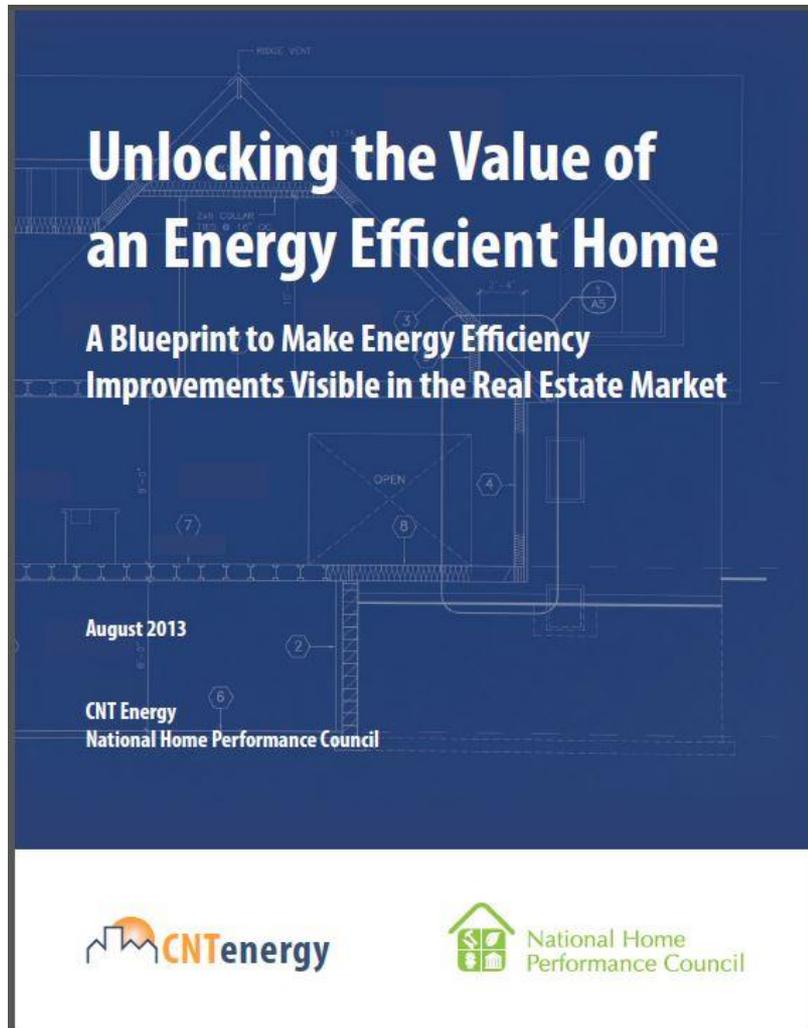


# Tomorrow Belongs to the High Performance Home Engaging the Real Estate Community Today

- Pamela Brookstein, Elevate Energy
- Lauren Hansen, IRES MLS
- Marcia Tolentino, Build it Green
- Cynthia Adams, LEAP - VA
- Kristi Matthews, Advanced Energy
- Caroline Hazard, SRA International
- David Heslam, Earth Advantage



