



New Subscriber Benefit

WEBINAR

Green Building Registry

 **NorthstarMLS**
Information for your Success



Learning Objectives

- What is the Green Building Registry
- What is building performance data
- Why does it matter
- Auto-Populating Data into Listings
- How to use it as part of your business

New Subscriber Benefit –
Building Performance Data from
the Green Building Registry®



*The largest single-source of building performance data in
the US*

us.greenbuildingregistry.com

A wholly owned and self-funded initiative of
Earth Advantage®, a 501(c)(3) nonprofit

GBR Program Data Matrix

<https://www.earthadvantage.org/home-data/gbr-faq.html>



DATA SOURCES & TYPES

PROGRAM	HISTORICAL TO	RESIDENTIAL	MULTIFAMILY	COMMERCIAL	UPDATE FREQUENCY
Built Green - Central Washington	2008 - Feb '21	X			Not Currently Updating
Built Green - Western Washington	2011	X	X		Monthly
Earth Advantage Home Certification	2008	X			Monthly
EarthCraft	2007	X			Monthly
ENERGY STAR Certified Building	1999		X	X	Weekly
ENERGY STAR Certified New Construction	2011	X	X		Monthly
EPS	2014	X			Real-Time
Florida Green Building Coalition	2001	X	X	X	Annual
Florida Water Star	2006	X	X		Monthly
Green Built Homes	2005	X	X		Monthly
GreenPoint Rated	2012	X			Monthly
GreenPoint Rated - Multifamily	2021		X		Monthly
GreenStar Homes Certification	2009	X	X		As Available
HERS	Mid - 2012	X	X		Monthly
Home Energy Score	Varies by Geography	X			Real - Time/Monthly
LEED (Commercial)	2004			X	Monthly
LEED for Homes	2009	X			Monthly
LEED for Homes - Multifamily	2012		X		Monthly
Missouri Home Energy Certification	2011	X			Monthly
NGBS (Nat'l Green Building Standard)	2016 - May '21	X			Not Currently Updating
Pearl Certification (State of MO only)	2022	X			As Available
Renewables	Varies by Geography	X			Real - Time/Monthly
Time of Sale Energy Score	2020	X			Daily

GBR Data

- ✓ Original Source – Direct from the Program
- ✓ Trained & Certified third-party building science professionals
- ✓ Quality Assurance, Verified by Program
- ✓ Address Verification, Normalization
- ✓ Real Estate Standardized Data (RESO)
- ✗ Homeowner Reported
- ✓ Permission-Based

It's Good Data!

An aerial photograph of a densely packed residential neighborhood, showing rows of houses and streets. The entire image is overlaid with a semi-transparent blue filter. In the center, there is a white text overlay.

GBR is focused on market transformation by ensuring home performance data is in all real estate listings.

Currently, most homeowners, buyers, and renters have insufficient information about how their home uses energy and what factors contribute to poor energy performance, high energy costs, and high carbon emissions.

We can change that now...

us.greenbuildingregistry.com



Defining the Data



Performance Data Green Data

What is this 'Performance' Data?

Home Inspection vs. Home Performance

- Home Inspection – Condition & Safety
- Home Performance – How all aspects of the home work together as one comprehensive system (energy efficiency lens)

Green Building Registry® - A new national database of third-party certified buildings & solar data:

- Residential
- Multi family
- Commercial

Some solar data (regional)

GBR LABELING HOME PERFORMANCE

Common labels in our everyday lives that we trust

Organic food label Auto fuel economy label Nutrition label Rainforest Alliance

ENERGYGUIDE

Estimated Yearly Operating Cost: **\$67**

630 kWh

The ENERGY STAR® appliance label is the most recognized in-home label. A 2019 study revealed that over 90% of all consumers recognized this familiar energy use label.

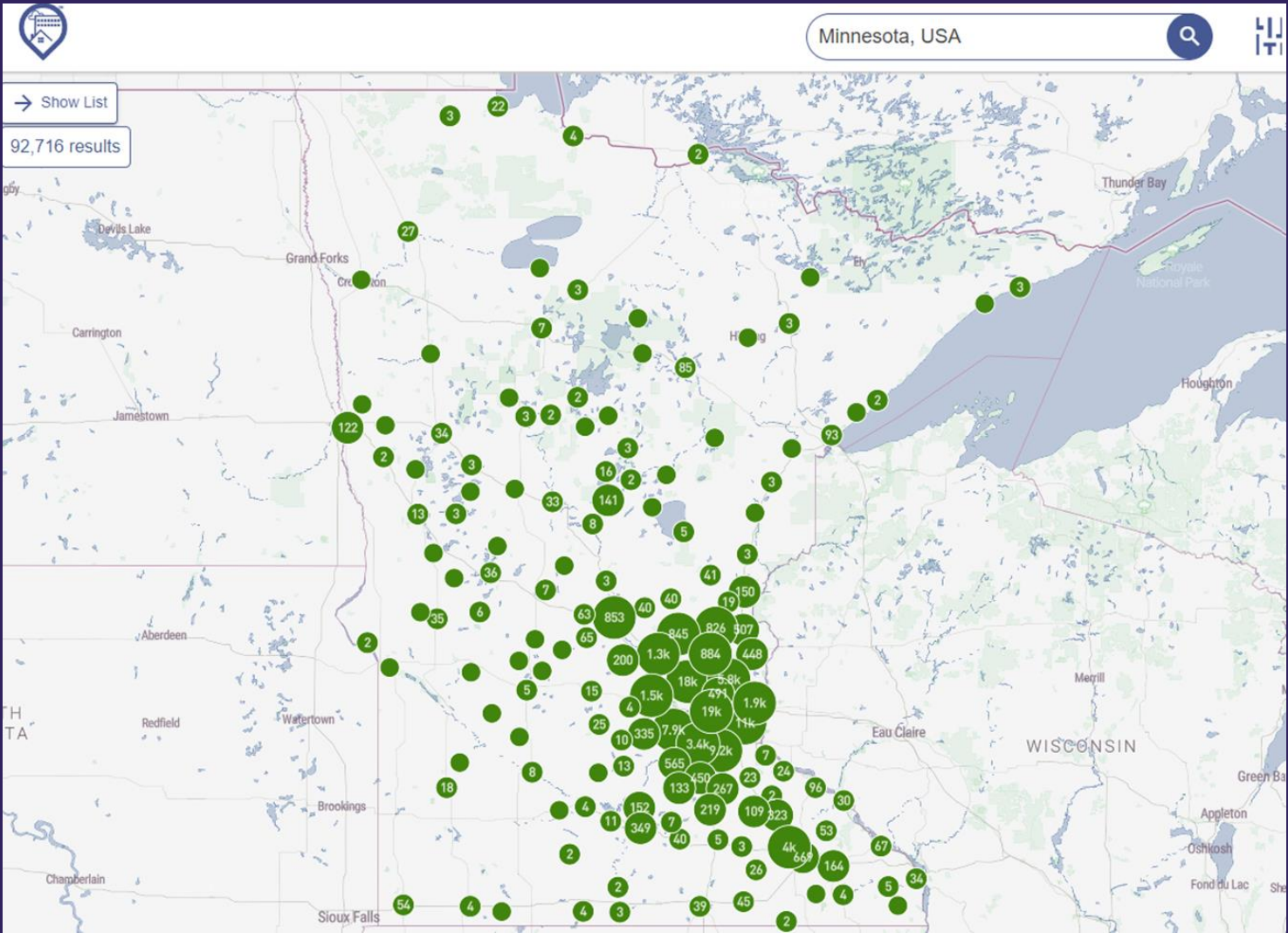
91%

Why isn't there a label for a home, the most expensive purchase you'll ever make?

