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Poster Title: Best Practices for Engaging the Real Estate Sector on Energy Efficiency

Abstract: What are best practices for engaging the real estate sector through energy efficiency programs? MEEA has been doing work to education real estate agents and appraisers on energy efficiency since 2013. MEEA, through the Illinois Home Performance with ENERGY STAR program, targets local realtor associations to offer the National Association of Realtors' (NAR) Green Designation course. This two-day course educates real estate agents on energy efficiency and how EE features can be leveraged at the time of sale. Agents who successfully complete this course are listed on NAR's website as having this designation so that they can be sought out by potential clients who feel they have an energy efficient home and want that properly represented or clients who are seeking to purchase an energy efficient home. MEEA also educates real estate agents on local energy efficiency programs as well as real-time pricing programs that are available that they and their clients can take advantage of. When surveyed, 85% of agents pledged to educate future clients about these programs. Similarly, MEEA targets local appraisal chapters throughout Illinois to educate their members on the Appraisal Institute's Residential Green Addendum, which is a tool appraisal professionals can use to properly assign value to energy efficiency features in a home. MEEA has brought nationally recognized instructor Sandy Adomatis to the state of Illinois to deliver this information through in-person trainings. MEEA is also currently working to create fact sheets focused on energy cost disclosure ordinances and MLS green fields with the goal to engage municipalities on the benefits of implementing these types of programs and offering technical assistance to those interested in taking next steps. MEEA proposes to deliver a 5 – 10 minute presentation focused on best practices to engage the real estate sector on energy efficiency.