



**Better Buildings Residential Network  
Peer Exchange Call Series:  
*The Increasing Connection Between Energy  
Efficiency and Real Estate***

March 15, 2018

*Call Slides and Discussion Summary*

# Agenda and Ground Rules

- Agenda Review and Ground Rules
- Opening Poll
- Residential Network Overview and Upcoming Call Schedule
- Featured Speakers:
  - **Véronique Bugnion**, Co-Founder, ClearlyEnergy
  - **Kyle Diesner**, Policy Analyst, City of Portland, Oregon
  - **Cheryl Julcher**, Co-Founder and CEO, Yellow Brick Properties, LLC
- Open Discussion, Closing Poll, and Announcements

## Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

# Better Buildings Residential Network

## Join the Network

### Member Benefits:

- Recognition in media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Solution Center guided tours

### Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year

### Upcoming calls:

- March 15: March 22: [Power Up: Residential Energy Efficiency and Resiliency](#)
- April 12: Myth Busters: Exposing Residential Energy Efficiency Misconceptions

*Peer Exchange Call summaries are posted on the Better Buildings [website](#) a few weeks after the call*

*For more information or to join, for no cost, email*

*[bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov), or go to [energy.gov/eere/bbrn](http://energy.gov/eere/bbrn) & click Join*

**Véronique Bugnion**  
Co-Founder  
ClearlyEnergy





# HELIX

Home Energy Labeling Information eXchange

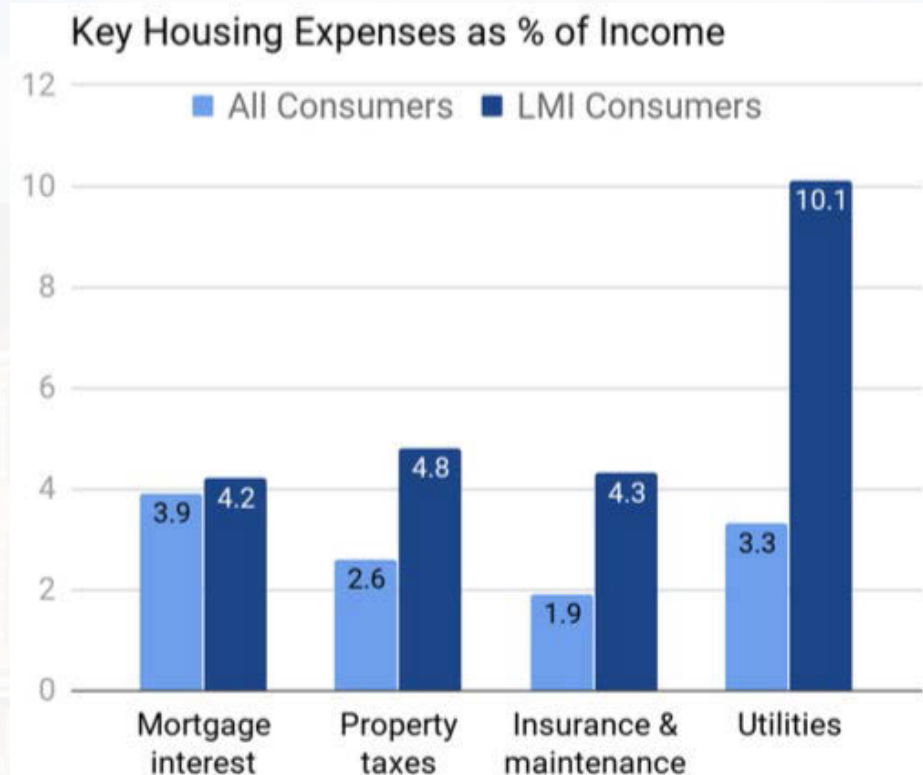


SUSTAINABLE REAL  
ESTATE  
CONSULTING  
SERVICES



# Why Add Energy Costs to Homes?

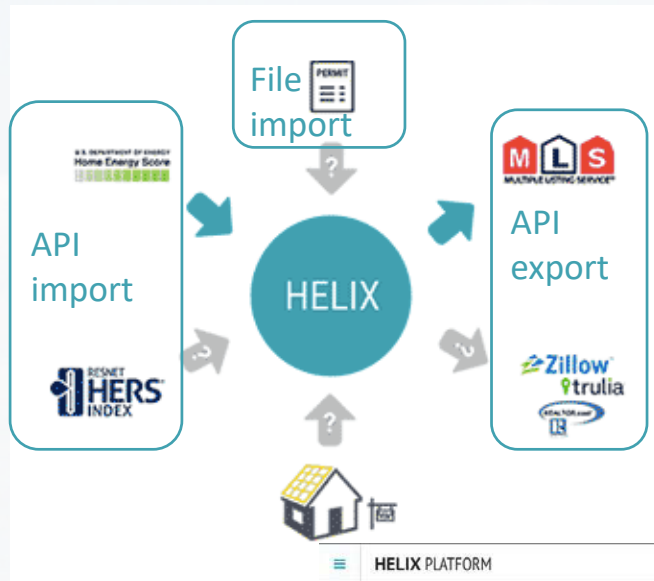
- Homeowners spend more on utilities than property taxes or insurance, in particular lower and middle income consumer.
- Efficient homes have a lower mortgage default rate.
- But efficient and solar homes struggle to get the valuation benefit they deserve.
- Energy cost, solar and efficiency information needs to be incorporated from listing inception to mortgage valuation



Source: Rocky Mountain Institute; IMT



# Introducing HELIX



- The HELIX project is managed by the Northeast Energy Efficiency Partnership (NEEP) with support from DOE and VT
- 7 Northeast States are HELIX partners
- Energy rating and solar data
- Architecture inherited from SEED
- Goal: include energy specs before real-estate listing is created!

HELIX PLATFORM

ClearlyEnergy +




Projects Inventory Data Contact

## HELIX

The Home Energy Labeling Information Exchange (HELIX) is a database which automatically populates real estate listings with home energy information from the U.S. Department of Energy's Home Energy Score and other sources. The database was developed by regional stakeholders as a free software tool to allow home buyers access to home energy information in the real estate purchasing process. Learn how to get started.

[Upload your buildings list](#) [Getting Started Guide](#)

### Highlights of HELIX Database

 <b>Manual Data Upload</b> Get started using HELIX by uploading your properties and certifications list. Make sure	 <b>Auto-Load</b> Automatically update your property list with new records retrieved from the Department of	 <b>Easy Export</b> Easily export HELIX data to multiple listing systems and data vendors.
--	---	--

# Certifications Are Attached to a Searchable / Sortable Property List

HELIX PLATFORM

ClearlyEnergy

+

Properties

Property Detail

Property Detail

Settings

Property : 201 Severn River Road

Edit

	AWARD BODY	ASSESSMENT TYPE	SCORE/RATING	DATE CREATED	EXPIRATION DATE	STATUS	OPT-OUT?
	U.S. Department of Energy	Home Energy Score	5	2017-10-17		Non-Official Score	false
	MEASUREMENT TYPE	SUB-TYPE	FUEL	QUANTITY	UNIT	STATUS	YEAR
	CONS		NATG	719	THERM	ESTIMATE	
	CAP	PV	ELEC	4	KW	ESTIMATE	2015
	CONS		ELEC	9971	KWH	ESTIMATE	
	PROD	PV	ELEC	4393	KWH	ESTIMATE	
	REPORT LINKS						
	<a href="http://hescore-pnnl-label-bes3.amazonaws.com/hes_label_daP6F.pdf">http://hescore-pnnl-label-bes3.amazonaws.com/hes_label_daP6F.pdf</a>						

HELIX PLATFORM

ClearlyEnergy

< Properties

Property Detail

Property Detail

Settings

Property : 117 Deer Meadow Drive


Edit


	AWARD BODY	ASSESSMENT TYPE	SCORE/RATING	DATE CREATED	EXPIRATION DATE	STATUS	OPT-OUT?
	RESNET	HERS Index Score	52	2012-01-11			false
	U.S. Environmental Protection Agency	ENERGY STAR Certified Homes	TRUE	2012-01-11			false

Postal Code (Property)	Property Name	Campus	Gross Floor
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05443		false	
05456		false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05753	Eastview At Middlebury	false	
05201	Appleridge	false	
05201	Appleridge	false	
5753	Middlebury South Villa...	false	
05201	Appleridge	false	