There is! The Green Building Registry is a single data source for a variety of home performance information.
us.greenbuildingregistry.com

What Does This Data Mean?

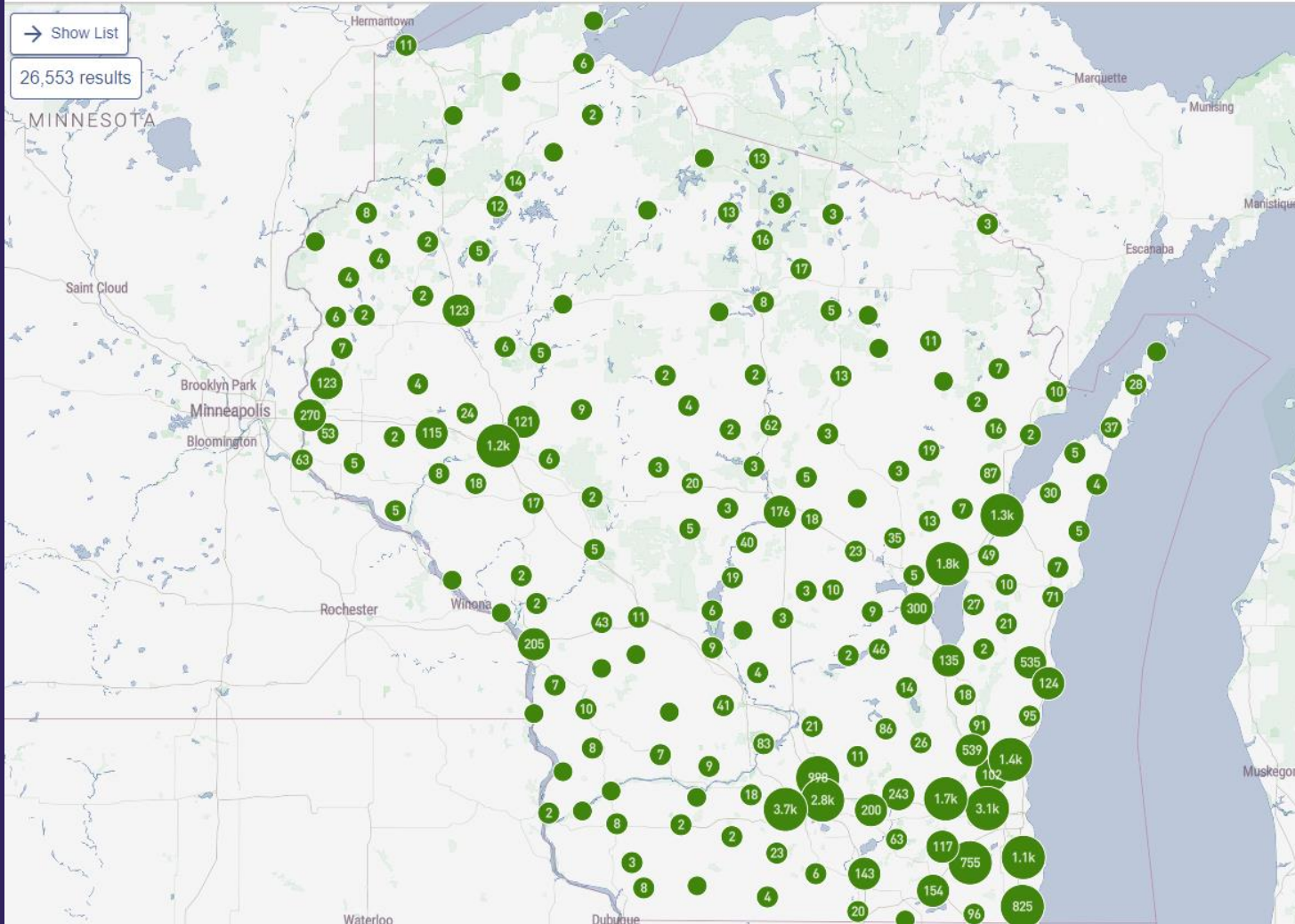
- A home that is more energy efficient or higher performing provides improved comfort, safety, and lower utility bills for the occupants.
- Streamlined Marketing: Utilizing certification data enhances property marketing, enabling real estate professionals to effectively communicate unique selling points.
- Transparency Builds Trust: By including certification data, real estate professionals foster transparency, building trust with both sellers and buyers in every transaction.



state	ENERGY STAR Certified Building	ENERGY STAR Certified New Construction	GreenStar Homes Certification	Home Energy Rating System	Home Energy Score	LEED	LEED for Homes	National Green Building Standard	Time of Sale Energy Score	Zero Energy Ready Home	renewables	Total Records	Total Properties
MN	719	24570	52	75928	14	243	47	5	16011	245	2	117836	92699

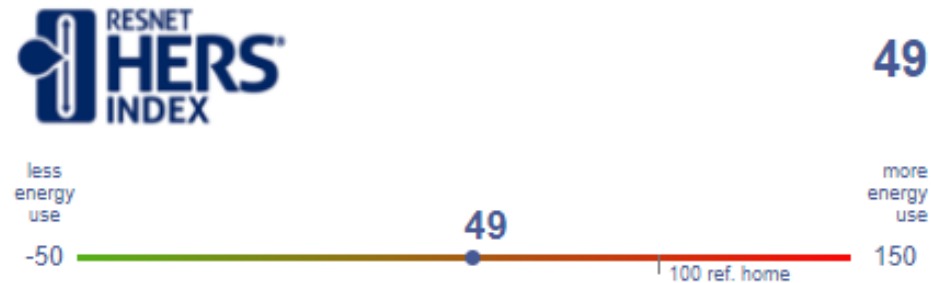


Wisconsin, USA



state	ENERGY STAR Certified Building	ENERGY STAR Certified New Construction	Home Energy Rating System	Home Energy Score	LEED	LEED for Homes	National Green Building Standard	Zero Energy Ready Home	Total Records	Total Properties
WI	601	6043	25707	1	242	17	50	55	32716	26553

RESO Data Standards for the real estate industry



Verification Type	Home Energy Rating System
Verifying Entity	RESNET
Verification Date	2015-11-18
Verification Metric	49
Data Source	RESNET Registry
Data Status	Confirmed Rating
Verification Key	183964319
Year Verified	2015

Renewables

PowerProductionType
PowerProductionYearInstall
PowerProductionSize
PowerProductionAnnual
PowerProductionAnnualStatus
PowerProductionOwnership

6.12 kW DC

Photovoltaics
2016
6.12 kW DC
7084 kWh/year
Estimated
seller

Standardized Data for the Real Estate Industry, and You

[← Back to search](#) [View map](#) [Search nearby](#)

4910 Emerson Ave S
Minneapolis, MN, 55419
Residential

2149 Sq. Ft. 1912 Year built

[About this home's data](#) [Print this page](#)

Building Certifications [Show details](#)

Time of Sale ENERGY SCORE 39

[VISIT EXTERNAL LINK](#)

Verification Type	Time of Sale Energy Score
Verifying Entity	Center for Energy and Environment
Verification Date	2024-05-07
Verification Metric	39
Data Source	City of Minneapolis
Verification Key	45098
Year Verified	2024

Appraisal Addendum


[DOWNLOAD ADDENDUM](#)

*NOTICE: This Residential Green and Energy Efficient Addendum lists relevant, public data from the GBR. It is generated with the permission of the Appraisal Institute®. Click the link above to download the form. This form may be provided to an appraiser, and the appraiser may deem use of this form appropriate in developing an opinion of the value of this home.

