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/.

Appraisal Institute’s Green Addendum Can Now Be Produced as a Home Energy Rating Report
In early April 2014, the Residential Energy Services Network (RESNET) announced that because of an agreement with the Appraisal Institute, AI’s Green Addendum can now be auto-populated with the data collected in the home energy rating. According to the RESNET press release, “Any RESNET National Building Registry user can now produce the Residential Green and Energy Efficient Addendum at the time a home’s energy rating is entered into the RESNET registry. It will automatically generate and start downloading a PDF form and auto-fill it with the data we currently have in the registry.” Read the blog post here.

It is this type of data transfer that is helping to pave the way for energy efficient homes to be properly valued. To read more about the importance of developing standards and IT solutions that allow quicker and more automated transfer of data, check out Step 6 in “Unlocking the Value of an Energy Efficient Home: A Blueprint to Make Energy Efficiency Visible in the Real Estate Market”.

Green MLS Implementation Guide
The first step to “greening” the Multiple Listing Service (MLS) was to incorporate green fields, making it easy for real estate agents and brokers to market energy efficient homes. So many MLS’s across the country have done this that it was time to move to the next step: a focus on the quality and consistency of those fields across MLS’s.

The Green MLS Implementation Guide will help everyone involved in the green real estate transaction speak the same language when it comes to recognizing the value of high performance homes.

Read what NAR President Steve Brown has to say about the efforts to green the MLS here.

Demand for Green Housing More Than Doubled in Massachusetts
Craig Foley, chief of energy solutions at RE/MAX Leading Edge, found
that, “Buyers wanted homes that were energy-efficient and had been built with sustainable, healthy building materials.” This shift in home-buyer priorities caused sales of green-certified homes to jump 110 percent in 2013. Even though there is a demand for high performance homes, Foley also found that agents and brokers may have underreported sales of green-certified single family properties in Massachusetts by 1.5 times. To read the full report, click here. To read an article on the report, click here.

**Realtor.com Partners with Home Remodeling Site Porch**
Realtor.com developed a widget with home remodeling site Porch to help consumers discover details about work that has been done on homes they’re interested in, such as the type of project, when it was completed, what it cost, and who did the work. This sets a precedent as an easy way for consumers to share information about their homes online. Though the focus is on remodeling projects, the partnership could open up a future path for sharing third party verified home performance certificates. Read about the project here.

**ACI National Home Performance Conference Roundup**
Elevate Energy brought together a panel of home valuation experts for a session at Affordable Comfort, Inc. (ACI) National Home Performance Conference in Detroit last month. Five trailblazers from across the country spoke to a packed house about their success in bridging the gap between home performance and real estate. Some highlights from the session:

- In Virginia, LEAP-VA created successful outreach and engagement strategies with the real estate community. One example is their “Home Sellers Package” for brokers, which includes an explanation of the benefits of home energy improvements, a Home Energy Score evaluation, and an AI Green Addendum.
- In Oregon, Earth Advantage trained more than 800 brokers through their Earth Advantage Broker accreditation courses. The program helps equip real estate professionals with the knowledge they need to advance the high performance home market.
- The Michigan Energy Efficiency Contractors Association (MEECA) presented a case study in which a home seller and real estate broker worked with a home performance contractor to make substantial energy efficiency improvements before putting a $2.9 million, 6000 square foot property on the market. The broker hosted an “Energy Star Open House” to highlight the energy upgrades to potential buyers rather than a more traditional open house.
- California’s Build it Green documented the value of energy efficient homes for buyers and sellers, demonstrating that homes with a third party verified green label sell for a premium. Build it Green is also creating a free toolkit of collateral materials that can help real estate agents better engage and educate their clients on green home features and the benefits of green
upgrades.
• The National Home Performance Council is working with state certificate programs that want to adopt BPI 2101, which is not only a standard way to present data about a home’s energy features, but is also uploadable to 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.