The Value for High Performance Homes Campaign is a group of real estate and energy efficiency professionals working together to remove barriers toward the fair value of energy efficient homes. We'll use this regular alert to keep you up-to-date on the latest news and developments. For more, visit the campaign website at http://www.elevateenergy.org/value-high-performance-homes-campaign/home/.

Homeowners Are Investing in Energy Efficiency
The 2013 American Housing Survey found that nearly a quarter of all owner-occupied units that made a home improvement (within the two years leading up to the survey) completed at least one energy efficiency project. More than five million of these homeowners completed projects without financial incentive or tax credit, indicating that the potential to save money on utility costs may offer enough incentive to move forward on these types of projects. It could also reflect an increasing understanding that energy efficiency upgrades add value to a home in the marketplace. Read more here.

Home Energy Score Report: Making the Value Visible
The U.S. Department of Energy’s Home Energy Score team wants to make it easy for homebuyers to identify high performance homes in the marketplace. The Home Energy Score team encourages its partners to obtain homeowner consent that allows them to share their Home Energy Score report with the local multiple listing service (MLS). Properly marketing third-party verified high performance homes in the MLS helps make the value of these homes more visible. To read more about using the MLS’s “green fields,” read step four in our blueprint, “Unlocking the Value of an Energy Efficient Home”.

Designing a Mortgage Process for Energy Efficiency
Financing options are important to the high performance home transaction. The Energy Efficient Mortgage (EEM) program offered by the Federal Housing Administration offers a promising option for spurring energy efficiency upgrades by integrating the costs within mortgage payments. The Institute for Market Transformation released a white paper examining what’s working and not working for EEM’s and offers recommendations to increase EEM usage rates. Access the paper here.

The Link Between Commuting Costs and Energy Efficiency
The National Association of Realtor’s 2014 Profile of Home Buyers and
Sellers found that buyers interested in commuting costs were more likely to be interested in a home’s energy costs. To read more about the unique statistics that link these two issues, click here.

**Listing Agent Leads with Energy Efficiency**
When listing a home, real estate agents strategically choose which features of the home to highlight. A Realtor in Bend, OR had many assets to feature for his new listing, from the granite countertops to the fantastic location, but led instead with its energy efficiency advancements. To see the listing, and read about this net zero home, click here.

If you have any questions, please contact us at Info@ElevateEnergy.org.

You’re receiving this update because you have expressed interest in the topic. We’ll continue to alert you with news and developments. Please feel free to share; others can sign up to receive regular alerts here and you can follow the conversation on Twitter at #VisibleValue