



# Realizing the Market Value for High Performance Homes

RESNET, Mar. 1, 2016

# Our Presenters

- **Pamela Brookstein, Elevate Energy**
- **Jeff Gephart, Vermontwise Energy Services**
- **Bruce Mast, Build It Green**
- **Anthony Roy, Earth Advantage**

# Agenda

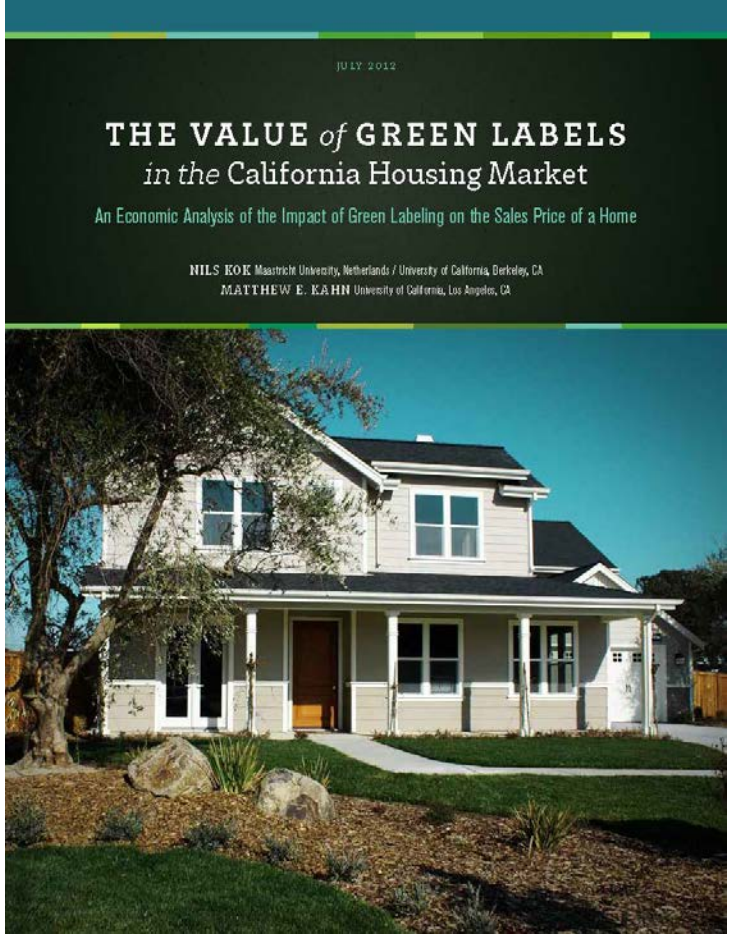
- **Intro to the Visible Value Blueprint**
- **Steps 1 & 2: Document and disclose inventories**
- **Step 3: Provide education and training**
- **Step 4: Reflect improvements in for-sale listings**
- **Step 5: Incorporate data into appraisals**



