Communicating the Value of Energy Efficiency:

WHAT IS ENERGY WORTH?

PRESENTED BY:

SANDRA K. ADOMATIS, SRA, LEED GREEN ASSOCIATE

Objectives

- Identify the challenges in valuing energy efficiency
- List steps forward to a more energy efficient market

Challenges in Valuing Energy Efficiency

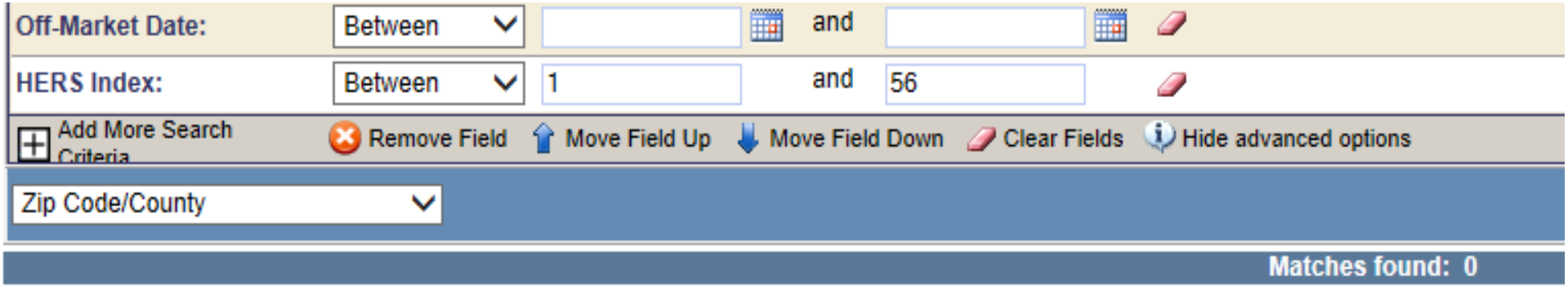
- Databases are private and not accessible
- MLSs have insufficient data fields
- MLSs have inaccurately populate fields

Challenges in Valuing Energy Efficiency

- RESNET and some green organizations provide limited data to the public
- Appraisers are not provided with energy reports
- Energy ratings are not posted in electrical boxes
- Identifying the number of energy efficient homes in a given area

Challenges in Valuing Energy Efficiency

Most valuable database for appraisers, buyers, and sellers is the MLS.