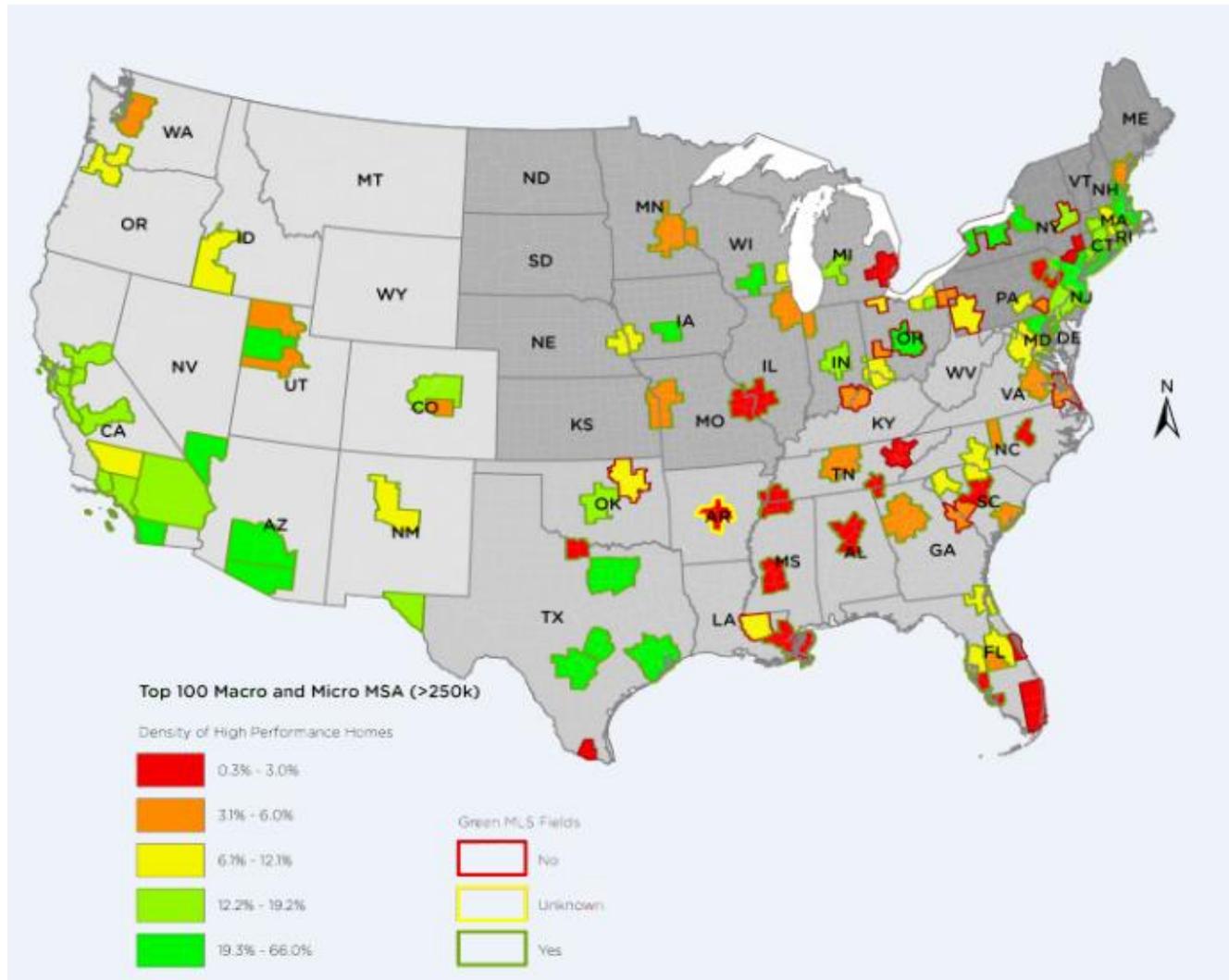
# The Visible Value Blueprint



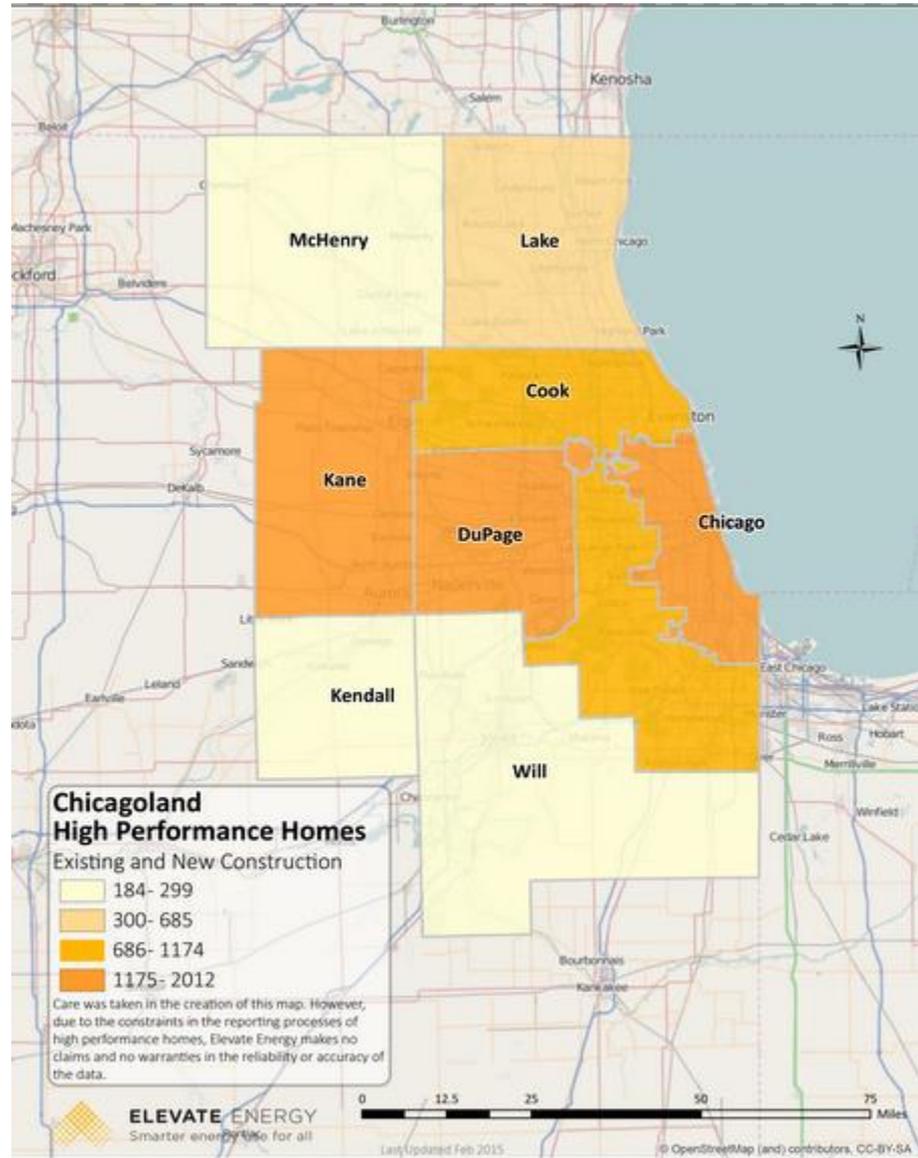
1. Document Upgrades
2. Disclose Inventories
3. Continuing Education
4. Green MLS Usage
5. Appraiser Designed Valuation Studies
