



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

*Call Slides and Discussion Summary*  
January 22, 2015

# Agenda

- Call Logistics and Introductions
- Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
  - Pamela Brookstein, Elevate Energy
  - Craig Foley, RE/MAX Leading Edge, Chief of Energy Solutions
- Discussion
  - What challenges have you encountered in working with the real estate sector?
  - What strategies have you used to engage real estate agents in promoting energy-efficiency as a home feature? Have you tried anything that was successful, or anything that has *not* worked well?
  - What are some of the obstacles to including home energy efficiency as part of trends in real estate?
  - Other questions/issues related to real estate and energy efficiency?
- Closing Poll

# Call Participants

- American Council for an Energy-Efficient Economy
- Arlington County, Virginia
- Boulder County
- Build It Green
- Center for Energy & Environment
- City of Kansas City, Missouri
- City of Sunnyvale
- CLEAResult
- Center for Sustainable Energy
- Elevate Energy
- Efficiency Maine Trust
- Greater Cincinnati Energy Alliance
- Midwest Energy Efficiency Alliance
- New York State Energy Research & Development Authority
- RE/MAX Leading Edge

# Opening Poll Results

- What is your familiarity with real estate and energy efficiency?
  - Some familiarity with real estate and energy efficiency – **40%**
  - New to learning about the real estate sector and energy efficiency – **33%**
  - Very experienced with real estate and energy efficiency – **27%**
  - Other (please explain) – **0%**



# 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](mailto: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

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

# Better Buildings Residential Network Group on Home Energy Pros Website


**Better Buildings Residential Network**  
 Created by Better Buildings Support  
[Send Message](#) [View Groups](#)

**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/bbm>







Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the 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


 Table of Contents
  +New Discussion
  Peer Exchange Call Archive
  Better Buildings Network View
  Tools
  Related Events

**Discussion Forum**


**Attend 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.  
 Continue  
 Tags: Peer Exchange Calls  
 Started by Better Buildings Support 8 hours ago.


**Register for Upcoming DOE Webinar About On-Bill 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 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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**Pages (15)**


- Tools
- Better Buildings Network View
- Peer Exchange Call Schedule and Archive
- Peer Exchange Archive: Marketing and Outreach
- Peer Exchange Archive: Marketing and Outreach



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

**Latest Activity**  


 What brings you here?  
 140 [Share](#)


 Tucker Henne commented on David Symes's blog post Does Aeroseal work? An auditors review  
 "I would like to begin with a disclaimer that I am an Aeroseal contractor. One of the reasons I..."  
 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**  
 Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...  
 See More  
 1 hour ago


 CleanEdison updated an event  

**Entry Level Solar Photovoltaic at Cotuit, MA**  
 September 30, 2012 to

# Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
  - February 12, 12:30 ET – Coordinating with Corporate and Institutional Affiliate Programs
  - February 12, 3:00 ET – Financing Multifamily Energy Efficiency Upgrades
  - February 26, 12:30 ET – Voluntary Initiative on Incentives: Toolkit Training Webinar
  - February 26, 3:00 ET – Normalizing Weather Data to Calculate Energy Savings
- Send call topic ideas or requests to be added to the peer exchange call distribution list to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)

# Peer Exchange Call Summaries

## Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
  - Access trusted, local messengers
  - Engage your satisfied customers as champions to turn them into "lifetime customers"
  - Invite people to make a pledge with a few simple EE activities they can take
  - Connect with the right local partners (Connecticut conducted "community asset mapping")
  - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
  - Minimize paperwork to make it easier to participate

20



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**ENERGY**

## Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

8



The screenshot shows the HOME ENERGY PROS website. The header includes the site name and tagline "Connecting home energy professionals". A navigation bar lists: Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, Events. The main content area is titled "Peer Exchange Archive: Program Sustainability" and lists several program sustainability topics with their dates and links to presentation and discussion summaries (PDF).

