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/.

Dropping the Jargon, Adopting “Power Words”
The energy efficiency world is full of acronyms like SEER, BTU, and CFM, to name a few. While these are important concepts, the acronyms are not easily understood and certainly not likely to increase a home’s resale value on their own. The U.S. Department of Energy is working to solve this problem by creating a standard set of words the industry can use to reinforce the value message of high-performance homes based on the consumer experience rather than the engineering function of home systems. The public comment period to provide feedback on the draft document is open until July 11.

Overwhelming Demand for NAR Green Building Class
The Midwest Energy Efficiency Alliance (MEEA) forged new partnerships with the real estate industry to educate real estate brokers, managing brokers, and appraisers about the value of energy efficiency. With funding obtained from the Illinois Department of Commerce and Economic Opportunity, MEEA worked with the Mainstreet Organization of Realtors to offer the National Association of Realtors (NAR) CE class, Green 200: The Science of Green Building. This class was offered to agents for a heavily discounted cost and demand for the class was overwhelming -- satellite locations were opened but the class had to be capped. More than one hundred Realtors attended the class either in person or via satellite.

Nation’s First Green Home Tour Focused on Measuring Value
Earth Advantage, the Portland, Oregon nonprofit provider of green building research, education, and certification, is launching the nation’s first home tour for Realtors, appraisers, and lenders focused on how to value and sell the green features of a home. The tour will provide in-depth learning and expert knowledge of the best practices and tools used in the housing market to value the unique aspects of green and high performance homes. Read the full story here.

New USGBC Report Plots the Growth of Green Homes
A new report from the U.S. Green Building Council (USGBC) provides key statistics on the size and growth of the green residential market. The LEED
in Motion: Residential report looks at how LEED-certified homes and buildings transform the industry and impact individuals across the nation, including a close look at the human health aspects of homebuilding. Access the full report here.

Green Home Market Featured in NAR Magazine
The June 2014 edition of NAR’s On Common Ground magazine includes great summary articles about the residential green market. Be sure to check out “Selling Green,” which includes quotes from Home Innovation’s Cindy Wasser, as well as the companion piece, “Greening the MLS.”

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