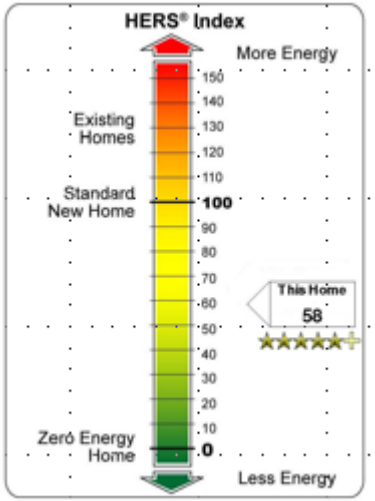
Steps Forward

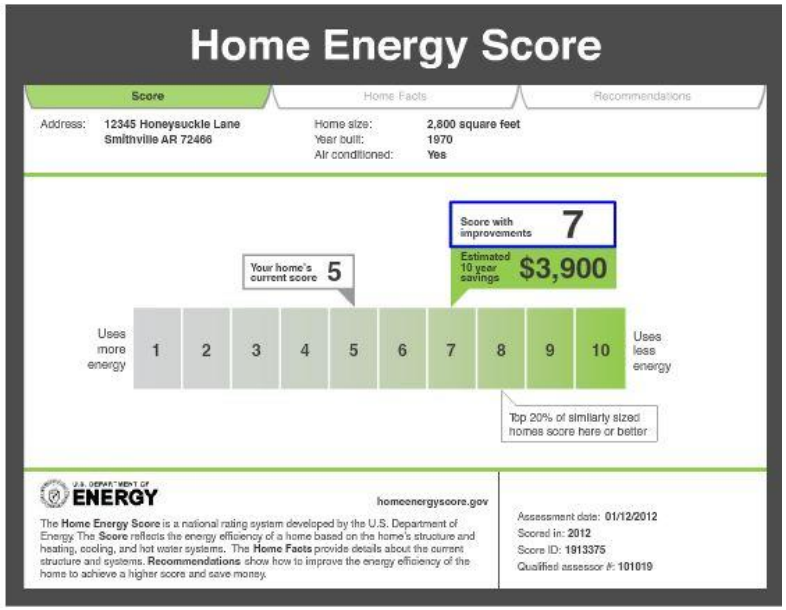
Education

Real Estate Agents
Appraisers
Lenders/Underwriters
Builders
Public

Steps Forward

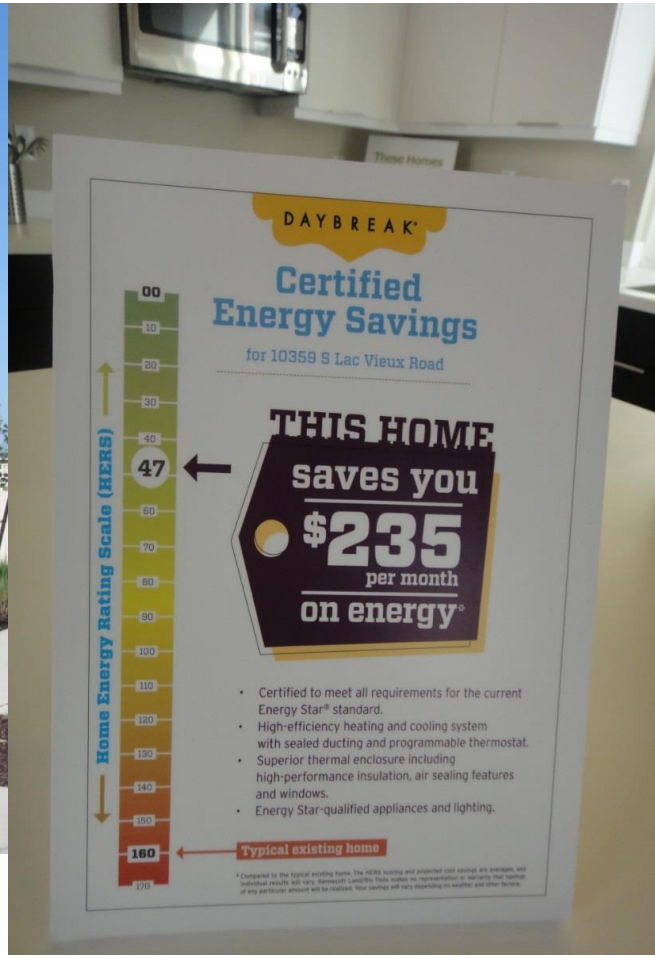
LABELS are meaningless if they are lost or misunderstood!