- Program Sustainability | Workforce/Business Partners | Financing and Revenue | Data and Evaluation | Multifamily/Low Income Housing | Working with Utilities | High Road Workforce Agreements | Marketing and Outreach | Other Calls
- Peer exchange call summaries are listed below as available. Please check back periodically for new summaries.
- Incorporating Behavior Change Efforts into Energy Efficiency Programs**  
July 10, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**  
June 12, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**  
May 8, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**  
April 10, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**  
March 13, 2014  
[Presentation and Discussion Summary \(PDF\)](#)

*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.*

U.S. DEPARTMENT OF  
**ENERGY**

# Residential Program Solution Center

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
  - Step-by-step guidance
  - Examples
  - Tools
  - Templates
  - Lessons learned
  - Best practices
  - Tips
- Continually add content to support residential EE upgrade programs—member ideas wanted!



<https://bbnp.pnnl.gov/>

# Program Experience: Elevate Energy

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**ENERGY**



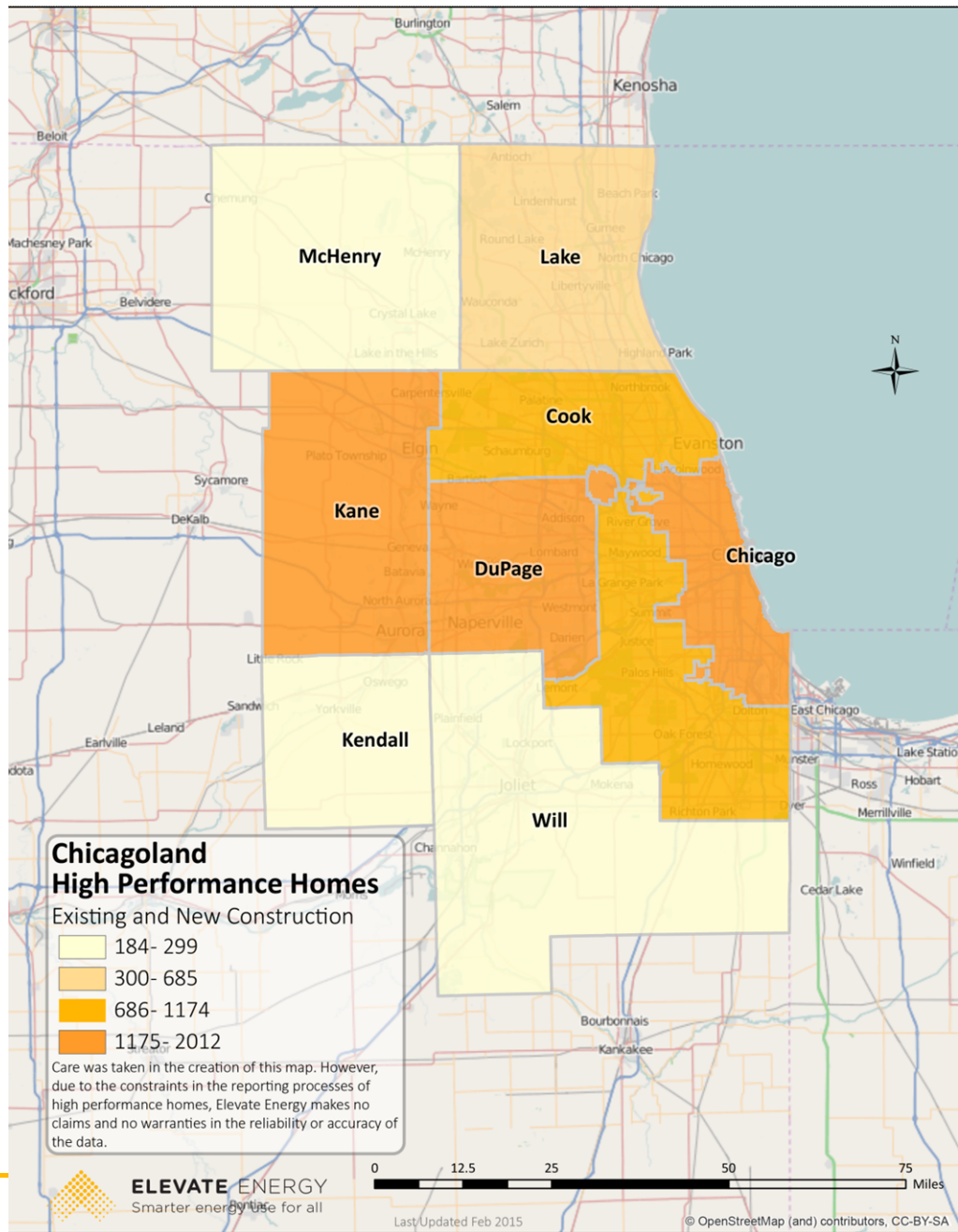
# Value for High Performance Homes Engaging Real Estate

