Why do I need to be Solar Smart?

As more homes with solar photovoltaic (PV) panels come onto the real estate market, an increasing number of buyers and sellers are searching for agents who are familiar with this new technology and know how to properly value these unique homes during a real estate transaction.

How can I get started?

Check out these two new videos from the George Washington Solar Institute, which provide an overview of industry trends, insight into real estate professional and appraiser experiences, and links for additional information on solar-equipped homes.

Great! Where do I learn more?

After watching the video, real estate professionals ready to eclipse the competition should sign up for the "Selling the Sun: Establishing Value for Solar Homes" course. In about three hours and for less than $40, you'll learn everything from how the system works to how to capture its features in the MLS and establish a list price.
Here's what one participant said:

"The course is very well done. I have taken many online courses over my 11 years in real estate. This was easy to follow and even entertaining. I appreciate the section on establishing a list price for homes with PV. This was a practical training overall which gives agents the ability to take action after the course."

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Should homebuyers invest in solar panels?

When purchasing a home, homebuyers are faced with many options that can affect the value of their property. Often, one of those questions is whether or not to keep or add a PV system. The team at Energy Sense Finance spent the past two years gathering data in partnership with Sandia National Laboratories to help homeowners and other real estate professionals answer that very question.

The new U.S. Solar Market Value Report, funded in part by the U.S. Department of Energy SunShot Initiative, provides real market data, which further suggests solar adds value to real estate properties.

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

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. Click here for more information.

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