

## **Building Expert Stan Luhr of AxisPointe to Lecture on Risk and Quality at Iowa Geothermal Conference**

*Stan Luhr slated to provide four training sessions to Iowa group, ranging from current trends in litigation and construction claims to quality and process improvement. As Green Building demands increase, Luhr warns builders and contractors that there are perils ahead if their processes and quality assurance systems are not top-notch.*

Salt Lake City, UT - February 27, 2012

[AxisPointe](#)'s CEO and nationally recognized building expert [Stan Luhr](#) will present four workshop courses at the 2012 Iowa Geothermal Conference March 27-29 in Des Moines.

The first session explores catastrophic risks and quality issues affecting contractors and builders, particularly in light of today's heightened litigation trends across the country. Other topics include risks involving indoor air quality, building comfort and trends that builders should be concerned about as building codes push new homes into higher efficiencies to save energy.

“We are just now beginning to understand that a “green” building can sometimes lead to higher construction risks, due to the added complexity of the building,” Luhr said. “We have to be sure a builder has exceptional building processes and controls in place, or they may experience problems with the building's real comfort and durability.”

Luhr has spent 28 years as a forensic building consultant, investigating building problems on hundreds of thousands of properties. He served as an independent court-appointed expert on three separate occasions, and has testified in product-defect claims such as polybutylene water pipe and other product failures.

In 1991 Luhr was selected by the California Energy Commission to provide technical assistance with a concept of providing consumers with an energy scorecard on the actual performance of their home. After two years the California Home Energy Rating System (CHEERS) was born, the first of its kind in the nation.

In 1994 Luhr developed the industry's first quality assurance field software system using bar code scanners to capture quality metrics. These “checkpoints” measured and tracked construction quality, and provided valuable insight to builders and their insurance companies to gauge construction performance. His early field tools eventually grew into sophisticated hand-held computers collecting thousands of checkpoints and digital photos. By 2002, insurance companies endorsed Luhr's systems which eventually included more than 6,000 building projects across the nation.

Today Luhr is working on his next generation of quality assurance and process tools: an iPhone application for builders and trade contractors which will share construction knowledge and information in real time. “This new product is amazing, we are calling it ‘InSite Mobile’ since it truly provides builders with incredible insight into the production of their operations. It will be unlike anything I have developed so far, and will give builders another great tool along with our current web-based risk platform,” Luhr said.

### **About AxisPointe**

Since 2002 AxisPointe has provided home builders and contractors with technology solutions to eliminate construction risk and improve efficiency. AxisPointe’s HomeProfile® document management solution has been employed on thousands of homes by leading builders. Builder support services include risk management services, quality assurance and job schedule management, project quality assurance and control systems, project document storage and archiving, customer service management, insurance certificate management, and post-warranty claims support. AxisPointe’s customer web portal allows homeowners to watch their home being built in real time, and directs instant communication and builder document sharing. AxisPointe’s services are completely hosted, eliminating I.T. overhead and operates on multiple cloud-based service networks and company-owned servers.

For more information visit <http://www.AxisPointe.com>.