



U.S. Department of Energy

Energy Efficiency and Renewable Energy

Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable



2008 AE Institute

March 31, 2008

Boston, MA

Candace Lightner, REALTOR®

Coldwell Banker

On behalf of the U.S. Department of Energy

Today's Agenda

Background

NAR and DOE activities

Information on energy efficiency

What homeowners are thinking and doing about energy efficiency

What you can do as a stakeholder

How the Real Estate Initiative (REI) can help

Intersecting Goals

DOE

Goal: advance national, economic, and energy security of U.S.

DOE's Building America Program's goal is to increase energy efficiency of existing homes by 20 to 30%.

The real estate industry can help achieve energy savings in existing homes.



NAR

One hundred years old this year!

Largest trade association with over 1.2 MILLION members.

Core purpose is to help members become more profitable and successful.



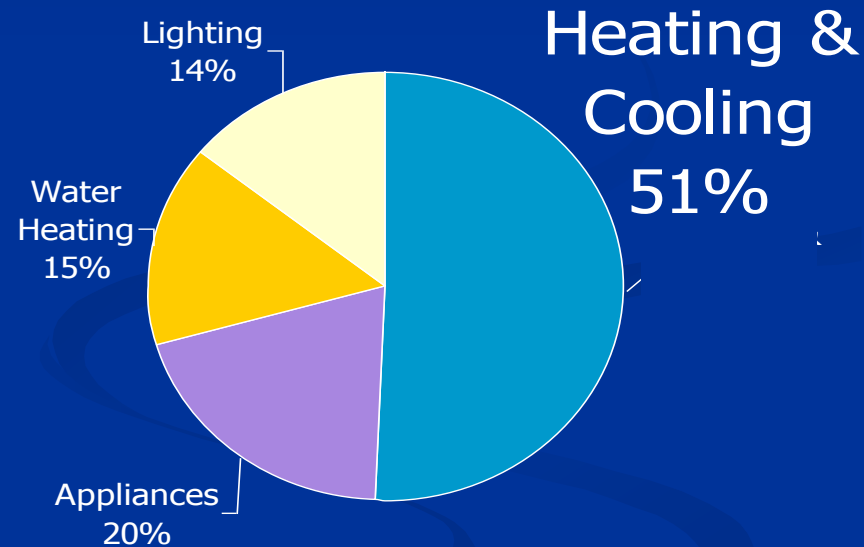
Why Target Existing Homes?

The U.S. wastes over **\$300 billion** a year due to lack of insulation, inefficient refrigerators, drafty doors, and other energy leaks.

NAR reports there were **over 5 million existing homes sold** in 2006 alone, vs. only about 1 million new home starts.

Residential buildings alone use more than 20% of the nation's energy annually.

Where Energy Is Used



Why REALTORS?

REALTORS are one of the biggest players in the existing homes market.

Superior service and knowledge leads to increased business & encourages client loyalty.

Help clients save on utility costs.

Help sellers market the positive features of their homes to potential buyers.

REALTORS should be leaders on energy efficiency.

You can help make that possible.



NAR and DOE: A New *Power Team*

Memorandum of Understanding

Proposed activities:

- State-level roundtable groups/surveys

- Exploring education options for REALTORS®

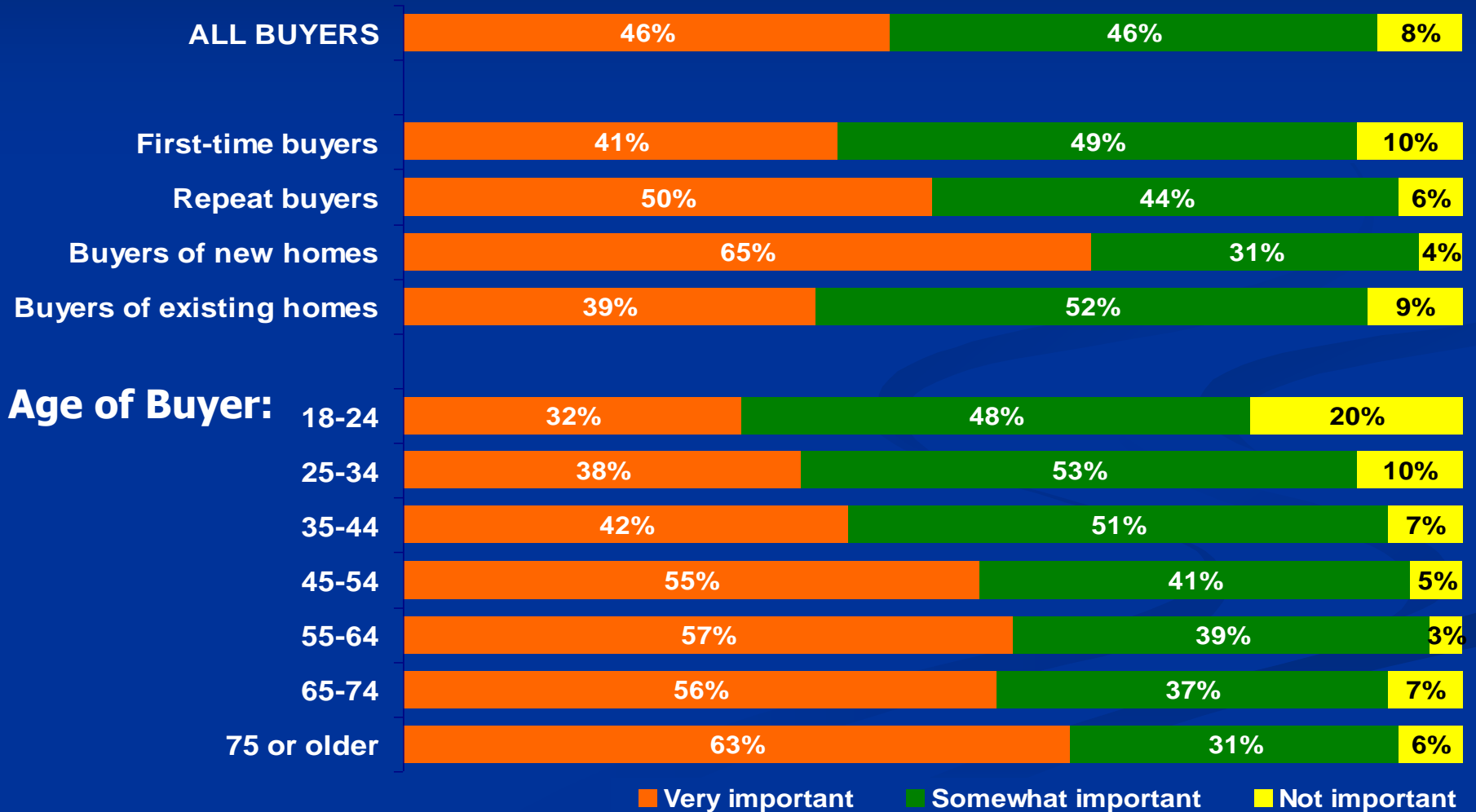
- Educational brochures for REALTORS® and their clients

- Feature articles in REALTOR® publications

- Energy-focused session(s) at annual conference

How Important Is Efficiency?

NAR Survey



What Your REALTORS' Clients Are Doing

In 2005, homeowners spent **\$23 billion** on “*energy-sensitive*” improvements.

4 million households replaced windows/doors.

3 million households replaced HVAC systems.

1 million households installed insulation.

Owners of older homes (pre 1970's) spent more than owners of newer homes.

What Are the Benefits?

Show them the money! Enormous potential for saving\$ in existing homes (whether recently built or 100 years old!)

Energy improvements deliver additional customer benefits:

Affordability

Comfort

Health

Safety



Even More Benefits!

Good for the environment

Improving energy efficiency reduces air pollution and greenhouse gas emissions.

It's the right thing to do.

REALTORS need to show that they care about collective social issues and want to help their clients save money.

Combats negative press of the mortgage debacle.

Consumers can start at home - change a light bulb - then improve your whole house.



Change Is Sweeping the Nation

MLSs Adding “Green” Data Fields

Oregon MLSs

Portland MLS: first to implement changes.

Southern Oregon MLS also changed.

Washington, DC metro area MLS

MRIS is the largest MLS in the country.

Southern California MLS

Added “green” data fields.

DO YOU KNOW OF OTHERS? TELL US!
(Article to appear in *REALTOR AE Magazine*.)