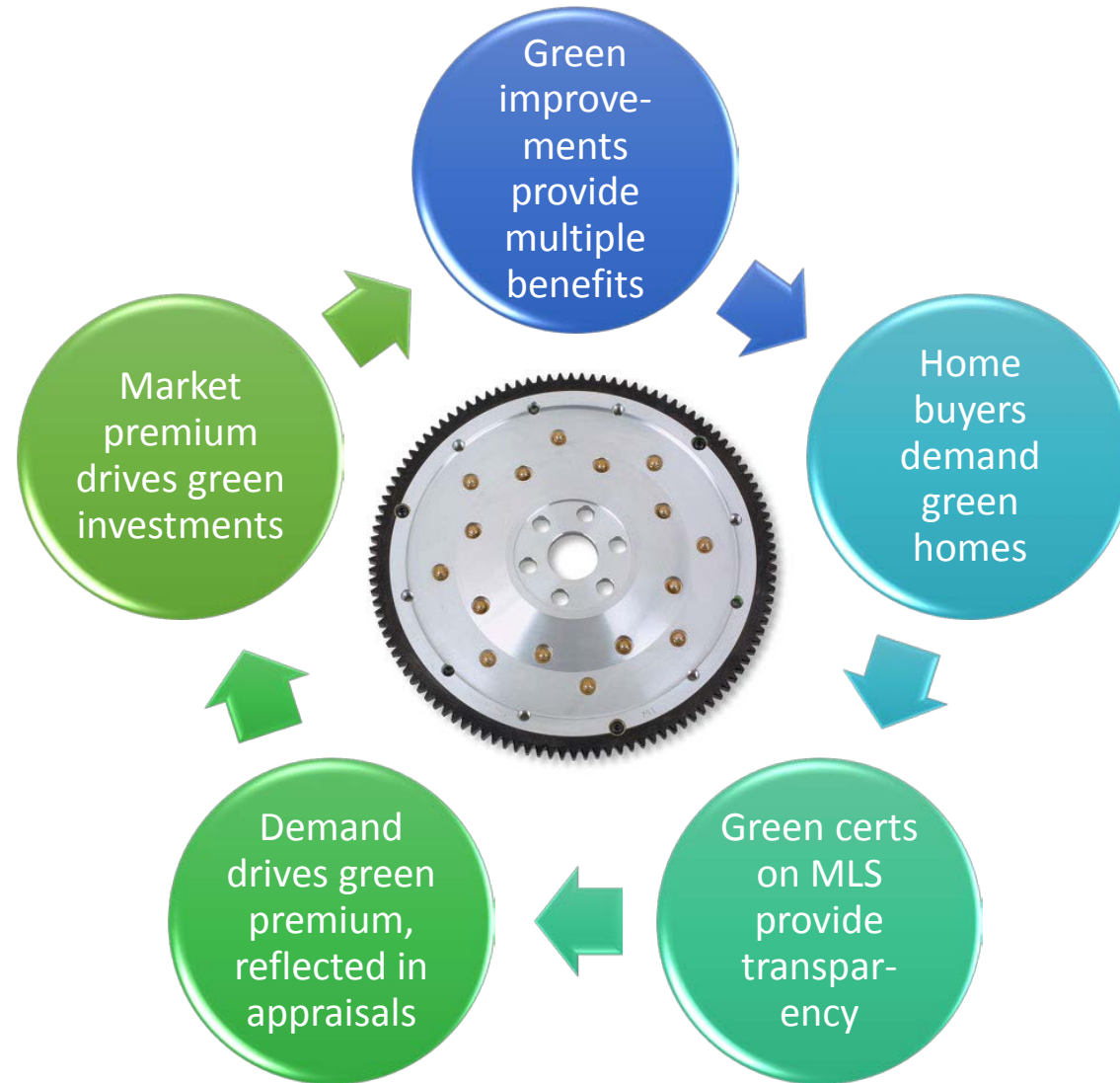
# The Opportunity

**Green investments add market value to homes**

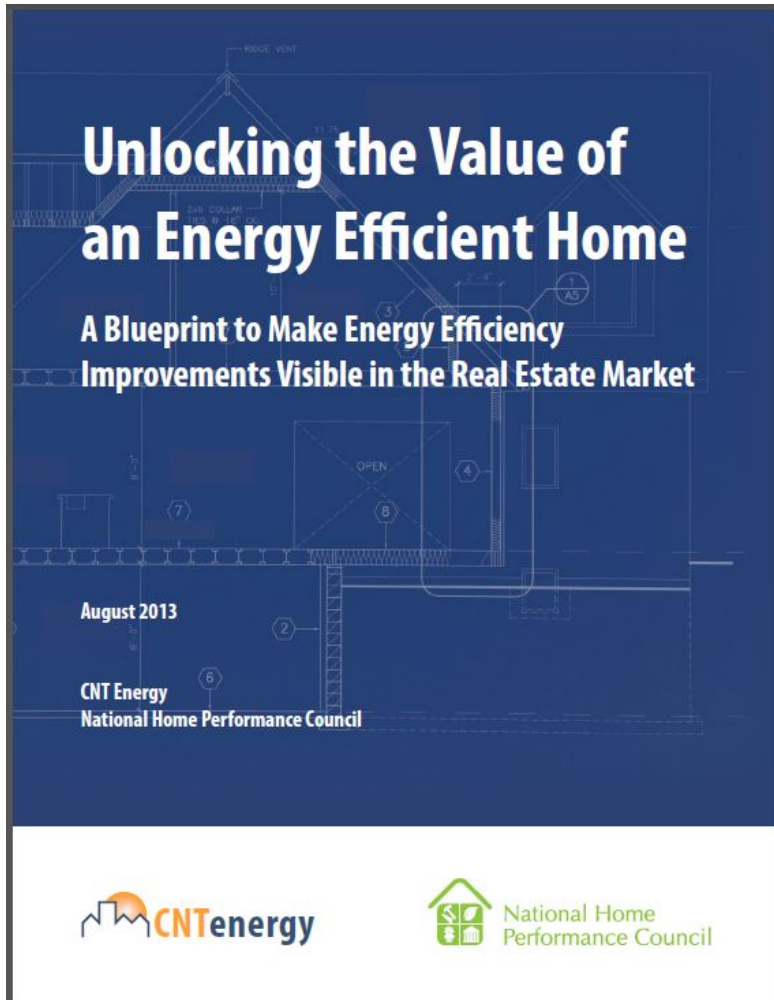
- **Economic analysis of 1.6 million homes sold in CA, 2007-2012**
- **Homes with green label showed 6% price premium**