# Flexible Permissions and Organization Structure & Dashboard


**HELIX PLATFORM**





SubOrgA ▾
 


Organizations


**Organizations I Manage**

ORGANIZATION		
ClearlyEnergy	Sub-Organizations	
State_Org	Sub-Organizations	
SubOrgA		

- Multiple Organizations and Sub-Organizations can be managed in parallel
- Permissions structure allows:
  - Owners, e.g. State organization
  - Editors, e.g. Utilities, non-profits, solar installers
  - Viewers, e.g. MLS', realtors

 Settings
  Labels
  Members
 


**Organizations I Belong To**

ORGANIZATION NAME	NUMBER OF PROPERTIES	PROPERTIES ADDED LAST 30 DAYS	NUMBER OF CERTIFICATIONS	YOUR ROLE	NUMBER OF USERS	ORGANIZATION OWNER(S)
ClearlyEnergy	264	10	270	owner	3	Veronique Bugnion
State_Org				owner	5	Mark James Veronique Bugnion Ahson Wardak
SubOrgA	2	2	2	owner	4	Veronique Bugnion SubOrgA Owner
Vermont Energy Investment Corporation	10	10	0	-	1	Leslie Badger

For More Information:  
Véronique Bugnion



# HELIX

Home Energy Labeling Information eXchange



SUSTAINABLE REAL  
ESTATE  
CONSULTING  
SERVICES



# Presentation Highlights: HELIX

- **Utility expenses are among the highest household costs.** For low and middle income homes, utilities can represent the largest monthly expense.
- **HELIX, the Home Energy Labeling Information eXchange**, aims to automatically populate real estate listings with home energy information (like the DOE's Home Energy Score), when available.
- **The platform is currently being tested by 7 Northeast states** with help from local grassroots organizations. In the future, HELIX will be an open source project.
- **The energy efficiency attributes supported by HELIX include** Energy Star certifications, RESNET audits and ratings, Home Energy Scores, smart home and renewable features (e.g., solar), and other green certifications the home may have.
- **The database incorporates various levels of permissions** to view and/or edit the information.
- **HELIX is not storing personally identifiable information** and organizations can opt out from publishing a certain type of information in the database.

**Kyle Diesner**  
Policy Analyst  
City of Portland, Oregon







# City of Portland Home Energy Score

Better Buildings Call, March 15, 2018



The Increasing Connection Between Energy  
Efficiency and Real Estate

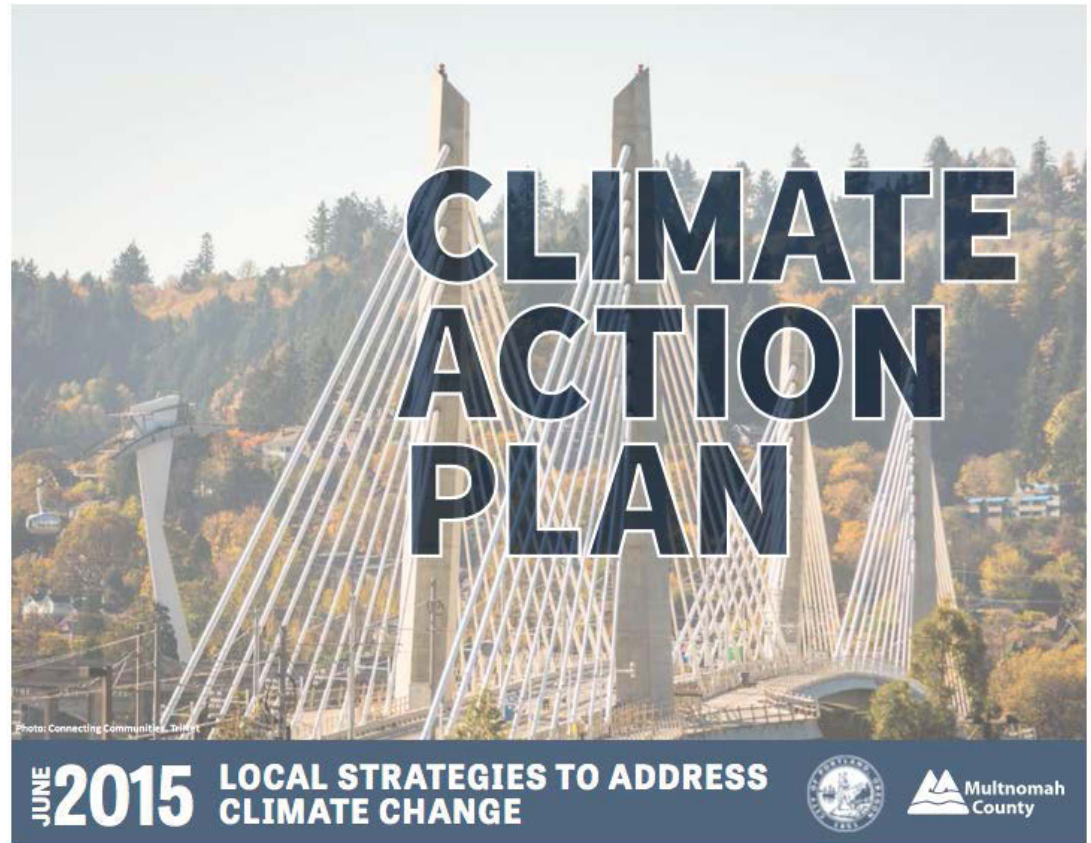
Kyle Diesner, Bureau of Planning and Sustainability



# Objective 1

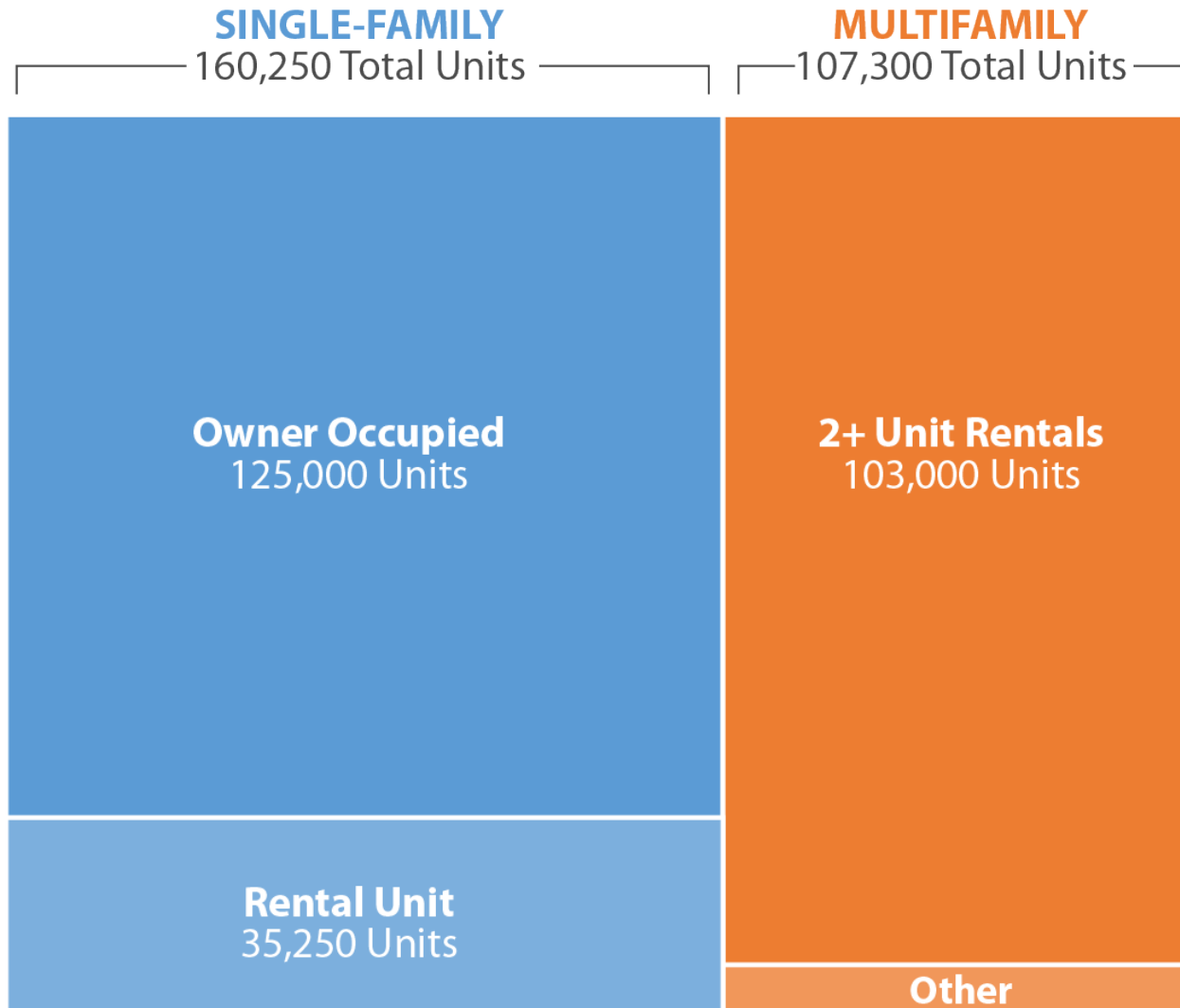
Reduce energy  
use from  
existing  
buildings