January 22, 2015



**ELEVATE** ENERGY  
Smarter energy use for all

# Chicagoland High Performance Home Density Map

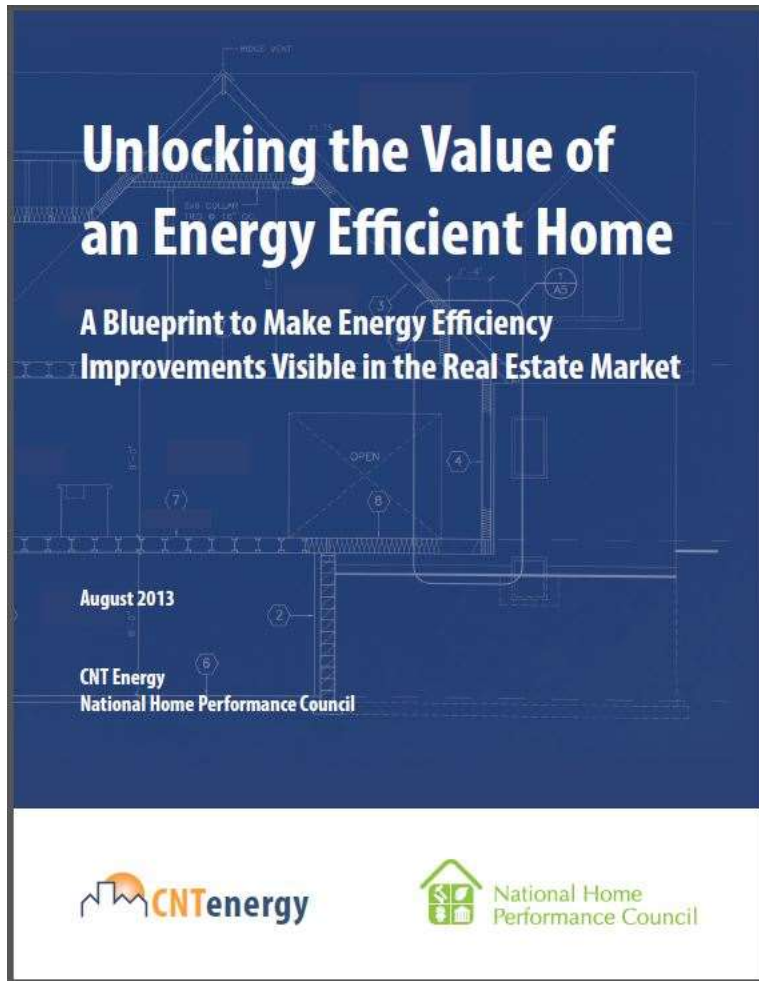






# Blueprint for Collaboration

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1. Document Upgrades
2. Disclose Inventories
3. Continuing Education
4. Green MLS Usage
5. Appraiser Designed Valuation Studies
6. IT Solutions: HPXML
7. Work with Lending Institutions