# Building a Virtuous Cycle



# The 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

# Blueprint Step 3

**Capitalize on existing high-quality continuing education and designation training**



# Buyer's Agents ≠ Listing Agents

## Buyer's Agents Want

- Max purchase value
- Differentiate from Zillow
- Inspect to avoid surprises
- Happy clients!

## Listing Agents Want

- Max sales price, fast sale
- No liability for marketing claims
- Avoid negative disclosures
- Happy clients!





# Green Value to Listing Agents

## Listing Agents Want

- Max sales price, fast sale
- No liability for marketing claims
- Avoid negative disclosures
- Happy clients!

## Green Building Offers

- Features + Benefits = Sale
- 3<sup>rd</sup> Party Verified Performance Claims
- Focus on positive differentiators
- Market differentiation



# Green Value to Buyer's Agents

## Buyer's Agents Want

- Find best home client can afford
- Inspect to avoid surprises
- Differentiate from Zillow
- Happy clients!

## Green Building Offers

- Access to financing & incentives
- Home improvement solutions
- Source of the source!
- Reasons to reconnect with past clients



# BIG's Engagement Strategy

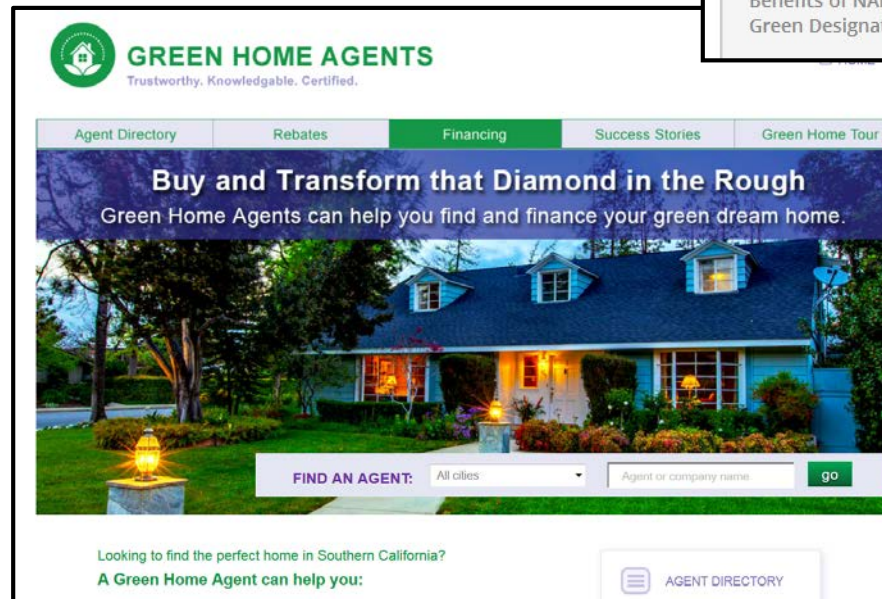
In resale market, focus on Buyer's Agents



In new home market, focus on Listing Agents

# Buyer's Agent Engagement

- NAR Green Designation training
- Directory of Green Realtors
- Home buyer marketing campaign



