

# Homebuilders

The focus of the Summit was stakeholder communication and collaboration. Thus, the need to pass information between stakeholder groups is of the utmost importance. A sample flow might be Home Energy Rater > Builder> Real Estate Agent/Appraiser> Lender. If this flow is disrupted, each group should be able to competently ask for documentation on the energy efficient measures of the home. The Builder should also strive to be knowledgeable about utility incentives, which can help to offset their costs and the consumer's operational costs. The group also determined that the availability of performance data would be beneficial to the Builder in many ways. Below are some specific action items that came from the summit for both the homebuilding profession as well as for the NCEEA.

## Homebuilder Action:

- Pass along information provided to you by your Home Energy Rater.
  - If documentation is not provided from the Home Energy Rater, ask for it.
- Continue the flow of documentation (Pass on energy efficiency documentation from Home Energy Raters to Real Estate Agent, Appraiser, and Lender.)
- Ask for a local Appraiser who also understands energy-efficiency. There is no law against requesting a competent Appraiser or contacting the Appraiser directly if circumstances allow.
- Place resources/documentation on the energy efficient features of your home into the Appraiser's hands as an addendum to the contract and/or display these documents in the home for all to see.
- Work with your local HBA to develop "fast-track" or cheaper permitting for ENERGY STAR Homes through the permitting office.
- Work with the local Board of Realtors in your area to determine what should be added to the MLS input sheet. (HERS score, program certifications, utility incentives, green features).
- Pursue partnerships between the local Board of Realtors and the local Homebuilder Associations in order to have a larger voice to address these issues.
- Petition the NC Licensing Board for General Contractors to provide a mandatory continuing education program for Homebuilders related to energy efficiency and best practices.
- Seek quantifiable savings data from individual homes to share with potential buyers.
- Be able to explain and list the value of the energy-efficient upgrades that you have made to your home.
- Be able to offer performance data about the energy-efficient upgrades of the home.
- Actively market the energy-efficiency of the homes you build.

## NCEEA Action to Support the Homebuilder Community:

- Promote energy efficiency information moving from stakeholder to stakeholder.
- Produce energy savings statistics and quantification of ENERGY STAR new homes compared with code-built homes as they relate to sales price and days on the market.
- Strive to raise consumer awareness and education in order to create market demand for energy efficient homes.
- Perform a targeted marketing campaign to encourage the purchase of new ENERGY STAR homes.
- Continue to offer "no cost" Builder trainings across the state on energy efficiency, building science and ENERGY STAR V3
  - Presentations for purchasing and production managers, production staff, sub-contractors, and/or sales team.
- Continue to offer "no cost" Realtor trainings across the state.
- Keep an up-to-date database on our website with incentives that will help offset costs associated with energy efficiency.
- Continue to develop a list of energy efficient mortgage lending incentives and offerings to share with home buyers.
- Maintain a website as a source for the latest in NC energy efficiency happenings, trainings, events, building details, and a database of professionals.