Green Verification URL – Link to Reports

Time of Sale Energy Score Report:

- Score – this home is less energy efficient
- Report provides insight to seller or potential buyer to inform about improvements
- Includes estimated costs and savings as a result of improvements

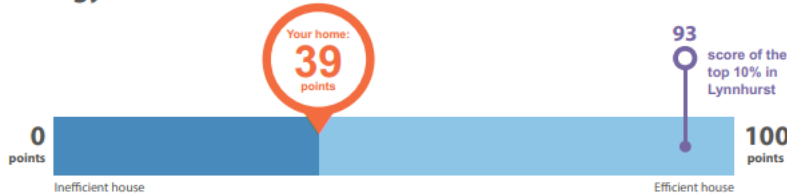


Home Profile
Location: 4910 EMERSON AVE S
 Minneapolis, MN 55419
Year built: 1912
House sq. ft.: 2,149
Number of stories: 2
Visit Date: 5/7/24

Energy Disclosure Report

How it Works
 The energy score for your home is similar to MPG for a car, but it evaluates the energy performance of the home. The higher the home scores, the lower your energy bills will be.
Improve your score by completing the energy improvements below. Homes with the highest scores typically sell for 2-6% more.**
When you are ready to begin, contact an Energy Advisor at 651-328-6225. They can answer questions and connect you to helpful resources.
Financing and rebates are available from the City of Minneapolis and CenterPoint Energy to help you complete these energy improvements.

Energy Score





Home Energy Summary

Your home is not energy efficient. This results in a lot of wasted energy when trying to heat and cool your home, which leads to higher energy bills. You have significant opportunities to increase your home's comfort and make cost-effective energy improvements. To learn more visit mncee.org/TISH or contact an Energy Advisor.

Energy Improvements (by priority)	Improvement Points	Typical Cost	Incentives Up To	Yearly Bill Savings
Wall Insulation	40	\$3,000–\$6,000	\$3,000 rebate; \$2,000 tax credit	\$200–\$400
Heating System	13	\$9,000–\$11,000	\$500 rebate; \$600 tax credit	\$150–\$300
Attic Insulation	8	\$3,000–\$6,000	\$2,600 rebate; \$2,000 tax credit	\$150–\$300
Storm Windows	—	—	—	—


Next Step:

Contact an Energy Advisor





651-328-6225 or energydisclosure@mncee.org
mncee.org/TISH


An Energy Advisor can help:



Answer your questions



Connect you to financing and utility rebates



Refer you to trusted contractors

The energy advisor service is provided by CEE with funding from CenterPoint Energy.

Prioritized Energy Improvements

Current wall insulation depth: 0 inches

Recommended wall insulation depth: 3.5 inches

Wall Insulation 40 improvement points

Insulate your walls. Walls with little insulation are cold and drafty. Dense packing your walls with insulation will reduce home drafts and improve home comfort. This will also reduce energy waste and save money. Contact an Energy Advisor to learn more and get help with next steps.

Typical Cost:* \$3,000–\$6,000

Yearly Bill Savings:* \$200–\$400

Incentives Up To: \$3,000 rebate; \$2,000 tax credit

Current boiler efficiency: 80-84%

Recommended efficiency: 91% or better

Heating System 13 improvement points

The boiler is within the typical 20-year service lifespan but is not energy efficient and risks leaking carbon monoxide. When it is time to replace it, choose a high-efficiency boiler for improved energy savings, comfort, and safety.

Also consider installing a heat pump for energy efficient cooling and supplemental heating. A heat pump plus a boiler can significantly reduce household emissions. Visit electrifyeverythingmn.org to learn more about equipment options that benefit indoor air quality and the climate.

Typical Boiler Cost:* \$9,000–\$11,000

Yearly Bill Savings:* \$150–\$300

Incentives Up To: \$500 rebate; \$600 tax credit

Current attic insulation depth: 8 inches

Recommended attic insulation depth: 16 inches

Attic Insulation 8 improvement points

Air seal and insulate your attic to improve the comfort of your home. Air leaks allow air from inside your house to enter the attic, potentially causing comfort issues, ice dams and moisture issues. Sealing these leaks and adding insulation will improve your home's durability and save energy. Contact an Energy Advisor to learn more and get help with next steps.

Typical Cost:* \$3,000–\$6,000

Yearly Bill Savings:* \$150–\$300

Incentives Up To: \$2,600 rebate; \$2,000 tax credit

20240508004509000202405081217
 *The typical cost for each project is calculated by taking the average of thousands of homes of a similar age and construction. The estimated savings is the average reported savings for homes that received a utility rebate. Actual cost and savings may vary. Please contact an Energy Advisor if you have questions.
 ** Multiple studies referenced by the U.S. Department of Energy show that homes that are labeled as energy efficient sell for 2-6% more.


