



# GBR

Green Building Registry®

The largest single-source of building performance data in the US  
[us.greenbuildingregistry.com](http://us.greenbuildingregistry.com)

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



# About Earth Advantage

HELPING TO CREATE AN  
**INFORMED AND HUMANE**  
RESIDENTIAL REAL ESTATE  
MARKETPLACE

— OUR PURPOSE



**earth**  
advantage.®

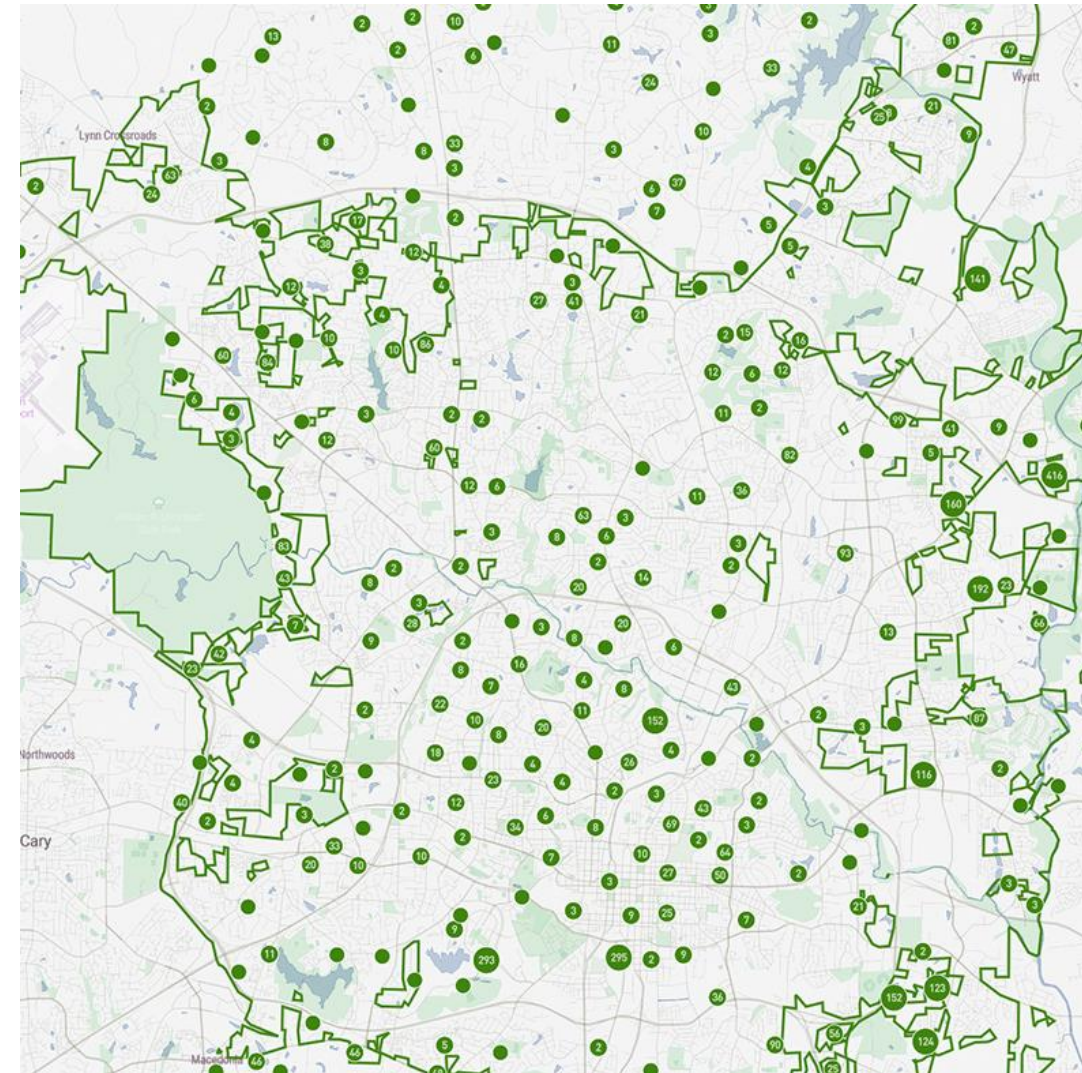


# Our Work



## Home Standards

Delivering the use of credible, nationally-applicable standards that document the climate and health impacts of a home.



## Home Data

Enabling the disclosure of verified climate-related information in residential real estate transactions.



## Climate Justice

Addressing climate vulnerability through direct services, advocacy, and finance system reform.



## Training

Advancing the development of a knowledgeable and diverse workforce to help build, remodel, sell, and lease climate-friendly homes.



An aerial photograph of a residential neighborhood, showing rows of houses and streets. The image is overlaid with a dark blue, semi-transparent filter. The text is centered in the middle of the image.

