

# NWMLS Environmental Additions to Listing Input Sheet

## New Heading for Residential, Farm and Ranch, Condominium

Added Field Description titled “Environmental Cert” with checkboxes for the following certification programs:

- Built Green™
- ENERGY STAR®
- LEED®
- Third Party Verification
- Other – See Remarks

## New Checkboxes Under Existing Headings

Added the following checkboxes:

- Drought-resistant Landscaping (under Lot Details)
- Solar (under a new Energy Source field description)
- Bamboo/Cork (under Floor Covering)
- Other Renewable (under Floor Covering)

## New Attach External Document Option

Listing agents will now have an option to attach the 3rd Party Verification forms for green homes alongside other contract addenda such as Seller Disclosure and Legal Description.

Agents may require buyers and sellers to initial this documentation as part of the Purchase and Sale Agreement.

The following Document Type is now available as an upload option for agents:

- Environmental Cert-3rd Party Verification

## Overview – Environmental Certification Programs

### About Built Green™

BUILT GREEN Washington is a cooperative of Washington's regional green home building programs. Most BUILT GREEN programs in Washington use a checklist that offers builders a menu of green building strategies with point values attributed to them. Programs award a BUILT GREEN rating (one to five Stars) to a home based on the number of points the builder achieves. Built Green homes are designed to provide homeowners with comfortable, durable, environmentally friendly homes that are cost-effective to own and operate. These resource-efficient homes are crafted to exceed building codes and provide homeowners with years of healthy, quality living, while protecting the precious Northwest environment.

[www.builtgreen.net/www.builtgreenwashington.org](http://www.builtgreen.net/www.builtgreenwashington.org)

### About ENERGY STAR®

Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy designed to save money and protect the environment through energy efficient products and practices. Introduced by EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency, the Energy Star label can be found on more than 50 different kinds of products as well as new homes. Products that have earned the Energy Star designation prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the government. In 2006 alone, Americans, with the help of Energy Star, saved about \$14 billion on

their energy bills while reducing the greenhouse gas emissions equivalent to those of 25 million vehicles. [www.energystar.gov](http://www.energystar.gov)

### About LEED®

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.

LEED for Homes is a voluntary rating system that promotes the design and construction of high performance “green” homes. A green home uses less energy, water, and natural resources; creates less waste; and is healthier and more comfortable for the occupants. Benefits of a LEED home include lower energy and water bills; reduced greenhouse gas emissions; and less exposure to mold, mildew and other indoor toxins. The net cost of owning a LEED home is comparable to that of owning a conventional home. [www.usgbc.org/LEED](http://www.usgbc.org/LEED)

*Thank You to the many individuals whose input contributed to the development of this proposal.*  
Ben Kaufman . Pam Werner . Kim Conley . Meribeth Hutchings . Kria Lacher . Deanna Carveth . Aaron Adelstein . Aaron Kahn . Thor Peterson . Michelle Shafagh . Rachel Schindler . Jon Alexander . Alistair Jackson . Tiffany Speir . Mike Crowley . Louis Kauffman . Joe Nabbefeld . Mike Folden . Audrey Triantafyllidis



# Green Myths and Truths

What percentage of new homes sold with an environmental certification?

- A. 7%                      B. 12%                      C. 20%                      D. 27%

What was the price premium for this market segment?

- A. \$5K                      B. \$12K                      C. \$17K                      D. \$27K



# The Green Truth

What percentage of new homes sold with an environmental certification?

- A. 7%                      B. 12%                      C. 20%                      **D. 27%**

What was the price premium for this market segment?

