

# Presented By:

## Ben Kaufman



- Founder of first green brokerage in the US - \$100 Million Sales Volume
- Advisor & Instructor National Association of Realtors GREEN Designation
- Licensed REALTOR®



# Morning Session Question 1



# Builders Meet the Demand



## McGraw-Hill Construction 2012 Report

**2% to 17%:** increase in the green share of new single-family residential homes from 2005 to 2011



**29% - 38%:** range of projected green market share by 2016



**\$87 - \$114 billion:** projected market value

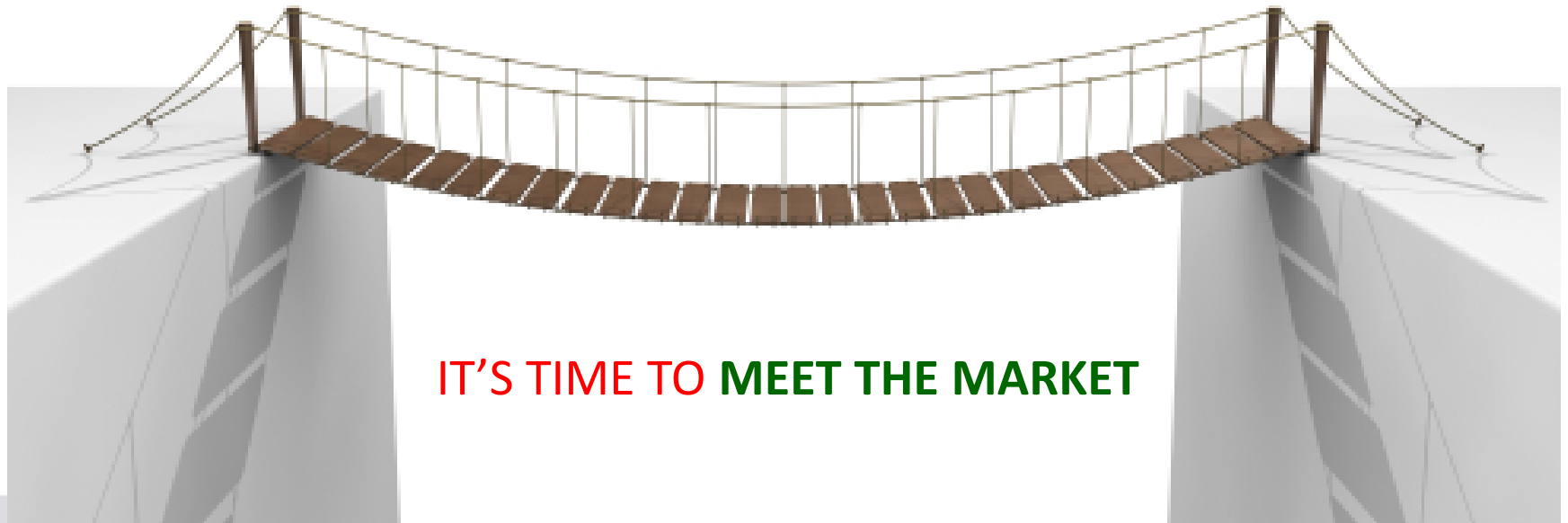
Green Home Photos: Blip Design, Living Shelter Design, Glover Homes



