



Sample Market Transformation Plan: Valuing Energy Efficiency in Real Estate Markets

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VERSION 1.1

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Modification Note: This version makes clarifying edits. Changes are highlighted in the text in yellow.

Introduction

To demonstrate the breadth of possibilities, this sample plan lists numerous activities relevant to valuing energy efficiency in real estate markets, including a home labeling strategy that integrates the U.S. Department of Energy's (DOE) Home Energy Score™. The other sample plans similarly include numerous activities. States are not expected to carry out all listed activities and may have different strategies to drive valuation of energy upgrades. States should tailor their plans to meet their goals, needs, partner capabilities, and available resources.

States are encouraged to review all of the market transformation sample plans regardless of their intended area(s) of focus for market transformation. Content to be covered in each section of the plan is described briefly in italics prior to the sample text; however, states should consult Section 2 of the [Market Transformation Plan Guidance](#) for a detailed description of information to be included in their plans.

Summary

Provide a succinct overview of the state's Market Transformation Plan, summarizing the state's vision, desired outcome(s), market barriers to be addressed, primary activities, and how progress or results will be measured.

[ENTER: STATE] aspires to have a statewide housing stock that is [INSERT DESCRIPTION: E.G., AFFORDABLE, HIGHLY ENERGY EFFICIENT, AND PROVIDES RESIDENTS WITH A GREATER ABILITY TO WITHSTAND THE STRESSORS OF GRID OUTAGES]. [ENTER: STATE] recognizes that while the home energy rebates are sizeable, these incentives will only reach a small number of households, leaving much more to be done to reach our ambitious vision for [INSERT DESCRIPTION: E.G., EFFICIENT] statewide housing. The state will focus its market transformation efforts on improving valuation and visibility of energy



upgrades in the real estate market, thereby helping to drive widespread demand for energy upgrades and expand access to low-cost capital to make these improvements.¹

Today, the quality of a home's energy-related systems and the efficiency of its envelope are not fully accounted for in most real estate transactions. Without standard methods applied to value a home's energy performance, investments in energy upgrades are not typically captured. And, without confidence their investment will pay off when they sell, homeowners are less likely to make such improvements.² Valuation of energy improvements can also play a role outside of purchase or sale of a home, particularly when taking cash out for a refinance or home equity loan to make home improvements. Many homeowners require capital for these improvements, including energy upgrades, but leveraging a mortgage or line of credit is dependent on home equity. If lenders recognized the "as-completed" value of energy upgrades as part of a homeowner's equity, this relatively low cost of capital would be available to many more households.

For lenders and others to consider a home's energy performance, valuation methods must be reliable and systematically applied and consumers need access to credible, comparable, and easy-to-understand information. Credible information is critical to allowing real estate actors (e.g., appraisers, lenders, realtors) to effectively capture and communicate the benefits and value of energy upgrades to homeowners and prospective buyers and renters. In addition to motivating homeowners to invest in energy retrofits with revised valuation practices, buyers and renters will be able to identify and seek out energy efficient properties given more widespread and standardized information in the market.

To address this opportunity, the state will engage the real estate and financing community, as well as other stakeholders, to help refine and execute a robust Market Transformation Plan. The state will work with these key market actors to ensure broad understanding and confidence in standards applied in the Home Energy Rebates programs (e.g., BPI-2400 standards for estimating energy savings and quality control installation inspections and post-installation certificates) and in others like the U.S. DOE's Home Energy Score™, facilitate integration of upgrade information in real estate listings and make easy-to-understand information visible to buyers and renters, and seek to improve homeowner access to low interest rate financing with lending programs and policies that recognize the value of energy improvements in calculating home equity.

Market Landscape

If including this optional section, use existing information and analyses to briefly set a context for the state's market transformation plan.

¹ [ENTER: STATE] recognizes that project costs are also an important challenge for homeowners.

