



**Better Buildings Residential Network Program
Sustainability Peer Exchange Call Series: *Trends in
Real Estate and Energy Efficiency***

Call Slides and Discussion Summary

November 7, 2013

Agenda

- Call Logistics and Introductions
- Introductory Poll
- Featured Participants
 - Wisconsin: Greg Nettleton (WECC), Stuart Utley (Realtor, EcoBroker), Troy Thiel (Keller Williams)
 - Austin: Jeff Acklen and Tim Kisner (Austin Energy)
- Discussion:
 - What options are there for working on the buyer and seller sides of the real estate transaction?
 - What incentives are there for the real estate industry to promote energy efficiency?
 - How can programs and real estate agents work effectively together to drive demand for energy efficiency?
- Future Call Topics and Poll

Call Participants

Alabama State Energy Office

American Council for an Energy Efficient Economy

Austin Energy

Baltimore Green Careers

California Center for Sustainable Energy

City of Philadelphia Office of Sustainability

EcoBroker

Greater Cincinnati Energy Alliance

Kansas City, Missouri: Office of Environmental Quality

Keller Williams

Michigan Energy Options

Midwest Energy Efficiency Alliance

Populus (Boulder, CO)

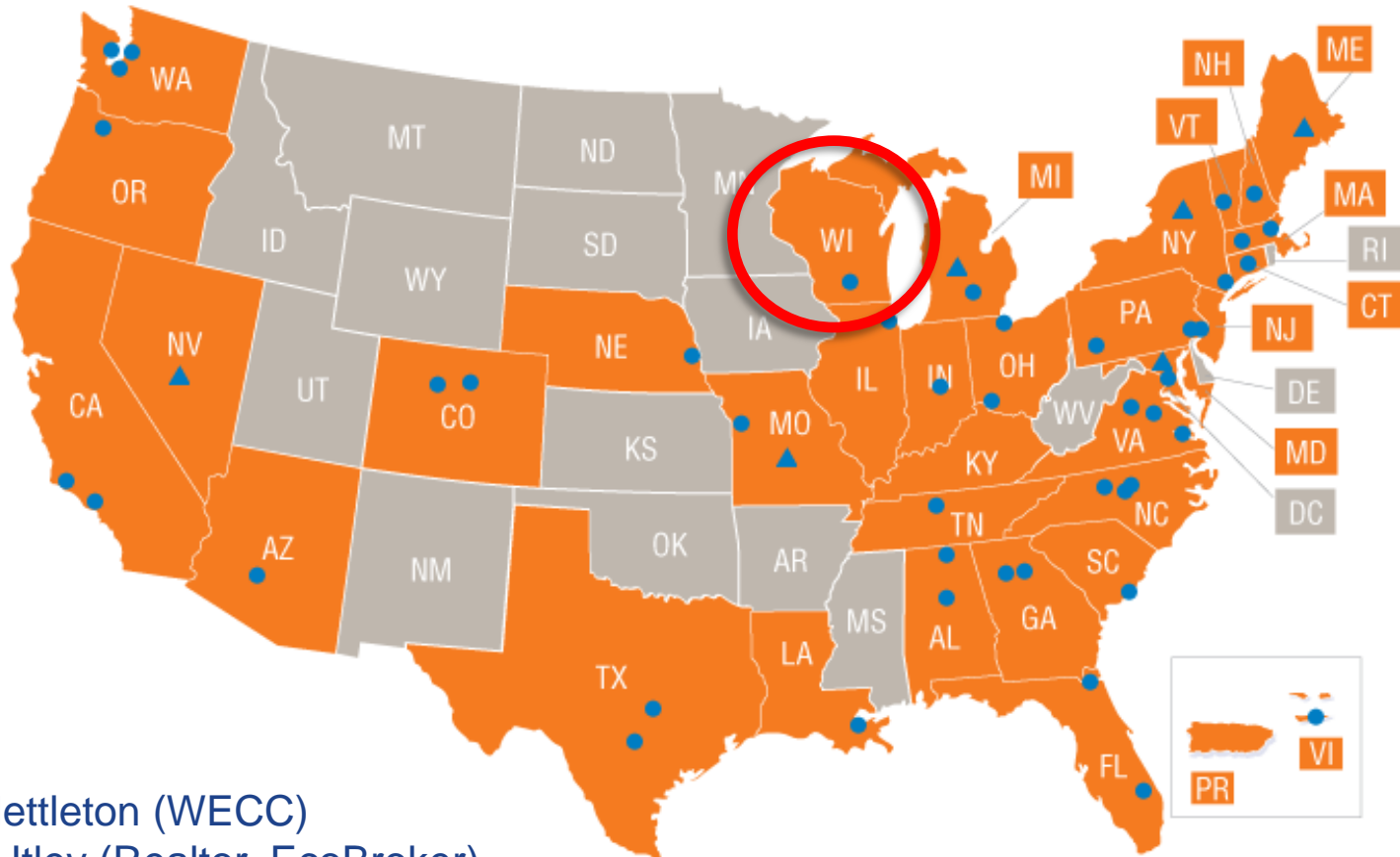
Pure Eco (Detroit, MI)

