

SALES & MARKETING LEADERSHIP SUMMIT™

PRESENTED BY SHORE CONSULTING IN PARTNERSHIP WITH

NewHome®
Source.

July 15-17 | San Diego | Gaylord Pacific Resort

KBYG

KNOW BEFORE YOU GO
GUIDE 2026

Honored guest!

This year's Summit is different.

Not because we changed the format or booked a flashier venue (though the Gaylord Pacific is pretty spectacular). It's different because the moment we're in demands something different from all of us.

You know the market. You're living it every day. Slower traffic, bigger incentives, teams that are working harder and have less to show for it. And somewhere along the way, a lot of builders stopped asking "how do we win?" and started asking "how do we survive?" I get it. But I also know that the builders who come out of hard markets stronger aren't the ones who waited it out. They're the ones who decided to stop competing on price and start competing on leadership.

That's what we're here to do together.

This year's theme—**Be Better Than The Market**—isn't a rallying cry. It's a plan. Over two and a half days, we're going to do the real work: diagnosing where margin is leaking, building sales cultures rooted in confidence instead of discounting, and leaving with an actual execution plan your whole team is aligned on.

Not notes. Not highlights. A plan.

When you're not in sessions, the **BuilderTech Expo** is where you'll want to be. It's home to dozens of the best partners and platforms in the industry, and the tools and people that can directly move your results. Take the time to explore, ask hard questions, and find the right fit for where your business is headed. And all of it lives at **Shore Central**, our new home base where you can also connect with our team, dig into resources, and recharge between sessions.

But first... Let's Escape to the Island

We're kicking off the Summit with a Tiki Island-themed welcome party on Wednesday, July 15 from 4:30-7pm. Think tropical vibes, island cocktails, and good company. Come ready to have fun.

Let's make this Summit one to remember.

See you in San Diego,



Founder, Shore Consulting, Inc.



**SC SHORE
CONSULTING**



INSIDE THIS GUIDE

PLANNING YOUR TRIP



- Arrival & Departure Dates
- Event Venue
- Hotel Room Block
- Travel Tips

HIGH LEVEL SCHEDULE



- Wednesday, July 15th
- Thursday, July 16th
- Friday, July 17th

DETAILS MATTER



- Sessions & Seating
- Food & Drinks
- What To Wear
- Weather
- WiFi
- Luggage Storage
- Summit App

SHORE BUILDERTECH EXPO



- What To Expect
- Our Partners

SAN DIEGO HIGHLIGHTS



- Tourist Attractions & Activities
- Dining and Nightlife



PLANNING YOUR TRIP

ARRIVAL & DEPARTURE

You won't want to miss a minute of the Sales & Marketing Leadership Summit. Make sure to plan your travel accordingly.

Arrival - Wednesday July 15th before 4:30 PM

Depart Convention Center - Friday July 17th after 1:00 PM

EVENT VENUE

[Gaylord Pacific Resort & Convention Center](#)

1000 H Street, Chula Vista, CA 91910

Location: California Ballroom 1-4

For add'l information about the venue please [click here](#).

HOTEL ROOM BLOCK



Find our Gaylord Pacific room block information [here](#).

TRAVEL TIPS

Airport: If flying in, the nearest airport is **San Diego International Airport (SAN)**. It is approximately 10 miles, 20-30 minutes from the Gaylord Pacific depending on traffic.

Rideshare or Taxi is the easiest option getting to the hotel from the airport.

Driving: For those driving, parking is available at the Gaylord Pacific for a fee, \$45 for self-park and \$65 for valet.





HIGH LEVEL SCHEDULE

All times are listed in Pacific StandardTime (PST) and subject to change.

WEDNESDAY	JULY 15
4:30 pm - 7:00 pm	Summit Registrations, BuilderTech Expo and Tiki Island Welcome Party
THURSDAY	JULY 16
7:30 am - 8:00 am	Doors open for late registration & BuilderTech Expo
8:00 am - 8:55 am	Opening Ceremony & Value Purity Keynote
8:55 am - 9:20 am	Value Sequence Panel
9:20 am - 9:35 am	Protecting Value at the Top of the Funnel
9:35 am - 10:00 am	C-Suite Panel: Incentives, Discounts & Margins, Oh My!
10:00 am - 10:35 am	Break + Zonda Innovation Stage
10:35 am - 11:10 am	Economic Forecast
11:10 am - 11:45 am	The Urgency Index
11:45 am - 12:00 pm	CRM Lead Scoring Best Practices
12:00 pm - 1:15 pm	Lunch + Zonda Innovation Stage
1:15 pm - 2:05 pm	Value Purity Pricing System
2:05 pm - 2:25 pm	Weekly Pricing Reviews and Systems
2:25 pm - 2:45 pm	The Evolution to AI-Backed Market Insights for Sales & Marketing
2:45 pm - 3:20 pm	Break + Zonda Innovation Stage
3:20 pm - 4:10 pm	Negotiating a "Fair & Final Price"
4:10 pm - 4:45 pm	Confidence, Urgency & Closing Panel





HIGH LEVEL SCHEDULE

All times are listed in Pacific StandardTime (PST) and subject to change.