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



# About Green Building Registry® (GBR)

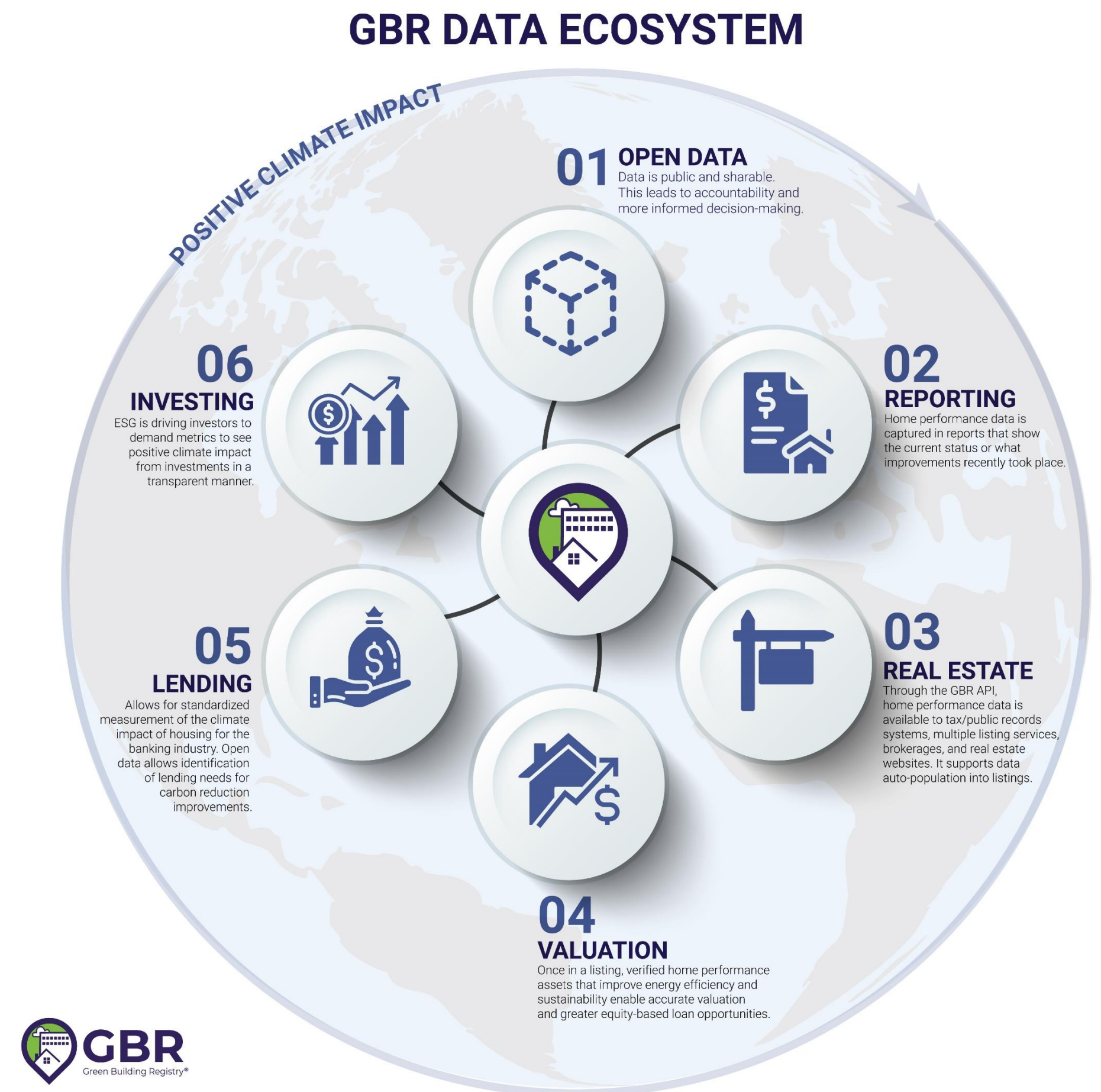
- Built in 2017 (SaaS for States, municipalities, utilities HES programs/policies)
- Provides VERIFIED building performance data to the real estate market – homeowners, real estate agents, appraisers, and lenders across the US
- Leading provider of this data in the US – API for Data Auto-population
- **2.8M+** Building Certifications (Mostly Residential SF) – Data aggregation began in 2020
- Multi-family, Commercial
- Annual Energy Cost Estimates, Energy Cost Estimate Source
- Appraisal Institute’s Residential Green & Energy Efficient Addendum



WHY DOES IT MATTER?

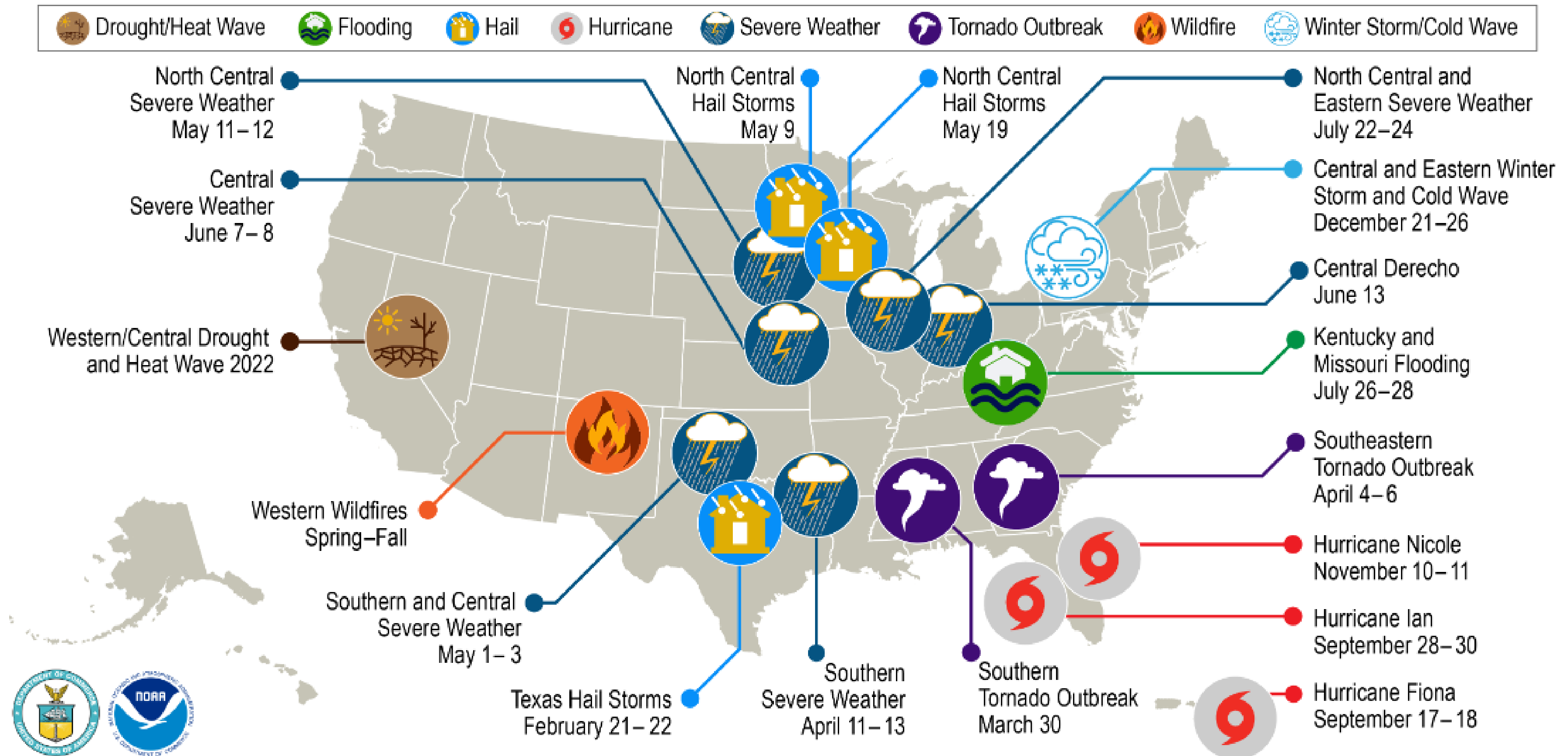
# Factors Impacting Change

- Climate change – Carbon reduction goals, climate action plans (federal, state, municipal)
- Corporate Sustainability
- ESG Investing
- Green MBS
- Federal/Utility Incentive Programs
- Better Building Codes, Energy Labeling Mandates
- Consumer Demand
- MLS Demand for Data
- Data Automation – UAD Updates; Addenda going away





# U.S. 2022 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 18 separate billion-dollar weather and climate disasters that impacted the United States in 2022.

