



# *Realtors & Brokers*

## NC Energy Efficiency Alliance

### Values Offered and Proposed Activities

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#### **Values offered by the Alliance to Realtors and Real Estate Brokers:**

1. Help them sell more houses and earn more profit per sale by increasing the market demand and sales price of energy-efficient homes.
2. Help them communicate the benefits of energy efficiency and third-party certification to prospective buyers in the new homes market.

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

1. Offer training programs to real estate brokers that provide continuing education credits.
2. Offer information on certification programs such as Ecobrokers or NAR's Green Designation.
3. Show how the cash flow changes for a high efficiency home versus a standard new home.
4. Conduct a broad advertising campaign on the value and benefits of high-efficiency homes, including broadcast and print media.
5. Work with associations of appraisers, realtors, and mortgage bankers to shift analytical techniques and policies in order to recognize the value of high-efficiency homes.
6. Promote high-efficiency homes at regional home shows and other public events.
7. Maintain a web presence (website, blog, Facebook, etc.) for the North Carolina Energy Efficiency Alliance that includes the names of realtors and brokers who have joined the Alliance.
8. Answer technical questions from real estate brokers and homebuilders via telephone or e-mail.

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

1. Attend training program on energy efficient homes offered by the Alliance for real estate brokers and other building professionals.
2. Commit to market the advantages and benefits of energy efficient homes.
3. Help the Alliance set up training events with local organizations.
4. Provide feedback on Alliance activities and work products.