

Jeffrey Domanski, Erase40

Poster Title: THE MEETING MAP: A POINT OF SALE BEHAVIORAL INTERVENTION AIMED AT HOME BUYERS

Abstract: As many as 42,000 home buyers are presented with the option of building a passive or zero energy home each year during a meeting with a zero energy qualified architect or builder. Such homes come with a number of benefits for the occupants: improved sleep conditions, improved air quality and reduced exposure to common triggers of asthma as well as dramatically lower energy and repair costs. The impact on CO₂ emissions is also significant: opting for a passive or zero energy home over a conventionally built one can reduce emissions by over 1179 metric tons over the life of the building. Multiply that number by 42,000 home buyers presented with this option and the potential yearly emissions impact of these home buyers opting for a zero energy home is more than 49 million metric tons. Unfortunately, only a very small percentage of this population of home buyers opts for a zero energy home. The purpose of the Meeting Map is to significantly increase the percentage of this population that opts for a passive or zero energy home. Home buyers unconsciously dismiss certain variables in the decision making process and underweight others. Hyperbolic discounting reduces the perceived value of certain attributes of the passive home, such as energy and repair savings. The end result is that the decision is not based on outcomes. The Meeting Map gives the home buyer a number of objective measures to use to evaluate a house with each criteria tying the decision to long term outcomes (as opposed to merely aesthetics or misconceptions about what makes them happy). It reduces the influence of biases in the decision and increases the home buyer's ability to properly weight certain variables by disaggregating the criteria to be used in the evaluation. By looking at each criteria independently (as opposed to considering them all simultaneously and then producing a general intuition about the house) the home buyer will be less likely to discount the benefit of higher air quality or lower repair costs.