Agenda

- Welcome and Agenda
- Call Logistics and Introductions (go-around and assignment of numbers)
- Residential Network and Peer Exchange Call Overview
- Mastermind Format
- Opening Poll
- Mastermind Session
  - Moderator: Jonathan Cohen, DOE
  - Host: Rich Dooley, Arlington County, VA
- Closing Poll
Call Participants

- Arlington County
- City of Bellevue, WA
- Building Performance Center, Inc.
- Build it Green
- City of Charlottesville, VA
- Davis Energy Group
- Ecolibrium3
- Elevate Energy
- City of Farmington Hills, MI
- City of Fremont, CA
- Georgetown University
- Go Green Home Services
- City of Greensboro, NC
- green|spaces
- Hagan Marketing
- Holland GEP Strategy
- City of Kansas City, MO
- LEAP-VA
- Metropolitan Energy Center
- Midwest Energy Efficiency Alliance (MEEA)
- PECI
- City of Providence, RI
- Rutala Associates
- City of San Mateo
- South Burlington Energy Committee
Residential Network and Peer Exchange Call Overview
Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
  - **Membership**: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
  - **Benefits**:
    - Peer Exchange Calls
    - Tools, templates, & resources
    - Newsletter updates on trends
    - Recognition: Media, materials
    - Optional benchmarking
    - Residential Solution Center

For more information & to join, email bbresidentialnetwork@ee.doe.gov.

- **Better Buildings Residential Network Group on Home Energy Pros**
  Join to access:
  - Peer exchange call summaries and calendar
  - Discussion threads with energy efficiency programs and partners
  - Resources and documents for energy efficiency programs and partners

Better Buildings Residential Network

Group on Home Energy Pros Website

Information

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: http://betterbuildings.energy.gov/bbrom

Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the ‘Follow’ link at the bottom of this forum to receive an email whenever a new discussion is posted.

Open the table of contents below and follow the links to access topical materials and resources.

Helpful Links
- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score

Discussion Forum

Attended Today’s Peer Exchange Calls on Program Sustainability and on Workforce

Don’t miss today’s calls. “Collaborating with Utilities on Residential Energy Efficiency” begins at 12:30 p.m. Eastern and “Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs” begins at 3:00 p.m. Eastern. Confirm.

Join Peer Exchange Calls started by Better Buildings Support 5 hours ago.

Register for Upcoming DOE Webinar About On-Site Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, “Case Studies: Financing Energy Improvements on Utility Bills,” taking place June 11, 2014, from 2:30 to 3:30 p.m. Eastern. To learn more on this topic, register.

Home Energy Pros

Home Energy Pros was founded by the developers of Home Energy Savers, (sponsored by the U.S. Department of Energy) and brought to you in partnership with Home Energy magazine.

Latest Activity

What brings you here?

February 27 at 2:11 PM

Tara Haas commented on Climate Matters: How's the weather?

Does Removal work? An auditions review

I would love to begin with a disclaimer that I am an HVAC contractor. One of the members...”

16 minutes ago

T.J. Alexander posted a blog post

So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere.

Using testing of existing homes it is typical to see melting patterns of surface temperatures with...

9 hours ago

1 hour ago

Tools

Better Buildings Network View
Peer Exchange Call Schedule and Archive
Peer Exchange Archive Marketing and Outreach
Peer Exchange Archive Marketing and Outreach
Peer Exchange Call Series

- There are currently 6 Peer Exchange call series:
  - Data & Evaluation
  - Financing & Revenue
  - Marketing & Outreach
  - Multifamily/ Low-Income Housing
  - Program Sustainability
  - Workforce/ Business Partners

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET

- Upcoming calls:
  - Sept 11: Program Sustainability - Coordinating Energy Efficiency with Water Conservation Services
  - Sept 11: [All] - Better Buildings Residential Network Orientation

- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.
How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.
Mastermind Format: Solving Problems, Exploiting Opportunities
Andrew Carnegie Hired Napoleon Hill to tell his story of success

The result was the 1937 classic *Think and Grow Rich* in which the mastermind concept was introduced.
“If you want to be exceedingly successful, I would recommend these things:
1) Know very clearly what you want
2) Be a member of a Mastermind group”

Andrew Carnegie, America’s 1st billionaire, circa 1908
Description
A Mastermind Group is a meeting of individuals who focus their attention on solving a specific problem or exploiting an opportunity.
Host
The individual who presents a problem or opportunity for the group to focus its attention and wisdom.
Hosts Prepared to Present
History and accomplishments of program

Biggest problem or opportunity
Value for the Host
By focusing the attention of a group on a specific issue, the host draws on a combined 100+ years of experience to receive solutions and ideas that address his or her situation.
Value for the Participants
We all share common problems and opportunities. The ideas we generate for one will usually benefit all of us.
Mastermind Session
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—57%
- Some/episodic visibility of energy efficiency in home sales—26%
- Not applicable/don’t know—15%
- High visibility of energy efficiency in home sales—4%
Mastermind Session

- **Program Overview (5 minutes)**
  - Rich Dooley, Arlington County, VA

- **Questions and Answers (10 minutes)**
  - Participants ask clarifying questions about the program

- **Idea Generation (45 minutes)**
  - Participants offer 2-3 new ideas/suggestions

- **Host report-out on Takeaways and Action Items (5-10 minutes)**
Arlington County’s Green Home Choice Program is a free, voluntary green home certification program sponsored by the county. The program provides a point-based scoring system and guidance manual, and County-sponsored plan review and inspections toward certification.