## Thank You

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Pamela Brookstein



<http://www.elevateenergy.org/value-high-performance-homes-campaign/home/>



@elevate\_energy



Facebook/elevateenergy



LinkedIn

# Program Experience: Elevate Energy

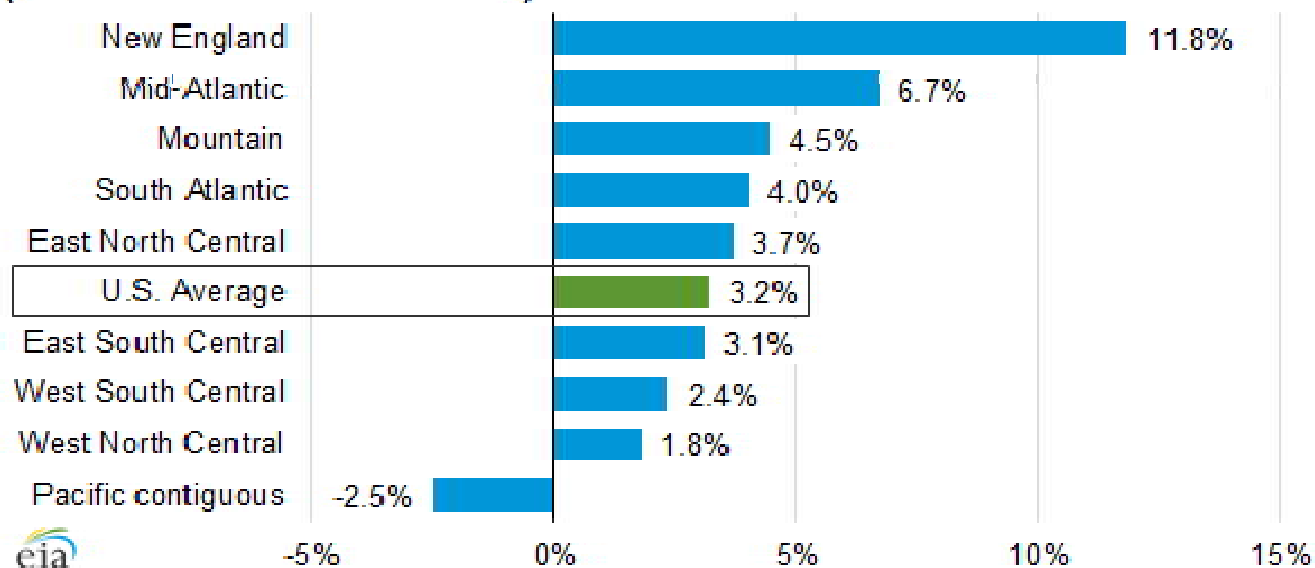
## *Presentation Highlights*

- Elevate Energy's mission on this research project was to use data to showcase the value of green MLS fields in selling home performance homes.
  - It can be challenging for busy real estate agents to view green fields on MLS listings as valuable, and realtors tend to view additional steps, such as completing the new green fields, as time spent away from selling homes and potential barriers to sales.
- Elevate Energy sampled MLS listings in large metros, comparing the density of high performance homes to the presence of green MLS fields.
  - **Result: a high density of high performance homes in metros tended to *also* have green fields included on their MLS listings.**
  - To engage realtors in this research, Elevate Energy shared the High Performance Home Density Map tool with local Chicago agents, who were surprised and excited to know that there were 72 LEED certified homes in Kane County.
- For the green MLS fields to increase in impact, accessibility to third-party green certification programs such as LEED, ENERGYSTAR and National Green Building Standard, must be maintained or increased, since realtors do not wish to take on the liability of self-certification.

# Lessons Learned: RE/MAX Leading Edge

# Realty's New Reality

**Change in average residential electricity prices by Census division  
(first half 2014 versus first half 2013)**

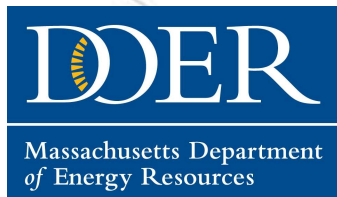


# Realty's New Reality

**Time for a Paradigm Shift?**



www.remax.com

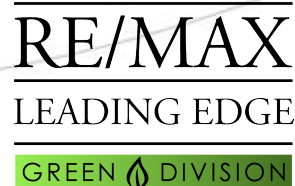
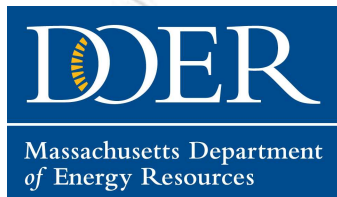