25% by 2030





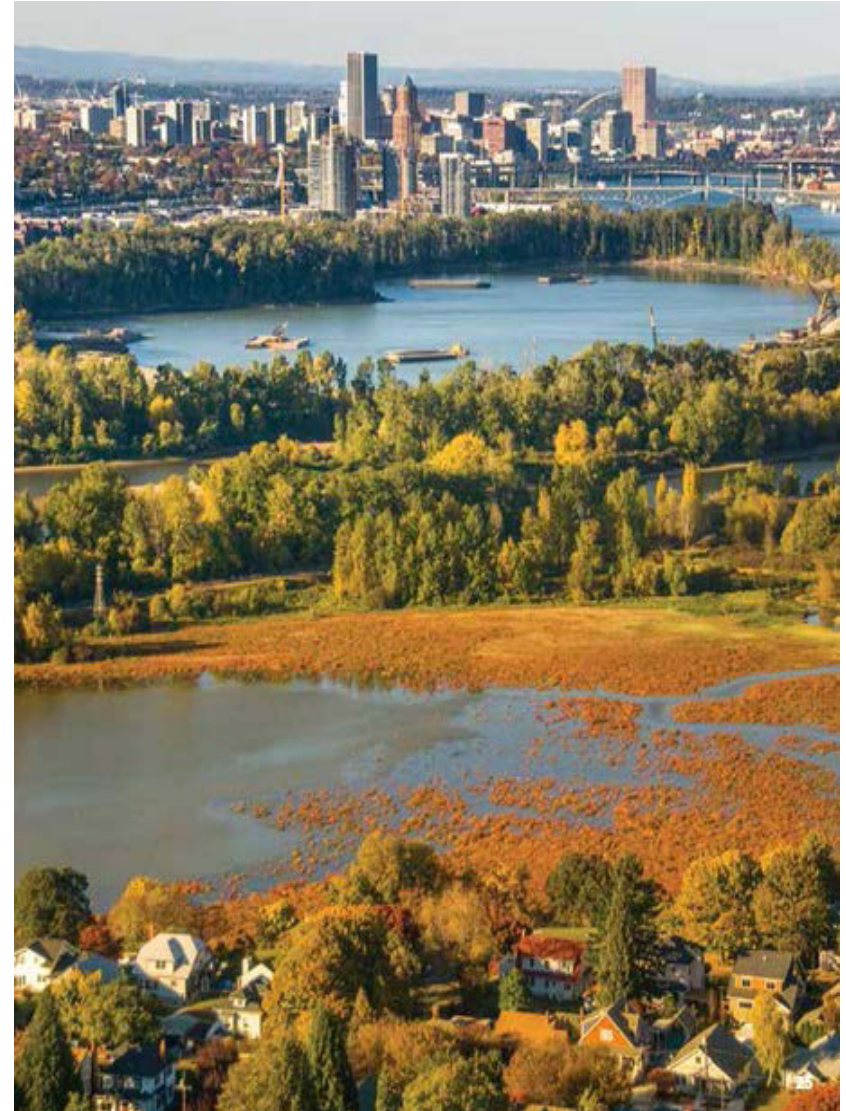
# Portland Housing Units



# Climate Action Plan Priority

## Action 1B

Require **energy performance ratings** for all homes so that owners, tenants and prospective buyers **can make informed decisions** about energy costs and carbon emissions





Attachment 0-4

**ACME PLASTICS** **EMPLOYEE EVALUATION**

Job Title: \_\_\_\_\_

Date of Evaluation: \_\_\_\_\_

Employee's Name: \_\_\_\_\_

Work Days Covered by Evaluation: \_\_\_\_\_

Employment Site: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_

Comments and/or explanations would be provided in the following scale, please rate the employee's progress.

5	4	3	2	1
Excellent (100%)	Outstanding (80-99%)	Satisfactory (70-79%)	Fair (60-69%)	Needs Improvement (below 59%)

**EMPLOYEE FOUNDATION SKILLS**

DEMONSTRATED NEEDED BASIC SKILLS FOR THE JOB	EXPLANATION
Reading:	Can read and interpret, manuals, memos, messages and other written material.

Scores, ratings and labels are how we  
**COMMUNICATE**





City of Portland  
**HOME**  
**ENERGY**  
**SCORE**

Know the score. Outsmart energy waste.



# Benefits of a Home Energy Score program

A Home Energy Score at time of listing will help homebuyers and sellers have access to information on home energy performance that is credible and easy to understand.

Allows new home buyers insight into the full costs of owning a home.

Supports City of Portland's Climate Action Plan to help reduce carbon emissions.



# As of January 1, 2018...

## **Information disclosed**

- Home energy report and home energy score (defined by state law)

## **Regulated party**

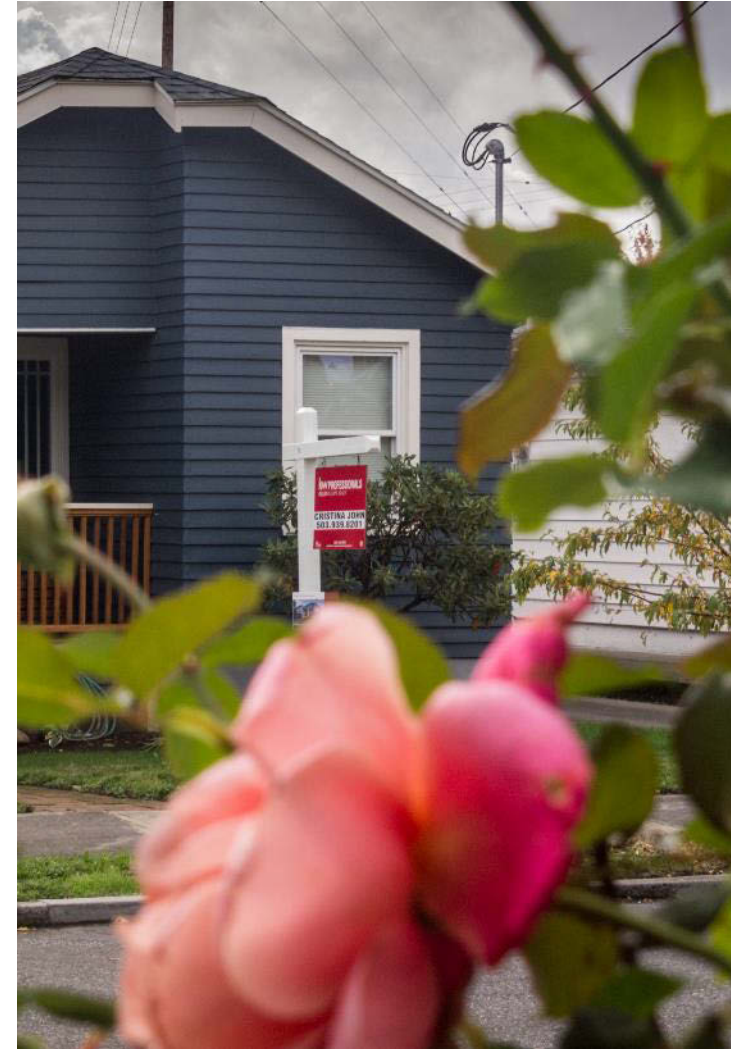
- Seller or homebuilder

## **Time of disclosure**

- At or before listing

## **Recipient of disclosure**

- Real-estate listings, prospective buyers.





