



# ROCK THE HOUSES

## SEPT. 1 – OCT. 13, 2018

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

Enrollment opens AUG. 1  
PRE-REGISTER NOW free!



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 upcoming *Home Diagnosis* TV show, and author of the book *Home Performance Diagnostics*) and I'm taking 100 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 PRE-REGISTER 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:** WEEKLY TOOLS & TECHNIQUES LAB, LIVE ONLINE WITH CORBETT

BONUSES INCLUDING TONS OF BRANDABLE CONTENT

EXCLUSIVE NETWORK TO INTERACT WITH OTHER STUDENTS

*"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*





# Questions & Answers

## Q: HOW EXACTLY DOES THIS MASTERMIND COURSE WORK?

A: You and your 99 fellow participants are going through this mastermind course with me simultaneously. Every Saturday, a new week of profit-building potential becomes available inside your online Training Portal. There will be a new video with me, extensive webinars and resources, and your weekly Fast Track Task, where you put what you're learning to work in your own career and company. Every Friday afternoon, we'll have Tools & Techniques Lab, a group web meeting from 3-4pm EST, where I'll give personal attention to specific questions. You can access the Training Portal from any computer anywhere in the world, and you'll have access to the complete mastermind course in the future.

## Q: HOW MUCH TIME WILL I BE COMMITTING TO THIS COURSE?

A: If you're in a hurry, you could certainly complete the training presentations and your Tasks in only 6 hours per week, and join me for Tools & Techniques Lab every Friday. However, if you want to truly pick up what I'm layin' down for you, I'd advise spending 12 hours per week really digging into your own implementation of these advanced practices. Remember, you'll have access to the entire mastermind course forever after, so if your life gets busy, you can always come back for more later.

## Q: IS THERE A REFUND POLICY?

A: Heck yes, you know there always is with me. I stand behind the training products I create. But since this is limited to 100 participants, there are rules for getting your money back if you're going to take a spot that could've been important for someone else. If you go through all six weeks, and submit your work for all six of the Fast Track Tasks, and you still believe it wasn't worth your money, then I'll absolutely give you a 100% refund. But you have to do the work- I insist that anyone who's going to commit to spending six weeks with me and all the other participants is truly committed to the group, and not just 'trying it out'. Refund requests must be made no earlier than the last week of class and no later than one week following the last day of class.

## Q: WHAT HAPPENS WHEN I PRE-REGISTER? DO I NEED TO GIVE MY CREDIT CARD?

A: Nope, you don't pay, or promise to pay. You put your name and email into the list of people who will have the opportunity to register for a spot the morning of March 1. By 5pm that day, I'm letting the whole world know about it. ALSO, everyone on that list will receive with their course registration one free hour of 1-on-1 coaching AND their choice of a free BPI Exam Prep, Rater Exam Prep, or 3rd Edition of my book. This is simply my way of making sure the cool kids (who I'm grateful to be already hanging out with) get the chance to be first in line.

## ENROLLMENT OPENS ON AUGUST 1!

*Pre-register now for the opportunity to register before the public!*  
(LIMIT 100 PARTICIPANTS)



HomePerformance.training

# Pricing & Payment Plan

THIS MASTERMIND COURSE WILL GIVE YOU:

- 6 Weeks of my best, newest, most advanced training (always stellar, always engaging and entertaining) **VALUE \$3,600**
- Personal Access to me via Tools & Techniques Lab every Friday 3-4pm (Eastern Standard Time) **VALUE \$1,200**
- Exclusive Bonuses and Brandable Content (this is not stupid free stuff, you'll be surprised at what I'm handing out) **VALUE \$800**
- Unprecedented 50% discounts on all of my other products, including APT Reports **VALUE \$400**
- Exclusive Access to a Private Network of your fellow students around the world **VALUE \$2,000**

You're getting approximately **\$8,000** of my best work AND a network of amazing new friends and colleagues, and you only pay:

**\$1,800**

If you were to put the 12 hours of time I suggest into each week of this course and join me every Friday for the Lab (which I seriously hope you do!), your registration cost would come out to:

**ONLY \$25 PER HOUR**

If you've ever been to a good national conference, you know that you spend much more than that on registration, roundtrip flight, hotel, dining out, AND LOST WORK from being away. Let's prove you don't have to give up your vacation time to make yourself more valuable. See you in class.

**PAY IN THREE MONTHLY INSTALLMENTS!**

*\$600 + \$600 + \$600 (Visa & Mastercard accepted)*



**HomePerformance.training**

# SIX WEEKS OF MASTERMIND TRAINING FOR 100 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
- Workslope, Staging, Marketing/Sales, Upsells, Referrals

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

**ONLY ONCE A YEAR- DON'T LOSE YOUR SPOT! PRE-REGISTER NOW!**

LET'S  
ROCK  
THIS



# See You There!

Hi. I'm Corbett Lunsford, and sometimes I'm an idiot. I started the building forensics 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 200 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 I've keynoted for Inframation, Habitat for Humanity, IR/INFO and Thermal Imaging Conferences, 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

[www.BuildingPerformanceWorkshop.com](http://www.BuildingPerformanceWorkshop.com)  
[corbett@buildingperformanceworkshop.com](mailto:corbett@buildingperformanceworkshop.com)



**COURSE RUNS SEPT. 1 -  
OCT. 13, 2018**

**ENROLLMENT OPENS ON  
AUGUST 1!**

**Pre-register now to get  
in line before the public  
is allowed in!  
(LIMIT 100 PARTICIPANTS)**

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