² Stuart, Elizabeth, LBNL, [Capturing Energy Efficiency in Residential Real Estate Transactions](#), 2015. See also CNT Energy and NHPC (National Home Performance Council). 2013: [Unlocking the Value of an Energy Efficient Home: A Blueprint to Make Energy Efficiency Improvements Visible in the Real Estate Market](#). Chicago: CNT Energy

Overview

In [ENTER: STATE], there are approximately [ENTER: NUMBER] single-family residential homes and [ENTER: NUMBER] multifamily buildings, representing [ENTER: NUMBER] percent of total buildings in the state. The median age of [CHOOSE: THESE BUILDINGS/SINGLE-FAMILY HOMES] is [ENTER: NUMBER] years. The state's residential building stock represents [ENTER: NUMBER] percent of total state energy use and [ENTER: NUMBER] of total state carbon emissions. Through [ENTER: NAME/DATE OF EXECUTIVE OR LEGISLATIVE ACTION],³ the state established the following targets for its [ENTER DESCRIPTION: E.G., RESIDENTIAL HOUSING STOCK, BUILDING STOCK, OVERALL ENERGY USE]:

- [ENTER: NUMBER] percent carbon reduction by [ENTER: DATE]
- [ENTER: NUMBER] percent energy reduction by [ENTER: DATE]
- Conversion of [ENTER: NUMBER] of homes to heat pumps by [ENTER: DATE]
- [ENTER: NUMBER] percent net zero energy by [ENTER: DATE]

To meet these goals, demand for retrofits must increase aggressively, along with accessible and affordable capital. [ENTER: STATE] recognizes that homeowners and building owners need financial resources and motivation to make the necessary improvements to meet these goals. In [ENTER: STATE], [ENTER: NUMBER] percent of owner-occupied single-family homes are owned by people earning less than 80% of area median income (AMI), which represents [ENTER AMOUNT: E.G., NEARLY ONE-THIRD] of such homes.⁴ While our Home Rebates program will cover the full cost of one or more upgrades for a limited number of households, the vast majority of homeowners will need other and/or additional sources of funding and financing to make or complete upgrade projects. In addition to needing access to affordable sources of capital, homeowners need to have confidence that energy upgrades are smart purchases that provide value through cost savings, improved comfort, better air quality, lower maintenance needs, and return on investment at point of sale or lease.

Capturing a Home's Energy Performance in Real Estate Transactions

Studies have shown that residential energy efficiency and real estate stakeholders "agree that the home resale process frequently fails to account for the value of high-performance home features. If investments in energy efficiency were more accurately reflected in home resale prices, homeowners could have greater confidence that these investments would be recouped at resale, and they might make more investments in efficiency."⁵

Market Barriers

Several barriers account for the lack of the market properly valuing high-performing and energy efficient homes. These include:

³ Recognizing that most states do not have state mandates or goals for residential energy consumption, a state might elect to discuss projected needs or aspirations for its housing stock rather than pre-set targets.

⁴ Source: [LEAD Tool | Department of Energy](#).

⁵ Stuart, Elizabeth, LBNL, [Capturing Energy Efficiency in Residential Real Estate Transactions](#), 2015.

