

Selling Passive Building to Grow Your Practice





Event Approved for
Phius CEUs

Marketing Phius: Part Two

Earn **1.0** CEU



Self Report Code
Coming Later

Self Report @

[www.phius.org/certifications/
professionals/maintain-credentials](http://www.phius.org/certifications/professionals/maintain-credentials)



Top Market Needs & Barriers

“How do I land a **first project without a case study?**”

“We need **benchmarking data** for **commercial scale** projects.”

“I need **stories of proof: resilience, comfort, and savings.**”

“Give me a way to **explain passive building** in 1-2 sentences.”

Turning Feedback Into Action

Simplify Communications



Use benefits-first messaging and simple analogies to reach a broader consumer market.

Prioritize Financial Proof



Provide cost-justification data and ROI stories to prove the "passive premium" is negligible.

Deliver Market Adoption Tools



Release benchmarking data and technical resources for commercial-scale projects.

Remove Regional Barriers



Address climate-specific needs and activate emerging markets like the Southwest and Canada.

Expand Phius' Footprint



Drive the movement through training expansion and a shared language for standardization.

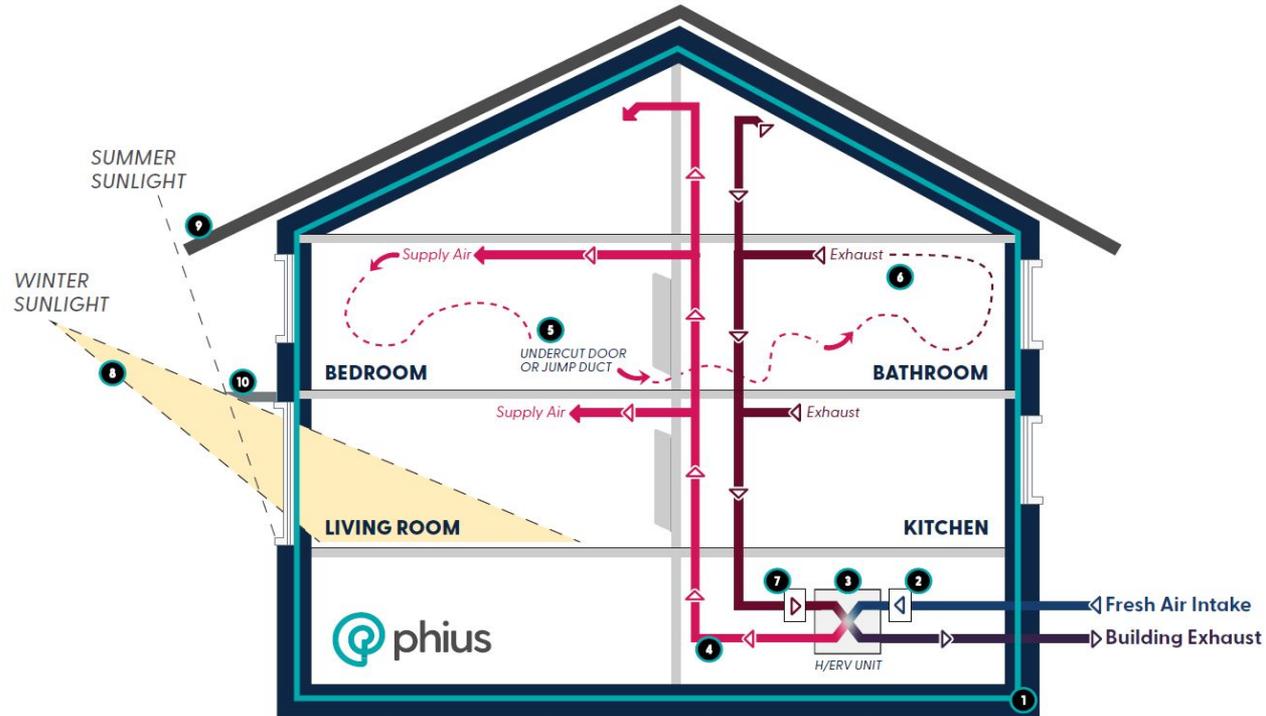
Deliver Sales Enablement



Equip practices with playbooks, objection-handling guides, and "first-project" resources.

Proven Design Success

Passive building is not reinventing the wheel – it's being intentional about how all aspects of it work together



It's Just the Right Way to Build



Safe

Mandatory quality control ensures safety.



