



NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

# Making Energy Efficiency Visible in the Real Estate Market

June 24, 2015

# NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS



## MISSION

Accelerate the efficient use of energy in the Northeast and Mid-Atlantic Regions.

## APPROACH

Overcome barriers to efficiency through  
*Collaboration, Education & Advocacy*

## VISION

Transform the way we think about  
and use energy in the world around us.



*One of six Regional Energy Efficiency Organizations (REEOs) designated by U.S. DOE to support state efficiency policies*

# CRAIG FOLEY, REALTOR®



2013- Current: NAR Green Resource Council  
Advisory Board

2015 NAR Land Use, Property Rights &  
Environment Committee

2015 MAR Government Affairs EE  
Subcommittee

2015 MAR Pro Standards Committee  
MA, NH & VT Real Estate Instructor

2014 “High Performance, Green Homes in  
Residential Real Estate” RE86R14

*2013 Evergreen Award Winner NAR*



# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?
- EE Contributory Value
- Resources
- Q&A



# POLL #1



Please fill out the poll!





## POLL #2



Please fill out the poll!



# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge

# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge
- We sell homes, not climate change solutions



# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge
- We sell homes, not climate change solutions
- Opportunity to be part of solution

# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge
- We sell homes, not climate change solutions
- Opportunity to be part of solution
- This “green stuff” takes me out of my comfort zone

# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge
- We sell homes, not climate change solutions
- Opportunity to be part of solution
- This “green stuff” takes me out of my comfort zone
- Your clients need you & your professional obligations require “knowledge and competence”

## POLL #3



Please fill out the poll!

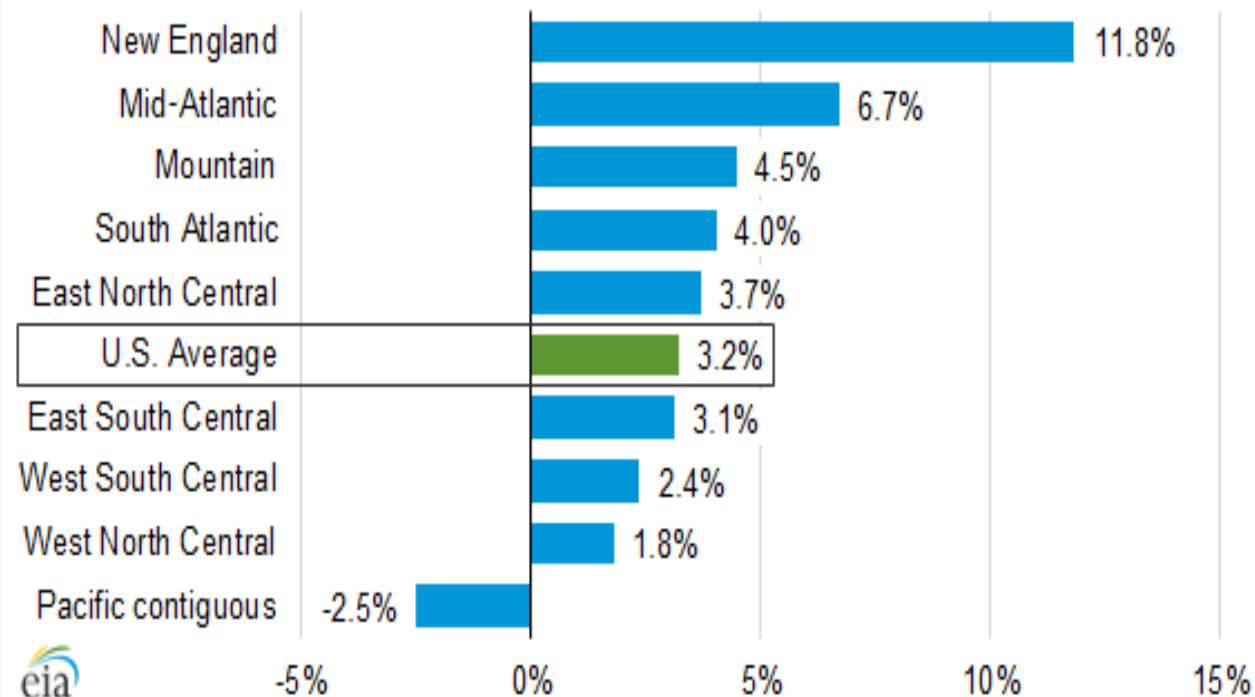


# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- The energy challenge

Change in average residential electricity prices by Census division  
(first half 2014 versus first half 2013)