6. IT Solutions: HPXML
7. Work with Lending Institutions



# Step Two: Disclose the Inventory



# Step Two: Disclose the Inventory



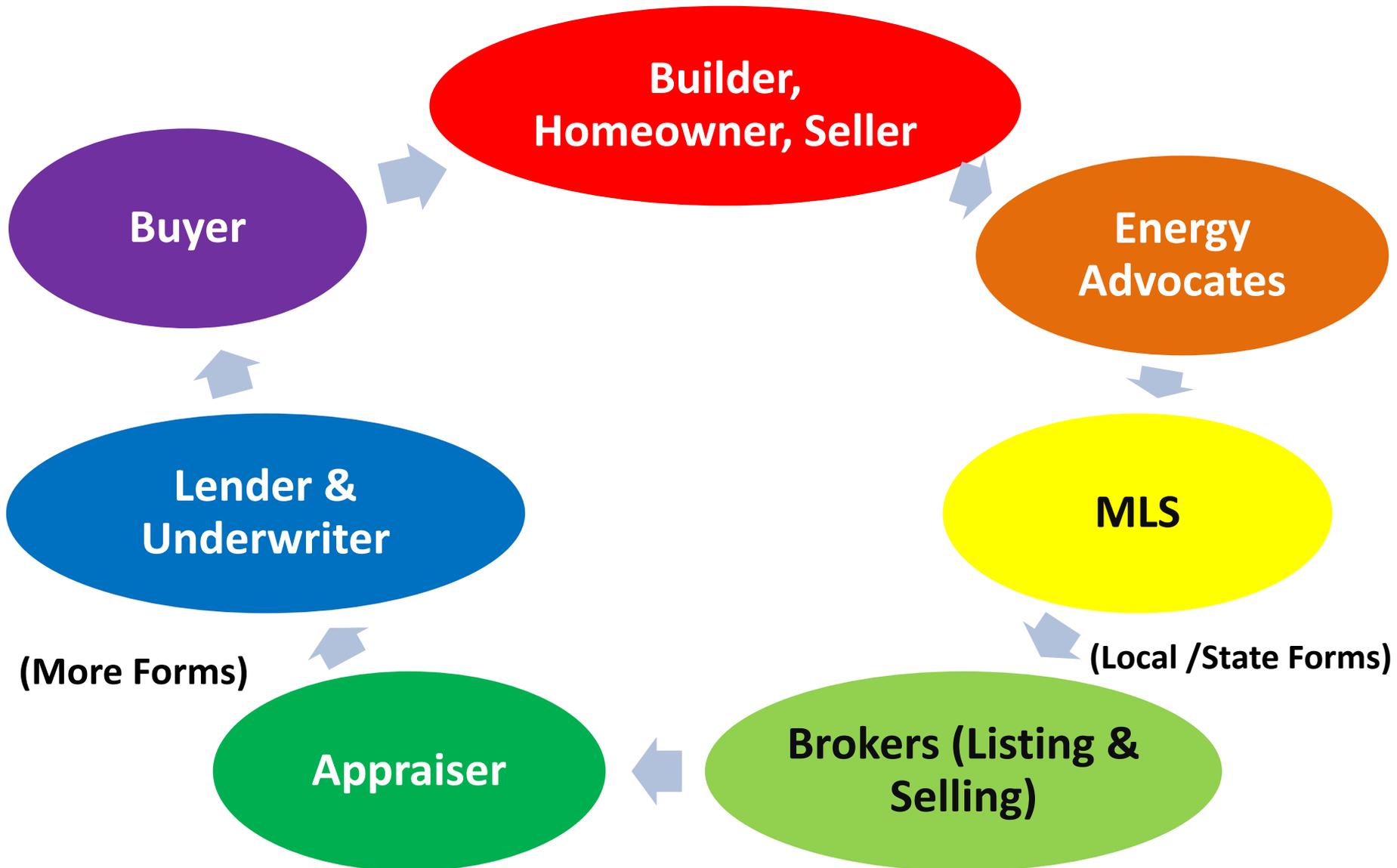
## Visible Value Blueprint, Step 4:

**“Work with the real estate community to reflect these improvements in local for-sale listings”**

**Unlocking the Value of  
an Energy Efficient Home**

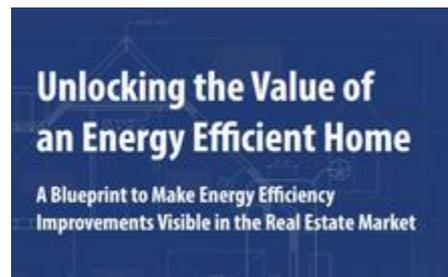
A Blueprint to Make Energy Efficiency  
Improvements Visible in the Real Estate Market

# Stakeholders



# The MLS World, an Oddity

- **Over 800 MLSs in the US**
- **Many different systems/databases**
- **Customers = Brokers, Appraisers, Staff**
- **Public listing site(s) for Consumers**
- **Green MLS Tool Kit**
  - > **Input (Consistent data entry)**
  - > **Output (Search, Report)**



# MLS Input form

**\*=Required field**



## ENERGY/GREEN FIELDS

Note: If "Yes, Year Certified/Installed and Score are required. Documents verifying certification are also required and should be uploaded with this listing.

Certifications:  
HERS Rating:  
ENERGY STAR® Qualified New Home :  
LEED for Homes:  
NAHB/NGBS-ICC 700:  
Solar PV:

Y/N   
 Y/N   
 Y/N   
 Y/N   
 Y/N   
 Y/N

\*Year Certified: \_\_\_\_\_ \*Score: \_\_\_\_\_ (0-240)  
\*Year Certified: \_\_\_\_\_  
\*Year Certified: \_\_\_\_\_  
\*Year Certified: \_\_\_\_\_  
\*Year Installed: \_\_\_\_\_ \*Kilowatts \_\_\_\_\_  
\*Year Installed: \_\_\_\_\_ \*Type \_\_\_\_\_ (e.g. "Water")

THIS FORM HAS IMPORTANT LEGAL CONSEQUENCES AND THE PARTIES SHOULD CONSULT LEGAL AND TAX OR OTHER COUNSEL BEFORE SIGNING.

## GREEN DISCLOSURE (Energy)

THIS DISCLOSURE SHOULD BE COMPLETED BY SELLER, NOT BY BROKER.

Seller states that the information contained in this Disclosure is correct to Seller's CURRENT ACTUAL KNOWLEDGE as of this Date. Seller hereby receipts for a copy of this Disclosure. Broker may deliver a copy of this Disclosure to Buyer.

Note: If an item is not present at the Property, the Seller does not know the answer or if an item is not included in the sale, the applicable check box is not checked. The Contract to Buy and Sell Real Estate form, determines whether an item is included or excluded; if there is an inconsistency between the Contract, the Contract controls.

