



# **Better Buildings Residential Network Peer Exchange Call Series: *Sold! Engaging the Real Estate Industry in Home Performance***

March 16, 2017

*Call Slides and Discussion Summary*



# Agenda

- Agenda Review and Ground Rules
- Opening Polls
- Brief Residential Network Overview and Upcoming Call Schedule
- Featured Speakers
  - **Craig Foley**, Founder, Sustainable Real Estate Consulting Services
  - **James Mitchell**, Partner, Renewablue
  - **Amanda Stinton**, Director, Sustainability and NAR's Green Designation, National Association of REALTORS
- Discussion
  - How has your organization worked with (or considered working with) the real estate sector?
  - 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?
  - Other questions/issues related to real estate and energy efficiency?
- Closing Poll



# Better Buildings Residential Network

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

**Membership:** Open to organizations committed to accelerating the pace of home energy upgrades.

## **Benefits:**

- Peer Exchange Calls 4x/month
- Tools, templates, & resources
- Recognition in media, materials
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Residential Program Solution Center guided tours

**Commitment:** Provide DOE with annual number of residential upgrades, and information about associated benefits.

*For more information or to join, email [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov), or go to [energy.gov/eere/bbrn](http://energy.gov/eere/bbrn) and click Join*



# Peer Exchange Call Series

*We hold one Peer Exchange call the first four Thursdays of each month from 1:00-2:30 pm 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:

- April 6: [Master Key: Unlocking Innovative Approaches to Program Design](#)
- April 13: [Ultimate Retrofit: Zero Energy Ready Homes](#)
- April 20: [Two Is More Than One: Leveraging Strategic Partners](#)
- April 27: [Just What the Doctor Ordered: Integrating Health Benefits into Energy-Efficiency Programs](#)

*Send call topic ideas to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)*

*See the Better Buildings Residential Network Program [website](#) to register*



# March Energy Madness: Round 3



## Tournament Details

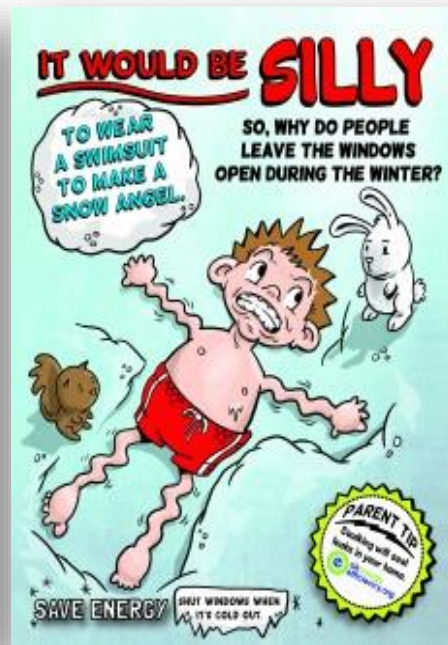
- **Call Participants will make their picks** to determine what messages are best in the 8 head-to-head match ups.
- **On each following Peer Exchange Calls in March**, you'll find out who has made it on to the next round and vote on your favorites.
- **The winning message** will be selected on the **March 23 call!**



# Round 3: Bracket 1

Alaska Energy Efficiency

Department of Energy\*



Posters



[Video](#)



# Round 3: Bracket 2

## Fuel Fund of Maryland\* The Watt Watchers program



Posters

## Energy Vibe



Posters



Best Practices:  
Sustainable Real Estate Consulting Services  
Renewable  
National Association of REALTORS