Wisconsin Energy Conservation Corporation

Poll

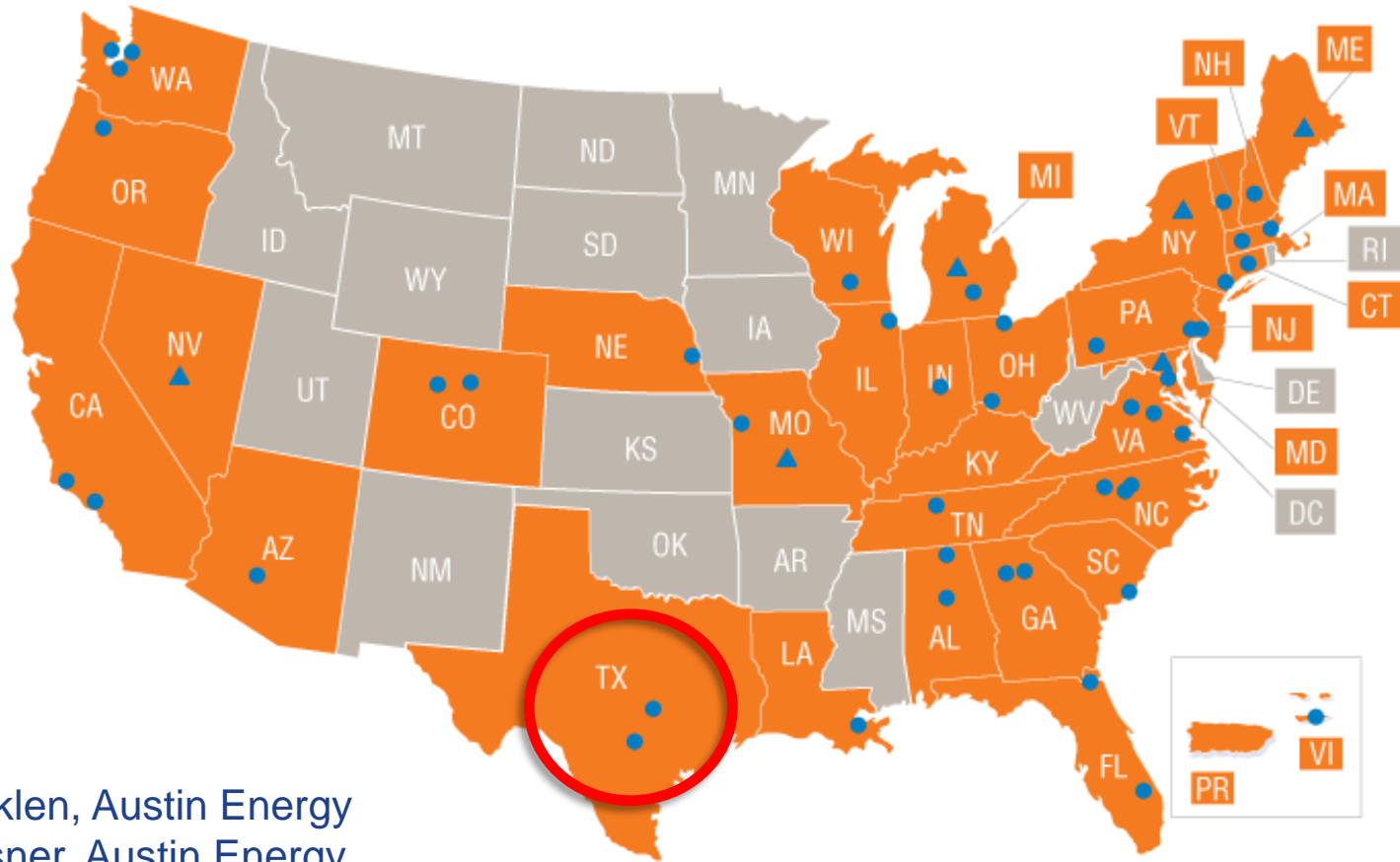
- What best describes the visibility of energy efficiency in real estate transactions in your area?
 - Little to no visibility of energy efficiency in home sales – 55%
 - Some/episodic visibility of energy efficiency in home sales – 36%
 - Not applicable/don't know – 9%
 - High visibility of energy efficiency in home sales – 0%