Green Verification Type – A property can have many

← Back to search View map Search nearby

2021 Harriet Ave
Minneapolis, MN, 55405
Residential

About this home's data Print this page

Building Certifications Show details



less energy use more energy use


-50 -9 150
100 ref. home


DOWNLOAD REPORT


Appraisal Addendum

DOWNLOAD ADDENDUM


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 **Platinum**

 **Certified**

 **Gold**

Building Certifications Show details



less energy use more energy use

-50 -9 150
100 ref. home

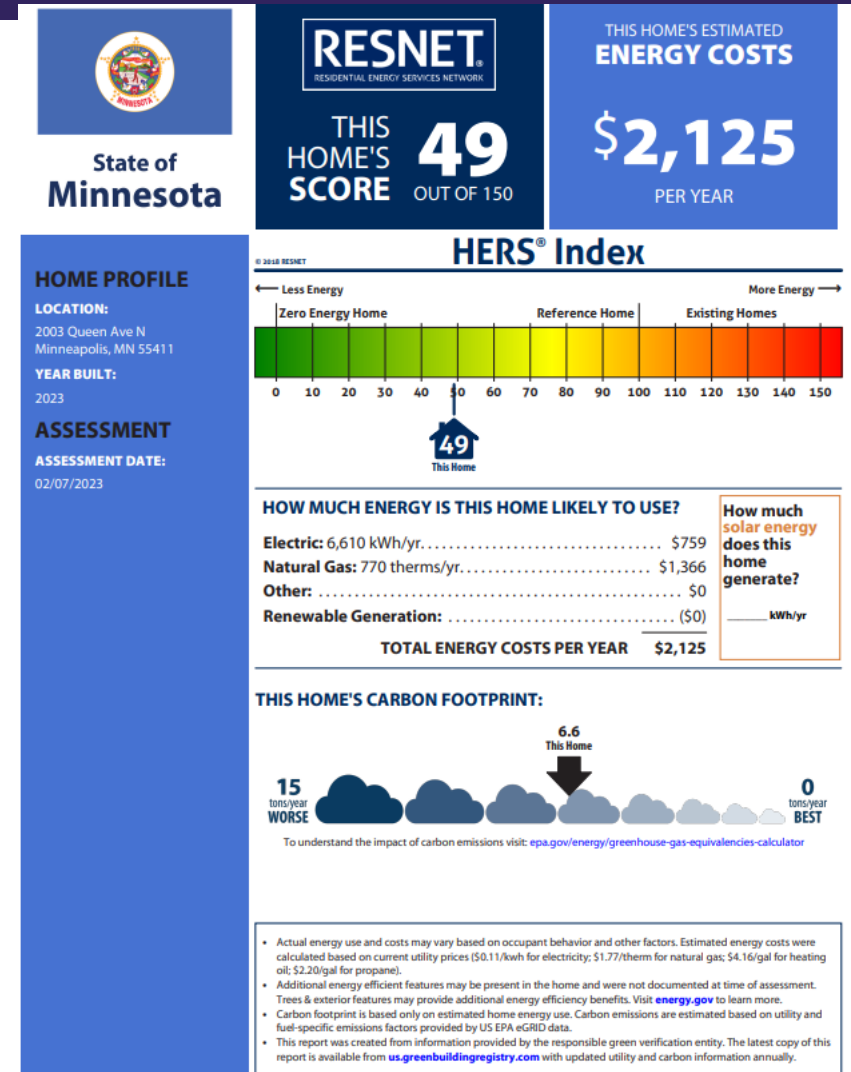
DOWNLOAD REPORT

Verification Type	Home Energy Rating System
Verifying Entity	RESNET
Verification Date	2017-02-27
Verification Metric	-9
Data Source	RESNET Registry
Data Status	Complete
Verification Key	664512578
Year Verified	2017

Green Verification URL – Link to Reports

HERS Rating Report:

- Estimated Annual Energy Costs (this is NOT utility bill data, but an asset-based estimate)
- Estimated Annual Energy Consumption by type
- Report generated by the Green Building Registry
- Score – this home is more energy efficient (a higher performing home) – ask about the features of the property to add to the listing



Appraisal Institute Residential Green & Energy Efficient Addendum

us.greenbuildingregistry.com

THIRD-PARTY VERIFICATIONS (See types defined in glossary).

The following verified items are considered within the appraisal analysis of the subject property:

Green Certification Certifications attest that the home meets certain minimum thresholds.	Environmental Protection Agency (EPA): <input type="checkbox"/> Indoor airPLUS <input type="checkbox"/> WaterSense <input checked="" type="checkbox"/> ENERGY STAR	
	Energy Department (DOE): <input type="checkbox"/> Zero Energy Ready Home (ZERH)	
	Home Innovation Research Labs NGBS Home Remodel:	
	Home Innovation Research Labs NGBS New Home: <input type="checkbox"/> Bronze <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Emerald	
	Living Building Challenge (LBC): <input type="checkbox"/> Living Building Certified <input type="checkbox"/> Petal Certification	
	Passivhaus Standard: <input type="checkbox"/> PHI Low Energy <input type="checkbox"/> EnerPhit <input type="checkbox"/> Passive House	
	Passive House Institute US: <input type="checkbox"/> PHIUS+ 2015	
USGBC LEED <input type="checkbox"/> Certified <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input checked="" type="checkbox"/> Platinum		
Other: GreenStar Homes Certification: Gold		
Date Verified: 5/30/2018	Green Certification Version: LEED-LEED-HOMES v2008 ESTAR-USv2, GRNSTR-1 Organization URL: epa.gov, usgbc.org, greenhomeinstitute.org/greenstar/	ABOVE VALID ONLY IF CHECKED: <input checked="" type="checkbox"/> Verification provided by certifying organization
Energy Label Labels disclose the state of the home's energy assets.	RESNET's HERS Rating (1 to 150): <u>-9</u> <input type="checkbox"/> Sampling Rating <input type="checkbox"/> Projected Rating <input checked="" type="checkbox"/> Confirmed Rating	Estimated energy savings for this home: \$___/year <u>11</u> cKWh rate. Dated <u>2/27/2017</u> <i>Energy Savings includes electricity, heating & Cooling.</i> <i>Score below 100 indicates energy costs are expected to be lower than average local code home per square foot. HERS Index Report estimates energy cost based on number of bedrooms plus one. Only a "confirmed rating" is a diagnostic test.</i>
	DOE's Home Energy Score Score (1 to 10): _____ <input type="checkbox"/> Official Score <input type="checkbox"/> Unofficial Score	Estimated energy savings for this home: \$___/year <u>11</u> cKWh rate. Dated <u>___/___/___</u> <i>Energy Savings includes electricity, heating & Cooling.</i> <i>Score above five indicates energy costs are expected to be lower than average local home. Home Energy Score estimates energy cost based on state average energy rates and the home's energy features.</i>
	Other Energy Score: Range (___ to ___):	Estimated energy savings: \$___/year ___ c kWh rate dated <u>___/___/___</u> Describe energy label system:
	Date Verified: 2/27/2017	Score or Rating Version: _____ Organization URL: <input checked="" type="checkbox"/> www.resnet.us <input type="checkbox"/> www.homeenergyscore.gov <input type="checkbox"/> Other: _____
Verified Energy Improvements Only include improvements with verified documentation.	Explain energy-related improvements: For more details visit: https://us.greenbuildingregistry.com/green-homes/MN1000008 Cost of improvements: \$_____	
	Date Verified: <u>___/___/___</u>	Certificate of Efficiency Improvements Version: _____ Organization URL: <input type="checkbox"/> Other: _____ <input type="checkbox"/> energystar.gov/homeperformance

Why does it matter?

A well-functioning real estate market requires that the assets of a home be recognized by buyers and accurately valued by appraisal and lending professionals.

Important Information is Missing

Historically, information on a home such as:

- The energy use
- Third party building certifications
- Power production (solar panels)

have not made it into the real estate transaction process.