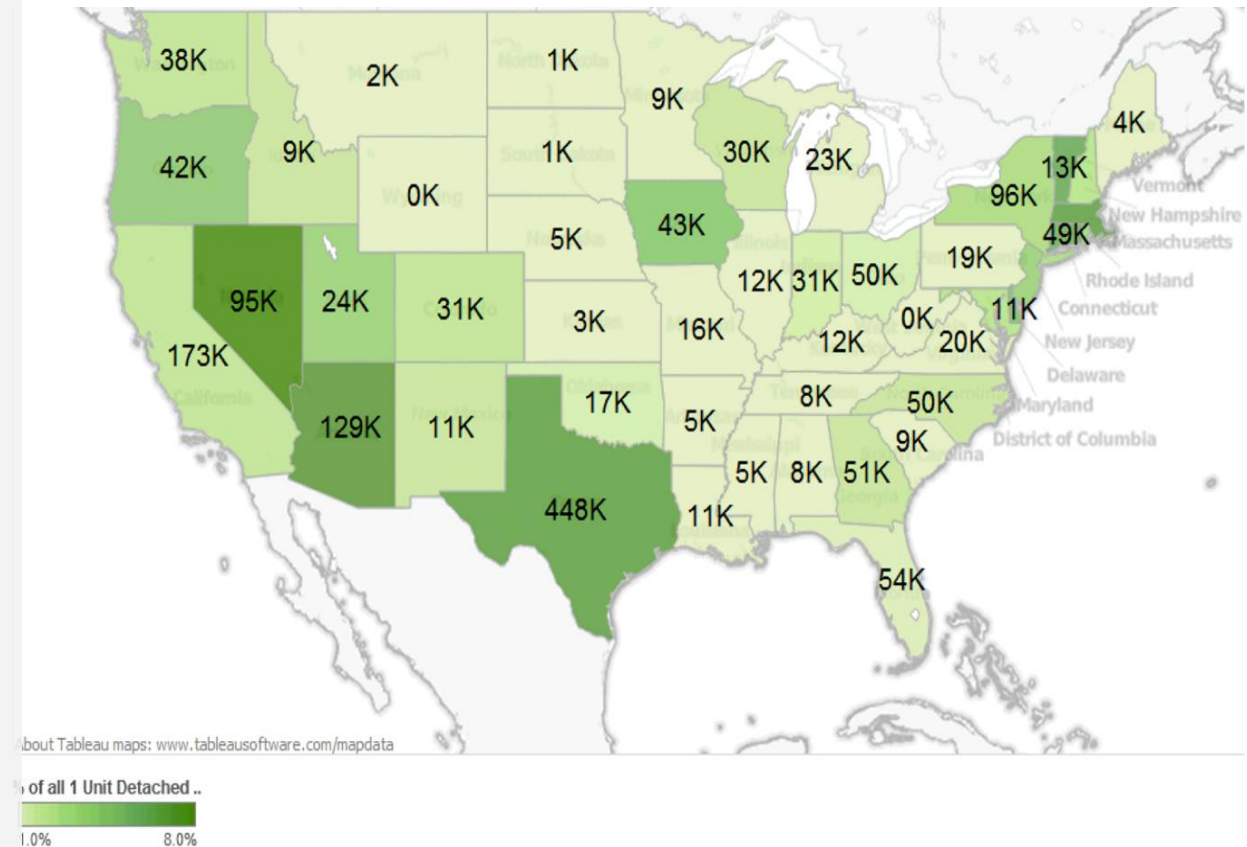




# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- We sell homes, not climate change solutions
- Opportunity to be part of solution



# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- This “green stuff” takes me out of my comfort zone
- Your clients need you & your professional obligations require “knowledge and competence”

AN ENERGY STAR® QUALIFIED HOME

Address: \_\_\_\_\_

Built by: \_\_\_\_\_

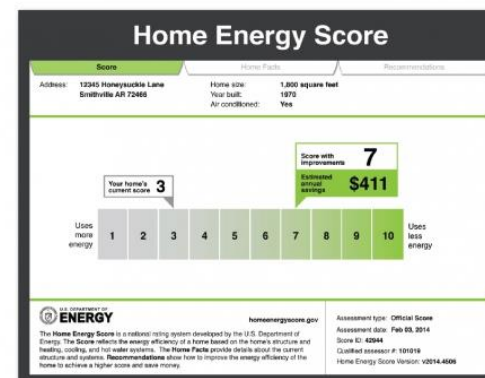
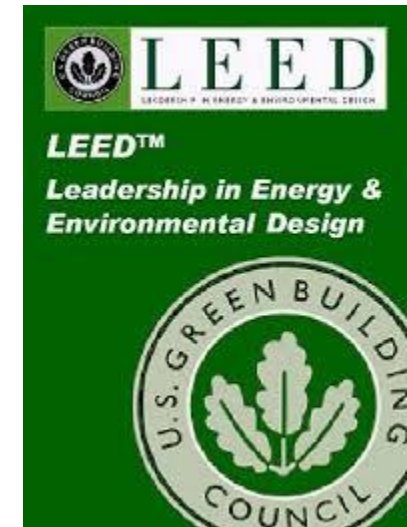
Verified by: \_\_\_\_\_

Date: \_\_\_\_\_

Optional information: \_\_\_\_\_

This home has been individually verified by an independent professional to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can keep 4,300 lbs of greenhouse gases out of our air each year.

www.energystar.gov



# FOR TODAY'S DISCUSSION



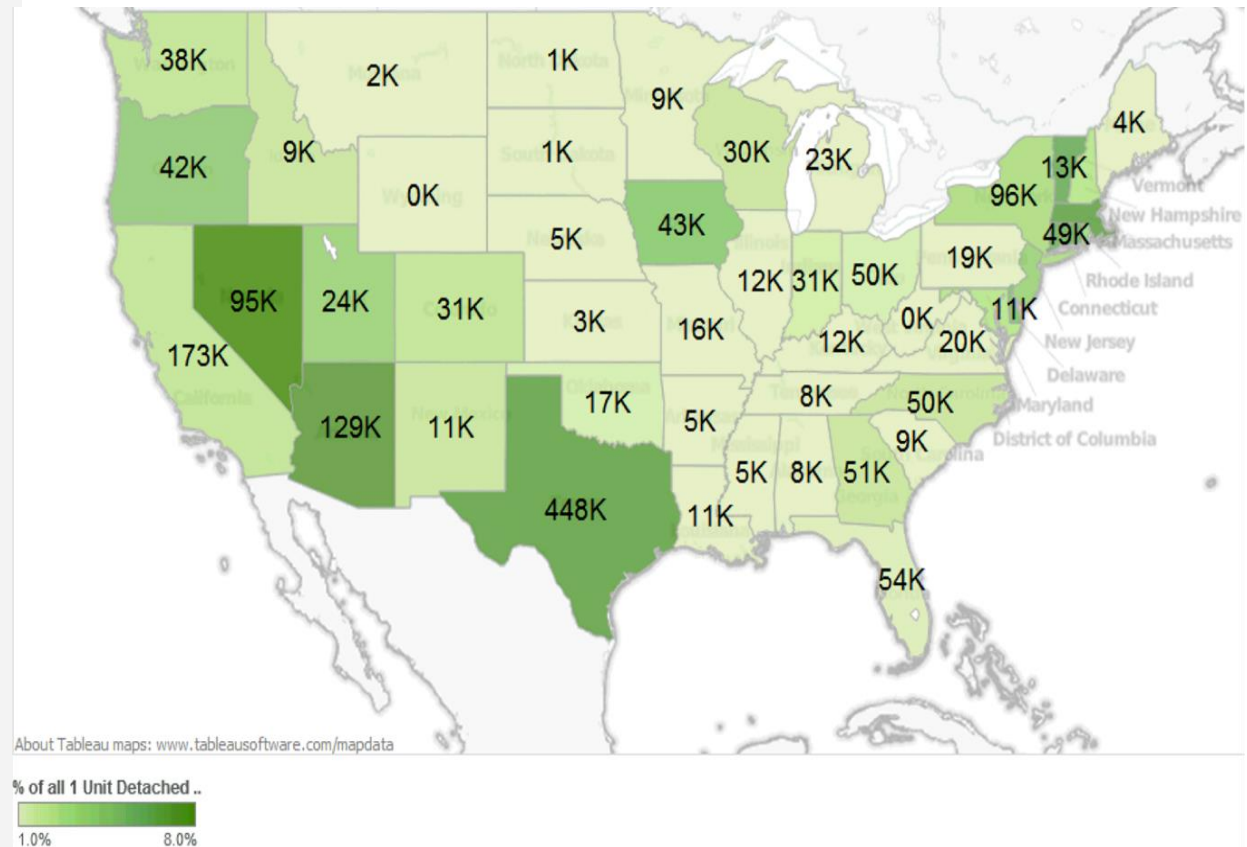
- Welcome and Introductions
- EE and RE worlds intersect
- **Emerging Market Opportunity**



# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- Emerging Market Opportunity

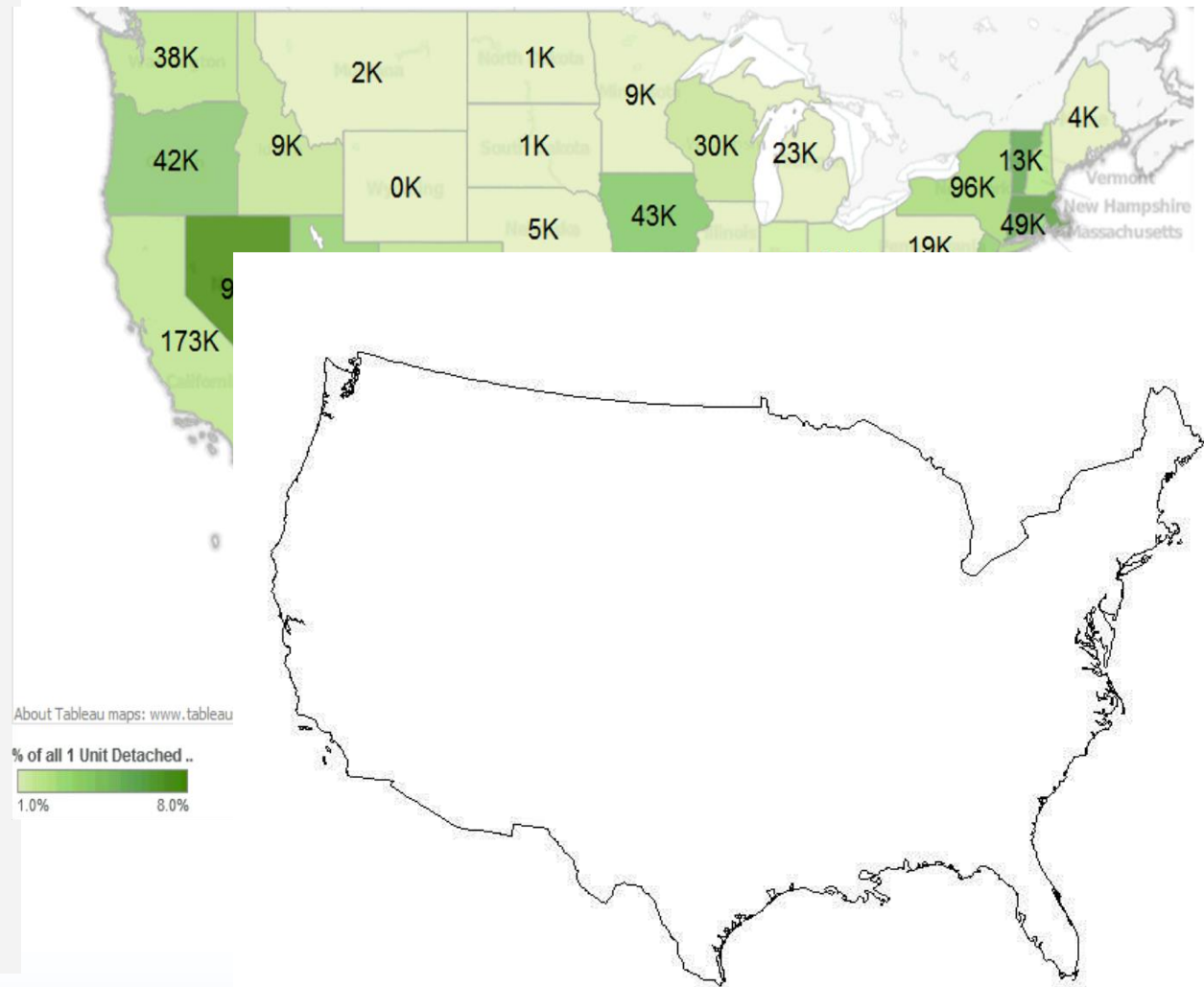




# REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?



- **Emerging Market Opportunity**





# FOR TODAY'S DISCUSSION



- Emerging Market Opportunity

**Poll: Energy Efficiency is America's No. 1 Housing Concern**

**Study: ENERGY STAR homeowners 32% less likely to default 2007-2012**

# FOR TODAY'S DISCUSSION



- Emerging Market Opportunity

Poll: Energy Efficiency is America's No. 1 Housing Concern