# Sold! Engaging the Real Estate Industry in Home Performance



Craig Foley, James W Mitchell, Amanda Stinton

March 16, 2017



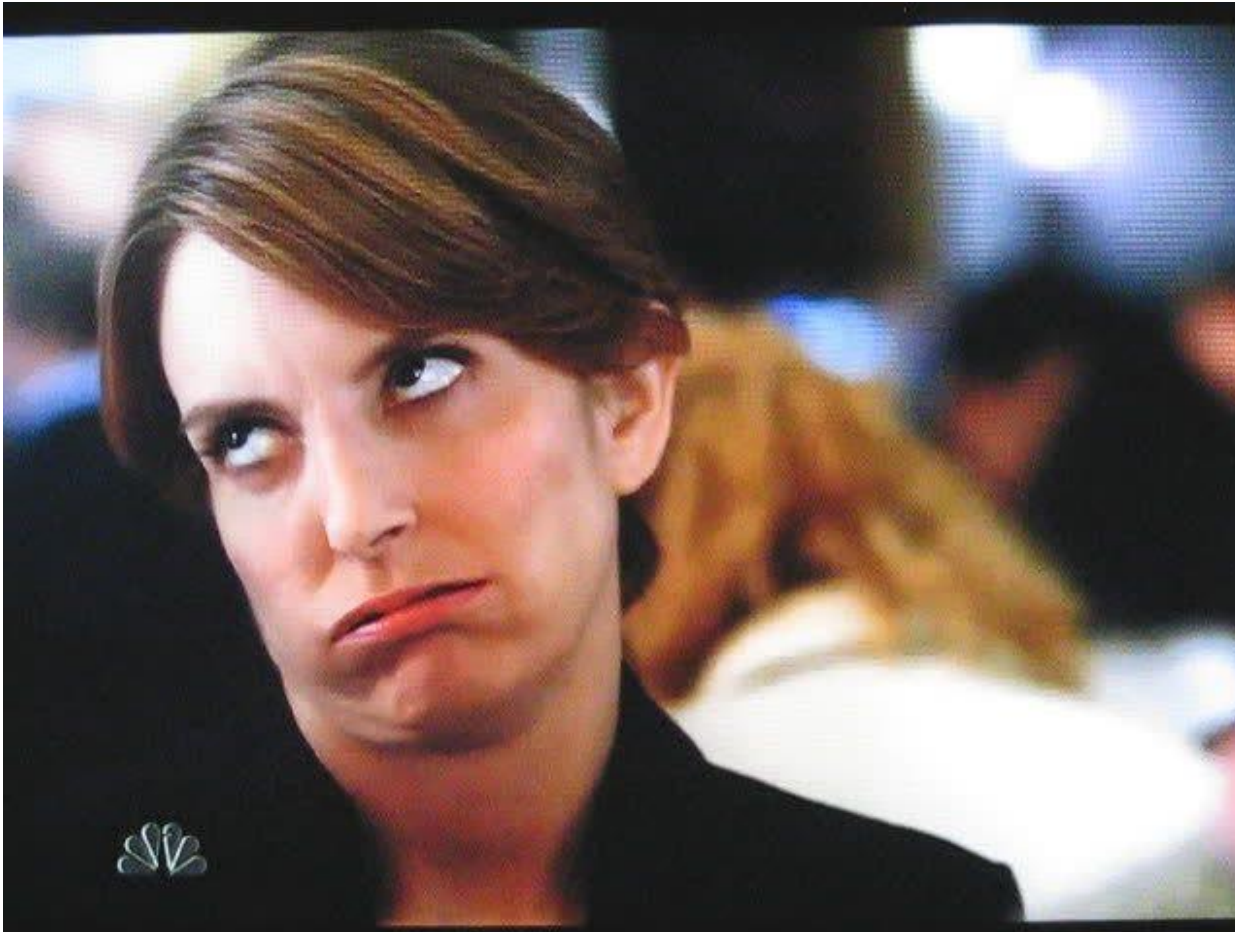


# We know why we are here...



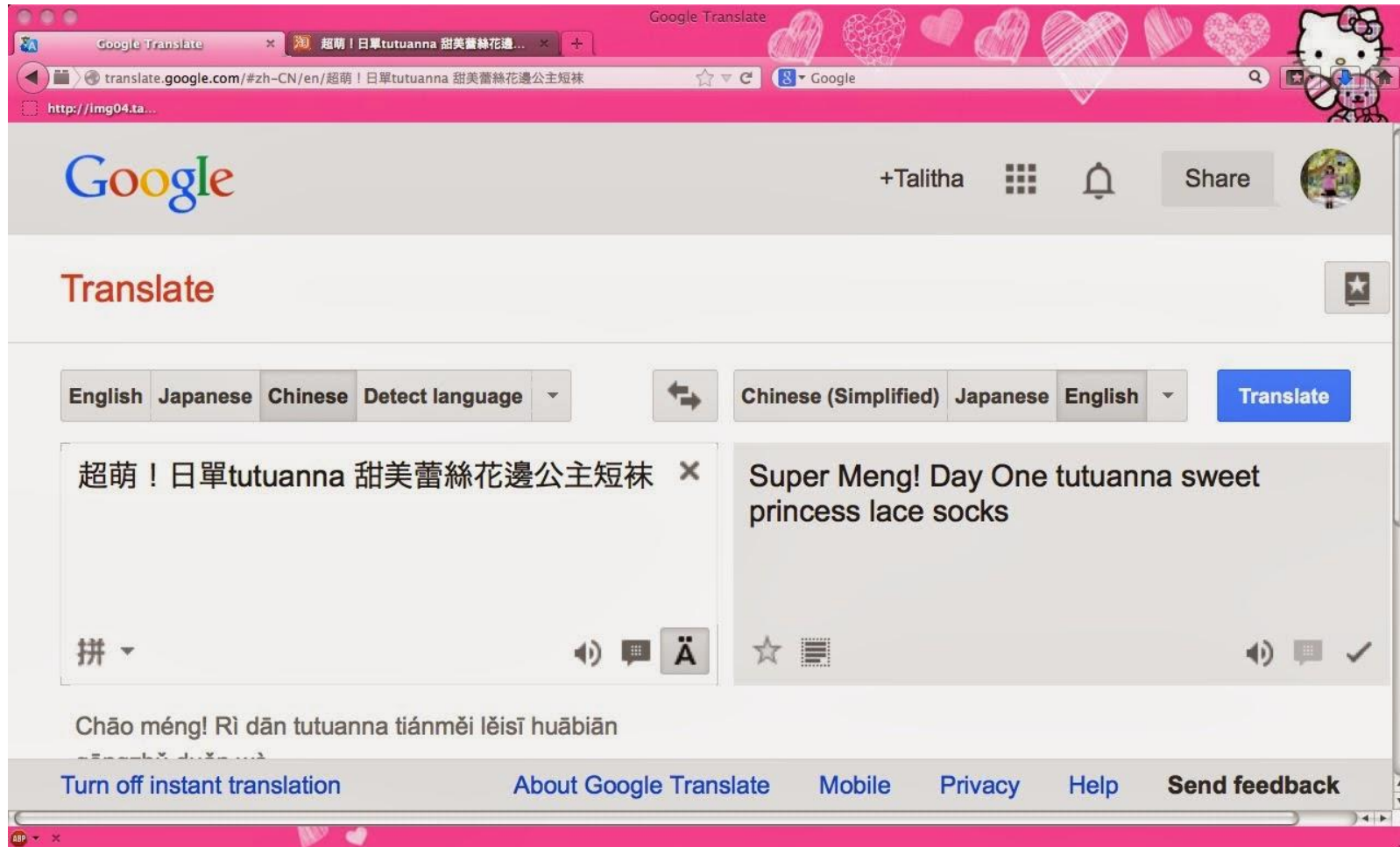


# We know why we are here...





# We are trilingual





# We refer to you as “civilians”





# Engaging Realtors®: If you build it, will they come?

Two Things:

1) Education

2) Money (financing and resale value)