Consumers in Arlington County have not yet driven the green home market in Arlington County.

Arlington County made an effort to reach out the Northern Virginia Association of Realtors (NVAR) a few years ago; asked to perform audits for EE ratings.

- Programs might run into challenges with packaging EE audits and home inspections; the turnaround time for inspection results is faster than the audit results.

- Spreading the message to home purchasers about considering energy efficiency upgrades when buying a home and requesting an EE audit is difficult. You can provide materials, but the impact is hard to measure.

- Identify “low-hanging fruit” upgrades to home sellers.
Program Challenges

1. How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?
2. How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?
Challenge 1

- How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?
Idea Summary: How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?

- Adjust underwriting standards to reflect HERS Index, etc.
- Work w/ local educational institutions on training courses for agents, appraisers, etc.
- Build the business case with data (e.g., # of high performance homes)
- Raise consumer awareness
- Recognize green home choice professional network
- Find out who has green MLS and reach out to them
- Benchmarking (via local utility)
- Offer service to realtors, e.g., discounted audits
- Give them a toolkit to hand to clients to educate them
- Institute a rating system for MLS system
- Support the local energy code; legislative requirements
- Foster information exchange with realtors to better understand EE language and value
- Require a time of sale energy audit
- Leverage competitiveness among realtors
- Pick a development or association with evident EE to focus on/ pilot results
Challenge 2

- How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?
Idea Summary: How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?

- Have information available at the permit dept and train staff
- Establish consistent scoring process and communicate it
- Include operating costs in seminars by local lending institutions
- Look into tax incentives
- Increase awareness with simple advertising; create competition to do so
- Attach a value – rating system
- Deploy a multi-channel marketing and advertising campaign
- Make it easy – package information to be accessible
- Quantify costs savings
- Work with local utilities to create robust incentive program for seller and buyer
- Help expedite the closing process or lower closing fees as an incentive
- Include in inspection process; occupancy requirements
- Prove the value off EE upgrades; more appraiser designed studies
- Create an EE rating label; recognition
- Conduct operation and maintainence education (think of house like a car)
Final Report-Out: Takeaway Strategies for Connecting the Real Estate Market to EE

- **Educate the real estate community.**
  - EE programs can work with local educational institutions to train appraisers and real estate agents about EE and green homes.
  - Provide success stories of houses with EE upgrades and the impact on the value of the home.
  - Target realtors visible in the marketplace to raise awareness among consumers.

- **Drive demand for energy efficient homes.**
  - There is a lack of demand from home buyers to drive the value of EE for Realtors; opportunity to learn from the success stories of cities with Green MLS.
  - Provide Realtors a free toolkit to hand to their home-buying clients that can teaches home buyers on the importance of a green home, the benefits, energy audits, and financing options.
  - Institute an EE rating system for MLS listings to increase the visibility of energy efficient homes.
  - Pursue tax or expedited closing incentives for EE homes.

- **Educate homeowners.**
  - Make people think about their house like a they would a car – it needs to be maintained every “x” months just like a car is maintained every “x” miles.
Continue the Discussion!

- Join the discussion on Home Energy Pros on a question posed during the August 14 call: “Does income dictate whether consumers value comfort vs. lower bills as the benefits of energy efficiency upgrades?”
Resources on Connecting the Real Estate Market to Residential Energy Efficiency

- **The GreenMLS Toolkit**, a green real estate industry collaborative project.
  - A [case study](#) on instituting green disclosure in the Chicago MLS listing.
- **Impact of Photovoltaic Systems on Market Value and Marketability**, a study by Colorado Energy Office on the impact of Solar PV in the home-buying process.
- Elevate Energy’s [Value for High Performance Homes Alert](#) allows you to sign up for a news alert to stay connected with these issues.
Closing Poll Results

- After the call, how likely are you to seek out additional opportunities to connect your energy efficiency activities with the real estate market?
  - Will look into a few opportunities—69%
  - Will begin to implement many new ideas in this area—23%
  - Will begin to implement one new idea in this area—8%
  - No change in current activities—0%
Thank you for participating!

If you would like to volunteer to be a host for a future Mastermind session, please let us know via email peerexchange@rossstrategic.com