

The background of the slide features a large, abstract graphic on the right side. It consists of several overlapping, thin, light-colored triangles that create a sense of depth and motion. The colors range from light green to dark forest green. The triangles are oriented diagonally, pointing upwards and to the left. The overall effect is a modern, minimalist, and dynamic visual element.

**Knowledge is
EmPOWERing**

Jan Green, HomeSmart Elite Group REALTOR®, EcoBroker®, SFR, GREEN®

Director, Scottsdale Area Association of REALTORS

Instructor, Arizona School of Real Estate & Scottsdale Area Association of REALTORS

Residential Committee Chair, US Green Building Council, AZ Chapter;
Advisory Board Member, Efficiency First Arizona



By Attending Today.....

- ▶ You are among the few with this knowledge out of almost 88,000+ licensees!
- ▶ Steps to provide value added service
- ▶ Learn about a FORM that most real estate agents don't know exists!
- ▶ Marketing energy efficiency/ MLS
- ▶ How Arizona ranks in energy efficiency.
- ▶ Which comes first? Solar panels or insulation?

Changes in the Real Estate Market



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A large, abstract graphic in the background on the right side of the slide, composed of several overlapping green triangles of varying shades of green.

Why Earn a Green Designation?

A Green Designation provides.....

- ▶ A fresh look at your business - homes viewed as systems
- ▶ Value added service
- ▶ Be the source of the source of information
- ▶ Stay current on relevant topics
- ▶ Offer information as to which green upgrades provide best ROI
- ▶ Save your clients money
- ▶ Retain clients with exceptional service
- ▶ Referrals

Health, Safety & Comfort

Previous pets?

Recent remodels?

Lead

Radon

Hazardous Materials

Mold



Benefits of GREEN Education - Interpret Building Science

Be a second set of eyes at
a mid-construction walk
through

Play devil's advocate at
Builder Sales Center

Interpret HERS vs HES

Ask questions that your
client may not consider

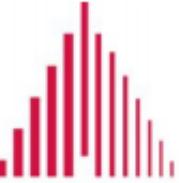
Suggest an Energy Audit
during the Inspection
Period.





Achieve highest possible value in the sales process

Green features can go unnoticed by the average REALTOR®

 AI Reports™ Form 820.04*	Client File #:	Appraisal File #:
	Residential Green and Energy Efficient Addendum	
Client: _____ Subject Property: _____ City: _____ State: _____ Zip: _____		
Additional resources to aid in the valuation of green properties and the completion of this form can be found at http://www.appraisalinstitute.org/education/green_energy_addendum.aspx		
<p>The appraiser hereby certifies that the information provided within this addendum:</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • 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. 		
<small>Green Building: The practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a</small>		

Addendum used to list Green Features in an Appraisal

<http://www.appraisalinstitute.org/education/education-resources/green-building-resources/>



Advise your clients about the steps to “Green” their homes

Would you add solar to your home before reducing your energy bills?

How many Green, Sustainable & Energy Efficient Features are on the MLS? (GreenResourcecouncil.org)

Flexmls Web

HomeSmart Mail - Do... MyCommittee - Do... MyCommittee - Pro... Rise in Phoenix Ho... Amazon.com Thank... Flexmls Web

armis.flexmls.com Google

Melisa Camp Help Live Support Log Out

ARMMLS®

Dashboard Add/Change Search

Quick Search Full Search

MLS # Address Multiple Address My Listings Office Listings Company Listings Office/Member Listing Cards Saved Searches

Daily Functions

Contacts Taxes Statistics Preferences Products

Full Search

+ Fireplace
+ Flooring
+ Features
+ Accessibility Features
+ Cooling
+ Heating
+ Utilities
- Energy/Green Features

<input type="checkbox"/> Solar Panels	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Solar Hot Water	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Sunscreen(s)	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Ceiling Fan(s)	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Multi-Pane Windows	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Load Controller	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Multi-Zones	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Solar PV Panels	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Solar Pool Equipment	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> R-Value Upgrades	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> HERS Rating	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Energy Audit	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Eny Star Appliances	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> HVAC (16 SEER+)	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Gray Water System	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Recirculation Pump	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Tankless Ht Wtr Heat	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Other (See Remarks)	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
- Green/Energy Certification			
<input type="checkbox"/> Energy Star Cert	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> LEED Certified	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> LEED Neighborhood Dev	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> Green Prog Cert Pend	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> Scotts-Gm Bldg Prog	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> NAHB Green Program	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not
<input type="checkbox"/> SRP PowerWise	<input type="radio"/> And <input type="radio"/> Or <input type="radio"/> Not	<input type="checkbox"/> GreenEngy Cert Year	0 <input type="text"/> to <input type="text"/> 9999999
+ Technology			
See Results			

