

The logo features the letters 'HBV' in a bold, dark grey, sans-serif font. The letters are centered within a white diamond shape. The background is composed of four triangular sections meeting at the center: a dark grey triangle in the top-left, a yellow triangle in the top-right, a blue triangle in the bottom-left, and a dark grey triangle in the bottom-right.

**HBV**

**COMING APRIL 2026**

# Smarter Builders. Better Businesses.

**50 years of proven builder education—enhanced by AI, built for today’s builder.** A modern learning platform designed to help private home builders grow profitably, build stronger teams, and become the Builder of Choice™ in their market.

## WHO IT’S FOR

**Built for private home builders who want to:**

- Improve profitability and operational discipline
- Build scalable systems and stronger leadership teams
- Learn proven business fundamentals—on their schedule
- Stay competitive in a rapidly changing industry

From emerging builders to established operations, HBU meets builders where they are—and helps them level up.

## WHAT IS HBU

**Home Builder University is an on-demand, online learning platform that delivers:**

### Self-Directed Courses

Business, financial, operational, and leadership education for builders

### AI-Enhanced Learning

Personalized guidance, content recommendations, and practical reinforcement (*AI supports the learning—it doesn’t replace proven Shinn methodology*)

### Built on Proven Shinn Principles

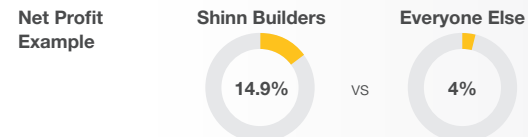
The same strategies used by thousands of builders achieving industry-leading margins

## WHAT MAKES HBU DIFFERENT

**This isn’t generic online education.**

- Developed by industry experts who have worked with thousands of private builders
- Grounded in real-world builder financials, benchmarks, and operating systems
- Practical, actionable, and immediately applicable
- Designed specifically for the business of home building

Shinn Group—educated builders consistently outperform industry averages in profit, discipline, and execution.



## HOW IT WORKS

### Choose Your Learning Path

Business fundamentals, leadership, financial mastery, operations, and more

### Learn at Your Pace

Short, focused modules designed for busy builders and teams

### Apply What You Learn

Tools, frameworks, and real-world examples you can implement immediately



## Intro to Home Building 101

Basic Class for anyone just starting in Home Building

START HERE

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# Launching April 2026

**Be among the first builders to experience the next evolution of builder education. Here are some of the courses offered by HBU:**

- Accounting Principals
- Accounting and Finance for Non-Financial Leaders
- How to Grow Without Going Broke
- How to Get Organized in One Week
- Superintendent 101
- Cycle Time Reduction
- Scheduling
- Estimating Bootcamp
- Managers Tool Kit
- Organizing for Growth
- Key Metrics
- Lumber Workshop
- Hiring and Firing 101
- Builder of Choice Basics
- How to Automate Your Business
- Winning Processes and Systems
- Road to Superior profits
- Sales Leadership
- Sales Strategy
- Scheduling mastery
- Sales Acceleration
- Variance Control
- Building Quality
- Advanced Superintendent
- Advanced Financial Management
- Advanced Estimating
- Team Building
- The Art of Purchasing
- Managing the Trades
- Advanced Accounting & Financial Management
- Advanced Negotiating
- Technology Fundamentals
- Performance Engineering
- Marketing Strategies
- Advanced Buyer Journey Mapping
- Turning top Managers into Superior Leaders
- Profit by Design – Product Development
- Next Level Growth – Multi Region
- Quality Control
- How to Build and Grow Ancillary Revenue Channels
- Technology Innovation
- Advanced Strategic Planning
- Succession Planning
- 25 Ways to Better Profits

\*Actual course titles may vary

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