## California Storm's Price Tag Estimated at 'Several Hundred Million' by FEMA

BY MEGHAN ROOS ON 1/19/23 AT 7:30 PM EST

<https://www.newsweek.com/california-winter-storm-repairs-price-estimated-several-hundred-million-fema-deanne-criswell-1775159>

## California: Wildfire Season Damages Powers Lines, Threatening Safety

### California's power lines spark major wildfires

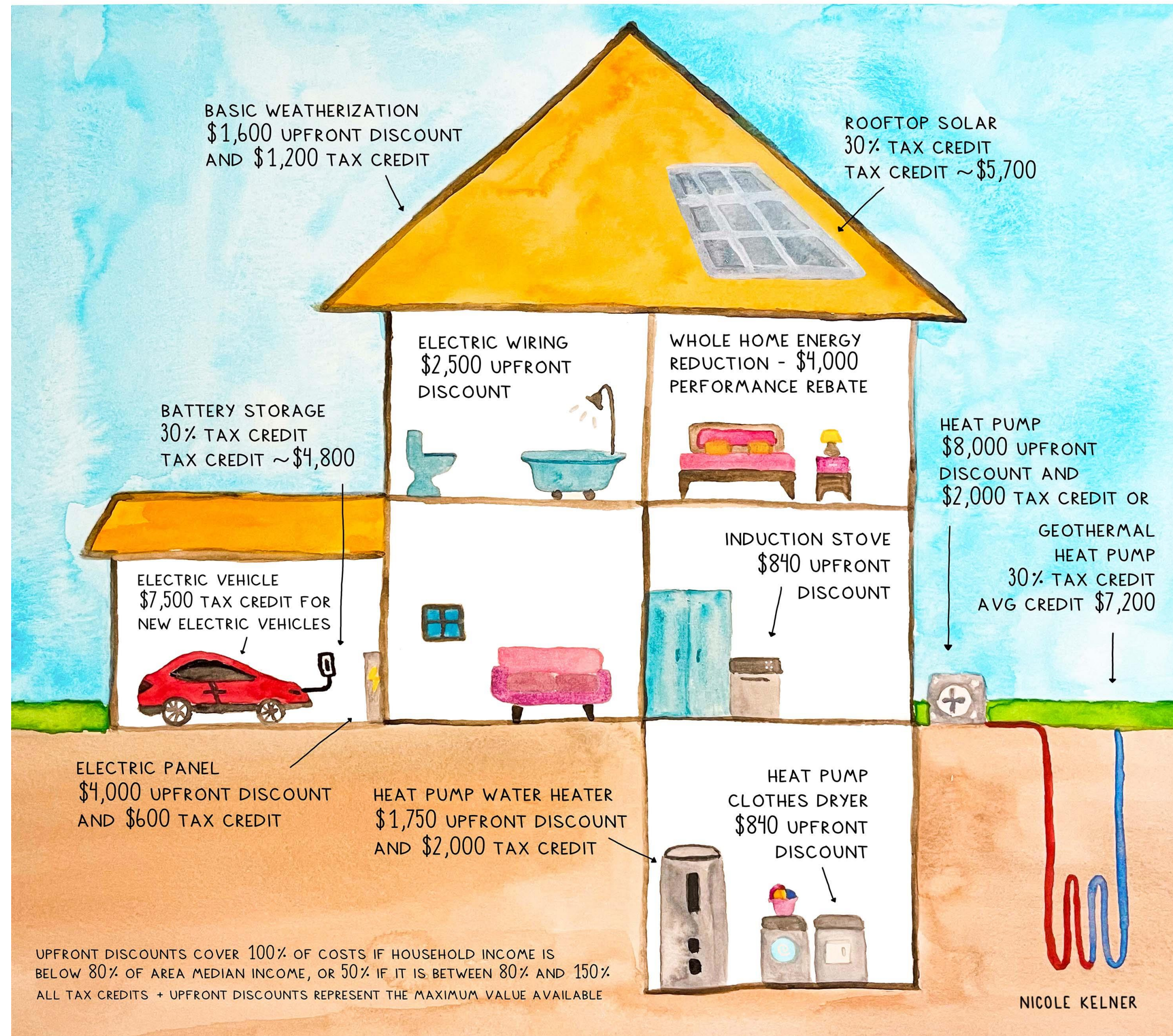
<https://www.unearthlabs.com/blogs/the-cost-of-extreme-weather-for-utilities>



