



**Better Buildings Residential Network Program
Sustainability Series Mastermind Call:
*Connecting the Dots Between the Real Estate
Market and Residential Energy Efficiency*
Featuring Host: Rich Dooley, Arlington County, VA**

Call Slides and Discussion Summary

August 14, 2014

Agenda

- Welcome and Agenda
- Call Logistics and Introductions (go-around and assignment of numbers)
- Residential Network and Peer Exchange Call Overview
- Mastermind Format
- Opening Poll
- Mastermind Session
 - *Moderator: Jonathan Cohen, DOE*
 - *Host: Rich Dooley, Arlington County, VA*
- Closing Poll

Call Participants

- Arlington County
- City of Bellevue, WA
- Building Performance Center, Inc.
- Build it Green
- City of Charlottesville, VA
- Davis Energy Group
- Ecolibrium3
- Elevate Energy
- City of Farmington Hills, MI
- City of Fremont, CA
- Georgetown University
- Go Green Home Services
- City of Greensboro, NC
- green|spaces
- Hagan Marketing
- Holland GEP Strategy
- City of Kansas City, MO
- LEAP-VA
- Metropolitan Energy Center
- Midwest Energy Efficiency Alliance (MEEA)
- PECI
- City of Providence, RI
- Rutala Associates
- City of San Mateo
- South Burlington Energy Committee

Residential Network and Peer Exchange Call Overview

Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
 - Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
 - Benefits:
 - Peer Exchange Calls
 - Tools, templates, & resources
 - Newsletter updates on trends
 - Recognition: Media, materials
 - Optional benchmarking
 - Residential Solution Center

For more information & to join, email bbresidentialnetwork@ee.doe.gov.

- **Better Buildings Residential Network Group on Home Energy Pros**

Join to access:

- Peer exchange call summaries and calendar
- Discussion threads with energy efficiency programs and partners
- Resources and documents for energy efficiency programs and partners

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

Better Buildings Residential Network Group on Home Energy Pros Website



Better Buildings Residential Network

Created by Better Buildings Support

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Information



The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbm>

Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the forum to receive an email whenever a new discussion is posted.

Open the table of contents below and follow the links to access topical materials and resources.

Helpful Links

- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score



Table of Contents



+New Discussion



Peer Exchange Call Archive



Better Buildings Network View



Tools



Related Events

Discussion Forum



Attend Today's Peer Exchange Calls on Program Sustainability and on Workforce

Don't miss today's calls. "Collaborating with Utilities on Residential Energy Efficiency" begins at 12:30 p.m. Eastern and "Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs" begins at 3:00 p.m. Eastern.

[Continue](#)

Tags: Peer Exchange Calls

Started by Better Buildings Support 8 hours ago.



Register for Upcoming DOE Webinar About On-Bill Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, "Case Studies: Financing Energy Improvements on Utility Bills," taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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- Tools
- Better Buildings Network View
- Peer Exchange Call Schedule and Archive
- Peer Exchange Archive: Marketing and Outreach
- Peer Exchange Archive: Workforce Business Partners

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Home Energy Pros

Home Energy Pros was founded by the developers of Home Energy Saver Pro (sponsored by the U.S. Department of Energy,) and brought to you in partnership with Home Energy magazine.

Latest Activity

[What brings you here?](#)

[Share](#) 140

Tucker Henne commented on David Byrne's blog post Does Aereoseal work? An auditors review

"I would like to begin with a disclaimer that I am an Aereoseal contractor. One of the reasons I..."

16 minutes ago

TJ Alexander posted a blog post

So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere

Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...

See More

1 hour ago

[0](#)

CleanEdison updated an event



Entry Level Solar Photovoltaic at Cotuit, MA

September 30, 2012 to

Peer Exchange Call Series

- There are currently 6 Peer Exchange call series:
 - Data & Evaluation
 - Financing & Revenue
 - Marketing & Outreach
 - Multifamily/ Low-Income Housing
 - Program Sustainability
 - Workforce/ Business Partners
- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Upcoming calls:
 - Sept 11: Program Sustainability - Coordinating Energy Efficiency with Water Conservation Services
 - Sept 11: [All] - Better Buildings Residential Network Orientation
- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.

Peer Exchange Call Summaries

Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
 - Access trusted, local messengers
 - Engage your satisfied customers as champions to turn them into "lifetime customers"
 - Invite people to make a pledge with a few simple EE activities they can take
 - Connect with the right local partners (Connecticut conducted "community asset mapping")
 - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
 - Minimize paperwork to make it easier to participate

20



Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

The screenshot shows the Home Energy Pros website interface. At the top, it says "HOME ENERGY PROS" with the tagline "Connecting home energy professionals". Below this is a navigation menu with links for Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. A breadcrumb trail reads "Back to Better Buildings Residential Network" and "All Better Buildings Residential Network Pages". The main heading is "Peer Exchange Archive: Program Sustainability". Below this, there are several entries, each with a title, date, and a link to a PDF summary:

- Incorporating Behavior Change Efforts into Energy Efficiency Programs**
July 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**
June 12, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**
May 8, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**
April 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**
March 13, 2014
[Presentation and Discussion Summary \(PDF\)](#)

How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.

Mastermind Format: Solving Problems, Exploiting Opportunities



Andrew Carnegie Hired Napoleon Hill to tell his story of success

The result was the 1937 classic *Think and Grow Rich* in which the mastermind concept was introduced.

“If you want to be exceedingly successful,
I would recommend these things:
1) Know very clearly what you want
2) Be a member of a Mastermind group”

*Andrew Carnegie,
America's 1st billionaire, circa 1908*

Description

A Mastermind Group is a meeting of individuals who focus their attention on solving a specific problem or exploiting an opportunity.