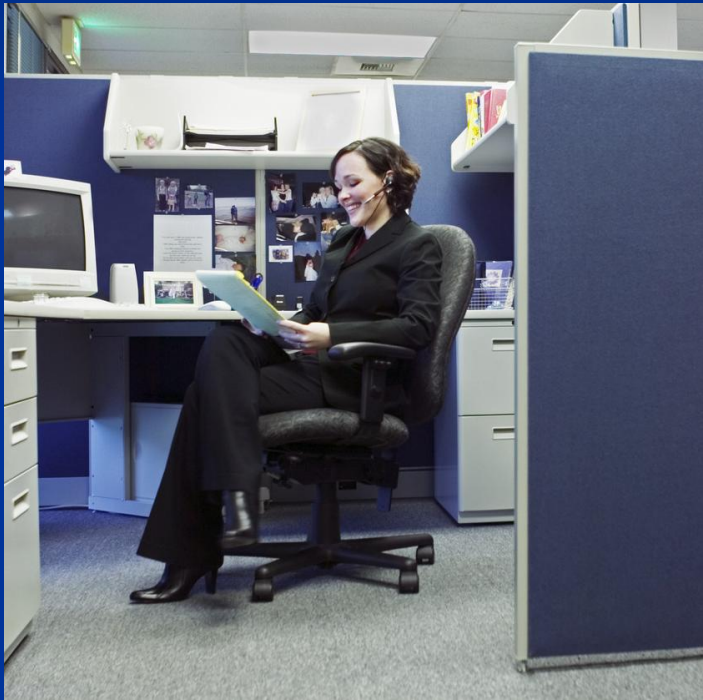
Change Is Sweeping the Nation

Legislation or policy concerning energy assessments or disclosures at time of sale:

- Nevada – passed
- New Mexico – pending
- Missouri - pending
- California – pending
- Texas – passed
- Kansas – passed
- Massachusetts – passed



What You Can Do...



Designate a liaison in your office to coordinate information-sharing and communication with DOE's Real Estate Initiative team.

What You Can Do...

Invite area energy professionals and/or the REI team to speak to your members at events, seminars or conferences.

HERS raters.

BPI certified contractors.

Home Performance with
ENERGY STAR program sponsors.

Utilities with energy efficiency programs.

State energy agency representatives who can explain state incentives.

Representatives from local real estate companies who are doing something about this issue and can share perspectives.



What You Can Do...

Develop an energy/green page on your Web site. The REI will provide content if needed.

Establish links to energy related organizations and information for each state.

Link to the energy audit video on *REALTOR Magazine* online.

DOE's Real Estate Initiative can suggest links or verify/endorse accuracy of links and information.

What You Can Do...

Encourage your broker members to "green" their offices in order to save on operating costs.

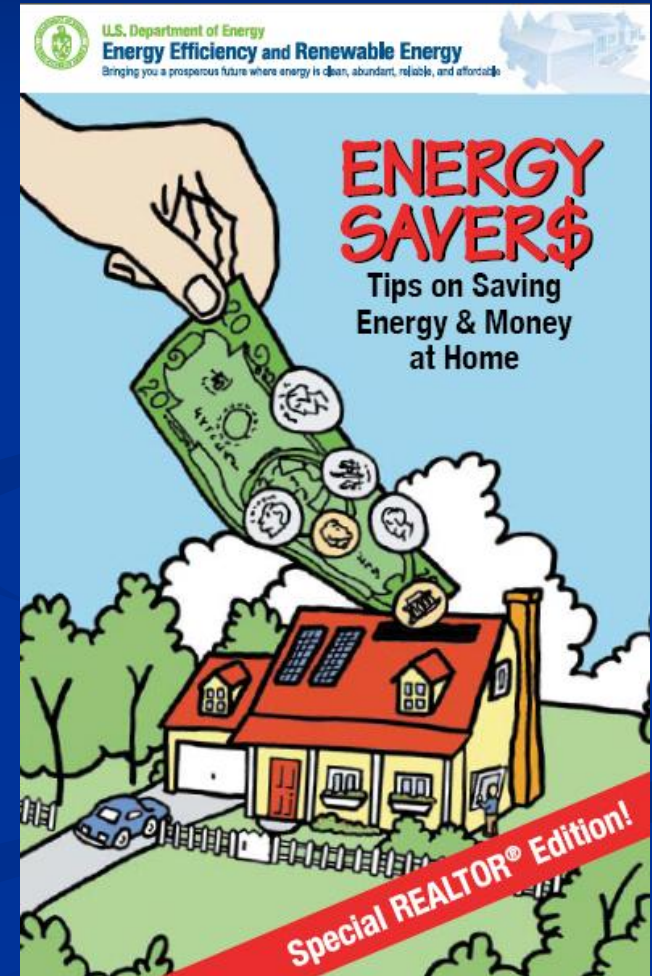
The REI has a "green your office" PowerPoint presentation we will share with you.

Form a "green task force" within your Association.

Participants could include REALTORS, representatives from local utility companies, energy auditors, etc. The REI can help with resources.

What You Can Do...

Stock the *Energy Saver\$* brochures in your bookstores once they are finalized, along with other materials the REI recommends.



What You Can Do

Publish regular articles in your publications focused on energy and/or green issues.

Online with links.

Printed articles.

The REI can offer article ideas or pre-written articles.

In Summary

As more Associations jump on the “energy efficient” bandwagon, the real estate industry will begin to transform, just as it always has – for the better. Your members will benefit from your vision and appreciate your efforts on their behalf.



U.S. Department of Energy

Energy Efficiency and Renewable Energy

Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable



Thank you for your help and cooperation!

~ Candace Lightner ~

703-683-7958

CLightner@mrisc.com

The U.S. Department of Energy

Real Estate Initiative