RE/MAX  
LEADING EDGE  
GREEN DIVISION



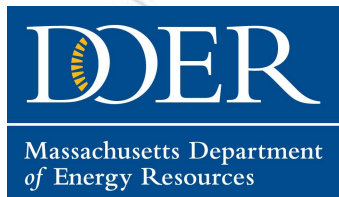



# Realty's New Reality









RE/MAX  
LEADING EDGE  
GREEN  DIVISION



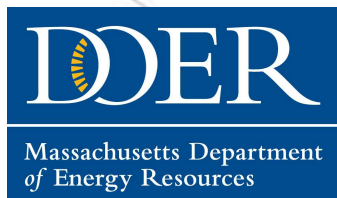
# GREEN FEAR!!!!

“Don’t talk  
about religion &  
politics”



“Don’t take  
me out of  
my comfort  
zone”

“Don’t stick something else in the  
way of getting my commission”



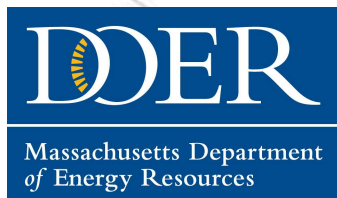
RE/MAX  
LEADING EDGE  
GREEN  DIVISION



# MLS PIN

Green Certified ☐ Yes ☐ No ☐ Unknown ☐ Unspecified

\*Green Certification Type ☐ A- Energy Star Home Certified ☐ B- LEED Certified ☐ C- National Green Building Standard ☐ D- Other (See Remarks)



# MLS PIN

Green Certified ☐ Yes ☐ No ☐ Unknown ☐ Unspecified

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## Green Certified

☐ Yes ☐ No ☐ Unknown ☐ Proposed ☒ Unspecified

### \* Green Certification Type

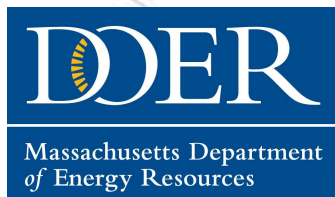
☐ A-Energy Star Home Certified ☐ C-National Green Building Standard ☐ F-Deep Energy Retrofit Certified ☐ H-EPA Indoor Air Plus Certified  
☐ B-LEED Certified ☐ E-Passive House Certified ☐ G-EPA WaterSense Certified ☐ D-Other (See Remarks)

HERS Index Score

(Required if Green Certified)

Completion Date of HERS Score

(Required if Green Certified)



RE/MAX  
LEADING EDGE  
GREEN DIVISION









## YOUR HOME'S POST-INSTALLATION ENERGY PERFORMANCE SCORE

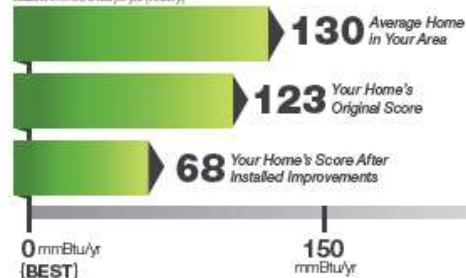
Home MPG, an initiative within the Mass Save® Home Energy Services Program, provides you with your home's "miles per gallon" energy performance rating, called an "energy performance score" or EPS. You received an initial report during your Home Energy Assessment. This post-installation EPS report provides a comparison between your original score and your new score since you've taken steps to improve your home's energy efficiency.

### Your Home's ENERGY PERFORMANCE SCORE

This score shows the estimated total energy use (electricity and heating fuel) of your home for one year. The lower the score, the better!