Host

The individual who presents a problem or opportunity for the group to focus its attention and wisdom.

Hosts Prepared to Present

History and accomplishments
of program

Biggest problem or opportunity

Value for the Host

By focusing the attention of a group on a specific issue, the host draws on a combined 100+ years of experience to receive solutions and ideas that address his or her situation.

Value for the Participants

We all share common problems and opportunities. The ideas we generate for one will usually benefit all of us.

Mastermind Session

Opening Poll Results

- What best describes the visibility of energy efficiency in real estate transactions in your area?
 - **Little to no visibility of energy efficiency in home sales—57%**
 - Some/episodic visibility of energy efficiency in home sales—**26%**
 - Not applicable/don't know—**15%**
 - High visibility of energy efficiency in home sales—**4%**

Mastermind Session

- Program Overview (5 minutes)
 - Rich Dooley, Arlington County, VA
- Questions and Answers (10 minutes)
 - Participants ask clarifying questions about the program
- Idea Generation (45 minutes)
 - Participants offer 2-3 new ideas/suggestions
- Host report-out on Takeaways and Action Items (5-10 minutes)

Arlington County, VA Program Overview and Lessons Learned

- Arlington County's [Green Home Choice Program](#) is a free, voluntary green home certification program sponsored by the county. The program provides a point-based scoring system and guidance manual, and County-sponsored plan review and inspections toward certification.
- Consumers in Arlington County have not yet driven the green home market in Arlington County.
- Arlington County made an effort to reach out the Northern Virginia Association of Realtors (NVAR) a few years ago; asked to perform audits for EE ratings.
 - Programs might run into challenges with packaging EE audits and home inspections; the turnaround time for inspection results is faster than the audit results.
- Spreading the message to home purchasers about considering energy efficiency upgrades when buying a home and requesting an EE audit is difficult. You can provide materials, but the impact is hard to measure.
- Identify “low-hanging fruit” upgrades to home sellers.

Program Challenges

1. How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?
2. How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?

Challenge 1

- How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?

Idea Summary: How can Arlington effectively engage realtors and appraisers to promote energy efficiency homes?

- *Adjust underwriting standards to reflect HERS Index, etc.*
- *Work w/ local educational institutions on training courses for agents, appraisers, etc.*
- *Build the business case with data (e.g., # of high performance homes)*
- *Raise consumer awareness*
- *Recognize green home choice professional network*
- *Find out who has green MLS and reach out to them*
- *Benchmarking (via local utility)*
- *Offer service to realtors, e.g., discounted audits*
- *Give them a toolkit to hand to clients to educate them*
- *Institute a rating system for MLS system*
- *Support the local energy code; legislative requirements*
- *Foster information exchange with realtors to better understand EE language and value*
- *Require a time of sale energy audit*
- *Leverage competitiveness among realtors*
- *Pick a development or association with evident EE to focus on/ pilot results*

Challenge 2

- How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?

Idea Summary: How can Arlington effectively engage consumers and leverage the real estate sale transaction process to promote energy efficiency homes?

- *Have information available at the permit dept and train staff*
- *Establish consistent scoring process and communicate it*
- *Include operating costs in seminars by local lending institutions*
- *Look into tax incentives*
- *Increase awareness with simple advertising; create competition to do so*
- *Attach a value – rating system*
- *Deploy a multi-channel marketing and advertising campaign*
- *Make it easy – package information to be accessible*
- *Quantify costs savings*
- *Work with local utilities to create robust incentive program for seller and buyer*
- *Help expedite the closing process or lower closing fees as an incentive*
- *Include in inspection process; occupancy requirements*
- *Prove the value off EE upgrades; more appraiser designed studies*
- *Create an EE rating label; recognition*
- *Conduct operation and maintenance education (think of house like a car)*

Final Report-Out: Takeaway Strategies for Connecting the Real Estate Market to EE

- **Educate the real estate community.**
 - EE programs can work with local educational institutions to train appraisers and real estate agents about EE and green homes.
 - Provide success stories of houses with EE upgrades and the impact on the value of the home.
 - Target realtors visible in the marketplace to raise awareness among consumers.
- **Drive demand for energy efficient homes.**
 - There is a lack of demand from home buyers to drive the value of EE for realtors; opportunity to learn from the success stories of cities with Green MLS.
 - Provide realtors a free toolkit to hand to their home-buying clients that can educate home buyers on the importance of a green home, the benefits, energy audits, and financing options.
 - Institute an EE rating system for MLS listings to increase the visibility of energy efficient homes.
 - Pursue tax or expedited closing incentives for EE homes.
- **Educate homeowners.**
 - Make people think about their house like a they would a car – it needs to be maintained every “x” months just like a car is maintained every “x” miles.

Resources on Connecting the Real Estate Market to Residential Energy Efficiency

- [The GreenMLS Toolkit](#), a green real estate industry collaborative project.
 - A [case study](#) on instituting green disclosure in the Chicago MLS listing.
- [Impact of Photovoltaic Systems on Market Value and Marketability](#), a study by Colorado Energy Office on the impact of Solar PV in the home-buying process.
- [Unlocking the Value of an Energy Efficient Home](#), a White Paper on making energy efficiency improvements visible in the real estate market.
- Elevate Energy's [Value for High Performance Homes Alert](#) allows you to sign up for a news alert to stay connected with these issues.

Closing Poll Results

- After the call, how likely are you to seek out additional opportunities to connect your energy efficiency activities with the real estate market?
 - **Will look into a few opportunities—69%**
 - Will begin to implement many new ideas in this area—23%
 - Will begin to implement one new idea in this area—8%
 - No change in current activities—0%

Thank you for participating!

If you would like to volunteer to be a host for a future Mastermind session, please let us know via email peerexchange@rossstrategic.com