Appraiser Education

Appraisers continuing education includes energy efficiency;

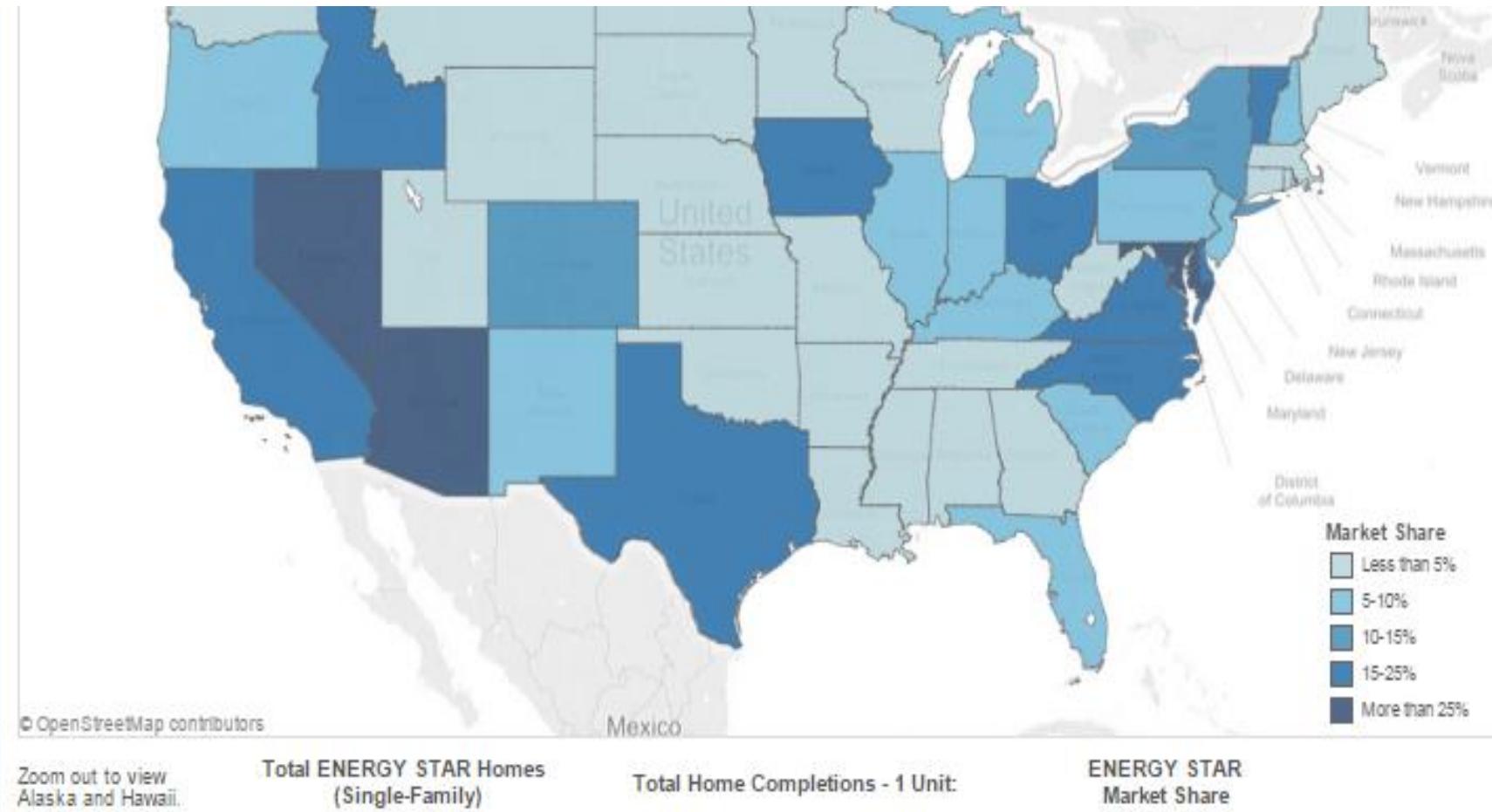
HERS is now communicated directly from RESNET to the Appraisal Institute;

Green Qualified appraisers exist in almost every state:

<https://www.appraisalinstitute.org/education/education-resources/green-building-resources/>

It's an ethics complaint for an appraiser to say they "don't have" to use the Green & Energy Efficient Addendum.