FRIDAY	JULY 17
7:45 am - 8:00 am	Doors open for BuilderTech Expo Center
8:00 am - 8:30 am	What Does "Value" Mean to Today's Homebuyer?
8:30 am - 8:55 am	Engaging and Activating Today's Homebuyer Online & Onsite
8:55 am - 9:30 am	Creating Your Brand and Community UVPs
9:30 am - 10:00 am	The 5 Gaps: Why Our Teams Don't Do What We Need Them to Do
10:00 am - 10:35 am	Break + Zonda Innovation Stage
10:35 am - 11:00 am	What Do Happy Homeowners Value Most?
11:00 am - 12:00 pm	Closing Keynote
12:00 pm - 1:00 pm	Closing Ceremonies in the BuilderTech Expo



DETAILS MATTER!

The Sales & Marketing Leadership Summit is designed to help you get the most out of every moment onsite. Here are a few helpful details as you prepare for your trip to San Diego.



SESSIONS & SEATING



We believe in fostering organic connections and meaningful conversations, so there will be **no assigned seating**. You will have the opportunity to choose your seat each day, giving you the chance to connect with different people throughout the Summit.

FOOD & DRINKS



On Thursday and Friday, grab your breakfast before you arrive. Join us for morning coffee at 7:30am and sessions at 8:00am.



Thursday's 1-hour lunch break includes a lunch provided by NewHome Source Zonda (a vegetarian option is on the menu). Take your time to explore the BuilderTech Expo, catch up with peers, check emails, or grab a quick coffee.

Then on Friday from 12:00 PM-1:00 PM during Closing Ceremonies, enjoy complimentary beer, wine, and salty snacks as we wrap up the week together.



Stay hydrated! Water bubblers will be all around – bring your bottles.

WHAT TO WEAR

TIKI ISLAND

Welcome Party & Registration

Your finest retro Hawaiian regalia. Mid-century floral. Bold prints. Funky, not fussy. The spirit of Walt Disney's Tiki Room rendered in fabric. Think less "party supply store," more "lost-at-sea cocktail lounge." Here's a **lookbook** for guidance.



As always, the dress code is "**Stylish Business Casual**". What does that mean? Well, it's up to you! But the goal is: dress to impress. This is a premier event. We want to put our best foot forward as we represent our industry.



Brrr! The meeting space WILL be chilly; bring a cardigan or a blazer to stay warm.



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WEATHER



Weather in San Diego in mid-July is typically warm and sunny with an average high of 76F and an average low of 66F. Mornings may start with some coastal cloud cover, but skies usually clear by late morning for sunny afternoons and pleasant evenings.

As with any travel, please check the weather a few days in advance of your arrival and plan accordingly.

WIFI



There is free WiFi available in the Gaylord Pacific lobby for your convenience.

LUGGAGE STORAGE



Our program concludes at 1pm on Friday. Luggage storage is available on-site at the Gaylord Pacific during the day on Friday.

DOWNLOAD OUR SUMMIT APP:



Our Summit App will be your easy access to our full agenda, session details, real-time updates and even a prize-filled game. Watch your inbox for details on downloading and getting started with the App!



SHORE BuilderTech Expo

Where Innovation Becomes Competitive Advantage

The **Shore BuilderTech Expo** brings breakthrough technology to life through interactive demos and hands-on experiences designed to elevate new home sales and the customer experience. Bigger, more immersive, and more dynamic than ever before.

Where You'll Experience the Best of the Summit:

2026 Tiki Island Welcome & Registration Party

Wednesday, July 15 | 4:30 - 7:00 PM | Expo Floor

A bustling bazaar of innovation awaits. The BuilderTech Expo holds the exotic outposts of Tiki Island. Meet our trusted partners, reconnect with familiar faces, and prepare for the most important work of your company's year.