# Keys to Success

1. Free training
2. Ongoing support
3. Continuing Education Units
4. Strong partnerships with local associations

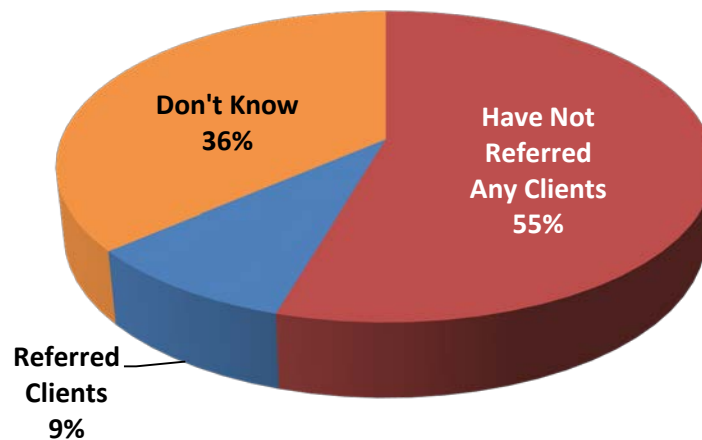




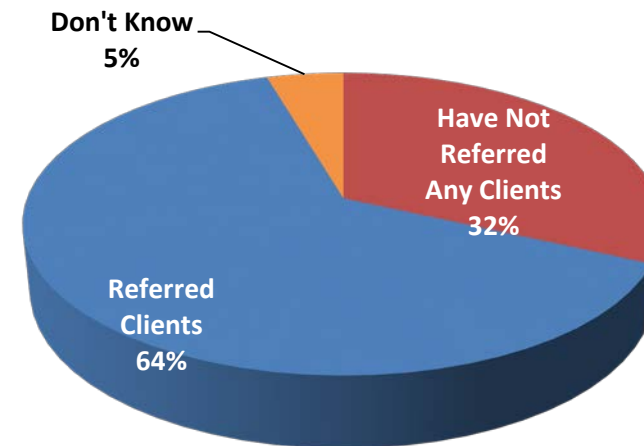
# 2014-2015 Training Results

- **Trained 600+ NAR Green Designation Realtors**

**Client referrals to Energy Upgrade California Prior to training**

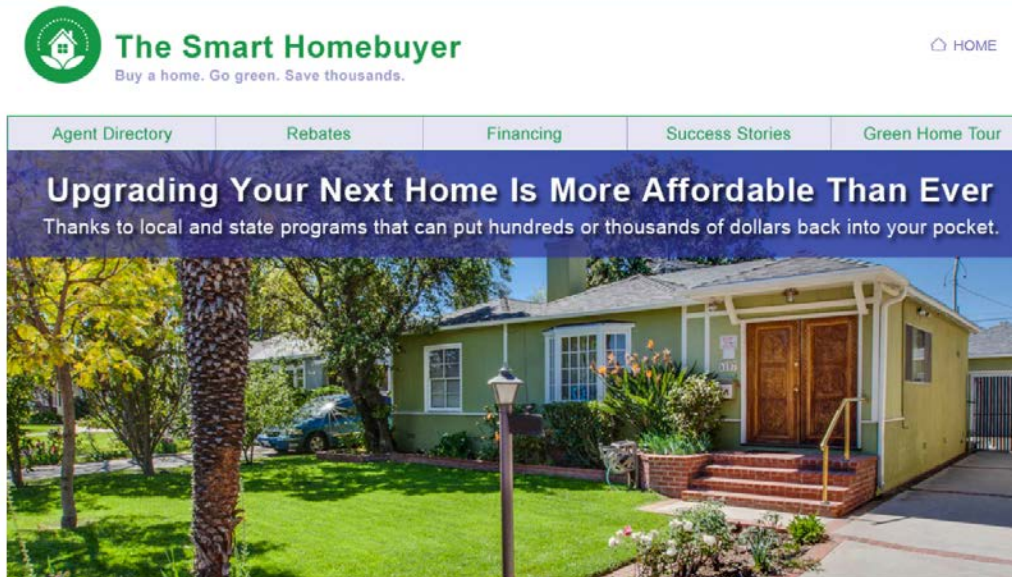


**Client referrals to Energy Upgrade California after training**



# Home Buyer Marketing Campaign Results

- 155,397 page views at [www.smart-homebuyer.com](http://www.smart-homebuyer.com)
- 657 Homebuyer resources downloaded
- 78 homebuyer leads to a certified Realtor
- 2.3 clients / Realtor pursued green upgrades



The Smart Homebuyer  
Buy a home. Go green. Save thousands.

HOME

Agent Directory   Rebates   Financing   Success Stories   Green Home Tour

**Upgrading Your Next Home Is More Affordable Than Ever**  
Thanks to local and state programs that can put hundreds or thousands of dollars back into your pocket.

**Generous Rebates Are Available Now**  
Take advantage of programs from your utility or local government.  
Talk to a Green-Certified Agent to chart a smart path forward.

**Get Your FREE List of Rebates**  
We'll send you a list of rebates available in the city  
where you're house hunting.