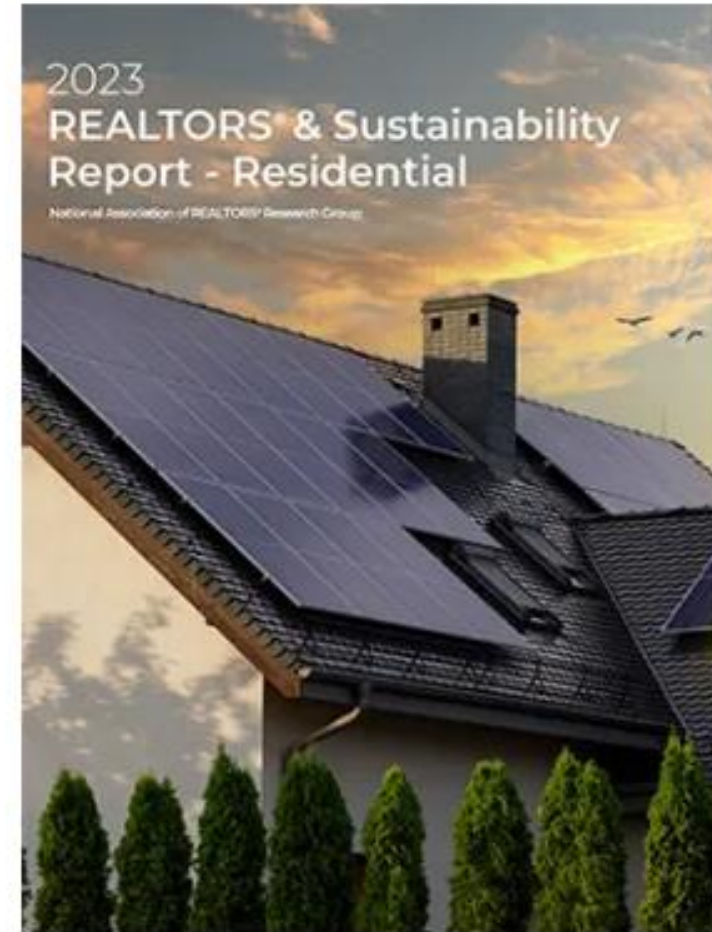
Impact of Missing Information

- ***Thousands of dollars of value could be lost*** because trustworthy, ***objective data*** was not available for a listing agent, the appraiser and lending institution to react to at the time of sale
- Opportunity to provide ***insight into the true cost of ownership*** and help a buyer make a more informed purchasing decision
- ***Buyers unable to utilize Green mortgage products***, often with more favorable terms

Highlights

In March 2023, NAR surveyed its members about sustainability issues facing the industry. Some of the findings are as follows:

- **32%** of respondents reported that their **MLS has green data fields**, and respondents typically used the green data fields to promote green features and energy information.
- **63%** said **energy efficiency promotion in listings** was very or somewhat **valuable**.
- **48%** of respondents found **clients** were at least somewhat **interested in sustainability**.
- **42%** of homes with **green** certifications spent **neither more nor less time on the market**.



63% “energy efficiency promotion in listings was very or somewhat valuable”



THE GREAT DISCONNECT

- **59% DON'T KNOW if their MLS has green data fields**
- **48% of respondents DON'T USE the green MLS data fields**

A study published by the National Association of Home Builders in February 2021 noted that:

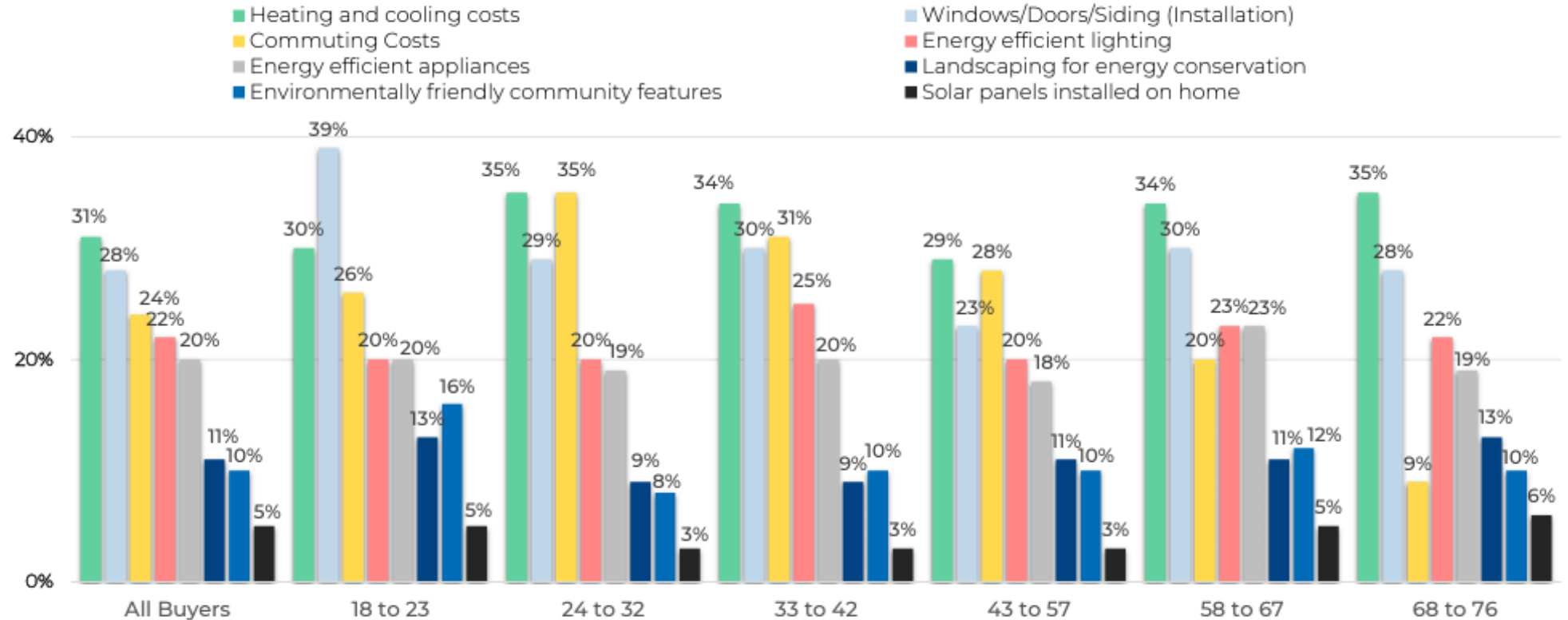
“The majority of buyers prefer to go green when provided the option”.

Including this information in listings helps deliver a buyer that option.

[HTTPS://NAHBNOW.COM/2021/02/NAHB-ANNOUNCES-TOP-SUSTAINABLE-AND-GREEN-BUILDING-TRENDS-AND-FEATURES-IN-HOMES/](https://naahbnow.com/2021/02/naahb-announces-top-sustainable-and-green-building-trends-and-features-in-homes/)