# Exemptions

(admin rule p. 8)

- Foreclosure sales
- Trustees sales
- Deed-in-lieu of foreclosure
- Short sales
- Qualifies for sale at public auction
- In receivership
- Subject to notice of default
- Uninhabitable due to casualty or condemned
- Undue hardship





THIS  
HOME'S  
SCORE **3**  
OUT OF 10

THIS HOME'S ESTIMATED  
**ENERGY COSTS**

**\$1,233**  
PER YEAR

## HOME PROFILE

**LOCATION:**  
123 Main St  
Portland, OR 97201

**YEAR BUILT:**  
1924

**HEATED FLOOR AREA:**  
1,500 sq. ft.

**NUMBER OF BEDROOMS:**  
3

## ASSESSMENT

**ASSESSMENT DATE:**  
12/22/2016

**EXPIRATION DATE:**  
12/22/2018

**ASSESSOR:**  
Maria Gomez  
Gomez Energy Partners

**PHONE:**  
503-555-1211

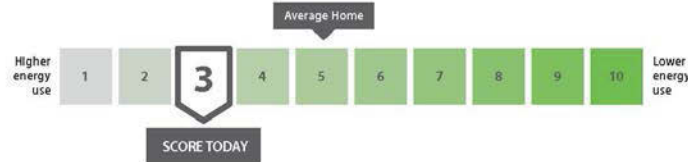
**EMAIL:**  
maria@gomezenergy.com

**CCB LICENSE #:**  
1234567890

*Flip over to learn how  
to improve this score  
and use less energy!*



## Home Energy Score



Official Assessment | ID#1234567

The Home Energy Score is a national rating system developed by the U.S. Department of Energy. The Score reflects the energy efficiency of a home based on the home's structure and heating, cooling, and hot water systems. The average score is a 5. Learn more at [HomeEnergyScore.gov](http://HomeEnergyScore.gov).

## HOW MUCH ENERGY IS THIS HOME LIKELY TO USE?

**Electric:** 10,000 kWh/yr. .... \$600  
**Natural Gas:** 700 therms/yr ..... \$633  
**Other:** \_\_\_\_\_ gal/yr. .... \$0

**TOTAL ENERGY COSTS PER YEAR \$1,233**

How much  
**renewable  
energy** does  
this home  
generate?

3,000 kWh/yr

## THIS HOME'S CARBON FOOTPRINT:



- Actual energy use and costs may vary based on occupant behavior and other factors.
- Estimated energy costs were calculated based on current utility prices (\$0.11/kwh for electricity; \$0.89/therm for natural gas; \$2.50/gal for heating oil; \$3.50/gal for propane).
- Carbon footprint is based only on estimated building energy use.
- Carbon emissions are estimated based on utility- and fuel-specific emissions factors provided by the Oregon Department of Energy.
- This report meets Oregon's Home Energy Performance Score Standard and complies with Portland City Code Chapter 17.108.

Score today: <b>3</b>	Score with improvements:*	Estimated energy savings with improvements: <b>\$500</b>	Estimated carbon reduction with improvements: <b>27%</b>
--------------------------	---------------------------	---	---

## TACKLE ENERGY WASTE TODAY!

Enjoy the rewards of a comfortable, energy efficient home that saves you money.

- ☒ Get your home energy assessment. Done!
- ☐ Choose energy improvements from the list of recommendations below.  
Need help deciding what to do first? Non-profit Enhabit offers free 15-minute phone consults with expert home advisors. Call 855-870-0049.
- ☐ Select a contractor (or two, for comparison) and obtain bids.  
Checkout [www.energytrust.org/findacontractor](http://www.energytrust.org/findacontractor) or call toll free **1-866-368-7878**.
- ☐ Explore financing options at [www.enhabit.org](http://www.enhabit.org) or [www.energytrust.org](http://www.energytrust.org).

### \* PRACTICAL ENERGY IMPROVEMENTS | COMPLETE NOW OR LATER

To achieve the “score with improvements,” all recommended improvements listed below must be completed. Improvements all have a simple payback of ten years or less and may be eligible for mortgage financing. For a more detailed explanation of costs and payback, please get a bid from a contractor.

FEATURE	TODAY'S CONDITION	RECOMMENDED IMPROVEMENTS
Basement wall insulation	No insulation	Insulate to R15
Attic insulation	No insulation	Insulate to R49
Foundation wall insulation	No insulation	Insulate to R11
Wall insulation	No insulation	Insulate to R15
Envelope/Air Sealing	Not professionally air sealed	Seal the gaps and cracks that leak air into your home
Duct insulation	R3	Insulate to R6
Duct sealing	45% leakage	Reduce leakage to 10% of total airflow
Floor insulation	R5	Insulate to R38
Gas furnace	78% AFUE	Upgrade to ENERGY STAR 95% AFUE
Skylights	Single-paned	Replace with ENERGY STAR (double-pane solar-control low-E argon gas wood frame)
Water heater	Standard electric tank	Upgrade to ENERGY STAR (heat pump, EF 2.76)
Windows	Single-paned aluminum	Replace with ENERGY STAR (double-pane solar-control low-E argon gas wood frame)

### YOU CAN DO IT YOURSELF!

Looking for low-cost ways to cut energy waste, boost your comfort and lower your energy bills? Visit the resources below to learn about easy changes you can make today:

[www.energytrust.org/tips](http://www.energytrust.org/tips) and [www.communityenergyproject.org/services](http://www.communityenergyproject.org/services)

# Green Building Registry™



## Search for City of Portland Home Energy Reports

Enter A City of Portland Street Address & Zip Code

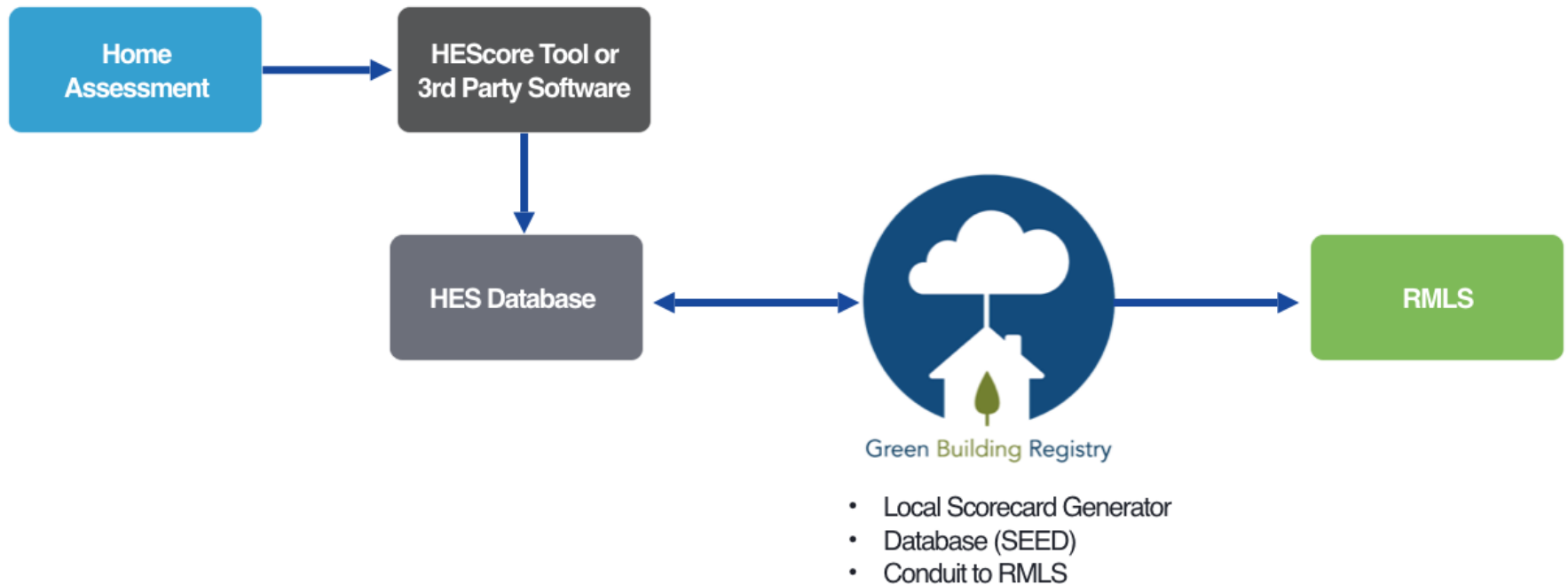
OR

Make sure you include the whole street address (SW, NW, CT, ST, etc.)

