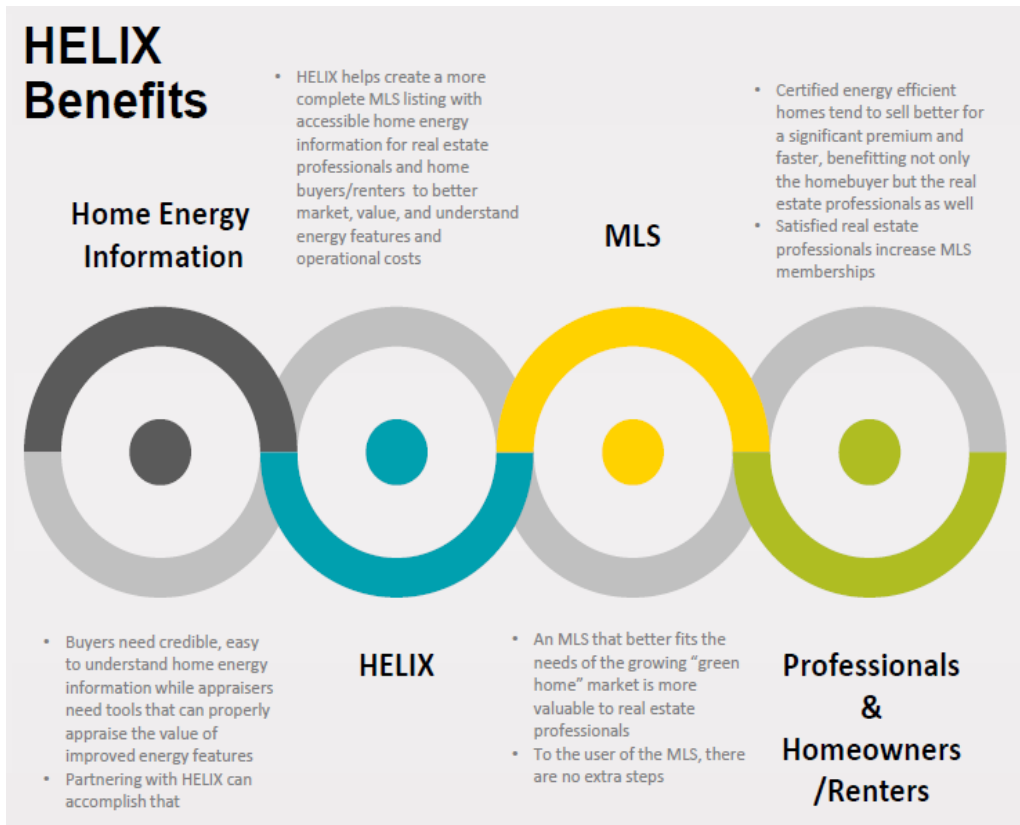# HELIX for Multiple Listing Services (MLS)

With a multitude of green labels available for homes, it is critical that real estate agents, appraisers, homebuyers, and home sellers have access to this information in order to facilitate **smoother, more effective transactions**. Historically, it has been impossible to find this information in one convenient location. HELIX bridges this gap by making home energy information accessible to local MLS and other market interests at the time-of-listing or rental.

"Homebuyers are increasingly asking about energy costs & solar benefits as part of the home purchasing process. For 38% of buyers, the home's energy efficiency is an "extremely" or "very" important decision factor" (MIT, Redfin, ClearlyEnergy survey)

By integrating HELIX with your MLS system, real estate professionals will have **access to verified home energy information** automatically populating their listings. Increasing the visibility of reliable home energy information in real estate transactions will ensure your MLS can meet the demand of the green home market while promoting consumer investment in related features and systems.

HELIX Benefits

Home Energy Information

- HELIX helps create a more complete MLS listing with accessible home energy information for real estate professionals and home buyers/renters to better market, value, and understand energy features and operational costs

- Buyers need credible, easy to understand home energy information while appraisers need tools that can properly appraise the value of improved energy features
- Partnering with HELIX can accomplish that

HELIX

MLS

- Certified energy efficient homes tend to sell better for a significant premium and faster, benefitting not only the homebuyer but the real estate professionals as well
- Satisfied real estate professionals increase MLS memberships

- An MLS that better fits the needs of the growing "green home" market is more valuable to real estate professionals
- To the user of the MLS, there are no extra steps

Professionals & Homeowners /Renters

HELIX is a secure, cloud-based, open-source data platform that allows for a more accurate valuation of a home-based on its energy-efficient and renewable attributes. **The HELIX database automatically populates Multiple Listing Services with home energy information** of various energy data fields such as Home Energy Score and solar PV data.

MLS Integration

The Real Estate Standards Organization (RESO) has the RESO Data Dictionary that helps define home energy data as reliable if it comes from an official "green verification."

In order for the home energy data to be effectively utilized by the real estate industry, the receiving MLS and likely the MLS's tax data aggregator must have implemented the **RESO Green Verification Fields**. This ensures that data is sent, received, and viewed in the proper format as it was originally intended.

The HELIX architecture has several levels of user access privileges, allows multiple data entry formats, and **automates exports to Multiple Listing Services via an API in native RESO Silver Standard format or through direct integration in the MLS software.** HELIX can link to MLSs and can work directly with data aggregators that the MLS retrieves its data from to ensure a smooth transition of auto-population for green data and solar fields. Record matching in HELIX is facilitated by data standards such as BEDES, HPXML, and RESO's data dictionary to ensure consistency and accuracy.

RESO Green Fields:

GreenBuilding Verification Type	GreenVerification Body	GreenVerification Version
GreenVerification Status	GreenVerification Source	GreenVerification URL
GreenVerification Rating	GreenVerification Metric	GreenVerification Year

Once HELIX is linked to your MLS, HELIX will auto-populate your MLS with the home energy information for that property. Privacy protections are implemented at the certification/label level to ensure homeowners that opt-out of sharing their information are not shared with MLS and other parties.

For more information, visit:

http://bit.ly/NEEP-HELIX

Connect with us directly by reaching out to **HELIX@NEEP.org**