Date: \_\_\_\_\_  
Property Address: \_\_\_\_\_  
Seller: \_\_\_\_\_

Property Address: \_\_\_\_\_  
Street City State Zip

- 1. Home Performance Programs  Home Performance with ENERGY STAR
- 2. Construction Type:  SIPS  ICF  Material Efficient Framing  
 Improved Insulation  Straw Bale  Earthen Build/Rammed Earth  
 Other \_\_\_\_\_
- 3. Heating, Cooling and Ventilation: (check box for each type)  
 Ground Source Heat Pump  High Efficiency Furnace/Boiler (eg. >= 90% AFUE)  
 Tankless/On Demand Water Heater  High Efficiency Water Heater (eg. >= 90%, or EF >= .82 for gas)  
 Evaporative Cooling  Whole House Fan  Ceiling Fans  
 High SEER A/C  Insulation Air Sealing Upgrades Completed  
SEER Rating: \_\_\_\_\_  Home Orientation (South Facing Overhangs)

## Colorado's Green Disclosure Form



Reclaimed Flooring	Material that is recovered for reuse or another purpose, such as wood
Recycled Content	Recycled-content products are made totally or partially from materials that would otherwise be waste, such as cans or newspaper.
Regionally Harvested	Harvested within 500 miles of home.
SEER Rating	The rating & performance standard developed by the U.S. government to produce an energy consumption rating that is easy to understand. The higher the SEER rating, the more energy required to produce the desired effect.
SIPS	Panels made from a thick layer of foam sandwiched between two layers of oriented strand board (OSB), plywood or fiber-cement. They are an alternative to the traditional method of agriculture fibers (such as wheat straw) that provides similar thermal performance.
Straw Bale	A construction method that uses waste straw left over from crops, such as wheat & flax, after all the food has been extracted. Straw is gathered, baled and used in construction.



## Glossary

# Resources

Unlocking the Value of  
an Energy Efficient Home

A Blueprint to Make Energy Efficiency  
Improvements Visible in the Real Estate Market

- Elevate Energy, Visible Value Blueprint, [www.ElevateEnergy.org](http://www.ElevateEnergy.org)
- Green MLS Implementation Guide [www.GreenTheMLS.org](http://www.GreenTheMLS.org)
- Colorado Energy Office, Green Disclosure Form & more, [www.Colorado.gov/energy/](http://www.Colorado.gov/energy/)
- [www.ColoProperty.com](http://www.ColoProperty.com) with searchable Green Features



*Thank you!*



# Green Real Estate

**Marcia Tolentino**

**Real Estate Outreach Sr. Project Manager**

## How to Engage the Real Estate Community Today



Why???

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**REALTOR® #1 Trusted source for information**





# NAR Evergreen Award

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❖ 2014 Trainer of the  
Year Award



# NAR Green Designation

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❖ Trained 1000+ Real Estate Professionals

❖ Certified 500+ Realtors

❖ 70 Realtors Per Training



# Realtor Survey

Percentage of real estate agents that highlighted their green building expertise:



Have you referred any of your current or past clients to energy efficient financing programs (EEM, 203K, PACE)