# Inflation Reduction Act Tax Incentives

## POTENTIAL SAVINGS FROM THE IRA

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



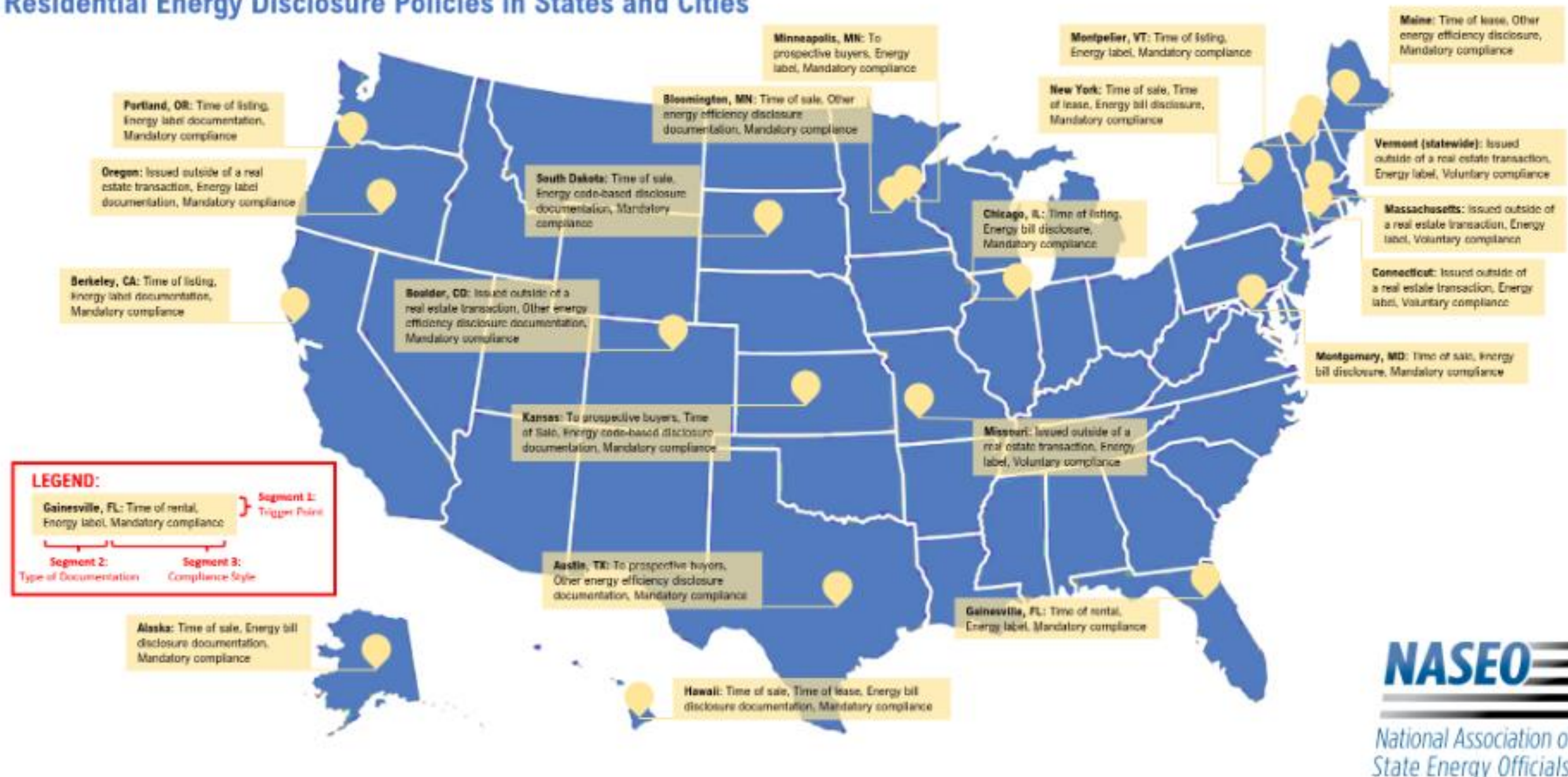


# Energy Disclosure Policies

## Residential Energy Disclosure Policies in States and Cities

(Last updated November 2022)

### Residential Energy Disclosure Policies in States and Cities



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](https://www.naseo.org/issues/buildings/home-energy-labeling)



**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.**



# MARKET RESEARCH

## How Does Home Energy Score Affect Home Value and Mortgage Performance?

*Margaret Pigman, Jeff Deason, Lawrence Berkeley National Laboratory*

*Nancy Wallace, Paulo Issler, Fisher Center for Real Estate & Urban Economics, UC Berkeley*

- HES VARIABLES WERE ONLY STATISTICALLY SIGNIFICANT FOR SALES IN CITIES WHERE ASSESSMENT IS MANDATED AT POINT OF SALE.
  - An increase in one level of HES was associated with a 0.5% increase in purchase price
  - An increase of \$100 of estimated annual energy bills was associated with a 0.4% decrease in purchase price
- Potential buyers preferred energy efficient homes only when information about inefficient ones was also disclosed



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.



# MARKET RESEARCH

- **The Process Of High-Performance Home Valuation** – More importantly, the study described barriers in the D.C. marketplace that may be preventing homeowners and developers who have invested in energy efficiency during building or remodeling from receiving the value of their investments at the time of sale. [https://www.buildingenergymagazine-digital.com/eneb/0218\\_fall\\_2018/MobilePagedArticle.action?articleId=1422004#articleId1422004](https://www.buildingenergymagazine-digital.com/eneb/0218_fall_2018/MobilePagedArticle.action?articleId=1422004#articleId1422004)
- **Adomatis – Overview of Studies on Green Features -** <http://www.adomatisappraisalservice.com/PublishedStudiesofGreenHomes.pdf>
- **FREDDIE MAC STUDY: HERS® HOMES SELL FOR MORE, HAVE BETTER LOAN PERFORMANCE AND HAVE BETTER MORTGAGE PROFILE STUDIES THAN COMPARABLE UNRATED HOMES** [HTTPS://WWW.RESNET.US/RATERS/FREDDIE-MAC-STUDY-HERS-HOMES-SELL-FOR-MORE-HAVE-BETTER-LOAN-PERFORMANCE-AND-HAVE-BETTER-MORTGAGE-PROFILE-STUDIES-THAN-COMPARABLE-UNRATED-HOMES/](https://www.resnet.us/raters/freddie-mac-study-hers-homes-sell-for-more-have-better-loan-performance-and-have-better-mortgage-profile-studies-than-comparable-unrated-homes/)



# Important Information is Missing

Historically, information on a home such as:

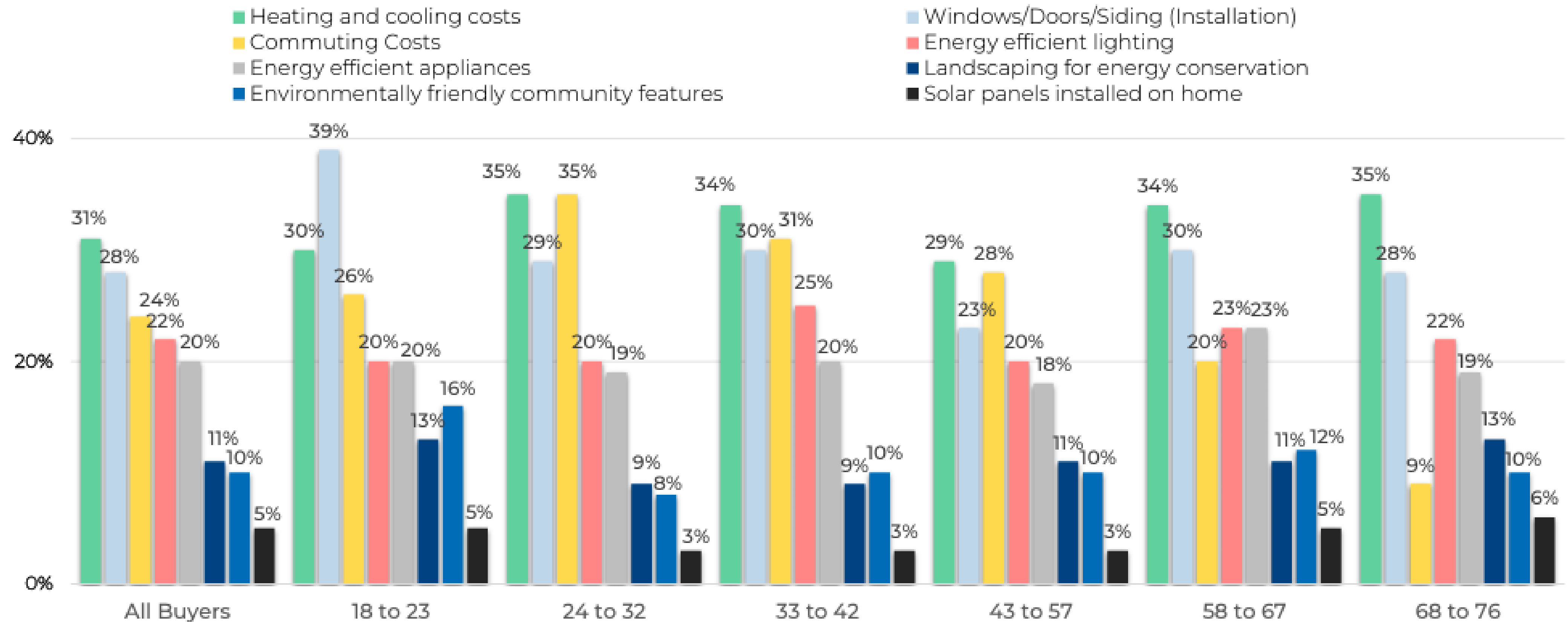
- The energy use
- Third party building certifications
- Power production (solar panels)

have not made it into the real estate transaction process.



# ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED “VERY IMPORTANT”

Exhibit 2-10 (Percent of Respondents)





## 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**



# 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

USDA ORGANIC      Fuel Economy and Emissions      Nutrition Facts      RAINFORREST ALLIANCE PEOPLE & NATURE

Organic food label      Auto fuel economy label      Nutrition label      Rainforest Alliance

**ENERGYGUIDE**

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

630 kWh Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

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](https://us.greenbuildingregistry.com)