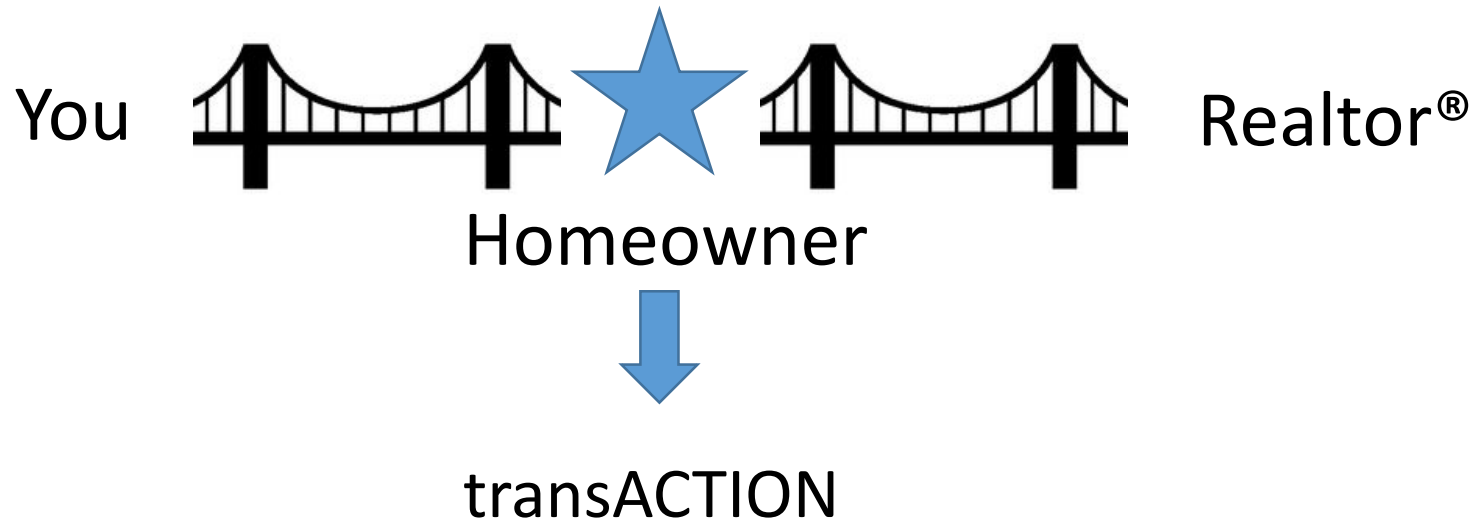
# Realtors Communicate Value



Realtors are the best sales force on the Planet.



# Meet in the Middle





# Tips and Suggestions

- Force the industry to acknowledge energy improvements have value
- Provide homeowner a “sales marketing packet” at job completion for Realtors to use in future marketing
- Include Realtor in local program to discuss the homes’ future value with improvements
- Target audience depends on local market conditions (buyers vs sellers engaging program)
- Become an Affiliate at local Realtor board and give away audits at every opportunity
- Sponsor your local Young Professionals Network events
- Easy Button – offer energy audit coupon 6-12 months after closing. Brand to the selling Realtor
- Train and Engage local appraisers
- Create test group of Realtors to go through entire process
- Focus on program elements that help transactions go smoothly
- Make individual office and sales meeting visits
- Make the Realtor look great, provide materials we can send.
- NAR Green Designees already have great knowledge



A photograph of a brick house with a dark tiled roof. A chimney is visible on the roof. Solar panels are installed on the roof, and a semi-transparent yellow box with text is overlaid on the image.

