

# OpEX BUILDER TOUR

## What is it All About?

Thursday, February 16, 2017 | 8:15 AM to 6 PM | Hyatt Regency | 208 Barton Springs Blvd Austin, TX

"OpEX Builder Tour" —Thursday Feb. 16 in Austin, TX at The Hyatt Regency on 208 Barton Springs Blvd — will feature industry experts who will facilitate discussions designed to help attendees apply principles of job performance, capital stack, technology, marketing, public relations, sales, estimating, scheduling and more. The result should be continuous improvement with margins increasing each week that passes. The idea is to urge all residential builders to take a day off to be thoughtful and strategic about their current efforts in a very busy housing market. "It is well known that proactive management of business is much more profitable than the reactive management of a business. In the current housing environment we all need to push innovation, creativity, and effective improvements to assure success."

The one day **Operational EXcellence** Builder Tour Workshops (the name OpEX is derived from the first two letters of Operational Excellence) will be held in local housing markets across the nation. The goal is to deploy knowledge in a rapid, timely way that will promote innovative technologies and management practices across all size builders from the a few homes a year to the largest public platforms. "Urgency matters in our business, each day builders burn essential margins due to inefficiency, we are trying to stop those unnecessary losses in their TRACKS!" says Founder, Noelle Tarabulski.

Tarabulski said, "It is crazy, we ask builders to fly to far off locations, when they are so busy, let the pros come to them, and many folks agreed with me. This is an inefficient paradigm, plus the expense to expose the teams to this level of creative problem solving is difficult and costly. Our national events are great, but they are once a year. Each week that passes is a profit opportunity lost! By coming to the Builder's backyard, OpEX lets builders have more team members be exposed to game changing ideas quickly and earlier in the cycle."

For many folks, it is hard to admit difficulties, and privacy is always a concern, but OpEX has addressed that with lots of free time to connect and the attendees can freely circulate to the tables by topic. Privacy areas are part of the room layout. Plus, the fast-paced day will end with a happy hour typically sponsored by a local participant speaker.

"Sometimes it is difficult to accept assistance, our industry scales up and down so fast that extra help and coaching is essential to LONG term success. Ask any seasoned builder, strategy, tactics, cash flow management, technology, excellent vendors, professionals, and a great business coach has helped sustain many builders over the ups and downs." Noelle explained.

OpEX BUILDER TOUR will be held from 8:15 a.m. to 6 p.m. Feb. 16 at The Hyatt Regency, 208 Barton Springs Blvd in Austin. A continental breakfast, lunch and reception will be included. Innovation requires team work. Be efficient; send two or more leadership team members. The cost to attend with two or more team members is \$199 (early bird) and \$225 after Jan. 23<sup>rd</sup>. For single registration is \$249 for early bird registration (before 01/23/17) and \$299 after Jan. 23<sup>rd</sup>. Join Us!