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 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/.

REALTORS® and Sustainability
The National Association of Realtors® released its REALTORS® and Sustainability 2017 Report. The report, stemming from NAR’s new Sustainability Program, surveyed Realtors® about sustainability issues facing consumers in the real estate market and ways Realtors® are setting their own goals to reduce energy usage.

The report demonstrates a growing consumer interest and demand for greener, more sustainable properties which is driving a dialogue between Realtors® and homebuyers and sellers. Over half of Realtors® surveyed found that consumers have interest in real estate sustainability issues and practices.

The home features that Realtors® said clients consider as very or somewhat important include:
- a home’s efficient use of lighting
- a smart/connected home
- green community features such as bike lanes and green spaces
- landscaping for water conservation
- renewable energy systems such as solar and geothermal

NAR initiated the Sustainability Program as a platform for dialogue on sustainability for Realtors®, brokers, allied trade associations, and consumers. The program’s efforts focus on coordination and articulation of NAR’s existing sustainability resources, while also supporting a growing area of interest for consumers, helping members to assist home buyers and sellers.
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 and you can follow the conversation on Twitter at #VisibleValue.