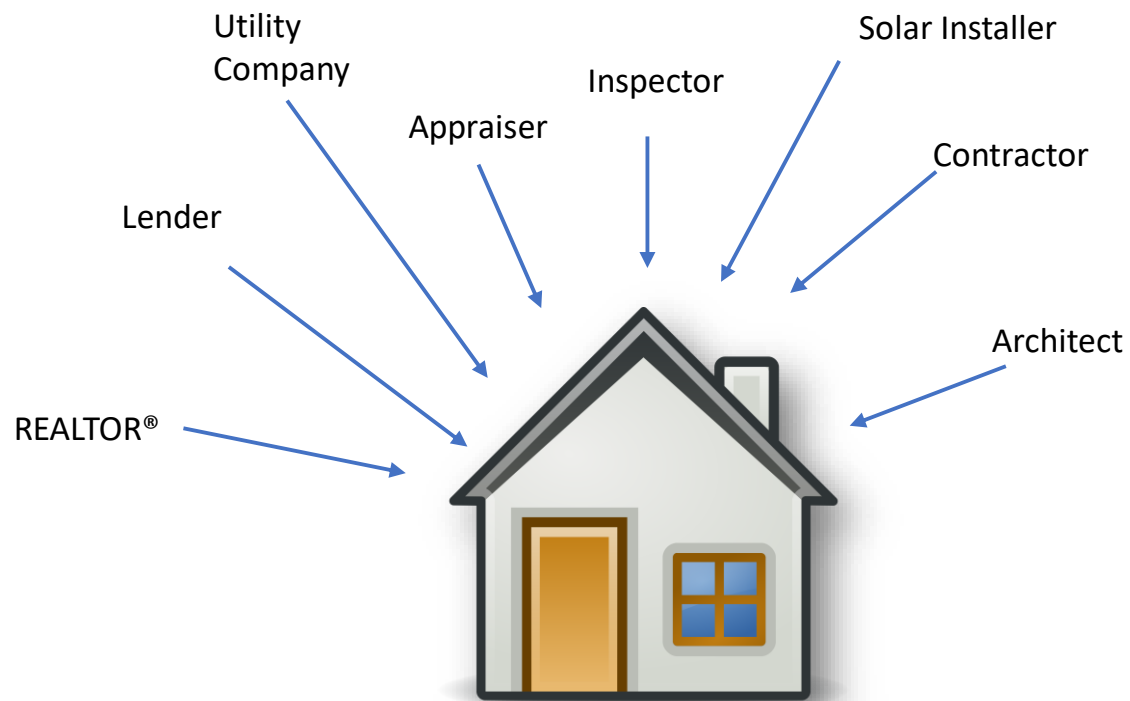
**NAR Green Designees are well-positioned as leaders in the real estate industry on this fast-growing market segment.**




**THE PRODUCT THAT REALTORS®  
SELL IS CHANGING**









An aerial night photograph of a city and a large body of water. The city lights are visible, and the water reflects the ambient light. The sky is dark with some clouds. The text is overlaid on a semi-transparent white box in the upper left.

# YOUR BUSINESS SUCCESS DEPENDS ON UNDERSTANDING AND ADAPTING.

**The market is changing. NAR provides tools and resources to help REALTORS® learn about changes and be champions in their markets.**



# Thank you!

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- Craig Foley  
Founder, **Sustainable Real Estate Consulting Services**  
[www.realestatesustainability.com](http://www.realestatesustainability.com)
- James Mitchell  
Founder, **Renewableblue**®  
Partner/Broker, The Group Real Estate  
[www.renewableblue.com](http://www.renewableblue.com)
- Amanda Stinton  
Director, Sustainability & Green Designation  
**National Association of REALTORS**®  
[GreenREsourceCouncil.org](http://GreenREsourceCouncil.org)



# Presentation and Discussion Highlights (1 of 3)

- **Due to their unique position, the real estate agents can increase market demand for energy efficient homes.**
  - Realtors are trusted advisors to their clients and can share useful information about a home's performance.
- **Home performance and quality of the neighborhood** weigh into home buyers' purchasing decisions.
  - A recent report shows that young buyers prioritize commuting costs over heating and cooling costs at 39% and 31% respectively.
  - In Chicago, the energy cost disclosure had a beneficial impact on home sales.
- **Realtors can also engage homeowners in energy upgrades after the point of sale:**
  - House warming parties are great opportunities to ask homeowners feedback on their experience with their new homes and direct them towards specific energy upgrade programs.



