Elevate Energy uses this regular alert to keep you up-to-date on the latest news and developments happening at the intersection of energy efficiency and real estate. For more information, visit the Value for High Performance Homes page.

The Rise and Rise of Solar Homes
There are over 1 million residential solar photovoltaic (PV) installations in the United States. By 2020, it is expected that the U.S. will have four million solar homes! In light of this news, Elevate Energy created an infographic to tell the story about the growth of solar homes and their impact on the real estate market.

Two more appraiser-designed studies show that homebuyers are willing to pay more for third-party verified homes. Studies of this nature are critical, as appraisers can utilize the results when appraising a high performance home because they use the same methodology accepted by the secondary mortgage market. The studies provide more robust data than typically found in an individual appraisal report and lead to more credible opinions of value within their local market. Read on for two studies that are helping appraisers and advancing #VisibleValue in markets across the U.S.

The Wisdom of Pearl
A new study has found that getting a Pearl Certification can increase a home’s value by thousands of dollars. The study on valuing properties with solar installations and energy-efficient features looked at a set of 27 Pearl-certified homes in Virginia and Maryland and compared them with 35 sales for similar homes that had not been certified. The study found that the average price premium for a Pearl-certified home was more than 5% when the certification had adequate market exposure.

California’s Green Premium
Build It Green’s appraiser-driven study, the first of its kind in California, highlights the price premium of green homes. The study shows that green-certified homes in California bring a higher sales price, even though market barriers often prevent the full value of the home’s green features from being recognized. The study goes on to identify four key market challenges and corresponding solutions—such as auto-populating green home data on the MLS—that will help ensure that green value is captured.

Data standards and IT solutions that allow quicker and more automated transfer of home energy data to the real estate community are crucial for fair and consistent valuation of high performance homes. A movement toward standardization lays the groundwork for moving standard energy-related data into the real estate transaction in a uniform and seamless way.

Building a Market for High Performing Homes
A column by Julie Caracino, the Home Performance Coalition’s Director of Research and
Standards, makes the case for using data standards to bring transparency and standardization to the real estate market.

**Planting the Seeds for Data Transfer**
The Standard Energy Efficiency Data Platform (SEED Platform) can now import and export residential buildings data in HPXML as part of the SEED buildings database application. This new feature, developed by the National Renewable Energy Laboratory (NREL), will allow governments, home performance programs, and other users to update property records in the database with HPXML data and to retrieve that data as HPXML at a later time.

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

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