Healthy

Continuous fresh air filtration.



Comfortable

No drafts, no cold spots.



Resilient

Maintains habitable temps during outages.



Durable

Airtight enclosure built for the long haul.



Affordable

Minimal upfront cost, guaranteed savings.

The Elevator Pitch

Phius passive buildings minimize energy use, create healthy and comfortable living environments, and offer the best path to net zero.

Phius Certified buildings use 40-60% less energy overall, maintain consistent, comfortable temperatures, and are resilient in the face of power outages and severe weather events. This is achieved with the holistic incorporation of measures such as airtight building enclosures and continuous ventilation systems.

Simply put, it's just a better way to build.

The Phius Difference

- Climate specific
- Cost-optimized
- Third-party quality assurance
- High-touch support & access to certification team

Quick resources:

- [The Phius Difference one-page flyer](#)
- [The Phius Difference webpage](#)



Why Certify?

What Certification Offers

- Phius Peace of Mind
- Guaranteed results
- Consultation through the entire process

Key Resource:

→ [Why Certify? One-page flyer](#)



Messaging & Sales Tools



Messaging Resources

- [Passive Building FAQs](#)
- [Non-residential positioning](#)
- [20 Problems Solved by Phius flyer](#)
- [Why You Should Live in a Passive Building flyer](#)
- Architect proposal language (coming)
- First-project playbooks (coming)
 - ◆ How to land a first project
 - ◆ Selling without a case study
 - ◆ Objection-handling guides

Proof Points: 197 North Miller

- **Challenge:** First Phius (retrofit) project in region
- **Strategy:** Conservation and renewables as business strategy
- **Outcome:** Building that benefits occupants and owner



Proof Points: 197 North Miller

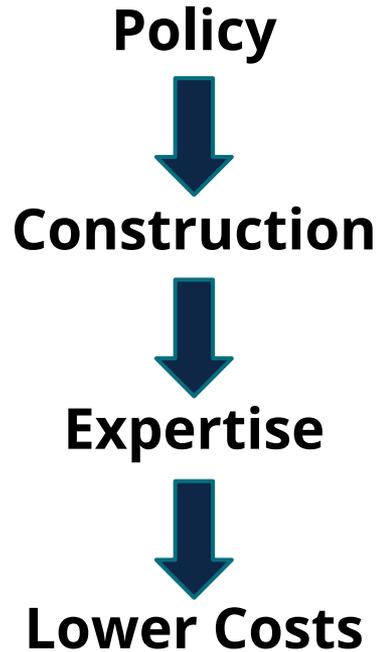
- **Challenge:** Perception of retrofits being prohibitive
- **Strategy:** Create community involvement, Cost-transparency
- **Outcome:** Building as case study for city of Newburgh, NY



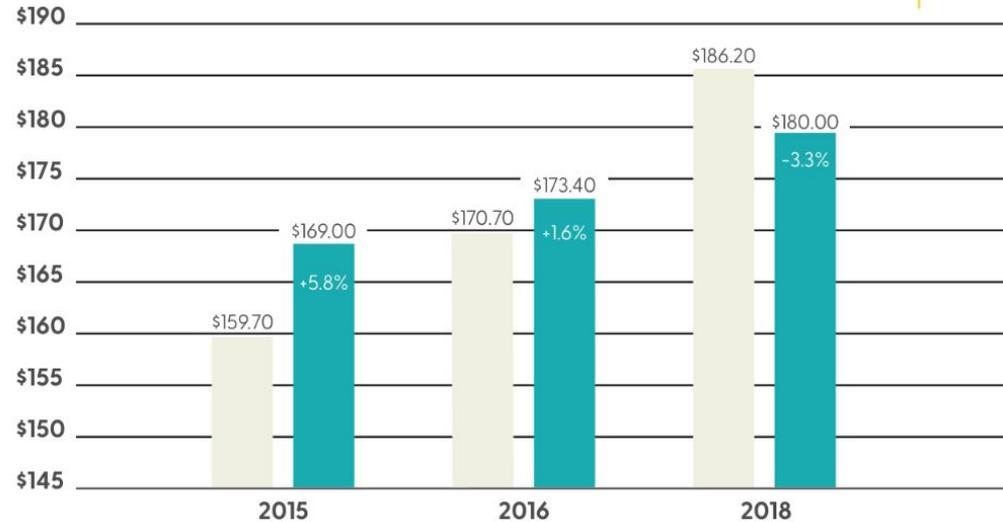
Buildings of
Excellence



Cost Justification



Passive House Costs Less with Experience (Cost per Square Foot)