# Chicago, we have a problem ...

2 out of 3  
buyers desire  
green home  
features

Fewer than 1 in  
100 real estate  
agents have any  
green training






# Question 2

# Overcoming Appraisal Challenges

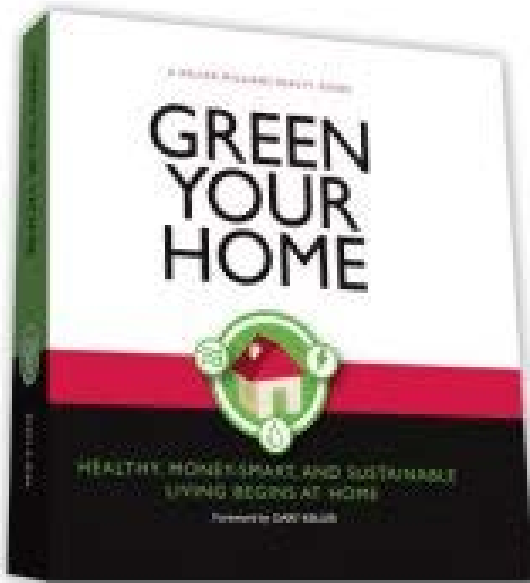
- **Communicate early and often**
  - Market/Absorption Info – including COMPS
  - List above code items
  - Have a “Brag Sheet” – stress buyer demand
- **If your appraisal is low**
  - Was the green addendum used? Errors in report?
  - If “unique property” - expand comp range
  - What value for cost approach? Input energy costs
  - Second opinion by “competent” appraiser
    - Ask for education, require they meet USPAP competency requirements
- **Important Docs**
  - HERS rating, green score/verification sheet, green costs, incentives to buyer, green market values

 AI Reports® Form 820.03*	Client File #:	Appraisal File #:
	<b>Residential Green and Energy Efficient Addendum</b>	
	Client:	
	Subject Property:	
City:	State:	Zip:
Additional resources to aid in the valuation of green properties and the completion of this form can be found at <a href="http://www.appraisalinstitute.org/education/green_energy_addendum.aspx">http://www.appraisalinstitute.org/education/green_energy_addendum.aspx</a>		

ENERGY EFFICIENT ITEMS						
The following items are considered within the appraised value of the subject property:						
<b>Insulation</b>	<input type="checkbox"/> Fiberglass Blown-In <input type="checkbox"/> Foam Insulation <input type="checkbox"/> Cellulose <input type="checkbox"/> Fiberglass Batt Insulation				R-Value:	
	<input type="checkbox"/> Other (Describe):					<input type="checkbox"/> Walls <input type="checkbox"/> Ceiling <input type="checkbox"/> Floor
	<input type="checkbox"/> Basement Insulation (Describe):					
	<input type="checkbox"/> Floor Insulation (Describe):					
<b>Water Efficiency</b>	<input type="checkbox"/> Reclaimed Water System (Explain):		<input type="checkbox"/> Cistern - Size:    Gallons    Location:			
	<input type="checkbox"/> Rain Barrels - #:		<input type="checkbox"/> Rain Barrels Provide Irrigation			
<b>Windows</b>	<input type="checkbox"/> ENERGY STAR®	<input type="checkbox"/> Low E	<input type="checkbox"/> High Impact	<input type="checkbox"/> Storm	<input type="checkbox"/> Double Pane <input type="checkbox"/> Triple Pane	
<b>Day Lighting</b>	<input type="checkbox"/> Skylights - #:	<input type="checkbox"/> Solar Tubes - #:	<input type="checkbox"/> ENERGY STAR Light Fixtures <input type="checkbox"/> Other (Explain):			
<b>Appliances</b>	ENERGY STAR Appliances: <input type="checkbox"/> Range/Top <input type="checkbox"/> Dishwasher <input type="checkbox"/> Refrigerator <input type="checkbox"/> Other:		Water Heater: <input type="checkbox"/> Solar <input type="checkbox"/> Tankless (On Demand) Size:    Gal.		Appliance Energy Sources: <input type="checkbox"/> Propane <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas <input type="checkbox"/> Other (Describe):	
	<b>HVAC (Describe in Comments Area)</b> <input type="checkbox"/> High Efficiency HVAC - SEER: <input type="checkbox"/> Programmable Thermostat		<input type="checkbox"/> Heat Pump <input type="checkbox"/> Wind		<input type="checkbox"/> Thermostat/Controllers <input type="checkbox"/> Passive Solar <input type="checkbox"/> Radiant Floor Heat <input type="checkbox"/> Geothermal	
<b>Energy Rating</b>	<input type="checkbox"/> ENERGY STAR Home <input type="checkbox"/> HPwES (Home Performance with ENERGY STAR) <input type="checkbox"/> Other (Describe):				<input type="checkbox"/> Indoor Air PLUS Package <input type="checkbox"/> Energy Recovery Ventilator Unit	
					<input type="checkbox"/> Certification Attached	
<b>HERS Information</b>	Rating:	Date Rated:	Monthly Energy Savings on Rating: \$			
<b>Utility Costs</b>	Average Utility Cost: \$		per month based on:		<input type="checkbox"/> Dashboards - #:	
<b>Energy Audit</b>	Has an energy audit/rating been performed on the subject property? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown If yes, comment on work completed as result of audit.					
<b>Comments</b>						