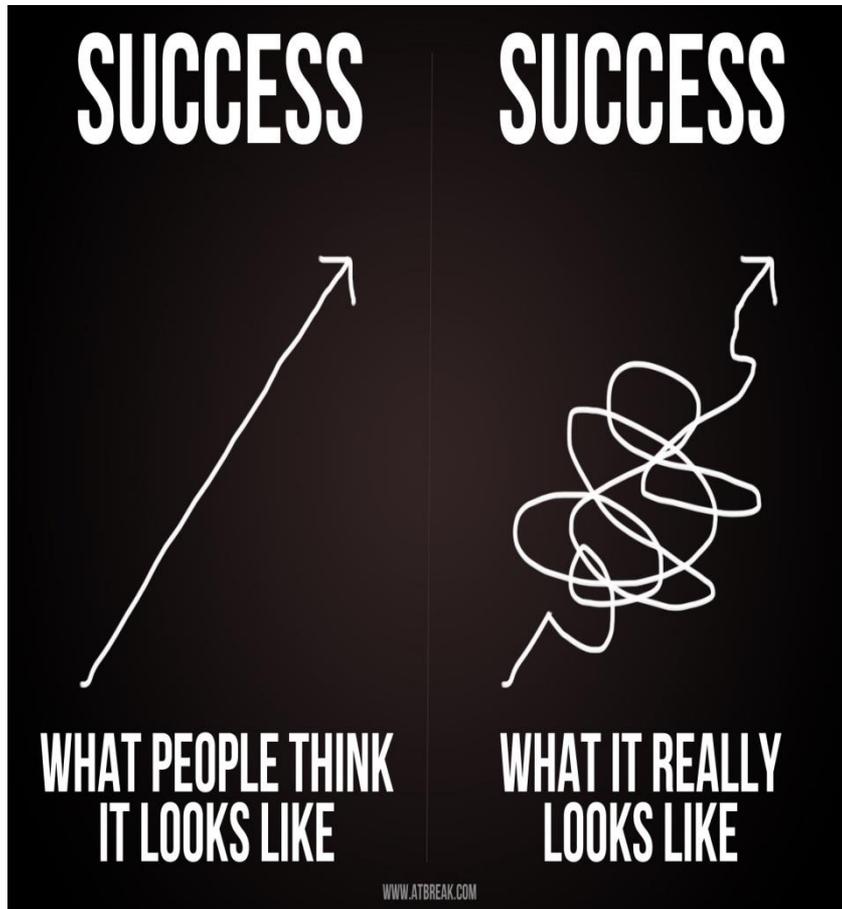
# NAR Green Designation

## 4 Peer to Peer Discussion Groups / Month

- Tustin
- City of Industry
- Palm Springs
- Palm Desert



# Realtor Engagement



- ❖ 24 Hours BRE Continuing Education Units
- ❖ Differentiation from the competition
- ❖ Build trusting relationships with R.E. Brokers in your area – endorsement to R.E. Agents



# Engaging the Real Estate Community in GA

Kristi Matthews  
Advanced Energy

ACI Conference April 2015

# Georgia Power Residential Programs



A SOUTHERN COMPANY

earthcents  
newhome™

# It's a Collaborative Effort

- High Performance Homes Summit
- Synchronized education and engagement
  - Builders/Trades
  - Home Energy Raters/BPI Professionals
  - Real Estate Professionals
  - Appraisers
  - Lenders/AMCs
  - MLS groups



# Solution Summit

- High Performance Homes Summit
  - Attendees (Builders, Trades, Utility, Appraisers, Lenders, HBA, Real Estate Professionals, MLS, etc)
  - Objective
    - Ownership and Alignment around moving EE homes forward in the market place
  - Planning is important!



# Synchronized Education

- Incorporate how information (home data) flows within the message in each training
- Develop and communicate value proposition messages for each stakeholder