- A. \$5K                      B. \$12K                      C. \$17K                      **D. \$27K**



# Homes Gone Green

**Green homes =  
7% premium**

King County, Washington Sept '07 - May '12		Certified	Non Certified	% Diff
Homes Sold		3,941	10,652	<b>27.0%</b>
Square Feet		1,968	2,360	<b>-16.6%</b>
Sold Price	\$	437,476	\$ 410,634	<b>6.5%</b>
Days on Market		65	64	<b>1.6%</b>
Price/SF	\$	222	\$ 174	<b>27.8%</b>



# Homes Gone Green

**Green homes =  
5% premium**

King County, Washington		Non	%
May '11 - '12	Certified	Certified	Diff
Homes Sold	894	2,355	<b>27.5%</b>
Square Feet	2,152	2,385	<b>-9.8%</b>
Sold Price	\$ 369,680	\$ 389,950	<b>-5.2%</b>
Days on Market	77	88	<b>-12.5%</b>
Price/SF	\$ 172	\$ 164	<b>5.1%</b>



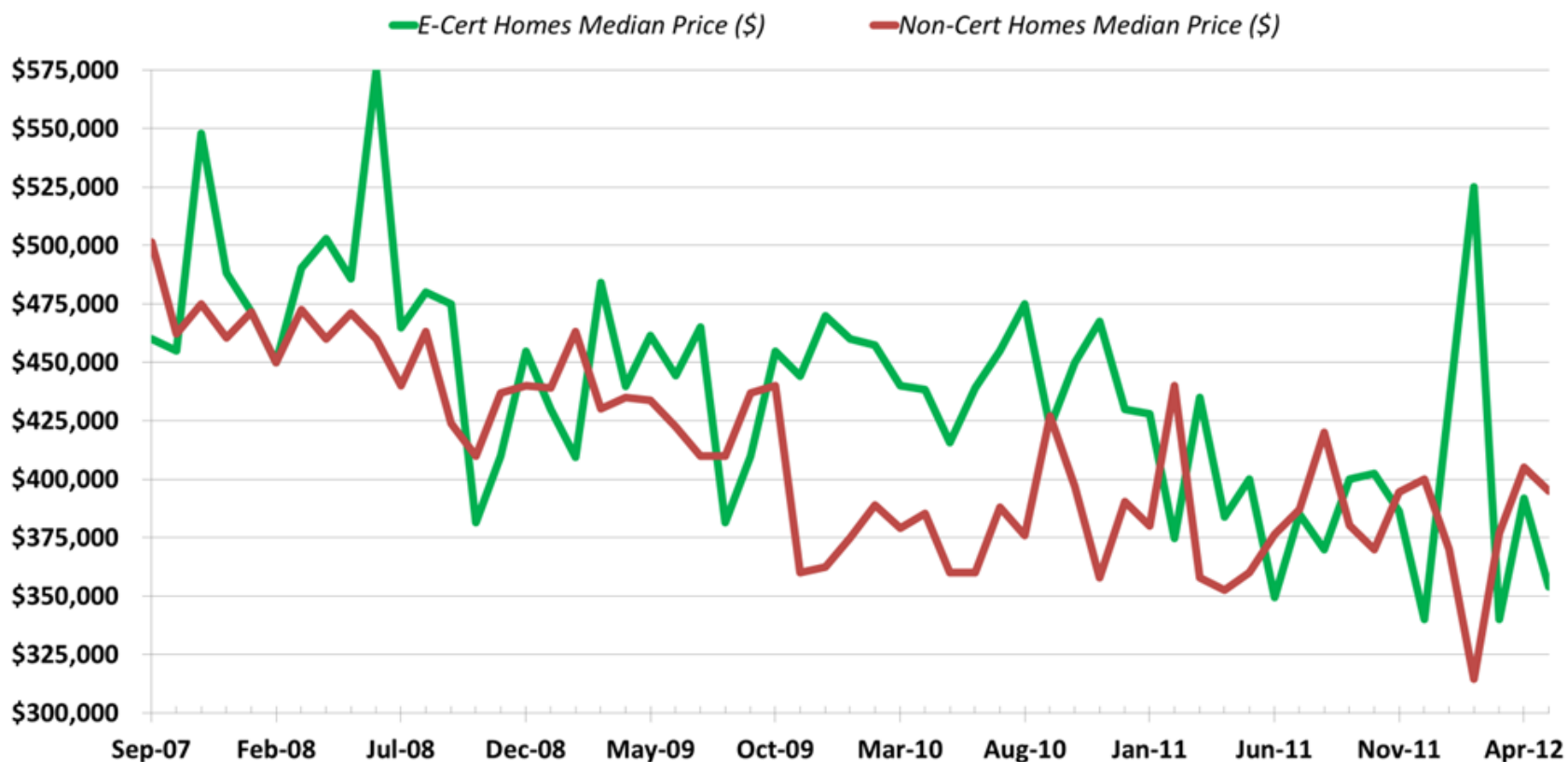
# Homes Gone “Deep Green”

