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, Renewable
  - **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: 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, or go to 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
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

Posters

Department of Energy*

Video

*Better Buildings Residential Network member
Fuel Fund of Maryland*

The Watt Watchers program

Energy Vibe

*Better Buildings Residential Network member
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

You  Homeowner  Realtor®

transACTION
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
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
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!

- Craig Foley  
  Founder, **Sustainable Real Estate Consulting Services**  
  www.realestatesustainability.com

- James Mitchell  
  Founder, **Renewablue®**  
  Partner/Broker, The Group Real Estate  
  www.renewablue.com

- Amanda Stinton  
  Director, Sustainability & Green Designation  
  **National Association of REALTORS®**  
  GreenREsourceCouncil.org
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.
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.
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.
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
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%