Study: ENERGY STAR homeowners 32% less likely to default 2007-2012



# FOR TODAY'S DISCUSSION

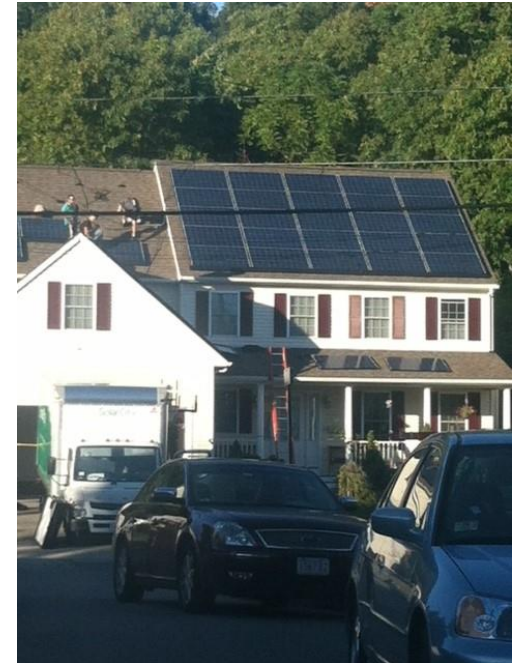


- Emerging Market Opportunity

Poll: Energy Efficiency is America's No. 1 Housing Concern



Study: ENERGY STAR homeowners 32% less likely to default 2007-2012



# FOR TODAY'S DISCUSSION



- Emerging Market Opportunity

Poll: Energy Efficiency is America's No. 1 Housing Concern



Study: ENERGY STAR homeowners 32% less likely to default 2007-2012





# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- **EE is invisible - how am I supposed to sell it?**





# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect

Emerging Market Opportunity

**EE is invisible -  
how am I supposed  
to sell it?**



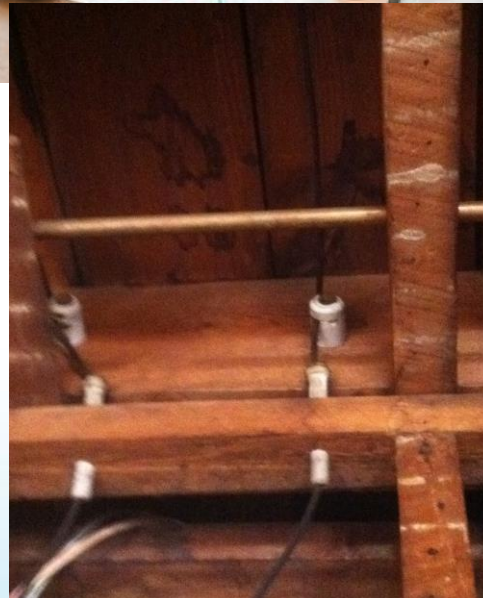
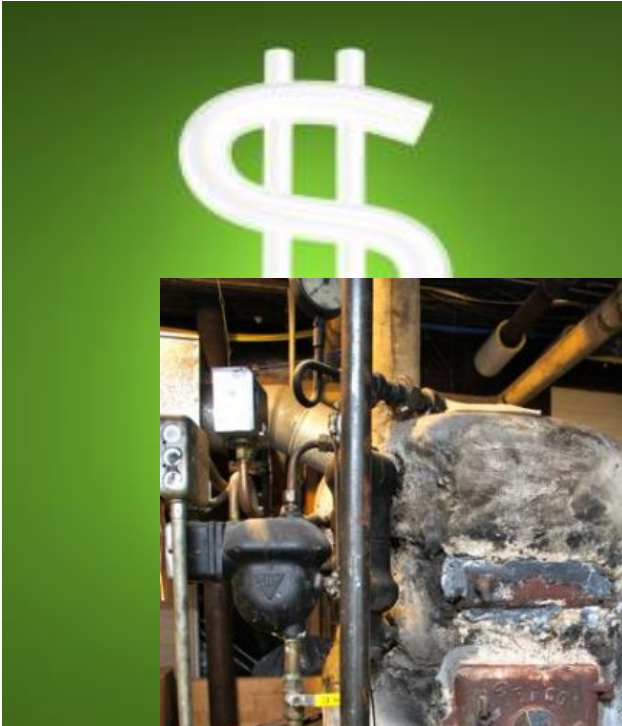
# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect

Emerging Market Opportunity

**EE is invisible -  
how am I supposed  
to sell it?**



# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect

Emerging Market Opportunity

**EE is invisible -  
how am I supposed  
to sell it?**





# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect

Emerging Market Opportunity

**EE is invisible -  
how am I supposed  
to sell it?**

# FOR TODAY'S DISCUSSION



**EE is invisible – how am I supposed to sell it?**

**1) Lower operating costs are driving consumers to this product**

- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- **EE is invisible - how am I supposed to sell it?**



# FOR TODAY'S DISCUSSION



**EE is invisible – how am I supposed to sell it?**

**1) Lower operating costs are driving consumers to this product**

**2) Concerns about living in an unhealthy home are real**

- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?

# FOR TODAY'S DISCUSSION



**EE is invisible – how am I supposed to sell it?**

**1) Lower operating costs are driving consumers to this product**

**2) Concerns about living in an unhealthy home are real**

**3) A growing set of buyers are aware of their personal environmental impact and are looking for solutions**

- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?

## POLL #4



Please fill out the poll!



# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?
- **EE Contributory Value**



# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?
- EE Contributory Value

Green Certified

☐ Yes ☐ No ☐ Unknown ☐ Proposed ☒ Unspecified


\* Green Certification Type

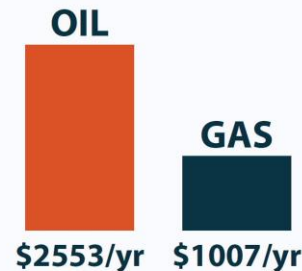
☐ A-Energy Star Home Certified ☐ C-National Green Building Standard ☐ F-Deep Energy Retrofit Certified ☐ H-EPA Indoor Air Plus Certified

☐ B-LEED Certified ☐ E-Passive House Certified ☐ G-EPA WaterSense Certified ☐ D-Other (See Remarks)

HERS Index Score (Required if Green Certified)

Completion Date of HERS Score (Required if Green Certified)  /  /

It costs **2.5x** more  
 to heat your  
with oil than  
with natural gas.