**Buyers prefer ‘right-sized’ green homes ... 18% premium.**

King County Dark Green May '11 - '12	Certified	Non Certified	% Diff
Homes Sold	102	2,355	4.2%
Square Feet	1,823	2,385	-23.6%
Sold Price	\$ 459,500	\$ 389,950	17.8%
Days on Market	85	88	-3.4%
Price/SF	\$ 252	\$ 164	54.2%

# Green Home Trends

## Environmentally Certified and Non-Certified New Home Sales King County, Washington



*ECert Report prepared by kwGreenWorks with data from Northwest Multiple Listing Service - All rights reserved*



# Money on the Table – Sterling Report

A **14% premium** from marketing a green home as green

**\$534,000** – Avg. price of certified homes marketed as green

**\$458,000** – Avg. price of certified homes NOT marketed as green

*The Green Value Proposition is up to us!*

From a study of 1,470 certified homes sold between 2007 and April 2009 built between 2005 and 2009 in a five county region around Puget Sound, Washington.





# NWMLS Checkboxes – Gen 2

## NWMLS 2012 Green Checkbox Proposal

### Tier 1 Recommended Changes

1. Change the title “Environmental Cert” to “Green Whole Home Cert”.
2. Add new box next to Built Green™ to input star ranking (1, 2, 3, 4, or 5 stars)
3. Change name from “Energy Star®” to “Northwest Energy Star®”, add hover box note “whole home certification only – not appliances”
4. Change name from “LEED®” to “LEED® for Homes”, add new box to input precious metal ranking (Certified, Silver, Gold, or Platinum)
5. Remove Third Party Verification box. Move sales data with Third Party Verification and Built Green checkboxes also located in King and Snohomish Counties to Built Green 4 star
6. Add new field “Performance Score” with 3 check boxes for
  - a. Home Energy Rating Score (HERS Score)
  - b. Energy Performance Score Carbon (EPS Carbon)
  - c. Energy Performance Score Energy (EPS Energy)
7. Add a second box to each performance score above for agent to enter specific score  
*Note – EPS has available an API in mysql. Option for agents to opt-in and scores auto-populate.*
8. Add new box entitled WalkScore™ and allow agents to enter score under Site Information header
9. Add new checkbox for Energy Star Appliances under Interior Features field description
10. Add new checkbox for Energy Star Windows under Interior Features field description
11. Add “90% + to the High Efficiency - under Heating/Cooling field description