Featured Participants: Wisconsin



- Greg Nettleton (WECC)
- Stuart Utley (Realtor, EcoBroker)
- Troy Thiel (Keller Williams)

Featured Participants: Austin, TX



- Jeff Acklen, Austin Energy
- Tim Kisner, Austin Energy

For more information, see: <http://www.austintexas.gov/edims/document.cfm?id=192556>

Discussion Summary: *Opportunities for Highlighting the Value of Energy Efficiency in Home Values and Transactions*

- Home Tours
 - WECC (Wisconsin) hosted a sustainable homes tour in partnership with Habitat for Humanity to showcase energy efficiency upgrades and renewable energy in ten model homes. Many real estate agents participated.
 - California Center for Sustainable Energy (San Diego) has also hosted home tours to highlight energy efficiency.
- Multiple Listing Service (MLS)
 - Wisconsin and Chicago have added a checkbox to the MLS to inform buyers about a home's energy efficiency assessment.
 - Chicago has a new energy disclosure ordinance that feeds data to the MLS on a home's average energy cost.

Discussion Summary: *Opportunities for Highlighting the Value of Energy Efficiency in Home Values and Transactions, con't*

- Real Estate Broker Continuing Education
 - Illinois Home Performance with ENERGY STAR is taking advantage of an IL requirement real estate brokers recertify their licenses in April 2014
 - Program is partnering with real estate schools and providing tuition discounts for energy efficiency education
 - Goal: drive demand for energy efficiency classes and ultimately transform an industry.
 - Madison, WI has been looking into using real estate broker continuing education as an opportunity for creating awareness about energy efficiency.
- Mandatory Disclosure
 - Austin's *Energy Conservation and Disclosure Ordinance* requires sellers to undertake and disclose a home energy assessment at the time of sale.
 - The ordinance—passed as part of Austin's climate protection plan—included phased implementation, with residential first, followed by multi-family and commercial.
 - Austin has not found that the ordinance impedes real estate transactions.
 - More information at:
<http://www.austinenergy.com/about%20us/environmental%20initiatives/ordinance/index.htm>

Discussion Summary: *Home Energy Performance Scoring*

- Home Performance Scoring Tools generate information that helps homeowners and potential buyers understand a home's energy efficiency.
- DOE's *Home Energy Score (HES)* is currently being piloted across the country; it provides a 1-10 score for homeowners to help them understand their home's energy efficiency.
 - Chicago is a HES partner; it is finding that it is taking time to get off the ground.
 - San Diego is an HES partner; it is currently undertaking a comparison of HES and Home Energy Rating System (HERS) rating.
- Earth Advantage Institute's *Energy Performance Score (EPS)* provides auditing software that can be used to score a home.
 - The WISE Home Energy Program in Alabama has been using the EPS and reports that it is working well.

Discussion Summary: *Mandatory Energy Use Disclosure*

- Chicago recently passed an ordinance mandating disclosure of average energy use for residential homes. Austin's disclosure program also provides information on energy use per square foot in homes.
- Real estate agents in Madison are seeing increasing demand from buyers for energy cost information.
- ACEEE has recently published a review of residential energy use disclosure programs around the country, which can be found at <http://www.aceee.org/research-report/a131>.

Additional Resources

- CNT Energy Green MLS Implementation Guide:
http://www.cntenergy.org/media/GreenMLS_ImplementationGuide_PublicComment.pdf
- Appraisal Institute, Residential Green and Energy Efficient Addendum:
http://www.appraisalinstitute.org/education/green_energy_addendum.aspx
- Institute for Market Transformation report “Home Energy Efficiency and Mortgage Risks”: <http://www.imt.org/resources/detail/home-energy-efficiency-and-mortgage-risks-executive-summary>

Future Call Topics and Poll

- Upcoming Calls:
 - Community Readiness Assessments (December 5)
- Which of the following topics is of most interest for a future Program Sustainability call?
 - Local Government Energy Efficiency Program Business Models – 60%
 - Coordinating Energy Efficiency with Other Services, such as Radon, Noise, and Seismic Upgrades – 40%
 - Providing Services for Utilities – 0%
 - Complementary Energy and Health Strategies – 0%
 - Incorporating Behavior Change Efforts into Energy Efficiency Programs – 0%

Please chat in other suggested call topics or email them to peerexchange@rossstrategic.com