# Virginia High Performance Homes Density Map



## Virginia Macro and Micro Metropolitan Statistical Areas (n=12)

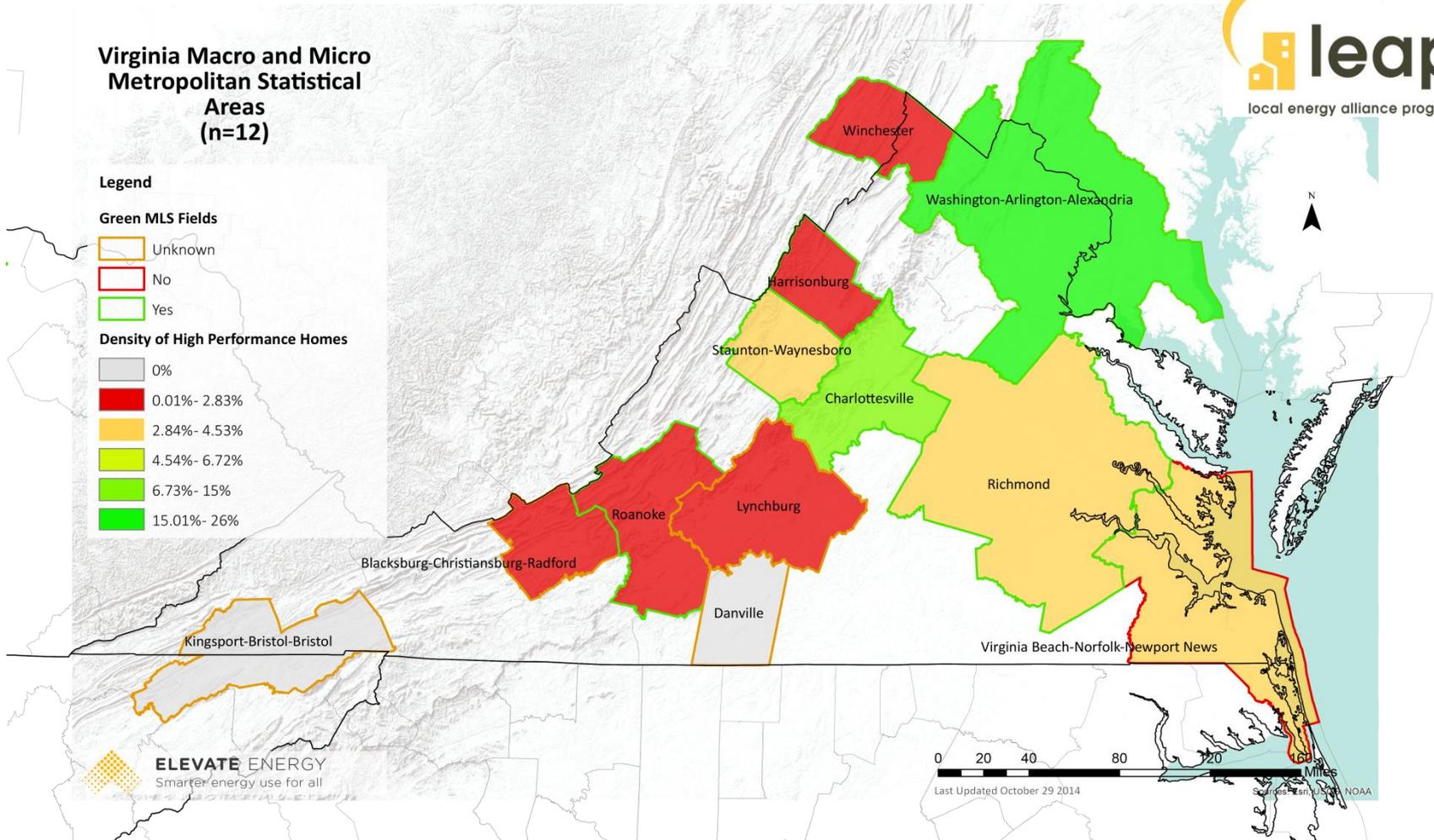
### Legend

#### Green MLS Fields

- Unknown
- No
- Yes

#### Density of High Performance Homes

- 0%
- 0.01%- 2.83%
- 2.84%- 4.53%
- 4.54%- 6.72%
- 6.73%- 15%
- 15.01%- 26%



0 20 40 80 120 160 Miles  
Last Updated October 29 2014  
NOAA

## Updates from Virginia

- CAAR redid their MLS, but now EE fields only available to agents (behind the customer search)
- MRIS adding fields to the MLS – will impact NOVA market
- Plan to work with the VAEEC and administration to explore market-based levers for residential EE
- Piloting new approaches for HPwES, HPXML, and real estate data



## Connecting Home Performance and Real Estate

- ✓ Consistently document energy efficiency improvements
- ✓ Develop standardized IT solutions



# Examples Certificates of Completion used by Home Performance with ENERGY STAR Sponsors

## Gold

### Certificate of Completion

Home address:  
1234 Sample Street  
Sample, IL 60000

Contractor:  
Name of Contractor

Program Provider:  
Name of Program Provider

Work Completed On\*:  
Date Completed

\*Certificate issued 12/31/2014 by the Midwest Energy Efficiency Alliance (MEEA) on behalf of the Illinois Energy Office based solely on the reporting by or estimates of contractor. A minimum of 15% is required to receive a Certificate of Completion. See reverse.

## Silver

### Certificate of Completion

Home address:  
1234 Sample Street  
Sample, IL 60000

Contractor:  
Name of Contractor

Program Provider:  
Name of Program Provider

Work Completed On\*:  
Date Completed

\*Certificate issued 12/31/2014 by the Midwest Energy Efficiency Alliance (MEEA) on behalf of the Illinois Energy Office based solely on the reporting by or estimates of contractor. A minimum of 15% is required to receive a Certificate of Completion. See reverse.