SEARCH

[About](#)

# Green Building Registry™ Data Flow in Portland





# Key Attributes of Green Building Registry

PORTLAND  
HOME  
ENERGY  
SCORE

Latest data record for this home

5808 SW KRUSE RIDGE DR PORTLAND, OR | PROPERTY ID: R199895

Latest Home Assessment: 2018-03-06

8

This home's energy score

Green Building Verification

Type: Home Energy Score

Green Verification Body: US DOE

Green Verification Year: 2018


Green Verification Version: v2017.0d3573cc

Green Verification Metric: 8

Green Verification Status: OFFICIAL

Green Verification Source: City of Portland, OR

Green Verification URL: <https://api.greenbuildingregistry.com/report/pdf/R199895.pdf>



Click the image to download the home energy report or copy the link above

This home does not have a green certification.

CLOSE RECORD

Powered by Green Building Registry™ / a product of Earth Advantage



# Portland RMLS Auto-Populating Home Energy Scores

Listing Load: New Listing - Step 2 [? Help](#)

New Listing

Fields Filled: 14%

MLS#: 17278049 Area: 142 Property Category: Residential

Form Form Alerts

## Green/Energy Supplement Form include ✓

Green Verification Type

[Load From Green Building Registry](#)

Auto-populate Home Energy Score (HES) and report URL

Type 1:

Type 2:

Reach Code:

Solar Panel:

**Energy Efficiency Features**  
Max Choices: 6

<input type="checkbox"/> Added Wall Insulation	<input type="checkbox"/> Car Charging Station	<input type="checkbox"/> Car Charging Station Ready
<input type="checkbox"/> EnergyStar Air Conditioning	<input type="checkbox"/> EnergyStar Appliances	<input type="checkbox"/> FOR-95+
<input type="checkbox"/> Forced Air - 90%	<input type="checkbox"/> Geothermal	<input type="checkbox"/> Heat Exchanger
<input type="checkbox"/> Heat Pump	<input type="checkbox"/> Insulation and Ceiling Insulation	<input type="checkbox"/> Mini Split
<input type="checkbox"/> Partial Ceiling Insulation	<input type="checkbox"/> Partial Wall Insulation	<input type="checkbox"/> Passive Solar
<input type="checkbox"/> Solar	<input type="checkbox"/> Solar Hot water	<input type="checkbox"/> Solar Off Grid
<input type="checkbox"/> Solar Photovoltaic	<input type="checkbox"/> Solar Radiant	<input type="checkbox"/> Solar Ready
<input type="checkbox"/> Tankless	<input type="checkbox"/> Vinyl Window-Double Paned	<input type="checkbox"/> Vinyl Window-Triple Paned
<input type="checkbox"/> Wood Window-Double Paned	<input type="checkbox"/> Wood Window-Triple Paned	<input type="checkbox"/> Zonal

Green/Energy Public Remarks:  
(Max 250 chars)

Public remarks intended for public viewing. Confidential information should be excluded. **No personal promotion or broker/owner contact information allowed in this section.** No links or websites allowed in the Public Remarks.

[Previous Tab](#) [Next Tab](#)



Program Website: [www.pdxhes.com](http://www.pdxhes.com)

# Discussion: City of Portland, Oregon

Open and close  
your **control**  
**panel**

**Raise your**  
**hand** to enter  
the discussion

The screenshot shows the GoTo Webinar interface. On the left is a vertical control panel with icons for navigation, phone, chat, and a hand icon. Red boxes highlight the 'Phone call' option in the 'Audio' section and the hand icon in the control panel. Another red box highlights the text input field in the 'Questions' section. Blue arrows point from the text instructions on the left to these specific elements. The main window displays dialing information: 'Dial: +1 (914) 614-3221', 'Access Code: 445-689-091 #', and 'Audio PIN: 87 #'. At the bottom, it shows the 'Webinar ID: 640-559-859' and the 'GoToWebinar' logo.

Please use the  
**questions box** to  
submit questions,  
comments, or  
alert us of  
technical  
difficulties

If you have called in on a phone today, double check that you've selected telephone as your audio option.

# Discussion Highlights: City of Portland, Oregon (1 of 2)

- The City of Portland's [Home Energy Score](#) ordinance, in effect since January 2018, requires that **all homes complete a home energy assessment and receive a home energy score prior to listing the home on the market**. The score must be included in all areas the home is listed.
- The ordinance is aimed to **motivate sellers to make energy upgrades** before selling and **encourage buyers to choose more energy efficient homes**.
  - An [online platform](#) is available to promote this effort. Potential buyers can check home scores in the [Portland Green Building Registry](#).
  - The average home score is 4.4, mostly due to Portland's old house stock.
  - 7.1 is the average score following improvements, with an average of \$308 in annual cost savings with energy efficient measures.
- **Portland collaborated with realtors** to develop the regulation, but still faced challenges from the real estate sector.

# Discussion Highlights: City of Portland, Oregon (2 of 2)

- **Homeowners are responsible for covering the cost of the audit**, but qualifying low-income households can receive a free home energy assessment.
  - Audit prices started higher than anticipated at \$200-300, but stabilized to around \$150-200 due to the high number of contracting businesses in Portland.
- The ordinance has a **54% compliance rate** so far.
  - While the ordinance is new, the city is prioritizing education over enforcement to achieve higher rates of compliance.
  - The City sends non-compliance letters and can give fines of up to \$500 for sellers that don't comply within 90 days.
  - Enforcement mechanisms are challenged by Portland's active real estate market where homes rarely take more than 90 days to sell.
- The City plans to **monitor the impact of the Home Energy Score on the real estate market** and demand for home upgrades.

**Cheryl Julcher**  
Co-Founder and CEO  
Yellow Brick Properties, LLC






# The Art of Selling Green

**Cheryl Julcher**  
**Yellow Brick Properties, LLC**







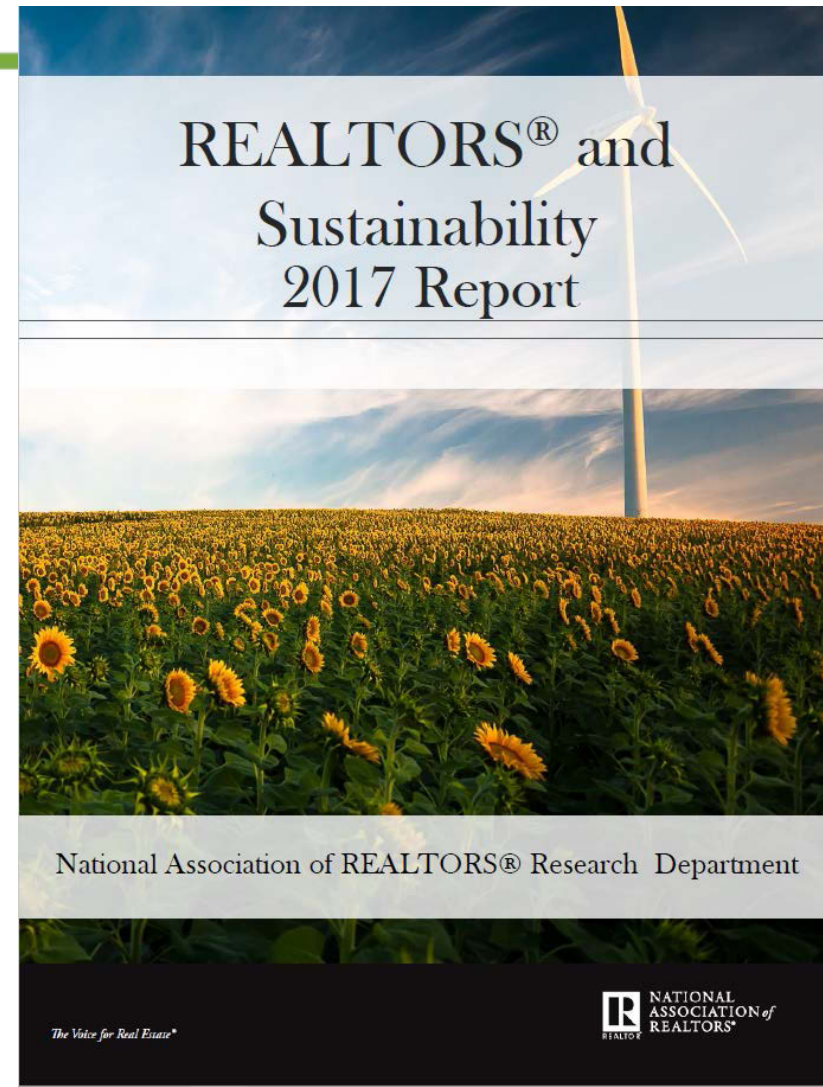
Studies across the country  
have shown, consumers  
want the benefits of  
energy-efficient, green  
homes and are willing to  
pay a premium of for them.