- Invisibility of many energy efficiency improvements and attributes (e.g., items such as insulation, air sealing, and heat pumps). Homebuyers cannot readily inspect these features and real estate agents and even appraisers may not ask about or understand energy-related features and benefits.
- Lack of standardized methodologies for documentation and inconsistent disclosure of energy performance at point of purchase and rental. Whether delivered through utility programs or independently, energy upgrades typically do not include standard documentation of improvements, a third-party verified certification, or a rating or home label. Real estate professionals prefer to market efficient homes using trusted certifications or labels rather than relying on technical information.⁶
- Lack of awareness and understanding. Residents may lack awareness and full understanding of features and benefits of energy efficiency upgrades (e.g., utility bill savings, comfort, resilience). When a home undergoes upgrades, the contractor or home energy assessor may not communicate such information effectively when interacting with the consumer. Real estate agents, appraisers, lenders, and others in the home buying and selling process also often do not recognize or communicate the features and benefits of high performing and energy efficient homes. Buyers and renters are not likely to pay (as reflected in an offer price) for features and benefits they do not recognize. A home energy label or rating like the Home Energy Score can help overcome this by simply and reliably measuring and communicating a home's energy performance.
- Lack of easily accessible and comparable information on energy performance of homes. Multiple listing services (MLS) are the central repositories for data about homes for sale. They support home searches (on an MLS itself and other real estate portals that list homes) and provide information about comparable sales that form the basis of appraisals. They typically do not capture energy efficiency features or performance of homes, in many cases because there is no standard data to populate them. In the absence of statewide disclosure policies or local ordinances in [ENTER: STATE] that call for standardized and reliable energy performance information, homebuyers cannot easily assess and compare the energy performance of homes, and therefore cannot value one over the other. Having details of energy upgrades made, equipment and materials installed, and projected energy savings or energy generation documented, verified, and available to real estate industry actors and data systems will support accurate valuation of upgrades.

Note: Other landscape conditions relevant to this topic might include:

Disclosure Policies in the State

Currently, no state-wide policy exists for homeowners to communicate the energy performance of homes at time of sale or rental. There is currently no coordinated effort or requirement to collect home performance data or report energy improvements. [ENTER: CITY] in the state enacted an ordinance to require the Home Energy Score be disclosed in the MLS when the home is listed

⁶ Stuart, Elizabeth, LBNL, [Capturing Energy Efficiency in Residential Real Estate Transactions](#), 2015.

for sale or rent. Only in effect since [ENTER: YEAR], there is insufficient data to evaluate the impact on the value of homes through these disclosures.

Involvement of Real Estate Sector

[ENTER: STATE] is aware of recent efforts led by a local realtor organization in conjunction with a vendor to train appraisers and increase their ability to identify energy-related features in homes. [ENTER: STATE] has not yet, however, assessed the outcome of this program.

Vision and Outcomes

Describe the state's vision for its housing stock, particularly as it relates to residential energy use. Define specific outcomes that the state intends to target in support of that vision. Describe its market transformation strategy(ies), including how it seeks to address at least one market condition or barrier and how it aligns with targeted outcomes.

Vision

Our long-term vision is that the market in [ENTER: STATE] recognizes the value of highly energy efficient new *and* existing homes, thereby motivating homeowners to make energy upgrades, and providing access to low-cost capital. Towards that end, leveraging our existing work and opportunities through our rebate programs, our Market Transformation Plan focuses on increasing the value of energy efficiency in the real estate markets for existing homes.

Outcomes

Of the many market conditions needed to realize this vision, [ENTER: STATE] is targeting the following outcomes:

- Contractors and home energy assessors effectively document and communicate energy efficiency work performed, equipment and materials installed, and projected energy savings to homeowners in a standardized approach.
- Standardized methods are used to measure, disclose, and value a home's energy performance, features, and benefits and are widely understood, available, communicated, and applied by all real estate market actors at point of purchase, refinance, and rental.
- Homeowners are confident that investments in energy upgrades will be recognized by the market at time of home sale or refinancing and reflected in their home's value.
- Buyers and renters are able to identify and seek out energy efficient properties given widespread and standardized information in the market.

Strategies

Our strategies include:

- **Engaging the real estate and financing community, as well as a broad group of stakeholders, to help develop and execute a robust and successful Market Transformation Plan.** Their input and technical expertise are critical in guiding and shaping plan activities and identifying the appropriate partnerships needed to carry them

out and supplement [ENTER: STATE]'s capacity. We will engage both through general outreach and discussions as well as via a Market Transformation Advisory Committee. Primary objectives of this engagement will be to confirm that the rebate programs are integrating approaches that these sectors can use and value; to identify the tools (e.g., data transfer systems, apps) most useful for incorporating energy efficiency data into real estate and financial systems; and to ensure that data collected in the rebate programs is sufficient to meet needs of key market sectors (e.g., pre- and post-energy data to quantify savings associated with standard upgrades).