# 68

Measured in millions of Btu per year (mmBtu/yr)



#### PREPARED FOR

Joanne Homeowner  
123 Energy Saver Road  
Townville, MA 01234  
Ref #: S00002002437

Year Built: 1957

Sq Footage: 1,092

Bedrooms: 3

Primary Heating Fuel:  
Oil

EPS Report Date:

11/19/2012

Energy Specialist:

John Smith

## DOLLARS & SENSE

Prior Estimated  
Energy Costs **\$3168**  
Per Year



## ESTIMATED ENERGY SAVINGS

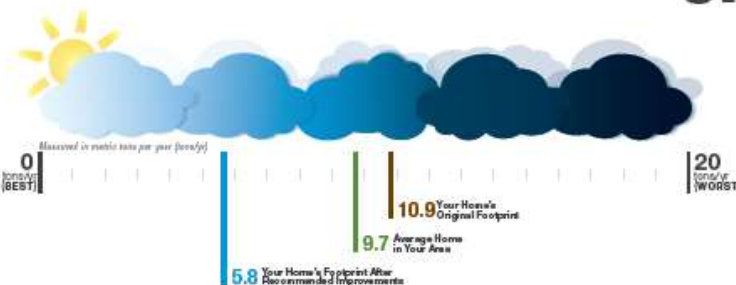
**\$1393**  
Per Year

Based on installed  
energy efficiency improvements

### Your Home's CARBON FOOTPRINT

This score shows the estimated carbon emissions based on the annual amounts, types, and sources of fuels used in your home. The lower the score, the less carbon is released into the atmosphere to power your home.

# 5.8





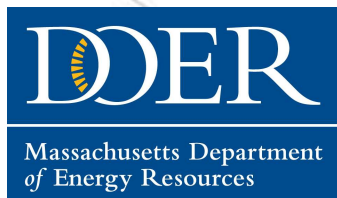
# Do you know your car's MPG rating?

- 💧 Consumers can differentiate high and low energy users



# High-Performance, Green Homes in Residential Real Estate RE86R14

MA RE Board passed in July '14 2 Credit CE





## THE PRODUCT IS CHANGING

“As electricity costs rise, market for heat pumps takes off”

By Jack Newsham

October 6, 2014 Boston Globe

“The **most popular** residential heat pump, called a **mini-split**, consists of wall-mounted indoor venting system connected to an exterior unit that looks like a small central air unit turned on its side.”



# MA Legislation Past and Present Supporting the Green Home Market

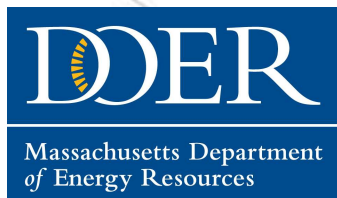
RPS (2003), RGGI (1997-98), and the Systems Benefit Charge

Green Communities Act (2008) - Stretch Code and Net Metering  
Global Warming Solutions Act (2008) – GHG 80% reduction by 2050

Solarize MA (2011)

May 7, 2013 Boston Energy Ordinance passed

Bills in front of Joint Committee of Telecommunications, Utilities, & Energy  
S1587: Net-Zero building standard for residential new construction by 2020 in MA.  
S1613 Home energy assessment completed at time of closing for residential home sales.  
S1586 Oil Heat Energy Efficiency Fund  
H2919 which proposes energy efficiency education for building asset managers

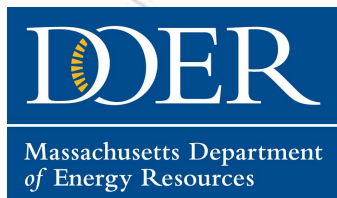




# This has created an environment in MA in which:

American Council for an Energy-Efficient Economy (ACEEE) revealed its top cities for energy saving programs and policies on September 17, 2013 and Boston topped the list!

