

Real-Estate Brokers

The focus of the Summit was stakeholder communication and collaboration. Thus the need to pass information between stakeholder groups and to the consumer is of the utmost importance. A sample flow might be Home Energy Rater > Builder> Real Estate Broker/Appraiser> Lender. If this flow is disrupted, each group should be knowledgeable enough to ask for documentation on the energy efficient measures of the home. The Real Estate Broker should strive to be knowledgeable about a home's energy efficient features, its performance offerings and incentives that the home buyer qualifies for. The goal is to not leave money on the table and to sell the ENERGY STAR features of a home.

Action Items for the Real-Estate Broker

- Work with your local real estate board to have the HERS index, ENERGY STAR qualification, and energy efficient/green features listed on the MLS. It is important to have a "green MLS" with HERS rating info in all 50+ MLS regions.
- Diligently verify that accurate data is input onto the MLS.
 - Develop quality control practices for data input. (Programming mechanisms to increase the quality control of inputs).
 - Upload ENERGY STAR certificates to the MLS.
 - Develop a checks-and-balances system to help Brokers load information on the input sheet. For example, the ENERGY STAR box could not be checked without providing the HERS score.
- Assist in educating home buyers by becoming knowledgeable about the benefits and savings of ENERGY STAR homes.
- Help continue the flow of a home's energy efficiency documentation to Lenders, Appraisers and homebuyers.
- Contact the Builder or their Home Energy Rater and request documentation if you did not receive any.
- Market energy efficiency and set yourself apart by becoming an EcoBroker, NAR Green Designee or another green Realtor certification. At minimum, gain a working knowledge about the energy efficient products you sell.
- Develop energy efficient specific sales tools.
- Ask the builder or Home Energy Rater for home savings quantification. Pass this on to the lender and the consumer.
- Seek on-site trainings (pre-drywall and finished home) at homes you sell to better understand what goes into building an ENERGY STAR home. (Many of the measures that go into energy efficient construction are not visible once the house is completed.)
- Seek continuing education credits for energy efficiency education.
- Pursue partnerships between the local Board of Realtors and the local Homebuilder Association.
- Support the HERS on tax records.

NCEEA Action Items to Support the Real Estate Community:

- Continue to produce and share energy savings statistics and quantification of ENERGY STAR new homes compared with code-built homes in terms of their differences in sales price and days on the market.
- Strive to raise consumer awareness and education in order to create market demand for energy efficient homes and home energy ratings.
- Perform a targeted marketing campaign to encourage the purchase of new ENERGY STAR homes.
- Continue to offer "no cost" trainings on energy efficiency to Realtors.
 - Promote information moving from stakeholder to stakeholder.
 - Offer trainings for local Boards of Realtors or other groups across the state on energy-efficient home features and sales tools.
 - Host onsite Agent trainings to highlight unseen energy efficiency construction details.
- Continue to develop a database on our website with incentives that can help offset costs associated with energy efficiency.
- Develop a You Tube presence with testimonials on buying new ENERGY STAR homes.
- Work with the NC Board of Realtors and local MLS areas to list the HERS index, program certifications, and efficiency upgrades.
- Work with ENERGY STAR (EPA) to help Realtors become ENERGY STAR partners.
- Maintain a website to be a source for the latest in NC energy efficiency happenings, trainings, events, building details, and a database of professionals.