Homes with natural  
gas sell for **\$22K** more.

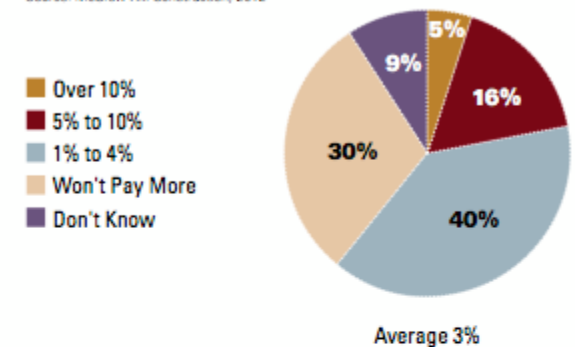
Sponsored by



\* based on a 2012 REMAX Leading Edge Study

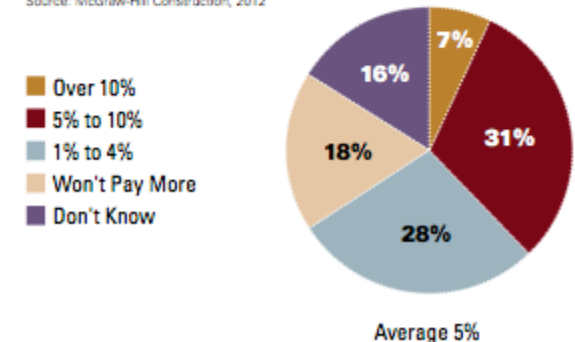
**Additional Amount Customers  
Are Willing to Pay for Green**  
(According to Firms Doing New Construction)

Source: McGraw-Hill Construction, 2012



**Additional Amount Customers  
Are Willing to Pay for Green**  
(According to Firms Doing Remodeling)

Source: McGraw-Hill Construction, 2012





# FOR TODAY'S DISCUSSION



- Welcome and Introductions
- EE and RE worlds intersect
- Emerging Market Opportunity
- EE is invisible - how am I supposed to sell it?
- EE Contributory Value
- **Resources**



# RESOURCES

- NEEP EE Checklist for RE Professionals



## Checklist of Home Energy Efficient Attributes for Real Estate Professionals

The checklist below is meant to enable a real estate professional to make a relatively quick assessment of a home's efficiency. The checklist is organized by seven categories:  
1) Lighting, 2) Appliances, 3) HVAC 4) Water Usage 5) Building Envelope 6) Fenestration 7) 3rd Party Evaluation/Home Energy Audit.

Category	Look For	✓	Description	Worth Calling Out
Lighting	Bulbs Compact Fluorescent Lamps(CFLs)	<input type="checkbox"/>	Energy Star certified CFLs typically use 25% of the electricity of an Incandescent bulb with the equivalent brightness.	In addition to the significant energy savings, CFLs and LEDs also last much longer than incandescent or halogen bulbs.
	Light Emitting Diodes(LEDs)	<input type="checkbox"/>	Energy Star LEDs use only around 10% of an equivalent incandescent.	Large overhangs on southern facing windows can keep heat out in the summer by blocking the sun's rays and allowing them in during the winter when the sun is lower in the sky.
	Natural Light, Shading	<input type="checkbox"/>	Large south facing windows, roof overhangs, and/or deciduous trees.	
	Refrigerator Energy Star Qualified	<input type="checkbox"/>	Energy Star certified refrigerators are 9-10 percent more efficient than federal requirements.	Energy Star certified appliances are designed to save energy without sacrificing performance. If they are more expensive