- **Getting reliable and consistent home energy efficiency data into the real estate listing and sales and rental systems to make it visible to buyers and renters.** We will leverage the post-installation certificate required for all efficiency rebate projects to facilitate mechanisms for getting data into the MLS and other real estate portals within the state. To the greatest extent possible, the data about home features and benefits detailed in the post-installation certificate will be integrated through automated data transfer. This will require an analysis of the green data fields currently used by MLS systems operating in the state. By incorporating DOE's Home Energy Score into the rebate certificates, we seek to grow market capacity to provide this type of standard rating and labels across the state and make this information more broadly available in real estate listings beyond the duration of the Home Energy rebates programs.
- **Exploring policy options to standardize disclosure of energy performance information in real estate transactions.** We will assess opportunities for time-of-listing and/or time-of rental home energy disclosure policy throughout the state or in specific jurisdictions.
- **Piloting integration of energy performance in financing.** Depending on the level of lender interest, we will explore opportunities to work with mortgage lenders and/or other market players to test simplified ways to leverage mortgage financing and/or refinancing to pay for energy upgrades, potentially in combination with rebates.
- **Reaching real estate actors, contractors, appraisers, lenders, and consumers through education, outreach, effective communications, and messaging to strengthen their understanding of the features, benefits, and value of energy efficiency upgrades.** Importantly, we want to understand what will support real estate professionals to showcase efficient homes and promote their benefits. Leveraging our existing education and outreach plans for the Home Energy Rebates Program and seeking out partners, we will develop, or provide input to, communications efforts for each set of stakeholders and refine them based on outcomes and feedback.

Key Actions, Milestones, and Timelines

Describe the activities the state will undertake to advance progress toward its stated goals (outcomes). Include a timeline and associated milestones or deliverables for each set of activities.

In support of the aforementioned outcomes, [ENTER: STATE] intends to work with our rebate program implementer, other state-funded entities, and interested partners to carry out our

market transformation planned activities, which are broken down into the following activity categories:

- A. Strategy and Plan Management
- B. Capture and Valuation of Energy Efficiency Upgrades
- C. Education and Outreach

The state will sequence its activities (i.e., planning, implementation, tracking, analysis, refinement of activities, and documentation of findings) to support continuous improvement and market evolution. At the end of this section, Table A, the Market Transformation Milestones Summary, lists high-level milestones to be tracked and reported to DOE as part of the standard reporting process.

A. Strategy and Plan Management

Stakeholder Engagement and Advisory Committee

- Identify stakeholders and market experts to engage from relevant sectors such as real estate, finance, home energy contractors and assessors, utilities, community-based organizations, and local, regional, or national incentive or assistance programs.
- Develop Advisory Committee charter, meeting cadence, roles and responsibilities, subcommittees and working groups, etc. At least one subgroup will be chartered with analysis on the value of energy efficiency in homes and overseeing related activities.
- Host quarterly meetings (with at least one in-person meeting annually) to gather market intelligence, review findings from initiatives, identify new opportunities, evaluate progress on the plan, and solicit feedback on Market Transformation Plan changes needed, etc.
- As needed or required by the charter, revise membership, roles and responsibilities, etc.
- Tap individual members or smaller groups as needed to address topic-specific issues.

Market Transformation Plan Development and Refinement

- Refine plan objectives, if needed, and consider any additional information gaps and market data to assess in consultation with the Advisory Committee.
- Identify potential partners needed for implementation of plan.
- Determine scope, roles and responsibilities, and timing for implementation steps and develop detailed internal working plan. Make other refinements as needed, including consideration of priority geographic areas that can maximize impact for low-income households and disadvantaged communities and feedback from Advisory Committee and other stakeholders.
- As needed and at least annually, review stakeholder feedback on actions, milestones, timing, responsibilities, etc. and revise as needed.