# GBR Data

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

**IT'S GOOD DATA**

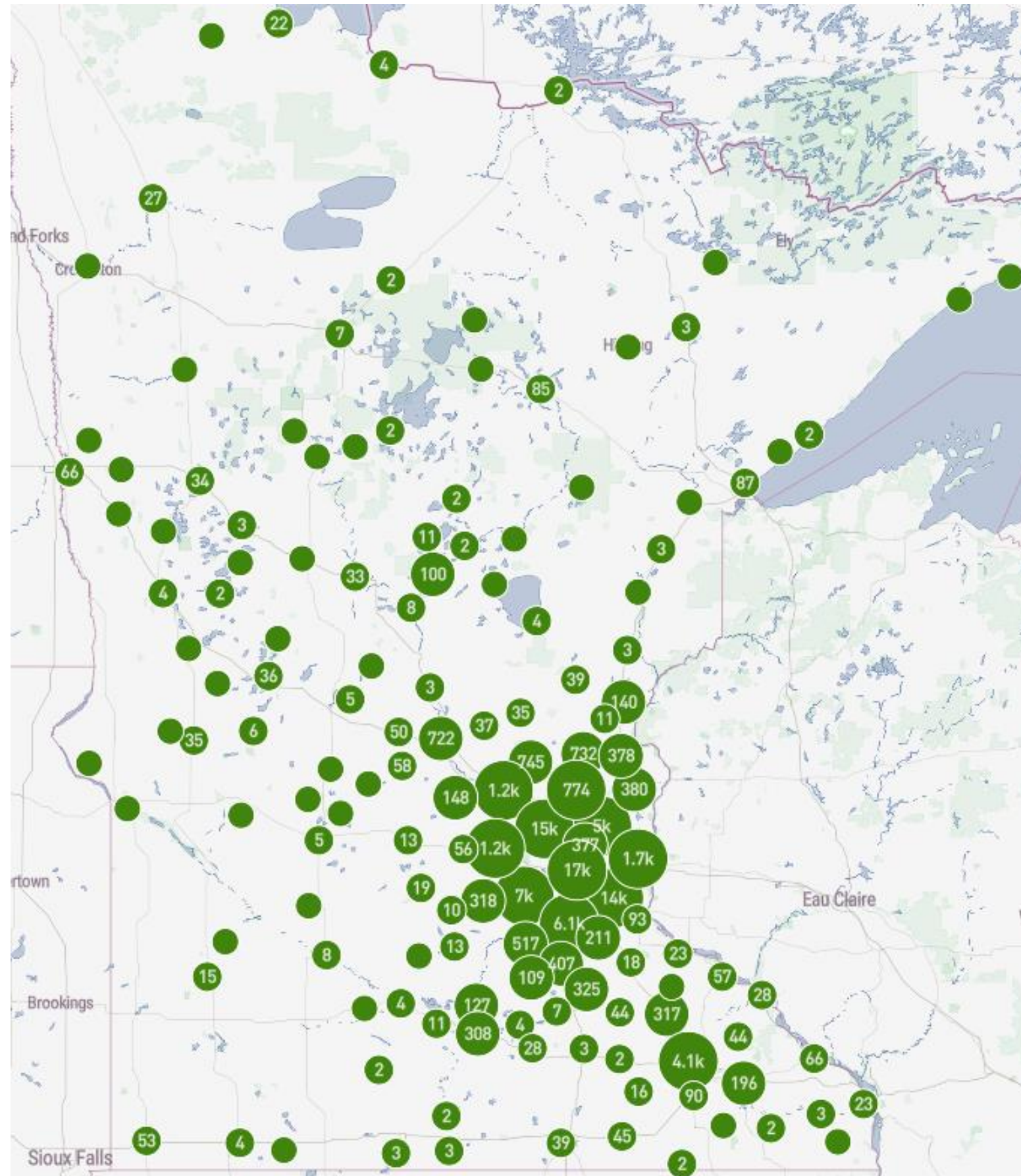


# PROGRAM DATA & DATA FIELDS



# GBR Data for Minnesota

| state | ENERGY STAR Certified Building | ENERGY STAR Certified New Construction(Resi) | GreenStar Homes Certification | HERS  | HES | LEED | LEED for Homes | National Green Building Standard | Time of Sale Energy Score | DOE Zero Energy Ready Home | renewables | Total Records | Total Properties |
|-------|--------------------------------|--|-------------------------------|-------|-----|------|----------------|----------------------------------|---------------------------|----------------------------|------------|---------------|------------------|
| MN    | 672                            | TBD  | 52                            | 66304 | 14  | 163  | 47             | 5                                | 14592                     | TBD                        | 2          | 81851         | 81589            |

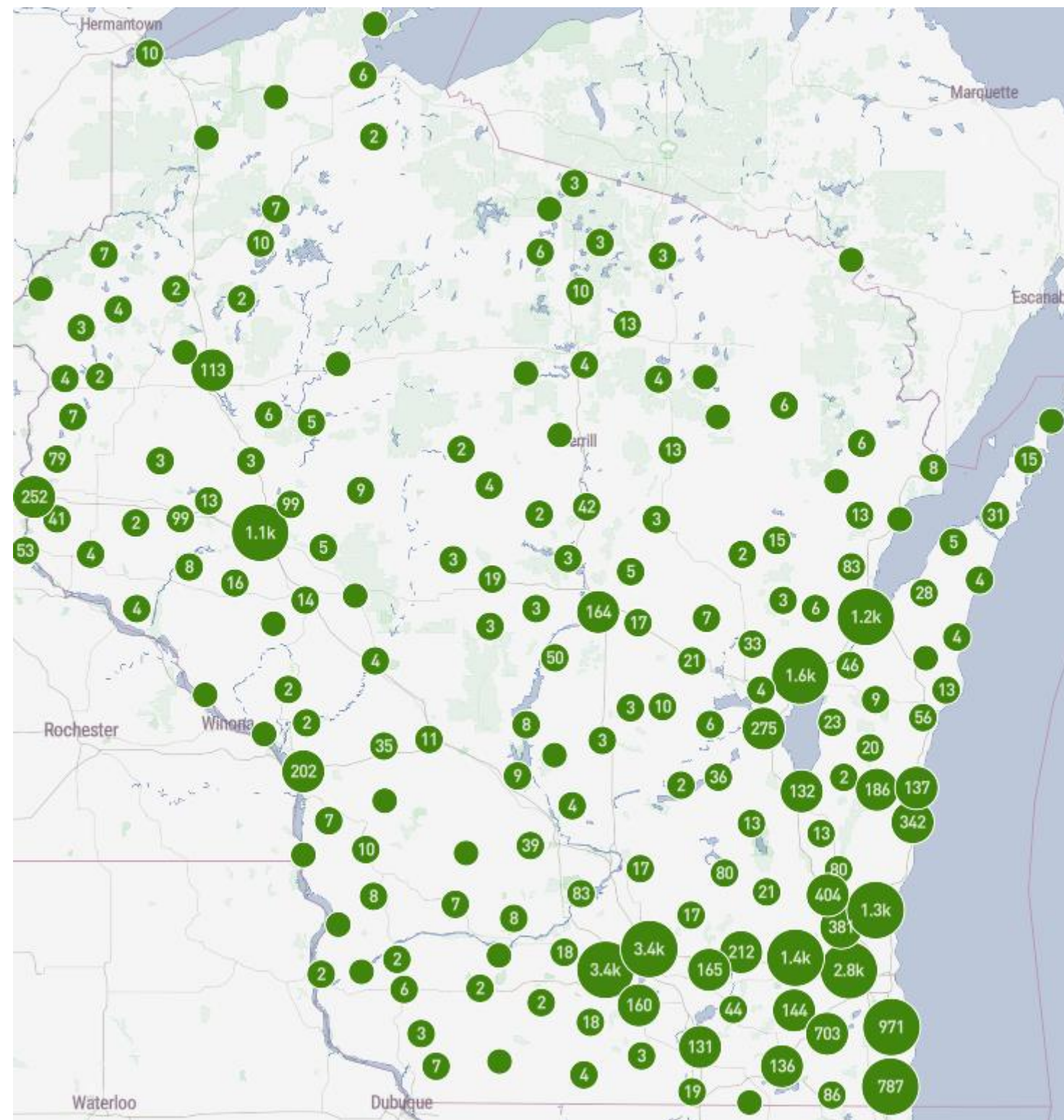


- ENERGY STAR Residential and DOE Zero Energy Ready Home data will become available after the contract is completed.



# GBR Data for Wisconsin

| state | ENERGY STAR Certified Building | ENERGY STAR Certified New Construction(Resi) | HERS  | HES | LEED | LEED for Homes | National Green Building Standard | DOE Zero Energy Ready Home | Total Records | Total Properties |
|-------|--------------------------------|--|-------|-----|------|----------------|----------------------------------|----------------------------|---------------|------------------|
| WI    | 579                            | TBD  | 23296 | 1   | 187  | 17             | 50                               | TBD                        | 24130         | 24082            |





# GBR Data for NorthstarMLS System

- Data available for discovery on Green Building Registry website – [us.greenbuildingregistry.com](http://us.greenbuildingregistry.com)
- Available at the parcel (address) level
- Green Verification Data, Power Production (Solar PV), Report links
- Annual Energy Cost Estimate & Source
- Link to Appraisal Institute Residential Green & Energy Efficient Addendum
- Option to auto-populate this data into listings
  - Ensure accuracy
  - Improve listing input efficiency
  - GBR as the source of the data