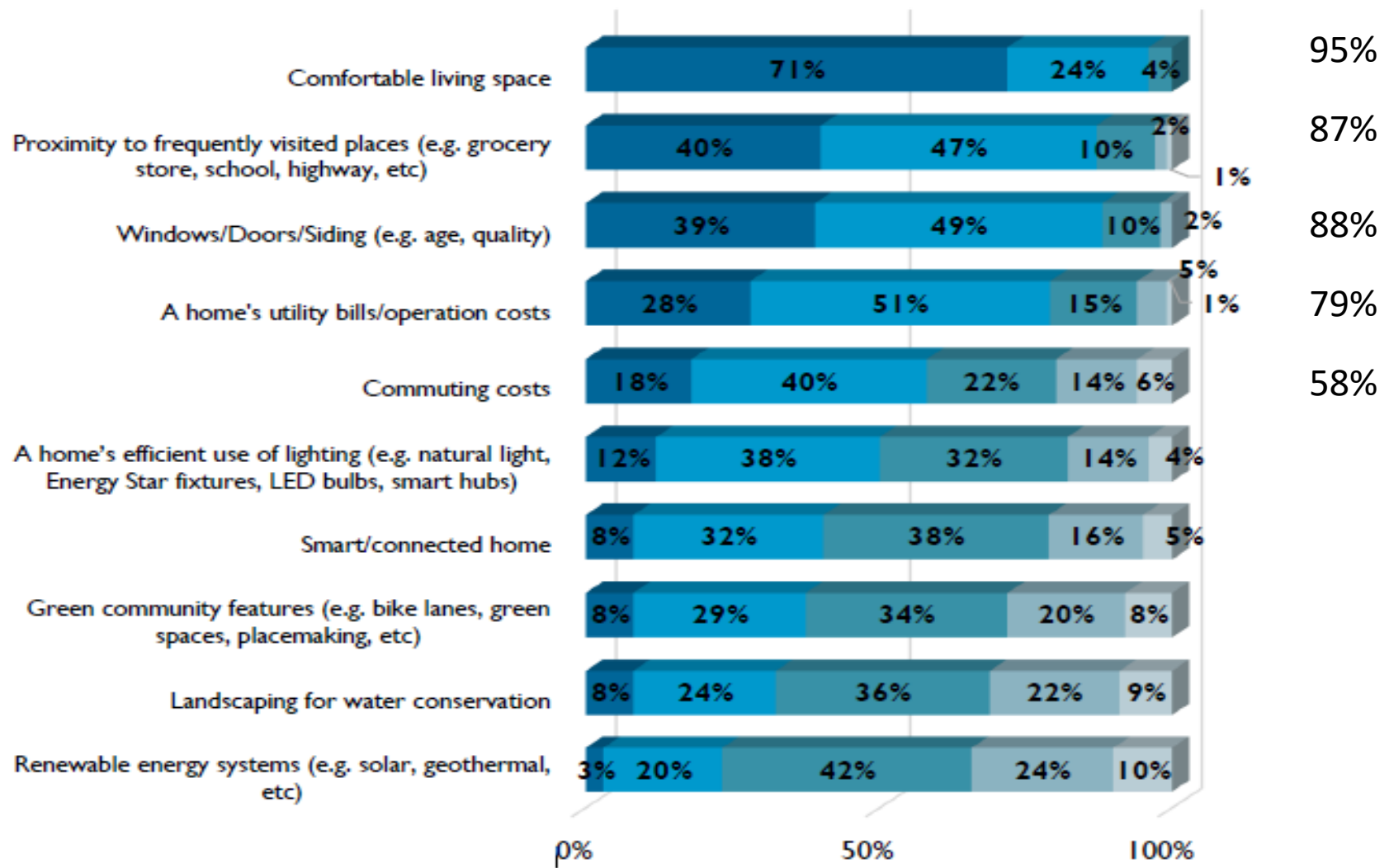
# 2017 NAR Report

The National Association of Realtors® conducted a survey of its members to learn what agents were hearing from their clients.

Download available at  
[www.nar.realtor/sustainability](http://www.nar.realtor/sustainability)

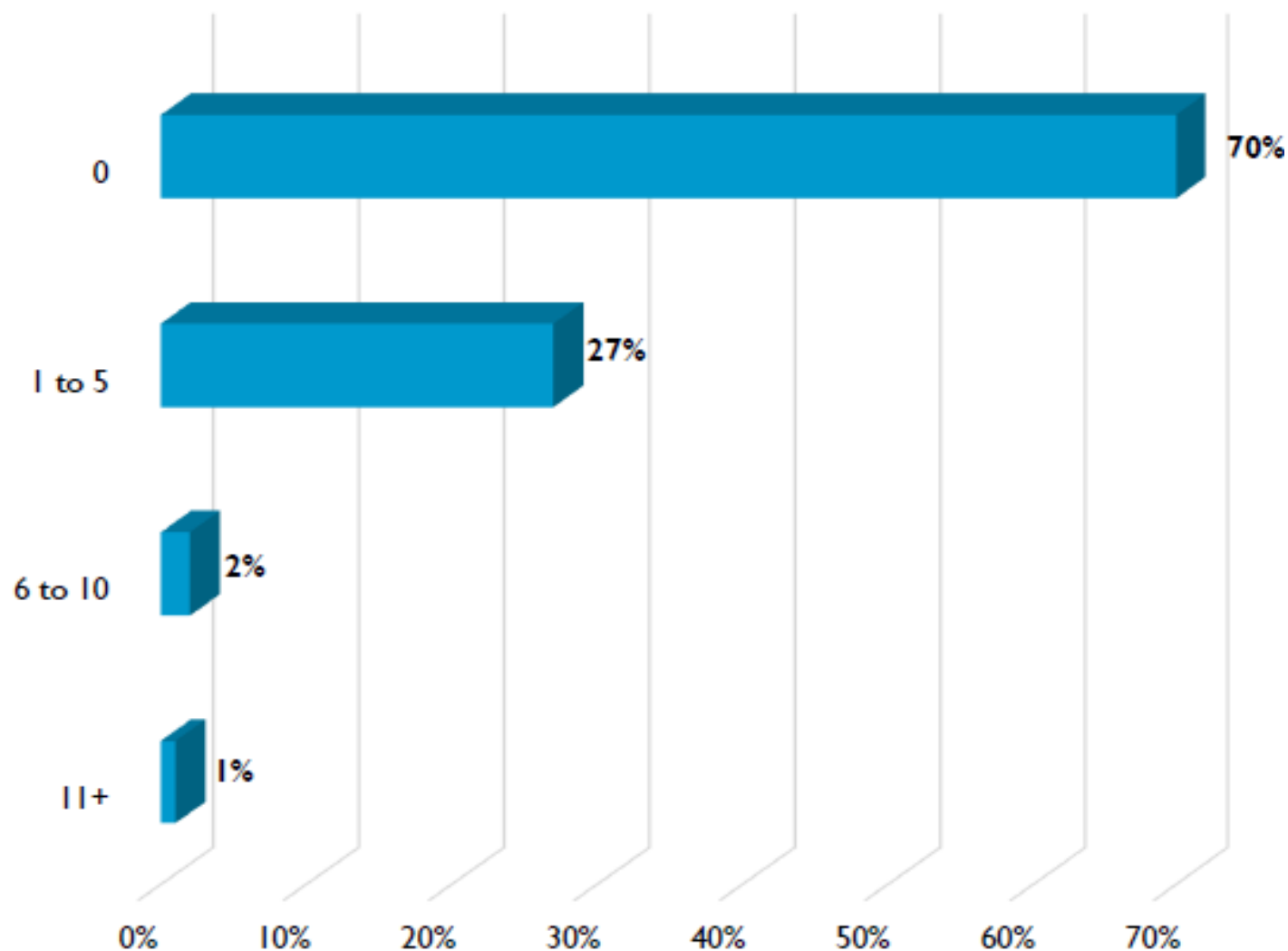


# Importance of Home Features to Clients



■ Very important 
 ■ Somewhat important 
 ■ Neutral 
 ■ Not very important 
 ■ Not at all important