# CERTIFICATE OF COMPLETION

**1716 Monticello Drive  
Fort Wright, KY 41011**

COMPLETED ON: APRIL 8, 2012  
COMPLETED BY: ARLINGHAUS HEATING AND AIR CONDITIONING

This home has successfully completed the following energy efficiency conservation measures that have been approved and verified by the Greater Cincinnati Energy Alliance:

Air Sealing: CFM In 2450; CFM Out 1920 Cooling System Equipment Improvement Duct Sealing Other Improvements	Heating System Equipment Improvement Attic Insulation Rim Joist Insulation
--	--

- Over 20 Sponsors use a Certificate of Completion
- An additional 10+ are planning to add a Certificate of Completion
- Since program inception over, 40K Certificates of Completion issued

## 2015 Updated Template Certificate of Completion

### Home Performance with ENERGY STAR® Certificate of Energy Improvements

**X. Insert Logo Here.**  
First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

**X. Insert Logo Here.**  
First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

Home Address:

Work Performed By:

Work Verified By:

Work Completed On:

Signature:

Home Performance Improvements:

Additional Information:

ENERGY STAR® is the simple choice for energy efficiency. Home Performance with ENERGY STAR is a systematic approach to improving energy efficiency and comfort in homes, while reducing the greenhouse gas emissions that contribute to climate change. Join the millions across America already making a difference at energystar.gov.



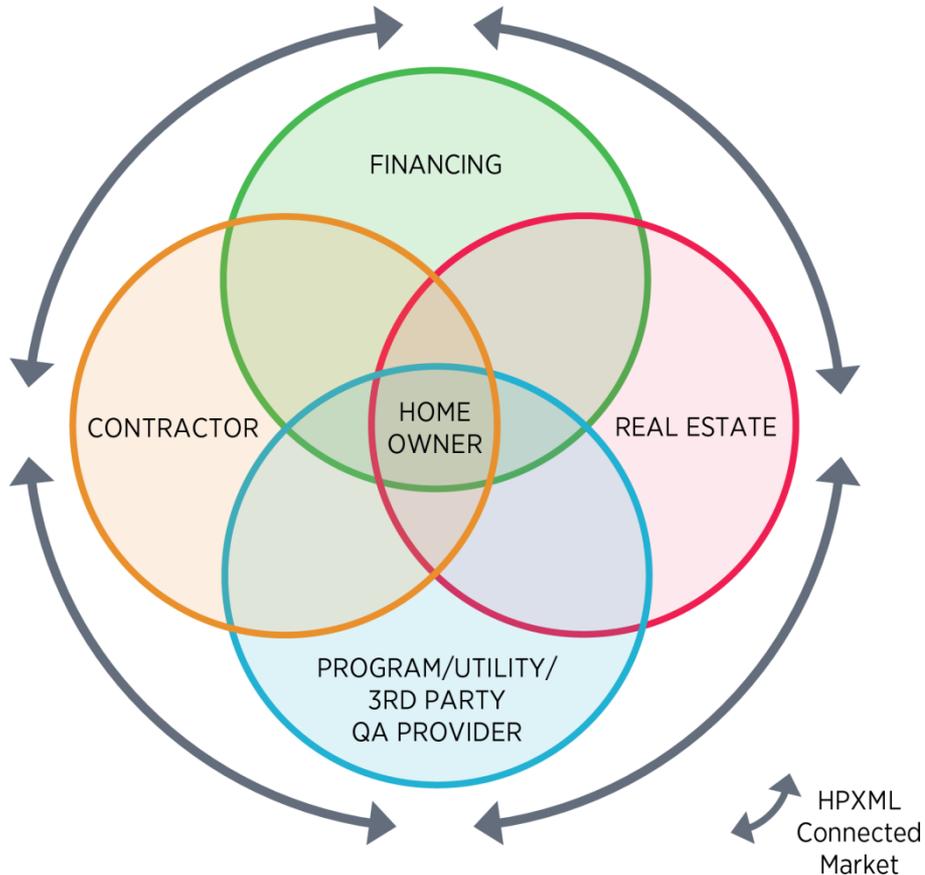
## Features

- Customizable, co-brandable template
- Data field compliant with BPI 2101
- Implementation guidance (forthcoming)
  - HPXML compatibility
- Online: **My Energy Star Account**

HPwES data definitions included:

- Reso Dictionary
- Greening MLS Guide

## Developing Standardized IT Solutions



### HPXML Implementation Guide

- Program Administrator Guide
- Software Developer Guide

Online: [www.energystar.gov/hpxml](http://www.energystar.gov/hpxml)

- Reduce time and costs for data collection and transfer
- Strengthen connections with market actors, including real estate, financiers, contractors
- Improve quality assurance systems and practices