# Presentation and Discussion Highlights (2 of 3)

## Ways energy efficiency programs can engage real estate actors:

- **Speak their language:** Having a program administrator that understands the real estate market is key to building an engaged network of realtors.
- **Meet them where they are:** Engage real estate agents through the local board of realtors, real estate young professionals groups or green designation courses.
- **Close the knowledge gap:** educate the real estate community on local energy efficiency programs and let them become your advocates in the local community.
  - NAR's Green Designation certification, for example, is aimed at increasing awareness around energy efficiency among real estate professionals.



# Presentation and Discussion Highlights (3 of 3)

- **Demonstrate that energy efficiency adds value to a home on the marketplace:**
  - Increased home valuation makes good business sense for realtors.
  - Work with home appraisers to ensure that energy efficiency benefits are documented and appended to the home contract.
- **Partner with local energy champions** that can help increase interest in program participation and get other realtors on board.



# Update from the Program Administrator Landscape: Consortium for Energy Efficiency



# Presentation Highlights: Consortium for Energy Efficiency

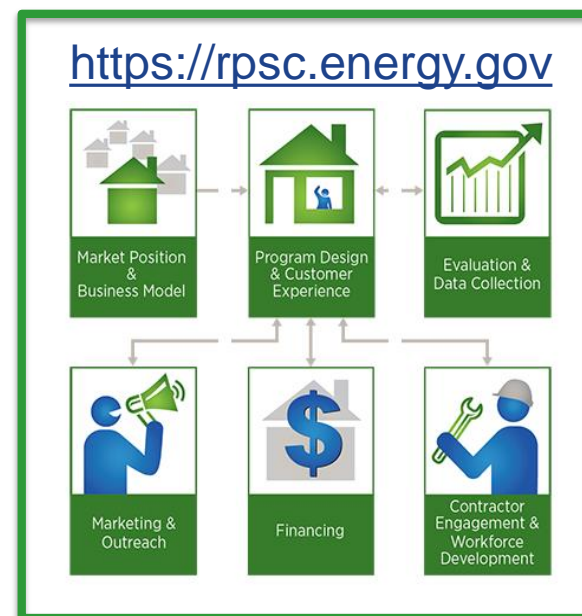
- **Greater uptake of efficient homes requires everyone's buy-in**, from the real estate industry to energy efficiency programs and banks.
- **A common challenge to energy program participation by homeowners is the high upfront cost.**
  - Having banks and lenders recognize the value of energy efficiency improvements in the real estate market could help alleviate some of the financial barriers for homebuyers and sellers.
- **Setting a clear baseline and quantifying energy savings through metrics** would help establish benchmarks and communicate better the value of energy upgrades on the home market.
- **Engage the realtors** by offering free energy efficiency classes combined, where possible, with continuing education units (CEUs), to help them gain credit for their training.



# Related Resources in the Residential Program Solution Center

## Explore resources related to engaging the real estate industry:

- Learn about steps that energy efficiency programs can take to capture energy efficiency in residential real estate transactions in this [Better Buildings report](#).
- Read this [case study](#) on how California non-profit Build it Green is helping to deliver energy efficiency knowledge to the real estate market.
- Explore this [blueprint](#) by CNT Energy and the National Home Performance Council, providing EE programs with methods to document improvements and incorporate them into the real estate value chain.



- Check out the latest [Proven Practices](#) post on [Leveraging Broad Program Benefits](#).
- The Solution Center is continually updated to support residential energy efficiency programs—[member ideas are wanted!](#)



# Additional Resources

- National Association of REALTORS, [Home Buyer and Seller Generational Trends Report 2017](#)
- National Association of REALTORS, [Appraisal Links](#).
- [The Appraisal Institute](#)
- Related Better Buildings Residential Network Peer Exchange Call Summaries:
  - [Advances in Integrating Energy Efficiency Into the Real Estate Market](#)
  - [Trends in Real Estate and Energy Efficiency](#)
  - [Mastermind Session: Connecting the Dots Between the Real Estate Market and Residential Energy Efficiency](#)
  - [Trends in Real Estate and Energy Efficiency - Update on Program Experience](#)
  - [Business Models and Case Examples for Working with the Real Estate Sector](#)
  - [Working with the Real Estate Sector](#)



# 2017 Better Buildings Summit

Registration is now open!