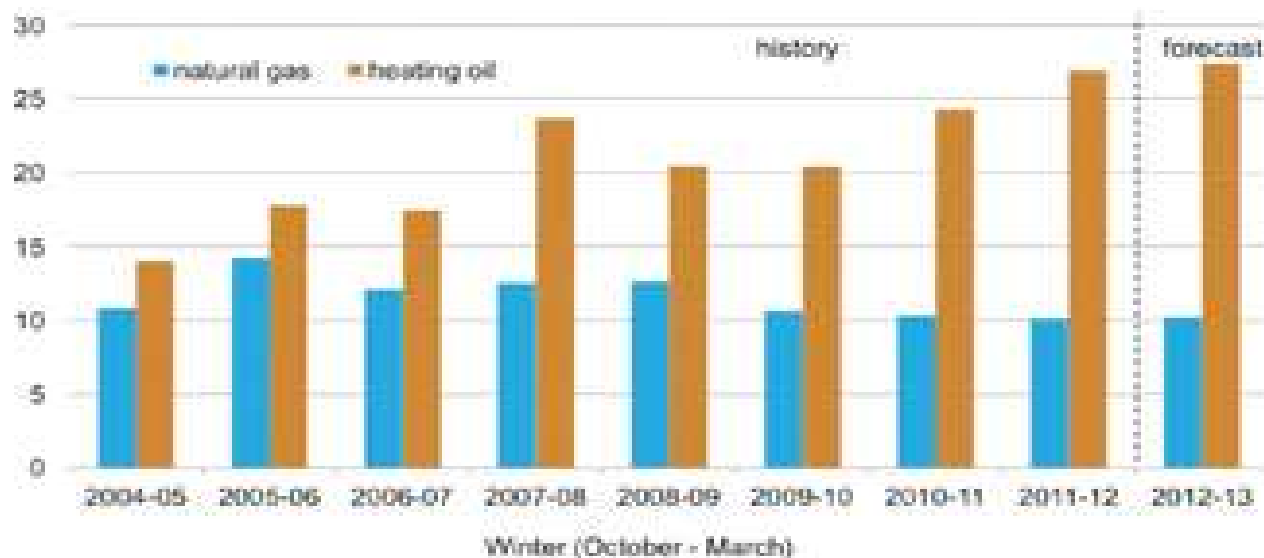
2011, 2012, 2013 & 2014 ACEEE ranked MA #1 state in EE



Only 6% of homes nationally heat with oil, but 80% of the total reside in the Northeast

### Heating oil remains much more expensive than natural gas

U.S. average residential winter heating fuel prices  
dollars per million Btu



Source: EIA Short-Term Energy Outlook, October 2012



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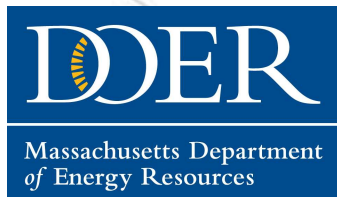
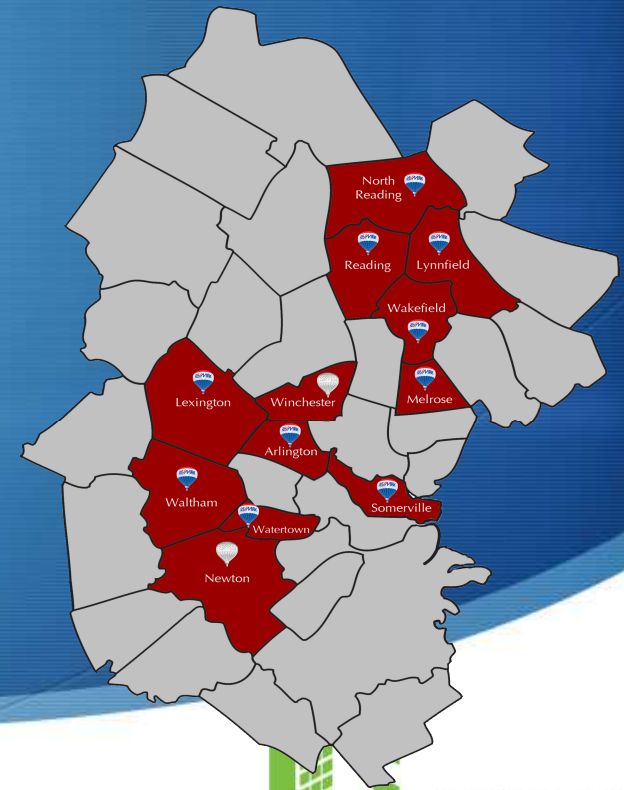


inside the beltway



# \$11 per sq ft

In 2012, homes heated by natural gas sold an average \$11 per sq. ft. more than homes heated by oil. MA homebuyers were willing to pay a price premium for lower operating costs.