Don't Miss the Zonda Innovation Stage: Real Stories, Real Impact

Step into the spotlight at the **Zonda Innovation Stage**, where innovation meets real-world application. Throughout the Summit, our leading partners will take the mic to share **impactful case studies, breakthrough results, and success stories** that bring technology to life. From streamlining the sales process with AI to transforming customer experiences through digital design, these sessions offer a front-row seat to the future of homebuilding.

31+ Ways to Interact, Engage, and Be Inspired

Our exhibitors know that unforgettable experiences drive meaningful connections. Expect **interactive displays, live product demos, surprising moments of delight**, and hands-on opportunities to explore tomorrow's tools—today.

Don't Just Attend, Experience

Whether you're strategizing for growth, exploring tech integrations, or just soaking in the Summit's vibrant energy, the **Shore BuilderTech Expo 2026** is where the next level begins.

[Click here to view the list of participating companies.](#)



SAN DIEGO HIGHLIGHTS

TOURIST ATTRACTIONS AND ACTIVITIES



Downtown San Diego & Petco Park

What It Is: Downtown San Diego and Petco Park are the heart of the city's vibrant waterfront scene, filled with restaurants, rooftop bars, nightlife, and the home stadium of the San Diego Padres.

Why Go: Even without a game during our event, the area is great to explore and feel like a local in this city on the water. Take the Chula Vista Ferry to downtown San Diego for \$15. Guests arriving early can **catch the Padres at Petco Park July 11-12.**



Coronado Island

What It Is: Coronado Island is a charming beachfront community known for the **iconic Hotel del Coronado**, wide sandy beaches, and its long-standing connection to the Navy and Top Gun history – accessible by ferry from downtown or car via the scenic Coronado Bridge.

Why Go: It's the perfect spot to relax by the ocean, explore local shops and dining, and experience one of San Diego's most scenic and recognizable destinations.



San Diego Zoo & Safari Park

What It Is: The San Diego Zoo and Safari Park are two of the world's most famous wildlife attractions, offering immersive experiences with thousands of animals across beautifully designed habitats.

Why Go: Whether you want to stroll through the iconic San Diego Zoo in Balboa Park or take a safari-style adventure at the Safari Park, both offer unforgettable up-close encounters and are perfect for families, couples, or solo explorers.



La Jolla Cove

What It Is: La Jolla Cove is a scenic coastal area famous for its sea lions, kayaking adventures, and stunning cliffside views overlooking the Pacific Ocean.

Why Go: It's one of the best places in San Diego to spot sea lions up close. If you are feeling adventurous book a kayaking tour through the sea caves or if you'd like to stay on land explore The Cave Store, a century old smuggler's tunnel down through the cliffs of La Jolla Cove.



Sunsets at The Torrey Pines Gliderport

What It Is: The Torrey Pines Gliderport is a scenic cliffside lookout where paragliders and hang gliders soar above the Pacific Ocean with sweeping coastal views.

Why Go: It's one of the best places in San Diego to catch a sunset and watch the gliders drift over the ocean. Grab a drink and a bite to eat at the cafe and enjoy a laid-back Southern California evening



Explore the North County San Diego

What It Is: North County San Diego is a scenic stretch of coastal communities best explored by driving up the Pacific Coast Highway through beach towns like Del Mar, Encinitas, Carlsbad, and Oceanside.

Why Go: The drive offers endless ocean views, charming local shops, great restaurants, and plenty of opportunities to stop and enjoy Southern California's laid-back beach culture.



DINING AND NIGHTLIFE AROUND THE GAYLORD PACIFIC RESORT

Here are some nearby restaurants and bars that are worth checkin' out!

Upscale American

- [One Door North](#)
- [Madison on Park](#)
- [Starlite](#)

Seafood

- [Brigantine](#)
- [Nobu Del Coronado](#)
- [Marine Room - La Jolla Beach and Tennis Club](#)

Mexican

- [Cafe Coyote](#)
- [The Taco Stand](#)
- [Miguel's Cocina](#)
- [Quixote at the Lafayette Hotel](#)

Nightlife / Drinks

- [Lafayette Hotel](#)
- [Stone Brewing - Liberty Station](#)
- [Nolita Hall](#)
- [False Idol](#)



WE ARE HERE FOR YOU!

The Shore Team is here for you before, during and after this year's Sales & Marketing Leadership Summit.

Have questions before or during the event:



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SHARE YOUR THOUGHTS AFTER THE SUMMIT!



We want to hear from you! Let us know what you loved, what you learned, and how we can make the next one even better. Be on the lookout for our feedback survey after the event.