Culmination of Market Transformation Plan and Advisory Committee

- Develop plan and establish partnerships to continue work initiated as part of this Market Transformation Plan (including an Advisory Committee) beyond implementation of rebate programs, as appropriate.
- Publish report with final findings from all research conducted as part of the Plan; disseminate to relevant stakeholders within state and beyond.

B. Capture and Valuation of Energy Efficiency Upgrades

Home Energy Assessments, Post-Installation Certificate, and Home Energy Score

- Review the post-installation certificate design and require any changes necessary to ensure that (1) homeowners and home buyers can easily understand and leverage this documentation to demonstrate the value of the home upgrades in home sale and refinance processes; (2) real estate professionals can easily and effectively use the information to improve their sales transactions; and (3) real estate appraisers can easily and consistently incorporate upgrade information and metrics included in the certificate into their process to value the property.
- Evaluate the landscape and status of Home Energy Score and/or other standard home energy ratings within [ENTER: STATE].
 - Assess potential to use standard metrics such as the Home Energy Score that are recognized by the market.
 - Consider opportunities in the rebate programs to grow and integrate the workforce needed to provide Home Energy Scores (or other standard valuation documents).
 - In coordination with workforce training efforts, consider opportunities to leverage existing programs and resources (e.g., vocational and high school programs, free online DOE training, DOE network of Home Energy Score Partners) and empower workers with skillsets (including basic understanding of building science) applicable to and valued in different career pathways (e.g., home energy assessments, quality inspections, green real estate, lending, appraisal).
- Develop and implement a plan so that within [ENTER: NUMBER] year of the start of the Market Transformation Plan all modeled savings rebate projects will automatically receive an official Home Energy Score integrated into their post-installation certificate, including how to collect all Home Energy Score-required data points and generate official scores with modeled rebate projects.
- Evaluate and implement, based on findings, how to leverage the Home Energy Score process to help fulfill other requisite duties of the Home Energy Rebates program (e.g., quality assurance minimums).
- Evaluate costs and benefits of launching Home Energy Score with measured savings rebate projects as part of the post-installation certificate and implement plan for requirement or voluntary use, depending on outcome of evaluation.

Real Estate Listing Services and Portals

- Identify energy-related information, including ratings or labels currently included on MLS and home listing sites/portals; determine relationship and comparability to information on the post-installation certificate to evaluate what information from the certificate can transmit and develop plan for further alignment if needed.
- Work with at least one MLS to develop a process to import Home Energy Score and other energy data and ensure it is accurate, verified, and maintained. Assemble home energy efficiency data currently included in listings and compare to fields and information provided in Home Energy Score ratings; evaluate and make plan to include data.
- Develop agreements with at least [ENTER: NUMBER, E.G., TWO] jurisdictions (i.e., both local governments and MLS) to pilot test use of Home Energy Score (or other agreed upon standard metric) at point of listing and launch broader rollout, as appropriate.
- Work with real estate portals on a plan to increase inclusion of energy efficiency features and Home Energy Score where available throughout [ENTER: STATE].
- Target [ENTER: NUMBER] percent of all home listings on the MLS and real estate portals in [ENTER: STATE] have the Home Energy Score (or other agreed upon standard metric) by [ENTER: YEAR].

Data-Driven Evidence of Value

- Establish data-sharing agreements and methods with utilities to access at least 12 months pre- and post-upgrade usage data for modeled savings projects.
- Convene with real estate and financing experts to determine if and how home energy asset data collected via the rebate projects, along with pre- and post-energy usage data, can make a business case for more systematic valuation of a home's energy features via Home Energy Score or other metric.
- Leverage interested partners, and other states working on valuing energy efficiency, to develop and implement a research protocol to assess the value of post-installation certificates and/or specific standardized information on home value and other metrics (e.g., number of days listed on MLS). Determine whether specific data points (e.g., inclusion of Home Energy Score, DOE-estimated energy bills, certain upgrades) have greater impact than other information.
- Working with the Government Sponsored Enterprises (Fannie Mae and Freddie Mac), federal agencies, and/or local lenders, facilitate access to rebates and additional home energy project financing needs through the mortgage process.
 - Assess opportunities to run pilot programs to (a) determine how rebates and other incentives can be leveraged at point of purchase or refinance; and (b) create opportunities for borrowers to use mortgage-based financing to pay for energy upgrades at point of refinance or purchase, particularly for households with low income and in disadvantaged communities.