Be sure to [register today](#) for the 2017 [Better Buildings Summit!](#)



Spread the word:

[#BBSummit17](#) registration is right around the corner. Get ready to learn about expert [#EnergyEfficiency](#) enhancements <http://bit.ly/2iZCMsB>



# GET SOCIAL WITH US



Stay engaged and connected with the Better Buildings Residential Network and our partners from the residential and multifamily sectors!

**Follow us to plug into the latest Better Buildings news and updates!**

**Share with us** your top stories on how your organization is accelerating energy savings through efficiency upgrades, strategies, and investment!



**[Better Buildings Twitter](#) with [#BBResNet](#)**



**[Better Buildings LinkedIn](#)**

**We can't wait to hear from you!**



# Addenda: Attendee Information and Poll Results



# Call Attendees: Network Members

- AppleBlossom Energy Inc.
- CalCERTS, Inc.
- City of Chula Vista
- City of Fort Collins
- City of Kansas City
- City of Plano
- CLEAResult
- Center for Sustainable Energy
- Connecticut Green Bank
- Davis Energy Group
- Earth Advantage Institute
- Energy Efficiency Specialists
- Enhabit
- FMC Facility Management Consultores
- Greater Cincinnati Energy Alliance
- Home Performance Guild of Oregon
- Institute for Market Transformation (IMT)
- Midwest Energy Efficiency Alliance (MEEA)
- New York State Energy Research & Development Authority (NYSERDA)
- Southface



# Call Attendees: Non-Members (1 of 3)

- AHP Homeownership Center
- Airtight Services, Inc.
- AjO
- Alabama Department of Economic and Community Affairs
- Alliant Energy
- Canadian Home Builders' Association (CHBA)
- Consortium for Energy Efficiency
- Clallam County
- Climate Realty, LLC
- ComEd
- Craft3
- Energetics Incorporated
- Energy Futures Group
- Energy Smart Colorado - Walking Mountains Science Center
- EnergyWize
- Florida Department of Agriculture and Consumer Services
- Flathead Electric Cooperative



# Call Attendees: Non-Members (2 of 3)

- Franklin Energy
- FS Energy
- GoodCents
- Utah's Governor Office of Energy Development
- Green Compass Sustainability Consulting
- Greenbanc
- Home Performance Services
- ICF International
- ID3A, LLC
- Inspection Depot
- Johnson Home Performance
- Knauf Insulation
- Leadership in Energy and Environmental Design
- Local Government Commission
- Lockheed Martin
- Massachusetts Department of Energy Resources
- Massachusetts Department of Public Utilities
- MassHousing
- Mayberry Energy Inspections



# Call Attendees: Non-Members (3 of 3)

- Mercy Housing Management Group
- Minnesota Department of Commerce
- Montana Department of Public Health & Human Services
- National Association of Home Builders
- National Council of Structural Engineers Associations (NCSEA)
- New Jersey Natural Gas
- Pivotal Energy Solutions
- Premium Efficiency Inc
- Retrofit America, Inc.
- SIM2
- Snohomish County
- Solar Habitats, LLC
- Solar Home Builders
- Transition Living
- Treeline Strategy, LLC
- Yellow Brick Properties



# Call Attendee Locations





# Opening Poll #1

- Which of the following best describes your organization's experience in engaging the real estate industry in home performance?
  - Limited experience/familiarity – **40%**
  - Some experience/familiarity – **31%**
  - No experience/familiarity – **15%**
  - Very experienced/familiar – **11%**
  - Not applicable – **3%**



# Closing Poll

- After today's call, what will you do?
  - Seek out additional information on one or more of the ideas – **55%**
  - Consider implementing one or more of the ideas discussed – **32%**
  - Make no changes to your current approach – **13%**
  - Other (please explain) – **0%**