicker, negotiate less, purchase upgrades, and refer more business to you!" (Source: Paul Cardis, CEO, Avid Ratings, as reported in *Professional Builder*)

**great designs + great customer service = more referrals**

Referred leads are six times more likely to buy from you than non-qualified leads!

(Source: Tom Hopkins, Sales Strategist and Author)

## What you get ...

### Training

Your certification begins with an eight-hour comprehensive training and certification (online or at your location) with our seasoned trainers, equipping you with the knowledge and skills you need to successfully design, market, and sell your homes from a Woman-Centric perspective; then, you can begin marketing your company as a Certified Woman-Centric home builder!

### Marketing your homes

We offer a wide variety of materials to help you market your homes, such as fliers, brochures, signage, banners, and much more!



Yard Signs to promote homes!



Promotional Handouts



Hidden Asset Circles

highlight amenities in the home

### Add-on Resources



A publication focusing on women's perspectives on design, construction, and products for the home.



Personality influences perception of a home. The Finally About Me profiling system helps you better market and sell your homes.

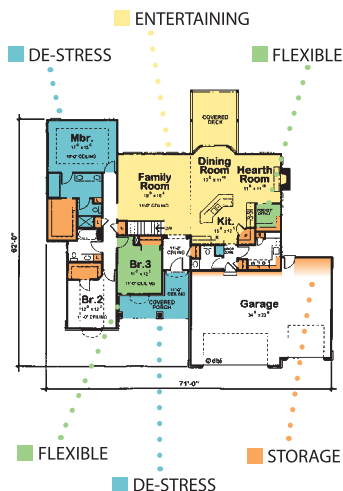
# Livability at a Glance™

*Research reveals* that women look at a home plan to determine "how the home lives," making sure it fits her and her household's lifestyle. She makes this determination based on four lenses: entertaining, de-stressing, storing, and flexibility. Floor plans are color coded to identify these areas of the home, which makes it easier to visualize and help you stand out!

As a Certified Woman-Centric builder, our Livability at a Glance™ (LAAG) system and colored floor plans are available for you to use for marketing your homes.

In addition, as a Certified Platinum or Diamond Woman-Centric builder, you will receive a choice of our Woman-Centric designed plans or our plan specialists will enhance your plans. (Ask us for details.)

- ENTERTAINING
- DE-STRESSING
- FLEXIBLE LIVING
- STORAGE



*interior perspective renderings*



rear foyer with drop zone



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