- Depending on partner interest, develop and launch programs with targets for numbers of mortgages where incentives and/or mortgage financing is leveraged to pay for energy upgrades, and other desired outcomes. Track and assess progress; modify pilots if needed.

C. Education and Outreach

[ENTER: STATE] intends the following activities be primarily conducted by partners with expertise in education, communications, and consumer behavior and will be leveraged and coordinated with other education activities planned under our Home Energy Rebates program.

Home Energy Contractors, Assessors, and Third-Party Certificate Providers

- Develop and execute a plan to help assessors, contractors, and third-party providers educate homeowners about the value of upgrades.
 - Through discussions with contractors, assessors, third-party providers, and residents, evaluate the effectiveness of communications during assessments, when discussing potential scopes of work, at point of upgrade, and when providing post-upgrade certificate including Home Energy Score information. Assess effectiveness of communicating benefits of upgrades, as well as educating homeowners about potential use and value of post-upgrade documentation at point of listing, sale, and/or refinance.
 - Based on findings, recommend processes to optimize delivery and explanation of information to homeowners.
 - Identify objectives and metrics for measuring effectiveness of communications, messaging, and education.
 - Work with existing partners (e.g., manufacturers, distributors, training and certification organizations, DOE Home Energy Score program) to create content and launch contractor, assessor, and third-party provider (if different) education in at least [ENTER: NUMBER] metropolitan markets.
 - Refine educational offerings based on measured effectiveness and expand educational efforts as needed and feasible.
- Evaluate if the post-installation certificate and/or Home Energy Score information can be customized to strengthen the messaging to consumers.
 - Work with implementers of installation certificates and/or Home Energy Score information to plan for updates and customization, if warranted based on findings (e.g., ease of use and explanation to households, impact on homeowner level of investment).
 - Work with implementers of post-installation certificates and/or Home Energy Score information to integrate updates and customization, if previously identified.

Appraisal and Real Estate Agent Market

- Review current offerings and content of trainings and informational sessions for real estate appraisers and agents in the state to evaluate how energy efficiency features and benefits are integrated and any gaps that can help strengthen how to identify and apply information generated from the Home Energy Rebates post-installation certificate, Home Energy Score, and/or other green data, and
 - (For appraisers) apply information it in the valuation process.
 - (For real estate agents) help buyers and sellers understand the value of energy efficient homes.
- Develop a plan for creating content and providing additional training sessions or resources to integrate into existing offerings.

Consumers

- Review current offerings and content of consumer education and communications campaigns and offerings related to energy efficiency to evaluate how they can better help understand home energy-related features and identify and value the benefits of energy efficiency upgrades.
- Develop a plan for creating messaging and content and for providing additional education and outreach sessions, or resources to integrate into existing offerings.

Table A. Market Transformation Summary⁷

Key Activity	Due or Frequency	Planned Completion Date (initial)
Strategy and Plan Management		
Advisory Committee Convenings	Within 3 months of DOE plan approval; quarterly thereafter	Sep 30, 2025
Summary of Committee Recommendations*	Annually	Sep 30, 2025
Updated Market Transformation Plan*	Annually	Jan 15, 2026
Capture and Valuation of Energy Efficiency Upgrades		
Home Energy Score and ratings landscape analysis	Q3 2025	Sep 30, 2025

⁷ The timing of deliverables will vary depending on when plans are approved and awards are made, program launch dates, and other factors. For the purposes of this sample plan, the proposed timeline assumes that the state anticipates receiving approval for its Market Transformation Plan by June 30, 2025.

