

## A Quick Guide for Greening the MLS in North Carolina

### Purpose:

The purpose of this guide is to provide a Green MLS resource. Its aim is to help facilitate the process of adding inputs for green features or refining inputs for existing green features. The ultimate goal is to create-MLS uniformity throughout North Carolina and assist REALTORS and appraisers in representing these properties. This guide also contains additional resources for Real Estate professionals seeking information about green building market data and trends. The North Carolina Energy Efficiency Alliance provides customized education, training, consulting and Green MLS rollout support.

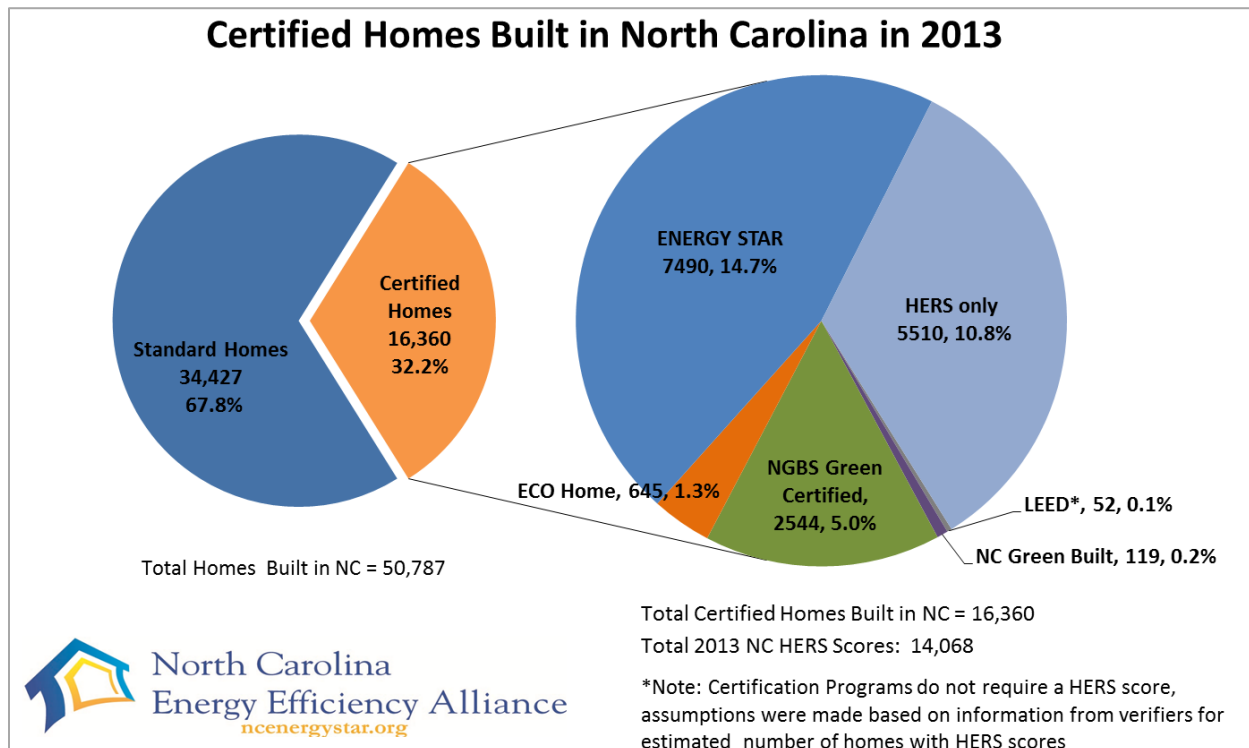


Figure 1: Certified Homes Built in North Carolina in 2013

### What does a Green MLS look like?

From the Nat. Assoc. of REALTORS in 2012, "In its best form, good Green MLS design reflects a set of fields that will be easily used and hard to misuse by either traditional agents or appraisers (i.e., the agents/appraisers that do not have additional green training). The best design includes a combination of carefully selected fields and an MLS policy that requires that document attachments be included (either online or manually) to back up the data entered in the fields. This approach prevents green-washing and allows the buyer and seller to define both what is green and the value of those green features." The current trend nationally and within North Carolina's largest markets is to provide inputs on the MLS related to these certifications and the HERS score. Table 1 on the next page is an example of how an MLS can provide a location to report these features. The **Green Certification** list could be in the form of a dropdown menu. It is also important to provide the ability to upload certification and energy report documents. This uploading tool can easily be added and protects the listing agent as well provides verified information to the appraiser. The [HERS Index](#) is a singular measure of homes efficiency and is a

score between 0 – 100. In addition to including the HERS score, the energy rater can provide an energy report that can be uploaded to the MLS.