WHY IS THIS IMPORTANT?

Arizona is #1 for Energy Star Certified Homes with 60% market share

Source - EnergyStar.gov

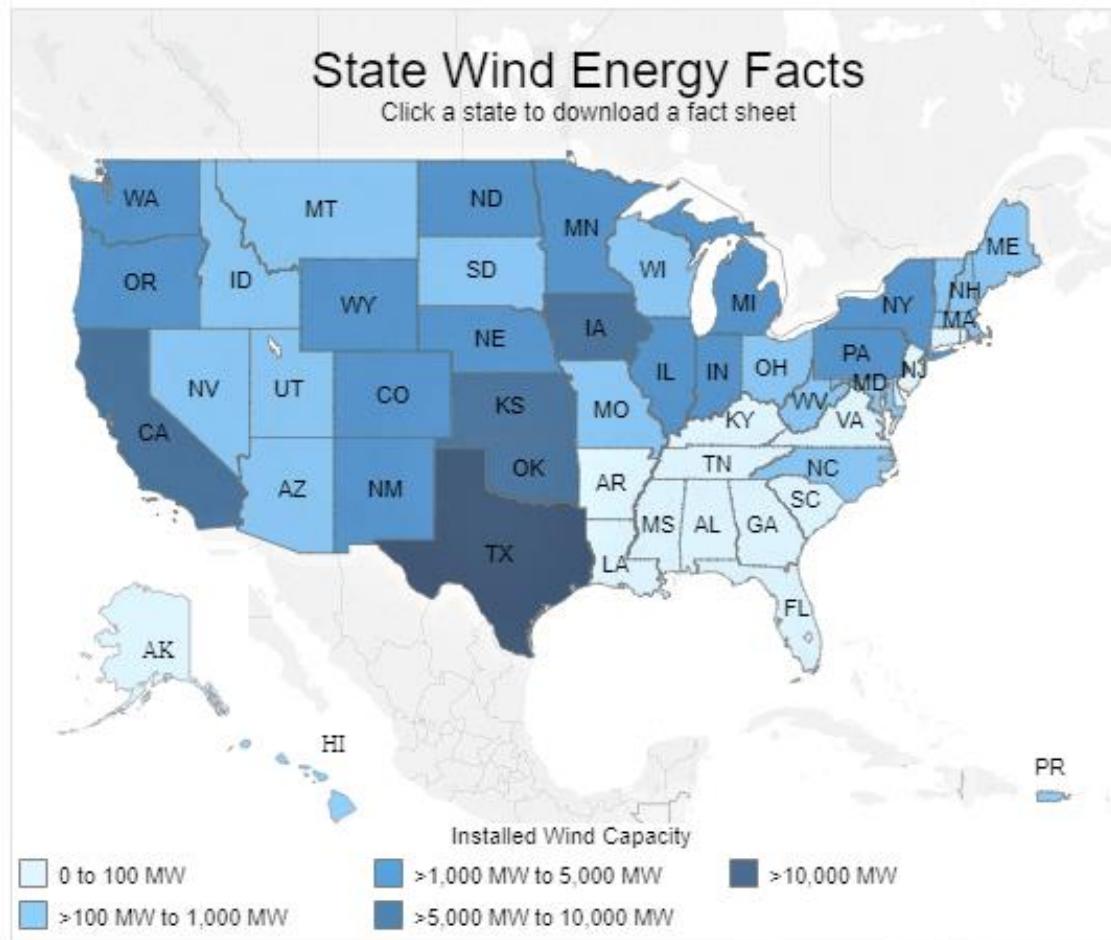
Arizona is #5 for per Capita for Solar

source: <https://www.seia.org/research-resources/top-10-solar-states>



Wind Turbines by State

Source: <https://www.awea.org/state-fact-sheets>



Note: Wind project data current to 4Q 2017. All other data current to end of 2016. Annual water savings based on national average water consumption factors for coal and gas plants.



How can you provide value to your real estate business?

Taken on my drive home to Kansas, somewhere in Northwestern Oklahoma!