RE/MAX  
LEADING EDGE  
GREEN  DIVISION

 green  
NAR's Green Designation

# Realtor Perspective: RE/MAX Leading Edge *Presentation Highlights*

- There is still a lot of resistance in the Real Estate market, called "Green Fear."
  - Realtors know how to sell homes traditionally using visible aspects (e.g. granite countertops), but Energy Efficiency is an invisible, intangible selling point. How do you sell something you can't see?
  - The new language requires realtors to step out of their comfort zone.
  - Realtors are very concerned that adding a new element to the process (e.g. energy audit/certification) will become a barrier to closing the deal and collecting their commission.
- Consider reframing energy efficiency concepts when engaging realtors:
  - Avoid using the term "green," and instead use "reduced operating costs."
  - Highlight the concept that, as utility rates and energy usage increase, so does demand for high performance homes; there is increasing opportunity for realtors to market energy efficiency as a premium.
  - Use analogies to convert energy usage (Btu, kWh, etc.) to more tangible metrics. For example, in Massachusetts it only takes 550 homes one year to consume the amount of energy that was released by the 1st atomic bomb.

# Realtor Perspective: RE/MAX Leading Edge *Presentation Highlights continued...*

- As a pilot program, Massachusetts provided homeowners receiving energy audits with Energy Performance Score cards developed by the Department of Revenue (see slide 27).
  - In a survey of the homeowners who received energy scorecards, 99% said that the scorecard information would be useful next time they purchase a house.
  - Realtors are concerned that poor energy scores would be deleterious to selling; however, Hummers still sell. Asset scores simply provide more information to people to make the decisions that are important to them.
- Realtors have a responsibility to understand how the market and building component technologies are changing; it is not just about being green, but it is also about being knowledgeable about home components.
- Massachusetts is seeing a definite movement in the Real Estate community.
  - The Massachusetts Board of Registration of Real Estate Brokers and Salesperson incorporated RE86R14, a continuing education (CE) class focusing on high performance, green homes in residential real estate.
  - Massachusetts has also passed several laws in recent years supporting home energy efficiency.



# Discussion Questions

- What challenges have you encountered in working with the real estate sector?
- What strategies have you used to engage real estate agents in promoting energy-efficiency as a home feature? Have you tried anything that was successful, or anything that has not worked well?
- What are some of the obstacles to including home energy efficiency as part of trends in real estate?
- Other questions/issues related to real estate and energy efficiency?



# “Greening” the Real Estate Industry

## *Discussion Highlights*

- Using tools like the [Blueprint for Collaboration](#) and High Performance Home Density maps (see slides 12 & 13) are effective ways of engaging realtors with meaningful data and presenting the value of high performance homes.
  - Elevate Energy hopes to develop a how-to kit for finding county-specific high performance home density data.
- The National Association of Realtors Green REsource Council developed the [Green MLS Implementation Guide](#) to help standardize the green MLS fields.
- Realtors are not receptive to EE Program Administrators, viewing them as adding complicating barriers to the sales process.
  - To connect effectively with the real estate community, program administrators should find EE champions in the realtor communities, and support them in their selling methods.
- A common issue with the new green MLS fields is that they aren’t consistently completed.
  - Potential solution: offer green real estate classes as continuing education units (CEUs), to incentivize these trainings and provide a forum for green MLS listing questions and high performance homes sales tips.

# Closing Poll Results

- After today's call, what will you do?
  - Try an idea or approach discussed on this call in your work – **36%**
  - Tell a colleague or partner something you learned – **27%**
  - Evaluate potential changes to your interactions with the real estate sector – **18%**
  - Make no changes to your current approach to working with the real estate sector – **18%**
  - Other (please explain) – **0%**



**Thank you!**