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/.

**Disclosing Inventories Will Move the Market**
To make the value of high performance homes visible in the marketplace, energy efficiency programs have a key role to play in making sure the local real estate market understands how the inventory of existing energy efficient homes is growing. Programs will do this by consistently tracking data and disseminating efficiency trends in the local housing inventory. To learn more about tracking the supply of energy efficiency homes, read step two in our blueprint, “Unlocking the Value of an Energy Efficient Home.”

In this alert, we’re excited to have two real-world examples of how disclosing inventories helps transform the marketplace:

As evidence that the inventory of high performance homes continues to grow, RESNET announced that in 2014, 146,860 homes in the U.S. were energy rated by certified RESNET HERS Raters and issued a HERS Index Score. According to the data from the U.S. Census Bureau, this represents more than one-third of all new homes sold in the nation. Read the story here.

At the end of last year, the U.S. Green Building Council announced it had certified its 50,000th green housing unit under LEED for Homes. At the time, there were more than 82,000 units under construction or in the pipeline for LEED certification. Read the press release here. To see the top ten states for LEED in 2014, check out the infographic here.

**The Total Cost of Ownership**
The traditional method of looking at the cost of owning a home includes monthly mortgage principle and interest, and taxes and insurance But a more holistic view, one that includes the energy expenses for maintaining and operating a home, leads to a better understanding of the total cost of ownership. When homebuyers factor in utility costs, they may be more willing to invest in efficiency upgrades. A homebuilder in Oregon explains how he talks to his clients about the true total cost of ownership. Read the
In her blog on a new Colorado Energy Office study, Melissa Baldridge, explains that if you expect to see a high performance home sell and appraise for more, it probably will. The study demonstrates how data can help us understand the impact energy efficiency has on the home sales transaction process. Read the full study here and the blog here.

The world of high performance homes is a confusing one for the typical person. The Building Performance Institute aims to make this world more accessible with an interactive website designed to educate homeowners on the value of energy efficiency upgrades. Read about the launching of the new site 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.