

Green\$mart® Professional Course Series

Using A Systems Approach To Realize Profitability in Green Building, Sustainable Government, Marketing, Sales, Lending, and Eco-Land Development



Green\$mart® Pro 101

Designation Course

Get \$mart! Get Certified!

Get **Green\$mart®!**

Who needs it?

**REALTORS®, Builders, Developers,
Sales & Marketing, Lenders,
Product Manufacturers, Energy Raters or
FGBC Certifying Agents, HBA's or
SMC's & Municipalities**



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2004-2005 ®

The GBI Spokesperson & Trainer



DOE/EPA ENERGY STAR
2000 Ally Of The Year
Special Recognition Awards



NAHB Research Center's
National Judge
2001 & 2002

Energy Value Housing Awards
2003 National Green Awards

Eighteen years of multi-million
dollar real estate experience
specializing in the start-up of award-
winning, market-driven, high
performance communities

Fannie Mae NFPO Advisory Board

Florida Green Building Coalition
Board of Directors



fgbc

Author/Instructor: Pattie W. Glenn, President, CEO,
Place: Gainesville-Alachua County Association of
REALTORS® Office
1750 NW 80th Blvd,
Gainesville, Florida 32606
Date: Wednesday, June 14, 2006
Cost: \$250 (GACAR, FGBC, FHBA member discount)
\$275 Non-Members
Registration & info: www.greensmart.net
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Telephone: 352-495-6310

- *Learn how Earth, Body & Spirit can reach your target audience!*
- *Maximize the Power of Green Marketing*
- *Learn Brand Recognition to Differentiate Your Product*
- *Effectively Convey the V-A-L-U-E of Green*
- *Empower Your Team to Build the Green Close*
- *Discover Hidden Green Profit Centers*
- *Qualify More Buyers with Green Mortgages*
- *Increase Sales – Earn the Right to Close the Green Sale*
- *Turn even timid staff into confident, dynamic closers*
- *Learn Psychographics of the Green Consumer*