Conventional Construction

Passive House Construction

Note: Low-income housing tax credits were not awarded in 2017.
Sources: "How a PA affordable housing agency is making ultra-efficient buildings mainstream", *Pittsburgh Post-Gazette*, Dec. 31, 2018 and Pennsylvania Housing Finance Agency (PHFA)

Graph adapted from the AUROS Group blog | <https://www.aurosgroup.com/post/high-performing-buildings-do-not-cost-more>

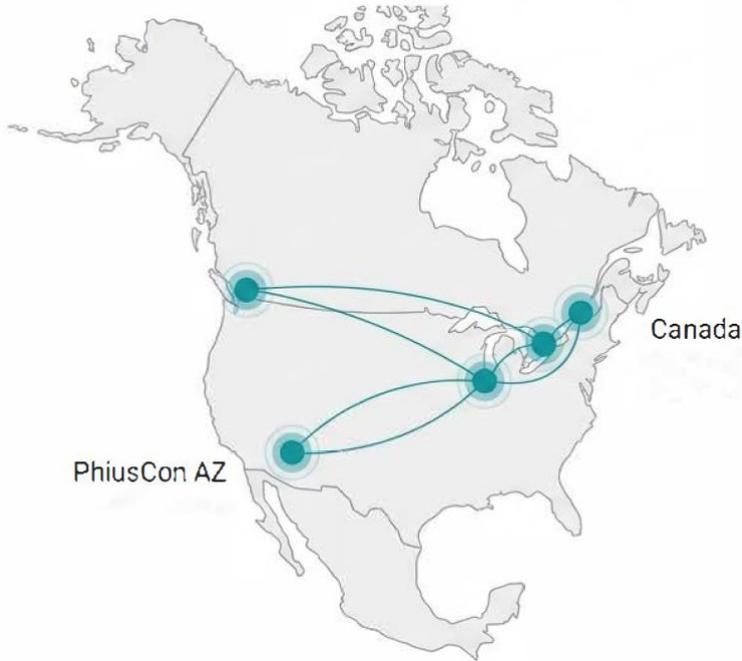
Cost Data Resources

- [O&A w/425 Grand Concourse Developer](#)
- [Full Multifamily Cost Memo for Phius Projects](#)
- [Multifamily Cost Data Quick Reference Guide](#)
- [Active Financial Incentive Programs for Phius Projects](#)
- [Phius Policy Database](#)

The screenshot displays the Phius Policies database interface. At the top, the word "Policies" is centered in a teal header. Below the header, a search bar contains the text "I'm interested in ..." followed by a dropdown menu set to "Incentives" and a location selector set to "Select location". Below the search bar, there are two buttons: "Incentives" with a close icon and "Clear All Filters". The results are presented in a table with two columns: "INCENTIVE" and "PROJECTS".

INCENTIVE	DETAILS	PROJECTS
Passive House Incentives - MA Massachusetts	Area(s) Covered: Feasibility Study, Energy Modeling, Phius Design Certification, Phius Final Certification, Phius Certified Builder (CPHB) Training, Phius Certified Consultant (CPHC) Training Sponsor: mass save	→ 495 Dorchester Avenue → Lawrence Hill - Building C → Lawrence Hill - Building A
ComEd Affordable Housing Passive Building Pathway Illinois	Area(s) Covered: Phius Design Certification, Phius Final Certification Sponsor: ComEd Energy Efficiency Program End Date: 2022-12-31	

The Growth of Passive Building



- **Market Activation:** Amplifying the Southwest and Canada.
- **Training Expansion & Ecosystem:** Educating trades and real estate pros. Promoting through alliances.
- **The Goal:** A shared language for standardization, education, and adoption to make achieving Phius quicker and cheaper.

Your Sales Toolkit

Resources to Help You Sell Phius (more coming this year!)



Flyers

"The Phius Difference"
One-Pagers.



Playbooks

How to land a first
project & Objection
Handling.



FAQs

Standardized
answers for clients.



Commercial

Non-residential
positioning guides.



AMPLIFY YOUR IMPACT



Share Your Needs:
Tell us what support helps you sell.



Tell Your Stories:
Submit projects for PR amplification.



Promote Training:
Bring education to your local market.

Connect with us:

Max: mlapthorne@phius.org
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Questions?





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26105

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Self Report @

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