# KW Publishing – *Green Your Home*



- Easy to use
- Greens existing housing
- Positions agent as “trusted adviser” – the lead resource
- Use them as client gifts, open the door for a new conversation
- Over 50,000 sold ...



# Question 3

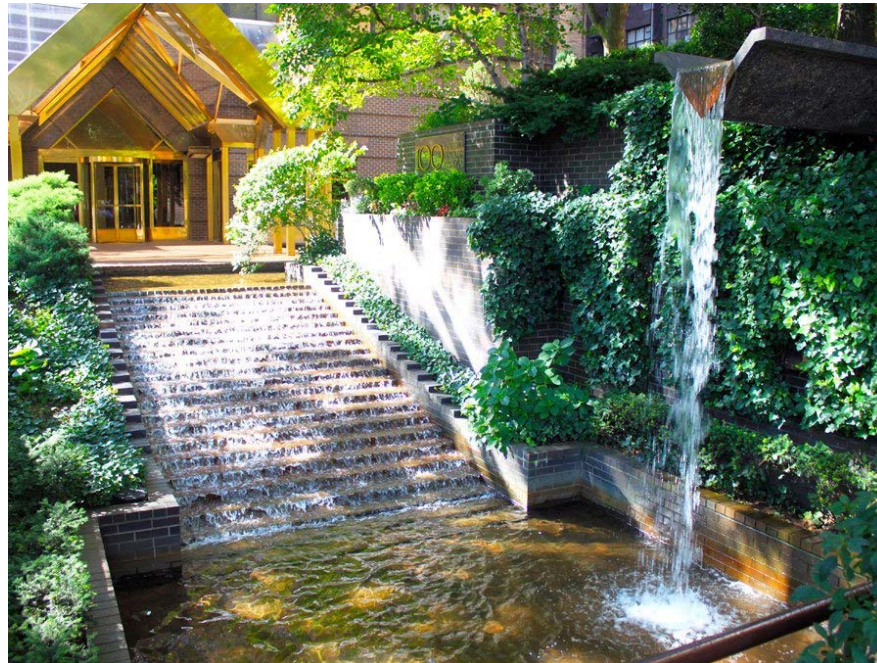




You Will Capitalize on Green Trends

# Green Trends

TOP  
5





# Trend 1 – Retrofitting

- 90% of U.S. housing stock
- Median year of construction—1974



## Lead Gen Tip

Go door-to-door as a green home-consulting professional



## Trend 2 – Greening of Corporate America



- Corporate CEOs view sustainability as critical to success
- Key differentiator—aligning sustainability with business strategy and operations

### Lead Gen Tip


For relocation, contact the Sustainability Director to access HR



# Trend 3 – Production Builders

- Adding Home Performance Scores
- Energy-saving systems are standard
- Net-zero-energy homes concentrated in south and southwest Sun Belt



Lead Gen Tip	
	Use DSIREusa.org to educate builders/buyers about rebates
	Use the integrated design process to your advantage

# Trend 4 – Greening the MLS



**Lead Gen Tip**

Gather support and build your database to green your MLS





# Trend 5 – Millennials – A Green Generation

- Strong sense of social responsibility toward the environment
- Values instilled since early childhood
- Buyers and sellers for the coming decades



## Lead Gen Tip

Sell from a clear values alignment

Recruit the next generation into your office