# NWMLS Checkboxes – Gen 2

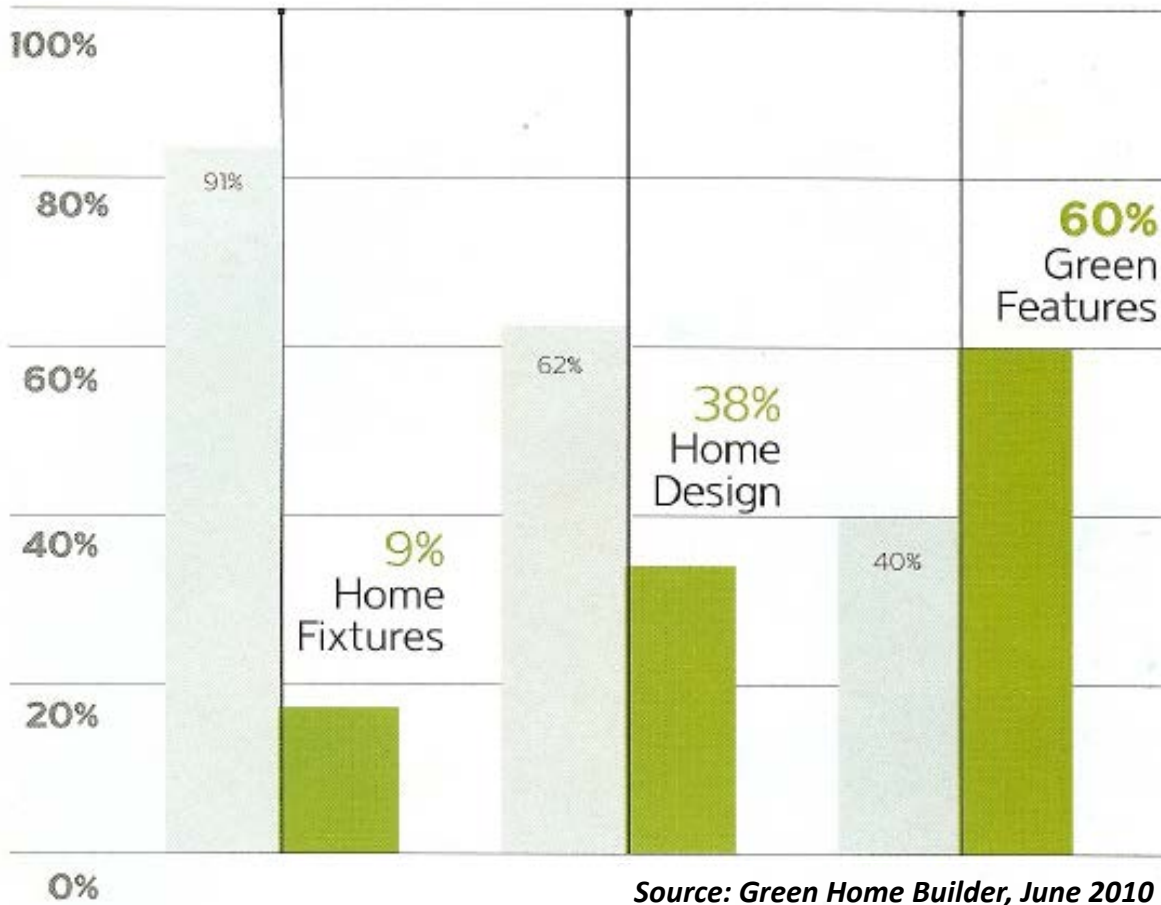
## Tier 2 Changes

1. New Section/Tab entitled “Green Information” collecting all existing green fields. Categorize existing checkboxes according to the fields entitled Cert/Rating, Efficiency, Health, Environmental

Add the following checkboxes:

2. Add Home Energy Score (HES Score) checkbox with a 2<sup>nd</sup> box for the score under the Cert/Rating field (when available in this area)
3. Renewable Int Finish (Efficiency) \*may be too vague
4. Low-Toxic Int Finish (Health)
5. Updated Air Seal/Insulate (Efficiency)
6. Rainwtr Garden (Environmental)
7. Rainwtr Catch/Barrel (Environmental)
8. Green Roof (Environmental)
9. Drought Res Landscape (move from under Lot Details) (Environmental)
10. Native Plant Landscape(Environmental)
11. Air Filtratn Sys (Health)
12. Wildlife Habitat Cert (Environmental)
13. Heat Recovry Ventlatr (Efficiency)
14. Rammed Earth/Strwble/(See Remarks) (Environmental)
15. Insulatd Concrte Form (Efficiency)
16. Passive House Standrd (Efficiency)
17. Geotherm Heat Srce (Efficiency)
18. Solar Hot Wtr Return (Efficiency)
19. Solar PV Panels (Efficiency)