Key Activity	Due or Frequency	Planned Completion Date (initial)
Data-sharing agreements with utilities to support valuation of energy upgrades*	Annually	Dec 31, 2025
Post-installation certificate design requirements updated and implemented	Q2 2026	Jun 30, 2026
Modeled savings projects collect Home Energy Score data points	Q3 2026	Sep 30, 2026
Home Energy Score fulfills other requisite duties of the Home Rebates Programs	Q3 2026	Sep 30, 2026
Home Energy Score and energy data pilot integration into MLS, sales, and rental listing websites	Q2 2027	Jun 30, 2027
Research on evaluating home energy information on home valuation begun; documented results*	Q2 2027; annually thereafter	Jun 30, 2027
Measured savings rebate projects receive Home Energy Score	Q3 2027	Sep 30, 2027
Mortgage process pilots begun; documented results*	Q1 2028; annually thereafter	Mar 31, 2028
Widespread integration of Home Energy Score and energy data into MLS, sales, and rental listing websites; target listing met	Q4 2030	Dec 31, 2030
Education and Outreach		
Current education and outreach offerings reviewed and plans developed	Q2 2026	Jun 30, 2026
Contractor and assessor education	Q4 2026	Dec 31, 2026
Appraisal and real estate education	Q1 2027	Mar 31, 2027
Consumer education and outreach	Q2 2027	Jun 30, 2027
Final Documentation		
Market Transformation Summary Findings Report	Within 12 months of depletion of rebate funds or September 30, 2031, whichever is the earlier.	Sep 30, 2031

* Each year the state will either provide DOE with updated information or confirm that no changes are required for this activity.

Measurement and Findings

Describe how the state will assess the effectiveness of its market transformation activities and document findings.

Once a detailed strategy and plan are developed as part of the first set of activities detailed above, [ENTER: STATE] will track and provide quarterly updates on the progress towards completing activities and outputs. Relevant milestones will be included in the state's contract with its rebate implementation contractor(s). Beyond tracking and reporting progress in achieving milestones, the state will require implementation contractor(s) to assess the efficacy and magnitude of its market transformation efforts in leading to the state's market transformation objectives. [ENTER: STATE] will also work with DOE's Home Energy Rebates evaluation team to refine our assessment process.

The Market Transformation Plan will be updated annually (or as warranted) to account for findings and feedback as well as timing changes in the implementation of the Home Energy Rebate programs, stakeholder input, and other factors arising over the course of the multiple-year execution of activities. [ENTER: STATE] intends to use the first activity of strategy and planning to anticipate how to address potential roadblocks and challenges.

In addition to reporting and documenting progress and findings to relevant state/local offices, organizations, and residents, we will disseminate findings to other states and national and regional stakeholders, such as those in the real estate ecosystem, to ensure that wider audiences can apply lessons learned.

Additionally, [ENTER: STATE] will update the milestones summarized in Table A to track any revisions to planned completion, percent complete, and actual completion when accomplished, along with additional status notes. While metrics will be defined more fully in the development of the state's full Market Transformation Plan, the state will collect and report quantitative indicators and use industry-accepted evaluation processes where possible, as illustrated by the following examples:

- Real estate agents, appraisers, contractors, lenders, and home energy assessors trained or reached through campaigns:
 - Number trained
 - Surveys to assess understanding, interactions with consumers
 - Survey of real estate agents to see how they have incorporated efficiency into their business practices
- Consumers reached through campaigns and consumer surveys that assess understanding and perceptions:
 - Number trained; webpage views; inquiries made

- Surveys to assess understanding, interaction experience with contractors and home energy assessors
- Increase in the number of Home Energy Scores conducted and collected in the state
- Number of homes with Home Energy Score or other standard energy performance information listed on the MLS:
 - By those in types of rebates programs and by household and community type (e.g., AML category, disadvantaged communities)
 - Survey of home/rental listings to determine whether certification and energy features are included
- Rise in home values specifically attributed to home energy efficiency information disclosure as evaluated through:
 - Valuation research study statistical comparison of home price changes
 - Surveys of real estate agents (to gather a more qualitative view)