Number of Properties with Green Features  
Respondents Were Involved With in Past 12 Months  
*(Buyer or Seller Side)*







Bridging the gap:



[http://greenresourcecouncil.org/  
find-nar-green-designee](http://greenresourcecouncil.org/find-nar-green-designee)

# Resale Challenge - Bad



GORGEOUS CUSTOM HOME IN SOUGHT AFTER SANCTUARY OF BULL VALLEY. HIGH END WOULD BE AN UNDERSTATEMENT! SUPERIOR CREATIVE CUSTOM DESIGN AND DISTINGUISHED FINISHES. ESTATE-STYLE HOME YET CLOSE TO ALL CONVENIENCES: SHOPPING/DINING/TRAIN/SCHOOLS. NEARBY ALL YET A WORLD APART. PAVER WALKWAY GUIDES YOU THROUGH THE PROFESSIONALLY LANDSCAPED YARD TO SPECTACULAR ARCHED DOUBLE DOORS. GRAND 2-STORY FOYER GREETES YOU AS YOU WALK INTO THE HOME. DINING ROOM WITH WALNUT HARDWOOD FLOORS. GOURMET KITCHEN WITH WINE REFRIGERATOR, VIKING STAINLESS STEEL APPLIANCES AND WARMING DRAWER. SLIDERS OFF THE EATING AREA LEAD TO THE SUN ROOM AND DECK TO ENJOY THE SERENITY OF THE AREA. MASTER BEDROOM WITH PRIVATE SITTING ROOM/NURSERY. TWO MASSIVE BRICK FIREPLACES FOR YOUR ENJOYMENT. LIKE-NEW CONSTRUCTION, SO IF YOU HAVE BUYERS THINKING OF BUILDING--HAVE THEM CHECK US OUT FIRST. TASETEFUL, SERENE, STYLISH, CLASSIC--A FOREVER HOME!

Energy Star Certified Home - Nothing mentioned in the remarks

# Marketing Message Inside the Home -

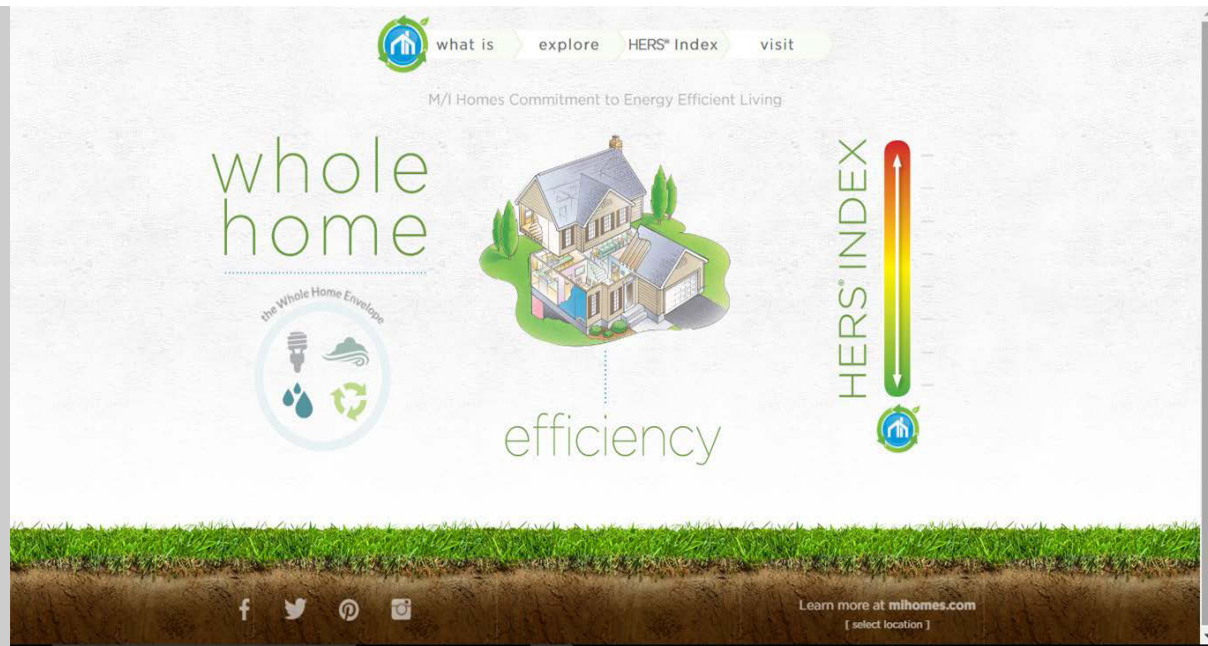
Certifications

Not Sponsors



# Marketing Message Is Critical - **Best**

- Whole Home Certification
- HERS Score
- Efficient



# Education and Communication is Critical

- Stay away from technical jargon i.e. “tight house”. Do use words that describe the outcome of energy-efficient homes- “Comfortable” & “Cost Savings”
- Fill-in all applicable green fields in the MLS-review complete listing for accuracy, upload certifications as JPEGs
- Hang feature sheets in the home explaining the feature and why it benefits the buyer. Consider touring buyers through showings.
- Prepare for the sale- use the AI Green and Energy-Efficient Addendum  
<https://www.appraisalinstitute.org/assets/1/7/ResidentialGreenandEnergyEfficientAddendum.pdf>
- Don't be afraid to tack on a premium to your asking price!



# Conclusion - **GET LOUD and CLEAR!**

- Demand is there
- Be Loud and Clear with your marketing
- Consumer's don't know what to ask for
- Don't be afraid to put a premium on the price of a verified energy efficient home.



# The Results Are In...

<https://www.builditgreen.org/green-certified-homes-bring-higher-sales-prices-despite-market-barriers>

[http://www.wm.com/documents/pdfs-for-services-section/New%20and%20Remodeled%20Green%20Homes%20SMR%20\(2012\).pdf](http://www.wm.com/documents/pdfs-for-services-section/New%20and%20Remodeled%20Green%20Homes%20SMR%20(2012).pdf)

<https://www.usgbc.org/resources/value-leed-homes-austinround-rock-real-estate-market>

<http://www.imt.org/resources/detail,what-is-green-worth-unveiling-high-performance-home-premiums-in-washington>

## **Cheryl Julcher**

Managing Broker, Co-Founder  
Yellow Brick Properties, LLC



[www.ybproperties.com](http://www.ybproperties.com)

## **Cheryl Julcher**

Co-Founder  
Zoetic Building Consultants, LLC



[www.buildzoetic.com](http://www.buildzoetic.com)

# Discussion: Yellow Brick Properties, LLC

Open and close  
your **control**  
**panel**

**Raise your**  
**hand** to enter  
the discussion

The screenshot shows the GoTo Webinar interface. On the left is a vertical control panel with icons for navigation, phone, and a hand icon. The main window has two sections: 'Audio' and 'Questions'. In the 'Audio' section, 'Phone call' is selected with a radio button, and 'Computer audio' is unselected. Below this, the dial number is '+1 (914) 614-3221', the access code is '445-689-091 #', and the audio PIN is '87 #'. In the 'Questions' section, there is a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, the 'Webinar ID: 640-559-859' and the 'GoToWebinar' logo are visible.

Please use the  
**questions box** to  
submit questions,  
comments, or  
alert us of  
technical  
difficulties

If you have called in on a phone today, double check that you've selected telephone as your audio option.

# Presentation Highlights: Yellow Brick Properties, LLC

- **Homebuyers aren't necessarily asking for energy efficient homes, but are interested in features directly related to efficiency, such as comfort, convenience, and cost savings,** according to a recent [study](#) from the National Association of REALTORS (NAR).
- **There are still untapped opportunities for increased access to energy information for homes on the market:**
  - NAR's study shows that 95% of buyers want an energy efficient home, though only 3 out of 10 real estate agents know how to sell a house with green features.
- **Communicate energy efficiency features in a way that realtors and buyers will understand:**
  - Avoid using jargon, such as "tight house"
  - Relate the benefits of home certifications with what's in it for buyers
  - Be ready to explain and educate buyers on any certifications displayed in a home.