# Home Buyers Drive the Market



## Buyers want:

### Healthy

- ✓ Cleaner air quality
- ✓ Less toxic materials

### Money Smart

- ✓ Reduced monthly bills
- ✓ Tax breaks

### Sustainable

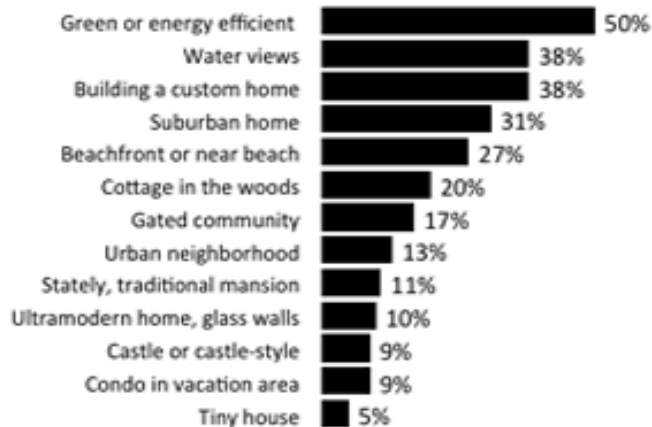
- ✓ Saves energy and water
- ✓ Eco-friendly materials
- ✓ Reduced building waste

# Home Buyers – Market Drivers

YAHOO! REAL ESTATE

## Hallmarks of Dream Homes

Would your dream home include one or more of these features?



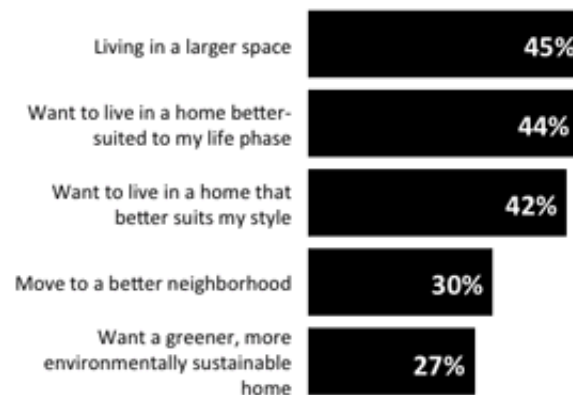
Yahoo! Real Estate: Home Horizons 2012 Study of 1,500 US homebuyers, home sellers, homeowners and renters | Multiple Responses Allowed

*“The Yahoo! Real Estate Home Horizons study indicates that 2012 is the year that demand for green homes reaches a tipping point in America.”*

YAHOO! REAL ESTATE

## Reasons Buyers Want to Move

5 key reasons why buyers want to move:



Base: 350 US in-market homebuyers | Multiple responses allowed  
Yahoo! Real Estate: Home Horizons 2012 Study of 1,500 US homebuyers, home sellers, homeowners and renters

**Green homes are compelling to buyers**

**Healthy**

- Cleaner air quality
- Less toxic materials

**Money Smart**

- Reduced monthly bills
- Tax breaks

**Sustainable**

- Saves energy and water
- Eco-friendly materials
- Reduced waste

# KW GreenWorks : Industry Pioneers



Net Zero House



5 Star Built Green



3 Star Built Green



5 Star Built Green

- ✓ **First** green brokerage in the United States – opened in 2002
- ✓ **\$100M** in transactions
- ✓ **First** to add “green” checkboxes to the MLS
- ✓ **First** green-home market analysis: the E-Cert Report
- ✓ Green listings sold include many award winners and:
  - ✓ **First** net-zero home in Washington State
  - ✓ **First** five-star townhome project in Seattle
- ✓ **2007 & 2009 Green Pioneer Award** – Built Green of King and Snohomish County