



# *Home Appraisers*

## NC Energy Efficiency Alliance

### Values Offered and Proposed Activities

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#### **Values offered by the Alliance to Home Appraisers are to:**

1. Increase the volume of work in the appraisal industry by stimulating demand for new, energy-efficient homes.
2. Help create differentiation for appraisers that are educated in the value attached to energy-efficient homes and green construction practices.
3. Help develop analytical techniques and policies that quantify the value of energy-efficiency for new homes and are recognized by the broader appraisal industry and their associations.

#### **Proposed Alliance activities to support these goals:**

1. Conduct a targeted consumer outreach campaign to inform prospective homebuyers of the advantages of high-efficiency homes.
2. Provide evidence of the differences in annual energy usage, overall homeownership costs, and the homeowner's monthly cash flow between high-efficiency new homes versus conventional, code-built homes.
3. Conduct workshops for appraisers, realtors, and mortgage bankers on the financial advantages of high-efficiency homes, and work with their respective associations to develop analytical techniques and policies that recognize the value of energy-efficiency to the homebuyer.
4. Conduct a broad public relations campaign on the financial advantages and other merits of high-efficiency homes, utilizing print media, broadcast media, home shows, and other public events.
5. Maintain a website for the North Carolina Energy Efficiency Alliance that includes the names of appraisers and industry professionals who have joined the Alliance to support our mutual goals.
6. Create networking opportunities for appraisers, lenders, realtors, and building industry professionals committed to improving energy efficiency in new homes.
7. Provide technical assistance via telephone or e-mail to appraisers, realtors, and other building industry professionals regarding energy efficiency construction practices.

#### **Requirements for Appraiser membership in the Alliance:**

1. Attend an information session or training program on energy-efficient homes offered by the Alliance for appraisers and other building professionals.
2. Provide feedback on Alliance activities and resources, and share your work experiences and methodology in energy-efficient appraisals with other Alliance members.