**Discussion Highlights:** What are the gaps in knowledge around the connection between energy efficiency and the real estate market that, if filled, would help improve work in this area?

- **Quantifying ROI:** Further research is needed for how to quantify the return on investment for retrofits and home upgrades. Buyers want to know the difference in value over time for purchasing a more expensive home that is more energy efficient versus a cheaper upfront cost, but less efficient home.
- **The relationship between energy scores and upgrades:** More evidence is needed to assess whether energy efficiency information disclosure leads to more energy upgrades and demand for energy efficiency measures.
- **Transparent price information:** From Portland's experience enforcing the ordinance, homeowners and potential sellers nearly always want to know how much a retrofit will cost and what their return on investment will be for making improvements. Price information and cost savings estimates are not readily available.

# Upcoming Seasonal Messaging Opportunities

Now is the time to start planning energy efficiency messaging!

**June 10**

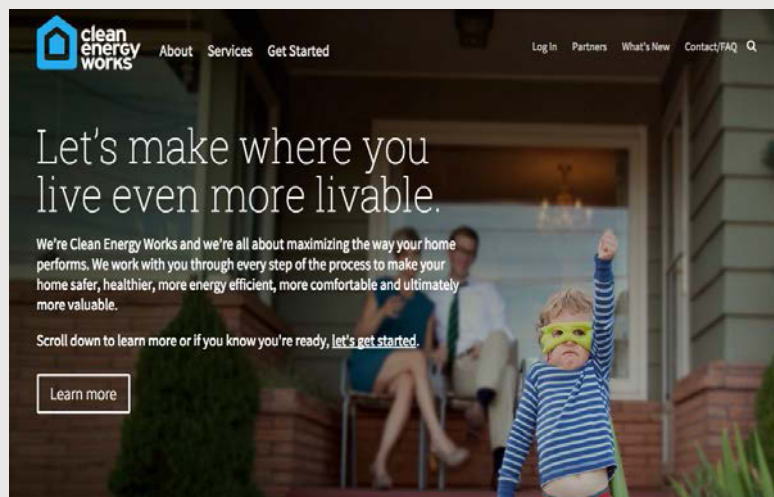
**Children's Day**

**June 21**

**Summer  
Solstice**

**June 22**

**National HVAC  
Tech Day**



The image shows a website banner for 'clean energy works'. The header includes the logo and navigation links: 'About', 'Services', 'Get Started', 'Log In', 'Partners', 'What's New', 'Contact/FAQ', and a search icon. The main text reads: 'Let's make where you live even more livable.' Below this, a paragraph states: 'We're Clean Energy Works and we're all about maximizing the way your home performs. We work with you through every step of the process to make your home safer, healthier, more energy efficient, more comfortable and ultimately more valuable.' A call to action says: 'Scroll down to learn more or if you know you're ready, let's get started.' A 'Learn more' button is visible. The background image shows a family (a man, a woman, and a child) sitting on a porch.

**Enhabit**

## Boosting Your Bottom Line with HVAC Add-Ons

Posted by Audrey Henderson

Date: March 07, 2017

in: Sales & Marketing

[Leave a comment](#)



company's services.

Especially for small to medium-sized contractors, maintaining a steady income stream can be a challenge, particularly during the off-season. Add-ons represent a possible year-round income stream. Items like whole home air cleaners, desuperheaters and whole home dehumidifiers may not be part of a basic HVAC system, but perhaps they should be part of your

**IE3**

# Explore the Residential Program Solution Center

Resources to help improve your program and reach energy efficiency targets:

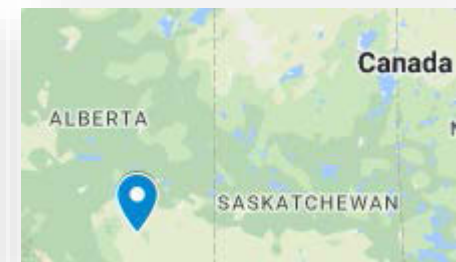
- [Handbooks](#) - explain *why* and *how* to implement specific stages of a program.
- [Quick Answers](#) - provide answers and resources for common questions.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
- [Technology Solutions](#) **NEW!** - present resources on advanced technologies, **HVAC & Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.



<https://rpssc.energy.gov>

# Addenda: Attendee Information and Poll Results

# Call Attendee Locations





# Call Attendees: Network Members (1 of 2)

- American Council for an Energy-Efficient Economy (ACEEE)
- Austin Energy
- BlueGreen Alliance Foundation
- Boulder County
- City of Cambridge
- City of Charlottesville
- City of Chula Vista Conservation Section
- City of Fort Collins
- City of Plano
- CLEAResult
- Connecticut Green Bank
- Consumers Energy
- Delaware Sustainable Energy Utility
- DickKornbluth, llc
- Earth Advantage Institute
- Efficiency Maine
- Elevate Energy
- Enhabit
- FMC Facility Management Consultores
- Focus on Energy
- Green & Healthy Homes Initiative

# Call Attendees: Network Members (2 of 2)

- Honeywell International, Inc.
- International Center for Appropriate and Sustainable Technology (ICAST)
- New York State Energy Research & Development Authority (NYSERDA)
- Rocky Mountain Institute
- Ryan Taylor Architects, LLC
- The Environmental Center
- United Energy Advisors
- Wisconsin Energy Conservation Corporation (WECC)

# Call Attendees: Non-members (1 of 3)

- AcclimateUs
- Alliant Energy
- Appalachian Voices
- Ballarat Consulting
- Bank of Montreal
- Berkshire Hathaway HomeServices Montana Properties
- California Public Utilities Commission
- Cascade Natural Gas
- City of Ann Arbor
- City of Cupertino
- City of Edmonton
- City of Portland
- Clark County
- ClearlyEnergy
- Columbia Water and Light
- Consortium for Energy Efficiency (CEE)
- County of Sacramento
- E4TheFuture
- ECS-Aeroseal
- Elite Education
- Emerson
- ESHP (EESNY Blogspot)
- Florida Department of Agriculture & Consumer Services
- FortisBC
- Greenbanc

# Call Attendees: Non-members (2 of 3)

- Hawai'i Energy
- ICF
- Idaho Division of Building Safety
- Idaho Power Company
- Kattera
- Lantern Energy
- LEENA Labs
- Local Government Commission
- Lockheed Martin Energy
- M&E Engineers, Inc.
- Massachusetts Department of Public Utilities
- MassEnergize
- Mercy Housing Management Group
- National Association of Home Builders
- NATIONAL ASSOCIATION OF REALTORS
- National Association of State Energy (NASEO)
- National Council of Structural Engineers Associations (NCSEA)
- National Fenestration Rating Council
- National Grid (NY)
- Natural Resources Canada
- Navigant Consulting
- Navitas Partners, Inc.
- NORESKO

# Call Attendees: Non-members (3 of 3)

- One Montgomery Green
- Pearl Certification
- Pennsylvania Housing Research Center
- Pivotal Energy Solutions
- Proctor Engineering
- Red Rocks Community College
- Sierra Club Hoosier Chapter
- Smith & Boucher Engineers
- SPEER
- StopWaste
- Sustainable Real Estate Consulting Services
- The Build Coach
- Thermostat Recycling Corporation
- Timber Block USA
- U.S. Green Building Council Montana
- Utah Office of Energy Development
- Washington State Department of Commerce
- West Virginia Office of Energy
- Xcel Energy
- Yellow Brick Properties, LLC
- Zoetic Building Consultants



# Opening Poll

- Which best describes your organization's familiarity or experience with the connection between real estate and residential energy efficiency?
  - Some experience/familiarity – **43%**
  - Very experienced/familiar – **31%**
  - Limited experience/familiarity – **19%**
  - No experience/familiarity – **5%**
  - Not applicable – **2%**

# Closing Poll

- **After today's call, what will you do?**
  - Seek out additional information on one or more of the ideas – **59%**
  - Consider implementing one or more of the ideas discussed – **31%**
  - Make no changes to your current approach – **10%**
  - Other (please explain) – **0%**