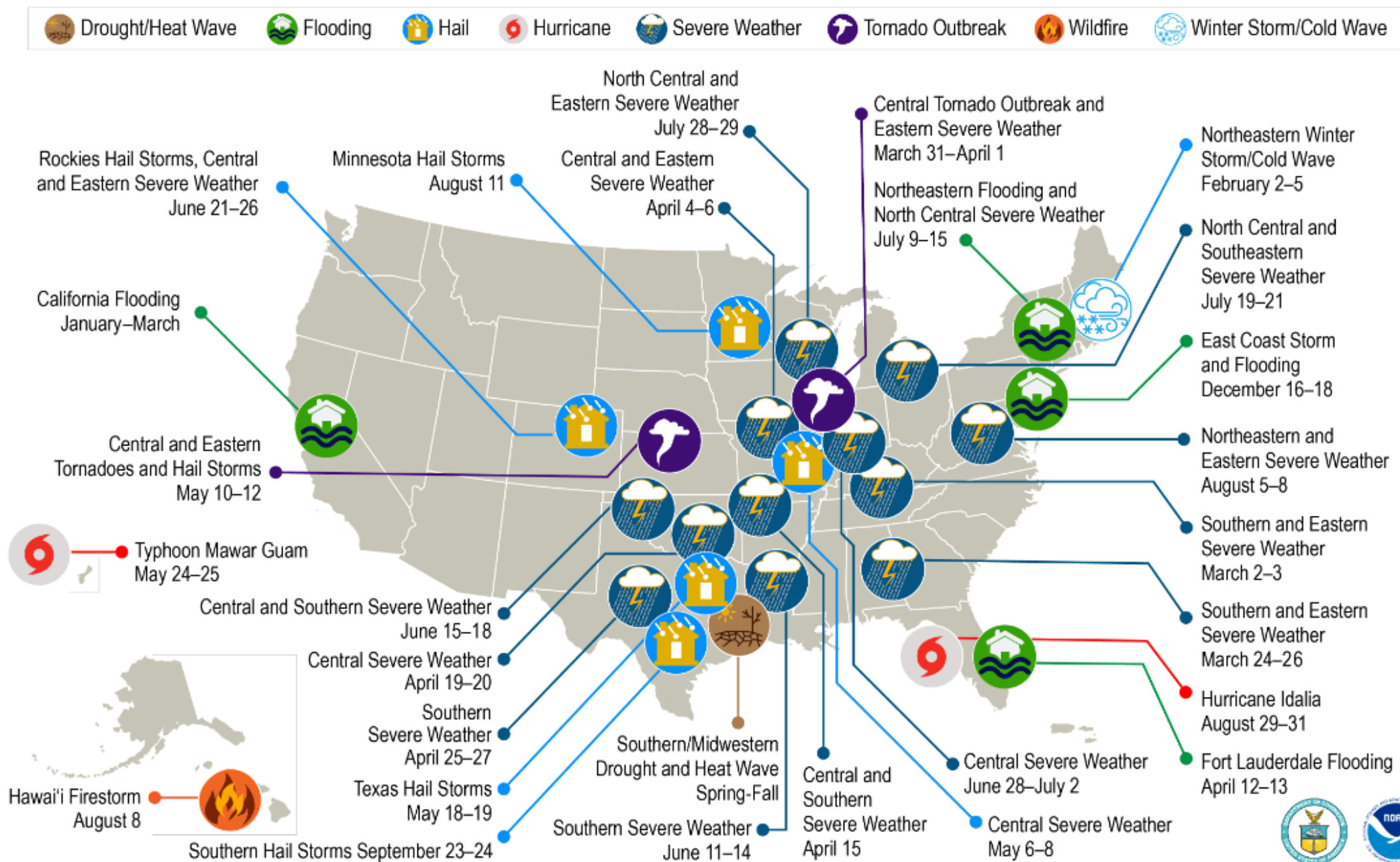
ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED “VERY IMPORTANT”

Exhibit 2-10 (Percent of Respondents)



2023 NAR Home Buyers and Sellers Generational Trends

U.S. 2023 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 28 separate billion-dollar weather and climate disasters that impacted the United States in 2023.



Energy Disclosure Policies

Piedmont, CA also has a mandatory time of listing energy disclosure policy using Home Energy Score.

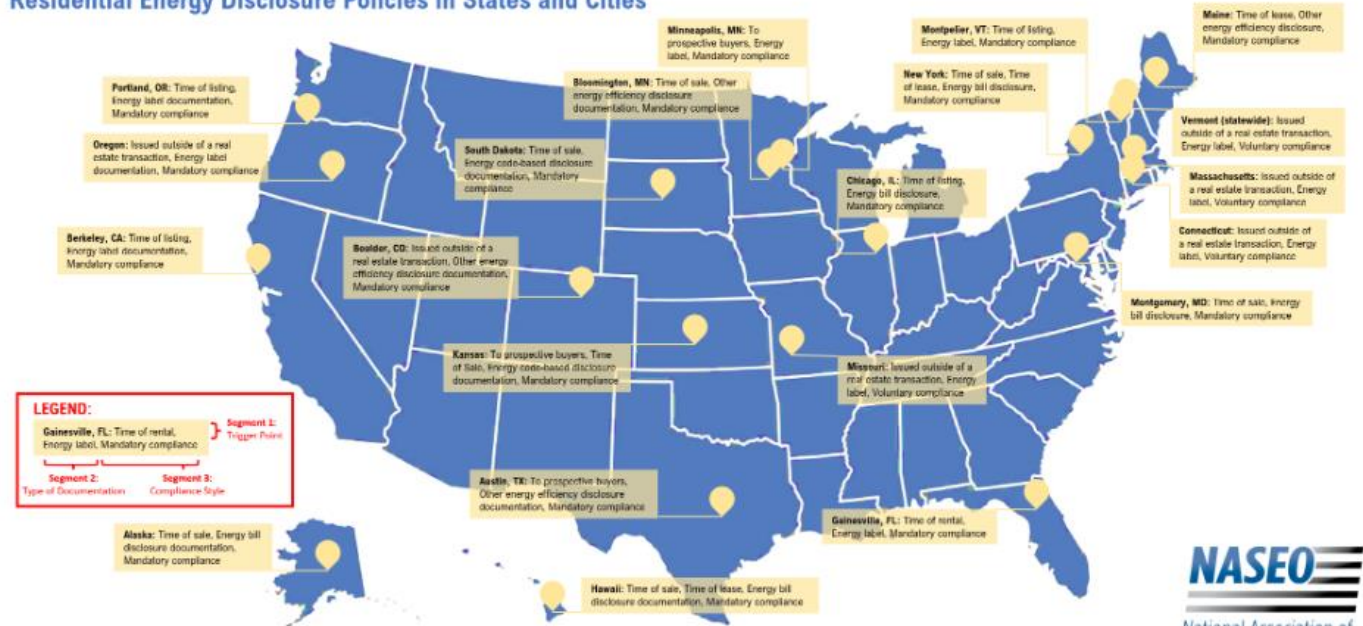
Ann Arbor, MI just passed HES mandatory disclosure policy.

<https://www.naseo.org/issues/buildings/home-energy-labeling>

Residential Energy Disclosure Policies in States and Cities

(Last updated November 2022)

Residential Energy Disclosure Policies in States and Cities



[Download PDF of Residential Disclosure Policies in States and Cities](#)

Auto-Populating Data Into Listings

Add/Edit – Data Sections

Green Building

Green Energy Efficient

Green Indoor Air Quality

Green Sustainability ⓘ

Green Water Conservation

Green Building Verification



Verification 1



Verification Type ⓘ

Verification Body

Verification Source ⓘ

Verification Status

Complete

In Process

Verification URL ⓘ

E.g. <https://energy-score-api.mnce>

Verification Version ⓘ

Verification Year ⓘ



Green Building Power Production



Power Production 1



Power Production Type

Solar

Wind

Power Production Size ⓘ

Year Installed ⓘ

Annual Power Production (kWh) ⓘ

Add/Edit – Data Lookup Button - Leaf

Green Building

Green Energy Efficient

Green Indoor Air Quality

Green Sustainability ⓘ

Green Water Conservation

Green Building
Lookup

Green Building Verification

Verification 1

Verification Type ⓘ

Verification Body

Verification Source ⓘ

Verification Status

Complete

In Process

Verification URL ⓘ

E.g. <https://energy-score-api.mnce>

Verification Version ⓘ

Verification Year ⓘ

Green Building Power Production

Power Production 1

Power Production Type

Solar

Wind

Power Production Size ⓘ

Year Installed ⓘ

Annual Power Production (kWh) ⓘ

Add/Edit –
Property Address is
shown

Green Building

Green Energy Efficient Green Indoor Air Quality Green Sustainability ⓘ

Green Water Conservation

Green Building Verification +

Verification 1 🗑️

Verification Type ⓘ Verification Body Verification Source ⓘ

Green Building Registry Property Lookup

2021 Harriet Ave, Minneapolis, MN 55405

Green Building Power Production +

Power Production 1 🗑️

Power Production Type Power Production Size ⓘ Year Installed ⓘ

Solar Wind

Annual Power Production (kWh) ⓘ

Add/Edit – No Available Data

Yes No

Lake Bottom ⓘ Waterfront View

Green Building Registry Property Lookup

118 15th Ave N, Saint Cloud, MN 56303

No Green Building information found.