Table 1: Green MLS Sample:

|   |
|---|
| <b>Green Certification</b>                                  |
| ENERGY STAR   |
| NGBS Green Certification – National Green Building Standard |
| LEED for Homes  |
| Green Built NC  |
| Earthcraft  |
| None  |
| **upload final certification                                |
| <b>HERS Index:</b>  |
| Score (0-100)_____  |
| None  |
| **upload HERS certificate                                   |

North Carolina is a national and regional leader in CERTIFIED High performance homes. The green building market is very strong and continues to grow and cultivate interest in builders looking for diversification and buyers seeking energy savings, comfort and improved indoor air quality.

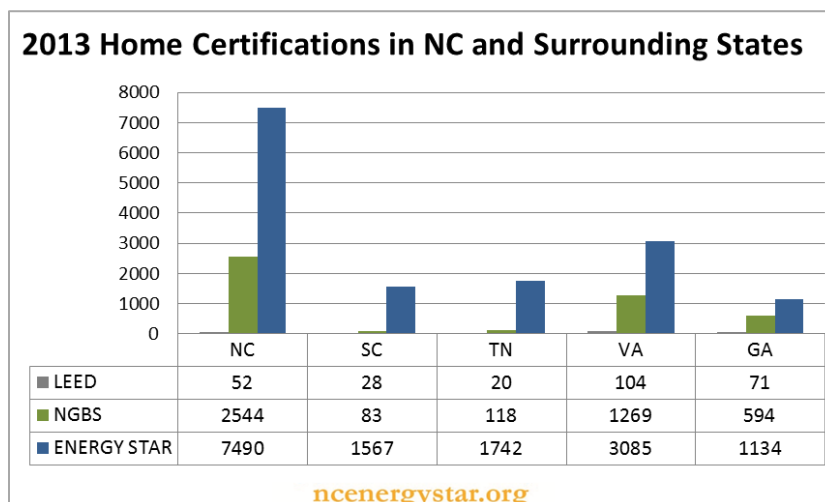


Figure 2: 2013 Home Certifications in NC and Surrounding States

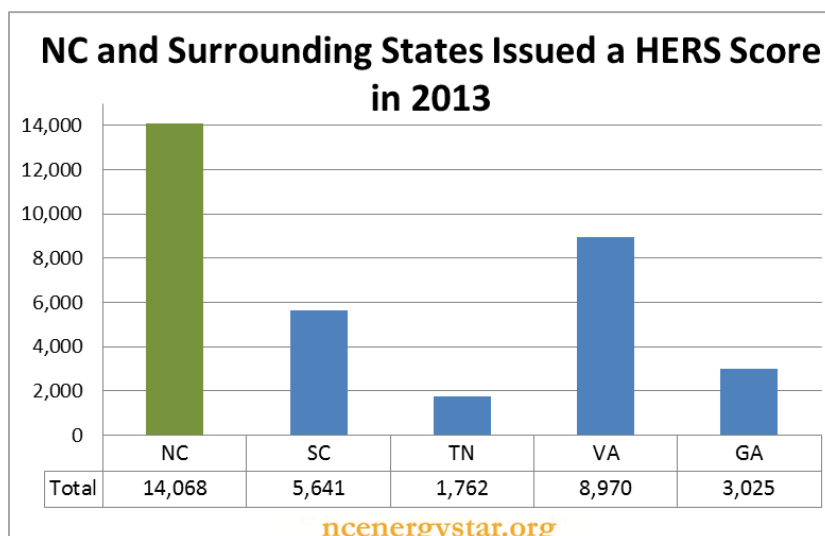


Figure 3: NC and Surrounding States Issued a HERS Score in 2013

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**Resources:**

- [NCEEA technical assistance and training](#)
- [The Green MLS Took Kit](#)
- [EcoBroker](#)
- [NAR Green Designation](#)
- [NCEEA additional resources](#)