HELIX and Residential Labeling

Efficient and Resilient Buildings and Communities

MISSION

Making the energy efficiency of homes visible and understood at time-of-sale or rental

Home energy labels make home energy use transparent and comparable for homeowners, home buyers, landlords and tenants. In doing so labels support a market value for energy efficient homes and associated investments to improve energy performance. Improving home energy efficiency is a key strategy to implement state and local policies to improve housing affordability, health and comfort, reduce energy use and associated air pollution including carbon emissions, and create local job and business opportunities.

NEEP assists states, communities, and utilities to adopt and implement home energy labels by engaging key stakeholders in a learning exchange about effective policies and programs, by conducting research and analyses of key trends, and by providing access to tools, training and other implementation resources. This includes the Home Energy Labeling Information eXchange (HELIX) developed by NEEP with stakeholder input to revolutionize the valuation of energy in real estate

> ### LONG-TERM MARKET TRANSFORMATION GOALS
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> **By 2025:**
> - Building energy labels or ratings are populated in all real estate listings across the Northeast.
>
> **By 2030:**
> - 30 percent of existing homes and building are retrofitted to reduce carbon emissions 50 percent.

transactions by automating the inclusion of home energy labels in property listings. This access to verified, independent home energy information enables real estate professionals and sellers to better market properties for sale or lease, empowers buyers and tenants to make better-informed choices, and promotes wiser use of home energy. HELIX also provides a database of home energy labels important to the effective implementation of home energy labeling policies and programs. Initially funded by a U.S. DOE State Energy Program Grant hosted by Vermont, NEEP now supports states to use HELIX, while expanding the database to include solar PV data for individual homes – a project funded in part by the U.S. DOE Solar Energy Technology Office (SETO) and Lawrence Berkley National Lab.

Regional Trends and Leaders:

Northeast States are increasingly interested in residential labeling. In 2019, several states and municipalities considered or passed legislation or ordinances to require home energy labels (e.g. Massachusetts; Montpelier, VT, Newton, MA; Philadelphia, PA). Five states (CT, MA, NY, RI, and VT) now use HELIX as a database to support state, utility and local home energy labeling policy and program implementation. Through NEEP's collaboration with the New England Real Estate Network (NEREN), HELIX automates the availability of home energy labels, including solar PV data, for property listings in Massachusetts, New Hampshire, and Vermont. To address real estate industry concerns about the time and cost to provide home energy labels, NEEP is exploring use of an automated energy modeling approach to provide home energy labels.

NEEP's 2020 Project Outcomes:

- Six additional Multiple Listing Services (MLS) populate home energy information in 20 percent of their monthly residential real estate listings.
- Two Northeast states (e.g., MA and VT) and two cities (e.g., Newton, MA; Philadelphia, PA; Burlington, VT) adopt and implement policies to use home energy labeling as a strategy to improve existing home energy efficiency.
- Eight Northeast States provide and use solar PV data for properties listed in the HELIX database.

2020 Strategies and Deliverables

Stakeholder Engagement: NEEP will continue to engage stakeholders (state agencies, real estate professionals and appraisers, gas and electric utilities, efficiency programs, building code officials) in a facilitated learning exchange to guide HELIX development, testing, and use through:

- NEEP's Regional Home Energy Labeling Stakeholder group to share best practices with mandatory or voluntary labeling pilots, programs, and policies (Meet in-person once a year in addition to meeting via webinar)
- NEEP's HELIX Solar PV Advisory Committee
- Two topical NEEP webinars that address identified stakeholder needs and interests;

Tracking and Analysis: NEEP will track the growth and use of home energy labels across the Northeast

- **New!** Brief on Regional Data and Trends Analysis of HELIX impact in the real estate market
- Update! Residential Labeling Program Matrix

Tools and Guidelines: NEEP will provide tools and technical assistance to advance and support state, utility and municipal residential energy labeling policy and program adoption and implementation including:

- The HELIX Database
- A HELIX State Implementation Toolkit
- Quarterly technical support office hours for HELIX Subscribers
- A HELIX Online Resource Platform
- Update! Green Real Estate Resources web resource center

Research and Reports: NEEP will use the data analysis from HELIX to partner with key stakeholders to support successful HELIX deployment beyond the Northeast including the use of Automated Energy Modeling to provide home energy labels. Products include:

- **New!** Brief on Automated Energy Models (AEMs) and approaches for home energy labeling
- **New!** Brief on Opportunities for Home Energy Labels And HELIX use in Mid-Atlantic States

National/Regional Collaboration: NEEP will help grow market demand for home energy labels through regional/national presentations and conversations and educational outreach to real estate professionals and appraisers. NEEP will:

- Monitor, communicate, present, and coordinate with national and regional organizations (e.g., NASEO, Home Performance Coalition, Elevate Energy)
- Disseminate U.S. DOE best practice and link states to federal programs and resources
- Engage with stakeholders to contribute to the development of national programs

Additional information about NEEP's HELIX Subscription Program Services is available upon request.

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