# Explore – us.greenbuildingregistry.com

Minneapolis, MN, USA

2021 Harriet Ave  
Minneapolis, MN, 55405  
Residential

About this home's data

**Building Certifications** [Show details](#)

**RESNET HERS INDEX** -9

less energy use | more energy use

-50 | -9 | 100 ref. home | 150

**LEED** Platinum

**GREENHOME INSTITUTE GREENSTAR CERTIFIED** Gold

**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



# Available Data Details



## Platinum

|                     |                                  |
|---------------------|----------------------------------|
| Verification Type   | <b>LEED for Homes</b>            |
| Verifying Entity    | <b>US Green Building Council</b> |
| Verification Date   | <b>2018-05-30</b>                |
| Verification Rating | <b>Platinum</b>                  |
| Data Source         | <b>US Green Building Council</b> |
| Verification Key    | <b>1000065780</b>                |
| Version No.         | <b>LEED-HOMES v2008</b>          |
| Year Verified       | <b>2018</b>                      |



## Gold

|                     |                                      |
|---------------------|--------------------------------------|
| Verification Type   | <b>GreenStar Homes Certification</b> |
| Verifying Entity    | <b>GreenHome Institute</b>           |
| Verification Date   | <b>2018-04-30</b>                    |
| Verification Rating | <b>Gold</b>                          |
| Data Source         | <b>GreenHome Institute</b>           |
| Verification Key    | <b>20180430001</b>                   |
| Version No.         | <b>1</b>                             |
| Year Verified       | <b>2018</b>                          |



# Available Data Details

## Time of Sale ENERGY SCORE

84

VISIT EXTERNAL LINK

DOWNLOAD PDF



## Energy Score



## Home Energy Summary

You are on your way to an energy efficient home, but you are not there yet. You still have opportunities for cost-effective energy improvements that will lower your energy bills and make your home more comfortable. To learn more visit [mncee.org/TISH](https://mncee.org/TISH) or contact an Energy Advisor.

|                     |                                   |
|---------------------|-----------------------------------|
| Verification Type   | Time of Sale Energy Score         |
| Verifying Entity    | Center for Energy and Environment |
| Verification Date   | 2021-04-08                        |
| Verification Metric | 84                                |
| Data Source         | City of Minneapolis               |
| Verification Key    | 7986                              |
| Year Verified       | 2021                              |

|                  | Energy Improvements<br>(by priority)   | Improvement<br>Points | Typical Cost        | Utility Rebate | Yearly Bill<br>Savings |
|------------------|--|-----------------------|---------------------|----------------|------------------------|
| Attic Insulation | Air seal and insulate your attic   | 12                    | \$1,900–<br>\$2,200 | Up to \$500    | \$150–\$300            |
| Wall Insulation  | Insulate your exterior walls when remodeling   | 4                     | \$3,100–<br>\$3,550 | —              | \$200–\$400            |
| Heating System   | Congrats, your furnace is efficient and less than 20 years old. Consider a clean and tune service. | —                     | —                   | —              | —                      |
| Storm Windows    | Congrats! No single-pane windows without storms.   | —                     | —                   | —              | —                      |



# Available Data Elements

- HERS-rated homes have an Energy Cost Estimate
- Based on assets of the property; State average energy rates – updated as rates change
- Supports insight into affordability, helps buyers make a more informed decision
- Consistent metric to compare homes

**State of North Carolina**

**RESNET**  
RESIDENTIAL ENERGY SERVICES NETWORK

THIS HOME'S SCORE **56** OUT OF 150

THIS HOME'S ESTIMATED ENERGY COSTS  
**\$1,665** PER YEAR

**HERS® Index**

← Less Energy → More Energy →

Zero Energy Home Reference Home Existing Homes

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150

**56**  
This Home

**HOME PROFILE**

**LOCATION:**  
2332 Noble Rd  
Raleigh, NC 27608

**YEAR BUILT:**  
2014

**HEATED FLOOR AREA:**  
2,734 sq.ft.

**NUMBER OF BEDROOMS:**  
3

**ASSESSMENT**

**ASSESSMENT DATE:**  
09/26/2014

**HOW MUCH ENERGY IS THIS HOME LIKELY TO USE?**

|                                    |                |
|------------------------------------|----------------|
| Electric: 8,160 kWh/yr.....        | \$851          |
| Natural Gas: 325 therms/yr.....    | \$814          |
| Other: .....                       | \$0            |
| Renewable Generation: .....        | (\$0)          |
| <b>TOTAL ENERGY COSTS PER YEAR</b> | <b>\$1,665</b> |

**How much solar energy does this home generate?**

\_\_\_\_\_ kWh/yr

**THIS HOME'S CARBON FOOTPRINT:**

15 tons/year WORSE

2.6 This Home

0 tons/year BEST

To understand the impact of carbon emissions visit: [epa.gov/energy/greenhouse-gas-equivalencies-calculator](http://epa.gov/energy/greenhouse-gas-equivalencies-calculator)


- Actual energy use and costs may vary based on occupant behavior and other factors. Estimated energy costs were calculated based on current utility prices (\$0.10/kwh for electricity; \$2.50/therm for natural gas; \$3.88/gal for heating oil; \$3.28/gal for propane).
- Additional energy efficient features may be present in the home and were not documented at time of assessment. Trees & exterior features may provide additional energy efficiency benefits. Visit [energy.gov](http://energy.gov) to learn more.
- Carbon footprint is based only on estimated home energy use. Carbon emissions are estimated based on utility and fuel-specific emissions factors provided by US EPA eGRID data.
- This report was created from information provided by the responsible green verification entity. The latest copy of this report is available from [us.greenbuildingregistry.com](http://us.greenbuildingregistry.com) with updated utility and carbon information annually.

|                                    |   |                             |            |
|------------------------------------|---|-----------------------------|------------|
| Energy Cost Estimate Source        | hers  | Annual Energy Cost Estimate | \$1,358.00 |
| Appraisal Institute Green Addendum | <a href="https://rpt.greenbuildingregistry.com/aiga/NC10000026">https://rpt.greenbuildingregistry.com/aiga/NC10000026</a> |                             |            |