- Appraisal Institute's Residential Green and Energy Efficient Addendum

ENERGY EFFICIENT ITEMS					
The following items are considered within the appraised value of the subject property:					
<b>Insulation</b>	<input type="checkbox"/> Fiberglass Blown-In <input type="checkbox"/> Foam Insulation <input type="checkbox"/> Cellulose <input type="checkbox"/> Fiberglass Batt Insulation <input type="checkbox"/> Other (Describe): _____ <input type="checkbox"/> Basement Insulation (Describe): _____ <input type="checkbox"/> HERS Insulation Installed Rating: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 (See Glossary)				R-Value: <input type="checkbox"/> Walls <input type="checkbox"/> Ceiling <input type="checkbox"/> Floor
<b>Envelope</b>	Envelope Tightness: _____ Unit: <input type="checkbox"/> CFM25 <input type="checkbox"/> CFM50 <input type="checkbox"/> ACH50 <input type="checkbox"/> ACHnatural <input type="checkbox"/> Envelope Tightness based on Blower Door Test				
<b>Water Efficiency</b>	<input type="checkbox"/> Reclaimed Water System (Explain): _____ <input type="checkbox"/> Greywater reuse system <input type="checkbox"/> WaterSense® fixtures		<input type="checkbox"/> Cistern - Size: _____ Gallons <input type="checkbox"/> Rain Barrels Provide Irrigation		Location of cistern: _____
<b>Windows</b>	<input type="checkbox"/> ENERGY STAR® <input type="checkbox"/> Low E	<input type="checkbox"/> High Impact <input type="checkbox"/> Storm	<input type="checkbox"/> Double Pane <input type="checkbox"/> Triple Pane	<input type="checkbox"/> Tinted <input type="checkbox"/> Solar Shades	
<b>Day Lighting</b>	<input type="checkbox"/> Skylights - #: _____ <input type="checkbox"/> Solar Tubes - #: _____	<input type="checkbox"/> Other (Explain): _____			<input type="checkbox"/> ENERGY STAR Light Fixtures
<b>Appliances</b>	ENERGY STAR® Appliances: _____	Water Heater: <input type="checkbox"/> Solar	Appliance Energy Source: <input type="checkbox"/> Propane <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas		



# UPCOMING NEEP RESOURCE: RENTERS CHECKLIST



- For renters to track the energy efficient characteristics of a multi-family building
- Coming Soon!



# OTHER RESOURCES



- [NEEP Buildings Page](#) (Resources on Energy Codes, Building Energy Rating, Multifamily Retrofits, Zero Net Energy Buildings)
- [Energy Star for New Homes](#)
- Links to State Home Energy Efficiency Pages
  - [Efficiency Maine](#)
  - [New Hampshire Saves](#)
  - [Efficiency Vermont Residential](#)
  - [Mass Save](#)
  - [NYSERDA](#)
  - [EnergizeCT](#)
  - [National Grid Rhode Island](#)
  - [New Jersey Clean Energy Program](#)
  - [EmPOWER Maryland](#)
  - [DC Sustainable Energy Utility](#)
  - [Delaware Division of Energy & Climate](#)
  - [Pennsylvania Department of Environmental Protection](#)

# POLL #5



Please fill out the poll!





# QUESTIONS



# THANK YOU!



Craig Foley, Chief of Energy Solutions, REMAX Leading Edge  
[craig.rhg@gmail.com](mailto:craig.rhg@gmail.com)

Carolyn Sarno Goldthwaite, Senior Program Manager [Cgoldthwaite@neep.org](mailto:Cgoldthwaite@neep.org)

Darren Port, Building Energy Codes Manager [Dport@neep.org](mailto:Dport@neep.org)

Kevin Rose, Building Energy Senior Technical Associate [Krose@neep.org](mailto:Krose@neep.org)

Charlie Taylor, Buildings Research and Analysis Associate [Ctaylor@neep.org](mailto:Ctaylor@neep.org)

John Balfe, High Performance Buildings Associate [Jbalfe@neep.org](mailto:Jbalfe@neep.org)

91 Hartwell Avenue Lexington, MA 02421

P: 781.860.9177

[www.neep.org](http://www.neep.org)