Cancel

Verification 1

Verification Type ⓘ Verification Body Verification Source ⓘ

Verification Status Verification URL ⓘ Verification Version ⓘ

Complete In Process E.g. <https://energy-score-api.mnce>

Verification Year ⓘ

Add/Edit – Review Available Data and Insert Into Listing or Cancel

Green Building

Green Energy Efficient

Green Indoor Air Quality

Green Sustainability ⓘ

Green Building Registry Property Lookup

2021 Harriet Ave, Minneapolis, MN 55405

Green Building Verifications Found

Verification Type: LEED For Homes **Verification Body:** US Green Building Council **Verification Rating:** Platinum

Verification Source: Program Sponsor **Verification Status:** Complete **Verification URL:**

Verification Version: LEED-HOMES v2008 **Verification Year:** 2018

Verification Type: GreenStar Homes Certification **Verification Body:** GreenHome Institute **Verification Rating:** Gold

Verification Source: Program Sponsor **Verification Status:** Complete **Verification URL:**

Verification Version: **Verification Year:** 2018

Verification Type: Home Energy Rating System (HERS) **Verification Body:** RESNET **Verification Score:** -9

Verification Source: Program Sponsor **Verification Status:** Complete **Verification URL:**

Verification Version: **Verification Year:** 2017

Cancel

Insert Into Listing

Annual Power Production (kWh) ⓘ

Add/Edit – Data Auto-Populated into Listing

Green Building

Green Energy Efficient

Green Indoor Air Quality

Green Sustainability ⓘ

Green Water Conservation

Green Building Verification

Verification 1

Verification Type ⓘ

Verification Body

Verification Rating ⓘ

Verification Source ⓘ

Verification Status

 Complete In Process

Verification URL ⓘ

Verification Version ⓘ

Verification Year ⓘ

Verification 2

Verification Type ⓘ

Verification Body

Verification Rating ⓘ

Verification Source ⓘ

Verification Status

 Complete In Process

Verification URL ⓘ

Verification Version ⓘ

Verification Year ⓘ

Add/Edit – Data Auto-Populated into Listing

Green Building Verification 🗑️ +		
Verification 1 🗑️		
Verification Type ⓘ LEED For Homes ▾	Verification Body US Green Building Council	Verification Rating ⓘ Platinum ▾ ✕
Verification Source ⓘ Program Sponsor ▾ ✕	Verification Status Complete In Process	Verification URL ⓘ E.g. https://energy-score-api.mnce
Verification Version ⓘ LEED-HOMES v2008	Verification Year ⓘ 2018	
+		
Verification 2 🗑️		
Verification Type ⓘ GreenStar Homes Certification ▾	Verification Body GreenHome Institute	Verification Rating ⓘ Gold ▾ ✕
Verification Source ⓘ Program Sponsor ▾ ✕	Verification Status Complete In Process	Verification URL ⓘ E.g. https://energy-score-api.mnce
Verification Version ⓘ	Verification Year ⓘ 2018	
+		
Verification 3 🗑️		
Verification Type ⓘ Home Energy Rating System (H ▾	Verification Body RESNET	Verification Score ⓘ -9

Add/Edit – Data Auto- Populated into Listing

Green Building Verification 🗑️ +

Verification 2 🗑️

Verification Type ⓘ GreenStar Homes Certification ▾	Verification Body GreenHome Institute	Verification Rating ⓘ Gold ▾ ✕
Verification Source ⓘ Program Sponsor ▾ ✕	Verification Status Complete In Process	Verification URL ⓘ E.g. https://energy-score-api.mnce
Verification Version ⓘ 	Verification Year ⓘ 2018	

+

Verification 3 🗑️

Verification Type ⓘ Home Energy Rating System (H) ▾	Verification Body RESNET	Verification Score ⓘ -9
Verification Source ⓘ Program Sponsor ▾ ✕	Verification Status Complete In Process	Verification URL ⓘ E.g. https://energy-score-api.mnce
Verification Version ⓘ 	Verification Year ⓘ 2017	

+

Green Building Power Production 🗑️ +

Power Production 1 🗑️

Power Production Type	Power Production Size ⓘ	Year Installed ⓘ
-----------------------	-------------------------	------------------

Marketing the Opportunity

WIIFM



NEW

VALUE

Do your green check



us.greenbuildingregistry.com

Listing Side

- Search us.greenbuildingregistry.com to identify if the property has documented green verification(s) or Solar PV
- Learn about the different green verification programs and the value they provide to the occupant
- Evaluate the neighborhood for other properties with documentation – have these transacted recently?
- Use this data on listing appointments – ask the seller about the unique features of their certified home to enter that feature data into listings
- Use this information to properly price the property
- If it has owned Solar PV, use the <https://pvvalue.com/> tool to help calculate the value (obtain education on this tool)
- Talk about the benefits in the public remarks; include it in the marketing of the home
- It's important data to have in listings for comps, CMA's, and for appraisal valuations
- When available, include the green verification report/URL on listings

Include Data on Listings

Public Remarks – Explain what it means

“Don’t just put the third-party certification logo on your package, tell the story of why it’s there”

MARKETING MATRIX

NOW → FUTURE

BEST ↑

Explain Value Proposition in Public Remarks	Home Score + Logo on Main Photo	Fields in Data Feeds	Image/Logo on Property Report
Link to Documentation in Public Remarks	Documentation to Buyer/ Open House	Searchable Fields	Green Data Auto Population
Score/Rating in Public Remarks	Include in VT	Add Fields to Property Reports	Ask/Require Portal Display of Fields
Include Data on Listing	Upload Documentation to the Listing	Adopt RESO Power Production Fields	Upload Appraisal Inst. Green Addendum to Pics
Education	Upload Certification to Pics	Adopt RESO Green Verification Fields	Upload Appraisal Inst. Green Addendum to Listing

