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
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
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- The energy challenge
- We sell homes, not climate change solutions
- Opportunity to be part of solution
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• This “green stuff” takes me out of my comfort zone
REAL ESTATE & ENERGY EFFICIENCY WORLDS: INTERSECT OR COLLIDE?

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- 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)

- New England: 11.8%
- Mid-Atlantic: 6.7%
- Mountain: 4.5%
- South Atlantic: 4.0%
- East North Central: 3.7%
- U.S. Average: 3.2%
- East South Central: 3.1%
- West South Central: 2.4%
- West North Central: 1.8%
- Pacific contiguous: -2.5%
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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
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1) Lower operating costs are driving consumers to this product

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1) Lower operating costs are driving consumers to this product

2) Concerns about living in an unhealthy home are real

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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
POLL #4

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RESOURCES

- NEEP EE Checklist for RE Professionals
- Appraisal Institute’s Residential Green and Energy Efficient Addendum
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!

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