

Blueprint Step Four: A Model for Auto-Pop

RESNET February 2016



ELEVATE ENERGY
Smarter energy use for all



Blueprint Step 4

Work with the MLS community to ensure that data about home energy efficiency improvements are incorporated into for-sale listings.

MRIS
Real Estate in Real Time™

Timothy Campbell Preferences Help Logout

14305 CHESTERFIELD RD, ROCKVILLE, MD 20853 Save Save & Close Submit Submit Later

Find a Field Print Listing Autosaved: 6:08PM

GENERAL
General

BUILDING
Features
Floor Plan
Measurements
Other Structures
Rooms
Unit
Utilities

FINANCIAL
Fee
Investment
Mortgage

LISTING
Contract Info
Photo Options
Promotions
Remarks
Rental Transaction

Green Verification:
 Yes No

Add Green Verification Programs:

ENERGY STAR Certified Homes x HERS x
Home Performance w/ ENERGY STAR x

x	* Body:	Rating:	* Status:	Year:	Score:
x	ENERGY STAR Certified Homes EPA				
x	HERS RESNET				
x	Home Energy Score DOE				
x	Home Performance w/ ENERGY STAR DOE				

Energy Efficiency Drowning in Data



Real Estate Thirsty for Data





Auto-Pop: The Chicago Story


MRED Midwest Real Estate Data **Reinventing MLS** Welcome **Becky R Realtor for Team Becky** [Contact](#)

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Search Results - Attached Single

[List View](#) [Refine Criteria](#) Full - Agent [Show](#) [Quick](#) [En](#)

showing 1 of 1 listings



Detached Single
 Status: **NEW**
 Area: **8021**
 List Date: **06/26/2013**
 List Dt Rec: **06/26/2013**
 List Price: **\$399,900**
 Orig List Price: **\$399,900**
 Sold Price:

Directions: **Diversey West to Rockwell, North to Property**
 Sold by:
 Closed:
 Off Market:
 Year Built: **1920**
 Dimensions: **37.5X125**
 Ownership: **Fee Simple**
 Corp Limits: **Chicago**
 Coordinates: **N:2900**
W:2600
 Rooms: **7**
 Bedrooms: **4**
 Basement: **Full**

Contract:
 Financing:
 Blt Before 78: **Yes**
 Subdivision:
 Township: **North Chicago**
 Bathrooms **1 / 1**
 (full/half):
 Master Bath: **None**
 Bsmnt. Bath: **No**

Lst. Mkt. Time: **1**
 Points:
 Contingency:
 Curr. Leased: **No**
 Model:
 County: **Cook**
 # Fireplaces:
 Parking: **Garage**
 # Spaces: **Gar:2**
 Parking Incl. **Yes**
 In Price:

Utility Costs: **Elec. - \$770.60/yr,\$64.22/mo; Gas - \$1198.00/yr,\$99.83/mo**

Remarks: **CHARMING 4 BED+DEN, 1.1 BATH SINGLE FAMILY HOME ON LOT & A HALF IN DESIRABLE LOGAN SQAURE/AVONDALE LOCATION. REMODELED APPROX 10 YEARS AGO W/ NEWER HVAC, ELECTRIC, PLUMBING, H2O HEATER & ROOF. DIAG HDWD FLRS; LARGE EAT IN KITCHN W/ SS APPLS; HIGH CEILINGS; FULL BASEMENT; HUGE FENCED YARD W/ BLUE STONE PATIO; SECURITY SYS OVERSIZED 2 CAR GARAGE. CLOSE TO 90/94 & ALL LOGAN SQAURE/BUCKTOWN SHOPPING & RESTAURANTS!**



Energy Cost Disclosure Tool



MRED Breaking News



MRED Communications

Wednesday, June 26, 2013

Getting a listing in Chicago?

All detached, attached and 2-4 unit properties in the City of Chicago are required by the Municipal Code of Chicago to disclose utility costs to prospective purchasers.

Starting **TODAY** (Wednesday, June 26), MRED has added four fields to the listing input for Chicago properties:

To fill-in the following fields, click the "Lookup Estimates" link and follow the instructions.

- *Annual Estimated Electricity Costs: Required [Lookup Estimates](#)
- *Monthly Estimated Electricity Costs: Required
- *Annual Estimated Gas Costs: Required [Lookup Estimates](#)
- *Monthly Estimated Gas Costs: Required



Big Takeaways

- Updated an existing ordinance
- Moved from manual to automatic process
- Had a strong relationship with our MLS



Research & Success: Usage Study Findings (April 2015)

- Disclosure benefits both seller and buyer
 - Statistical tests show that homes that disclose are more likely to sell, but the ***cause is still unclear***
- Better Market Performance
 - Higher percentage of the asking price: ***Extra \$4,576 for the average seller who disclosed energy costs***
 - Less time on the market: ***About one less mortgage cycle for the average seller***
- 13% usage (2015) up from 10% (2014)



High Performance Home Existentialism

- If a high performance home isn't listed as such in the MLS, is it really high performance?



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