GOOD



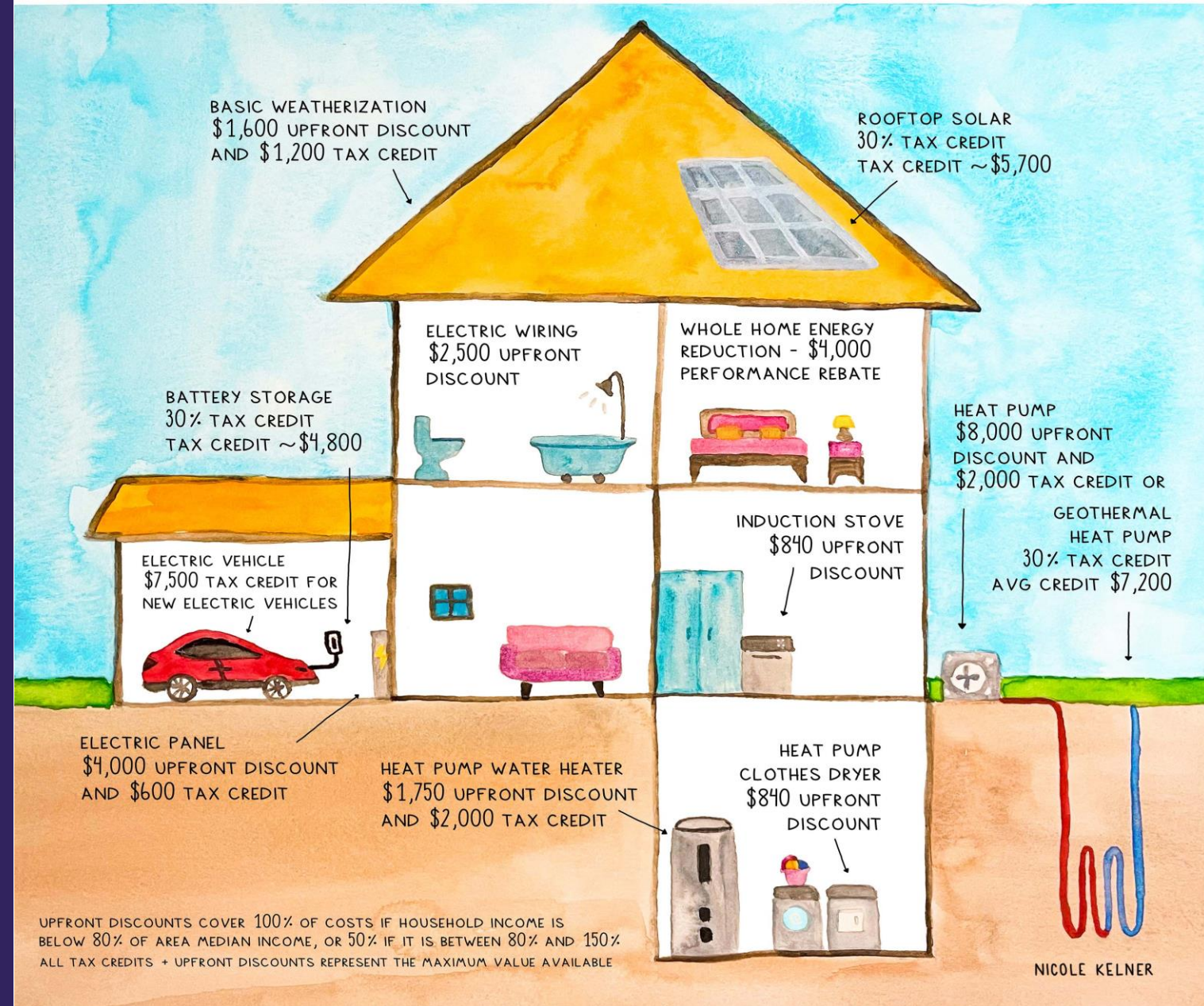
Buying Side

- Discuss buyer wishes, do they have any health concerns?
- Search us.greenbuildingregistry.com to identify if the property has documented green verification(s) or Solar PV
- Cross-check that against the available listing inventory
- Learn about the different green verification programs and the value they provide to the occupant
- Review the reports/certifications that are available – what is the estimated annual energy cost? Does it include any recommended improvements?
- Understand how Energy Cost Estimates help provide insight into total cost of ownership
- Become familiar with the federal tax credits available to a homeowner to make energy efficiency improvements
- Learn about green mortgage products that may be available for a more energy-efficient home, or to improve efficiency
- Identify any local incentive programs to help offset improvement costs

Inflation Reduction Act Tax Credits

POTENTIAL SAVINGS FROM THE IRA

BASED OFF A 2 PERSON HOME WITH A COMBINED INCOME OF \$150,000 IN NEW YORK CITY



FINANCING PURCHASE OR IMPROVEMENTS



Fannie Mae's HomeStyle[®] Energy Mortgage Example

	Without Energy Improvements	With Energy Improvements
Loan Payment	\$1413	\$1432
Less Estimated Energy Savings	-	-\$20
Net Payment w/Energy Savings	-	\$1412



Tools for your Toolbox

- Electrification Incentives Calculator (Rewiring America) - <https://homes.rewiringamerica.org/calculator>
- PV Value – Est value of an owned solar PV System - <https://pvvalue.com/>
- Federal Tax Credits – Energy Savings Hub (U.S. DOE) - <https://www.energy.gov/save>
- National Association of REALTORS® Sustainability - <https://www.nar.realtor/sustainability>
- Appraisal Institute AI Reports® - Residential Green and Energy Efficient Addendum - https://www.appraisalinstitute.org/getmedia/dd5efef5-1cd5-44db-918d-f88345f6b960/ai-report-residential_green_energy_efficient_addendum
- Freddie Mac GreenCHOICE Mortgages® - <https://sf.freddiemac.com/working-with-us/origination-underwriting/mortgage-products/greenchoice-mortgages>
- Fannie Mae HomeStyle® Renovation - <https://singlefamily.fanniemae.com/originating-underwriting/mortgage-products/homestyle-renovation>

Explore – us.greenbuildingregistry.com

Chelmsford, MA, USA

131 Dalton Rd
Chelmsford, MA, 01824
Residential

About this home's data

Building Certifications

HERS INDEX 49

loss energy use -50 49 100 ref. home 150 more energy use

Verification Type	Home Energy Rating System
Verifying Entity	RESNET
Verification Date	2015-11-18
Verification Metric	49
Data Source	RESNET Registry
Data Status	Confirmed Rating
Verification Key	183964319
Year Verified	2015

Renewables

6.12 kW DC

PowerProductionType	Photovoltaics
PowerProductionYearInstall	2016
PowerProductionSize	6.12 kW DC
PowerProductionAnnual	7084 kWh/year
PowerProductionAnnualStatus	Estimated
PowerProductionOwnership	seller

Appraisal Addendum

DOWNLOAD ADDENDUM

*NOTICE: This Residential Green and Energy Efficient Addendum lists relevant, public data from the GBR. It is generated with the permission of the Appraisal Institute®. Click the link above to download the form. This form may be provided to an appraiser, and the appraiser may deem use of this form appropriate in developing an opinion of the value of this home.

- Property Research – Search public website by address, town, county
- Filter Results by property type, certification type, date and score (HERS, HES)
- View Property on a map
- Search nearby to learn what other nearby properties have green verifications
- Print the page to have another record of the data
- Show details to view the data details

Learn More & Resources

- NAR “Intro to Sustainability and Resiliency: What REALTORS® Need to Know - <https://www.nar.realtor/sustainability/intro-to-sustainability-and-resiliency-what-realtors-need-to-know> (1 hour, on-demand, FREE)
- NAR Green Designation - <https://www.nar.realtor/education/designations-and-certifications/green>
- Selling the Sun: Listing, Marketing and Establishing Value for Solar PV Homes – Craig Foley
- Green Building Registry Data Types - <https://www.earthadvantage.org/home-data/data-types.html>
- About Green Building Registry - <https://www.earthadvantage.org/home-data/green-building-registry.html>
- The Inflation Reduction Act: 10 Key Opportunities for the Real Estate Industry - <https://www.earthadvantage.org/news/the-inflation-reduction-act--top-10-opportunities-for-t.html>



About Earth Advantage

Earth Advantage is a non-profit organization helping to advance a more informed and humane housing market that recognizes the elements of homes that create climate risk and values the characteristics of homes that provide climate solutions. Our teams partner with entities across the country to develop tangible, systemic solutions for climate-friendly housing.

For more information visit www.earthadvantage.org

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Thank You.