# Available Data Elements

- GBR has an agreement with the Appraisal Institute to provide a pre-filled Residential Green & Energy Efficient Addendum
- Great benefit for appraiser members
- Knowledgeable appraiser uses this to support valuation – Make sure it's included in the listing packet
- AI Green Addendum URL Field

|  |  |  |
|--|--|--|
| <br>AI Reports®<br>Form 820.06*   | Client File #:   | Appraisal File #:  |
|  | <b>Residential Green and Energy Efficient Addendum</b>   |  |
|  | Client:  |  |
| Subject Property: <b>2021 Harriet Ave</b>  |  |  |
| City: <b>Minneapolis</b>   | State: <b>MN</b>   | Zip: <b>55405</b>  |
| Additional resources to aid in the valuation of green properties and the completion of this form can be found at <a href="http://www.appraisalinstitute.org/education/green_energy_addendum.aspx">http://www.appraisalinstitute.org/education/green_energy_addendum.aspx</a>   |  |  |
| The appraiser hereby certifies that the information provided within this addendum: <ul style="list-style-type: none"> <li>• has been considered in the appraiser's development of the appraisal of the subject property only for the client and intended user(s) identified in the appraisal report and only for the intended use stated in the report.</li> <li>• is not provided by the appraiser for any other purpose and should not be relied upon by parties other than those identified by the appraiser as the client or intended user(s) in the report.</li> <li>• is the result of the appraiser's routine inspection of and inquiries about the subject property's green and energy efficient features. Extraordinary assumption: Data provided herein is assumed to be accurate and if found to be in error could alter the appraiser's opinions or conclusions.</li> <li>• is not made as a representation or as a warranty as to the efficiency, quality, function, operability, reliability or cost savings of the reported items or of the subject property in general, and this addendum should not be relied upon for such assessments.</li> </ul> |  |  |
| Green Building: The practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's lifecycle from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classic building design concerns of economy, utility, durability, and comfort (US EPA). High Performance building and green building are often used interchangeably.  |  |  |
| Six Elements of Green Building: A green building has attributes that fall into the six elements of green building known as (1) site, (2) water, (3) energy, (4) materials, (5) indoor environmental quality, and (6) maintenance and operation. The energy and water elements are the most measurable elements of green or high performance housing. Appraisers need savings amounts to develop an income approach to support energy efficient contributory value.   |  |  |
| <b>THIRD-PARTY VERIFICATIONS (See types defined in glossary).</b>  |  |  |
| The following verified items are considered within the appraisal analysis of the subject property:   |  |  |
| Green Certification<br>Certifications attest that the home meets certain minimum thresholds.   | Environmental Protection Agency (EPA):   | <input type="checkbox"/> Indoor airPLUS <input type="checkbox"/> WaterSense <input 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: <b>5/30/2018</b>  | Green Certification Version: <b>LEED-LEED-HOMES v2008</b><br>Organization URL: <a href="http://usgbc.org/greenhomeinstitute.org/greenstar/">usgbc.org/greenhomeinstitute.org/greenstar/</a>  | ABOVE VALID ONLY IF CHECKED:<br><input checked="" type="checkbox"/> Verification provided by certifying organization   |
| Energy Label<br>Labels disclose the state of the home's energy assets.   | RESNET's HERS Rating (1 to 150): <b>-9</b>   | Estimated energy savings for this home: \$____/year <b>11</b> kWh rate. Dated <b>2/27/2017</b><br>Energy Savings includes electricity, heating & Cooling.<br>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. |
|  | <input type="checkbox"/> Sampling Rating<br><input type="checkbox"/> Projected Rating<br><input checked="" type="checkbox"/> Confirmed Rating  |  |
|  | DOE's Home Energy Score (1 to 10): _____   | Estimated energy savings for this home: \$____/year <b>11</b> kWh rate. Dated <b>___/___/___</b><br>Energy Savings includes electricity, heating & Cooling.<br>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.                                     |
|  | <input type="checkbox"/> Official Score<br><input type="checkbox"/> Unofficial Score   |  |
| Other Energy Score: Range ( ___ to ___ ):  | Estimated energy savings: \$____/year ___ kWh rate dated ___/___/___<br>Describe energy label system:  |  |
| Date Verified: <b>2/27/2017</b>  | Score or Rating Version: _____<br>Organization URL: <input checked="" type="checkbox"/> <a href="http://www.resnet.us">www.resnet.us</a><br><input type="checkbox"/> <a href="http://www.homeenergyscore.gov">www.homeenergyscore.gov</a><br><input type="checkbox"/> Other: _____ | ABOVE VALID ONLY IF CHECKED:<br><input checked="" type="checkbox"/> Verification provided by certifying organization   |
| Verified Energy Improvements   | Explain energy-related improvements: For more details visit: <a href="https://us.greenbuildingregistry.com/green-homes/MN1000008">https://us.greenbuildingregistry.com/green-homes/MN1000008</a><br>Cost of improvements: \$_____  |  |
| Only include improvements with verified documentation.   | Date Verified: ___/___/___   | Certificate of Efficiency Improvements Version: _____<br>Organization URL: <input type="checkbox"/> <a href="http://energystar.gov/homeperformance">energystar.gov/homeperformance</a><br><input type="checkbox"/> Other: _____  |
|  |  | ABOVE VALID ONLY IF CHECKED:<br><input checked="" type="checkbox"/> Verification provided by certifying organization   |
| Completed by: <u>Autopopulated from us.greenbuildingregistry.com</u> Title: <u>online database</u> Date: <u>09/13/2023</u>   |  |  |



# GBR Data – Auto-pop into Listings

- Suggest adding screen shots and instructions about how this looks and works in the NorthstarMLS system for data auto-population



# GBR Data in NorthstarMLS

- Suggest adding screen shots and information about where the data can be discovered in the NorthstarMLS system once it has been auto-populated or entered
  - Will it be included on property reports? If so, where?
  - Are these data fields searchable? If so, how?
  - Will this data be available in outgoing data feeds? If so, communicate newly available data and ask the third-party real estate websites to include it on their property views
  - For members, Include this data on your member (broker/agent) IDX websites



# MARKETING & THE OPPORTUNITY





**NEW**

**VALUE**



# MARKETING MATRIX

NOW

FUTURE

BEST



GOOD

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





# 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”**



# Learn More - Resources

- 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>
- NAR “Intro to Sustainability and Resiliency: What REAOTORS® 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> - Edina, MN Oct 16 – 17, 2023. Register: <https://maarportal.ramcoams.net/Education/Registration/Details.aspx?cid=6fbe29ca-f240-ee11-9cb4-00155d10122d>





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Thank You