



EDUCATION SESSIONS

THURSDAY, AUG. 9

11 – 11:45 a.m. | *Secrets to Engaging and Delighting Today's Millennial Buyer*

Presenter: Paul Cardis, Avid Ratings

Activate the millennial buyer to purchase new construction. Come explore the power of authenticity and how it's changing the dynamics of selling. Tune in to learn how technologies are driving customer experience and how you can maximize your digital experience for the millennial. www.avidratings.com

BIO:



Paul Cardis, CEO and founder of Avid Ratings is an extensively published author. In 1992, Paul founded Avid Ratings, a research and consulting firm specializing in the home building industry. Under Paul's leadership, Avid Ratings has helped thousands of companies measure and improve customer loyalty, while connecting leading companies with consumers through Avid's "100% Verified Ratings." Avid was named a Top 50 Most Influential Technology Company by Constructech Magazine in 2014 and 2015 and named Avid CX suite (GoSurvey®, GoSocial and GoTour®) "Best Product in Residential Construction" three years in a row.

Among Paul's many accolades is his work in the major media, including Time magazine, Marketwatch, MSN, Yahoo, The Washington Post, AZCentral, Nation's Building News, and hundreds of other websites, local newspapers, home builders association newsletters, and local television broadcasts. Paul is a regular speaker at major residential construction industry events, including The International Builders' Show®, PCBC, South East Building Conference (SEBC), Professional Builder Benchmark Conference, and Housing Leadership Summit. He also conducts regular educational sessions for the National Association of Home Builders' (NAHB) Builder 20 Groups, and private companies throughout North America. Paul co-published his first book *Service Certainty* in 2016, to help clients understand and improve the customer experience. Paul has earned two master's degrees, one in educational psychology and one in research from the University of Wisconsin Madison and University of Northern Iowa.