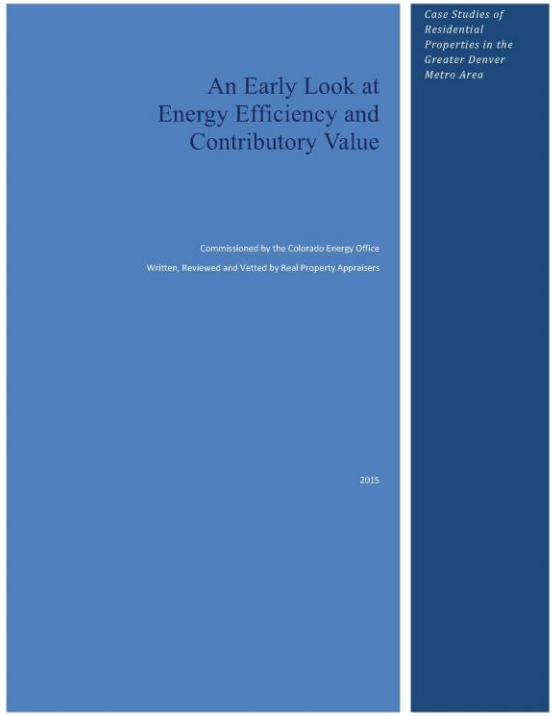
Steps Forward

Buyers Must be Willing to Pay for Energy and Understand the Benefit



Steps Forward

Appraiser Driven Studies


An Early Look at Energy Efficiency and Contributory Value

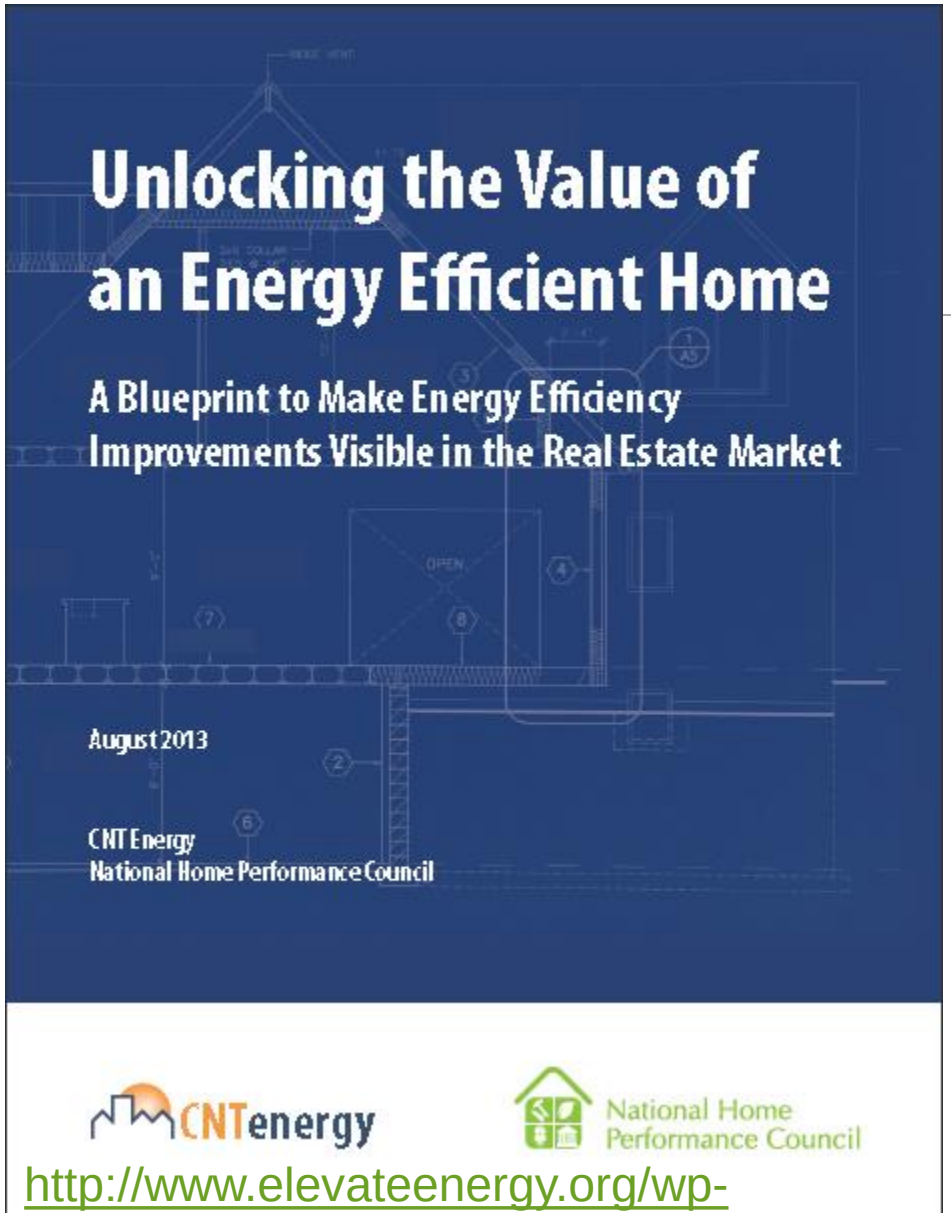
Commissioned by the Colorado Energy Office

Written, Reviewed and Vetted by Real Property Appraisers

2015

Case Studies of Residential Properties in the Greater Denver Metro Area

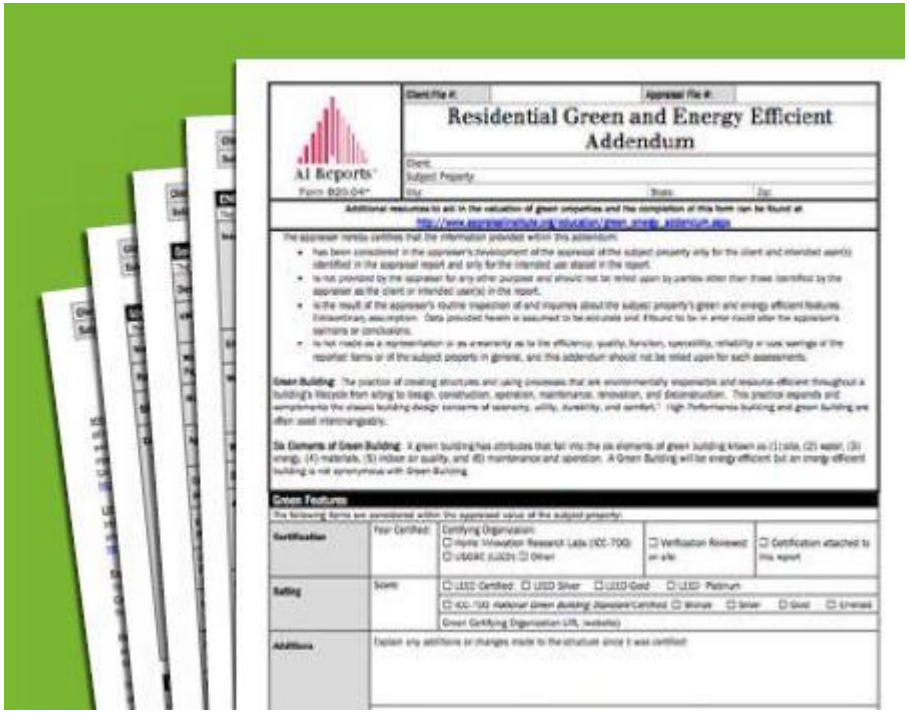
www.colorado.gov*/cs/Satellite?blobcol=urldata&blobheadername1*



http://www.elevateenergy.org/wp-content/uploads/2014/01/Unlocking_the_Value_an_Energy_Efficient_Home.pdf

- **Better Documentation of new and existing homes**
- **Better tracking**
- **Appraiser-driven studies**

Steps to a more energy efficient market

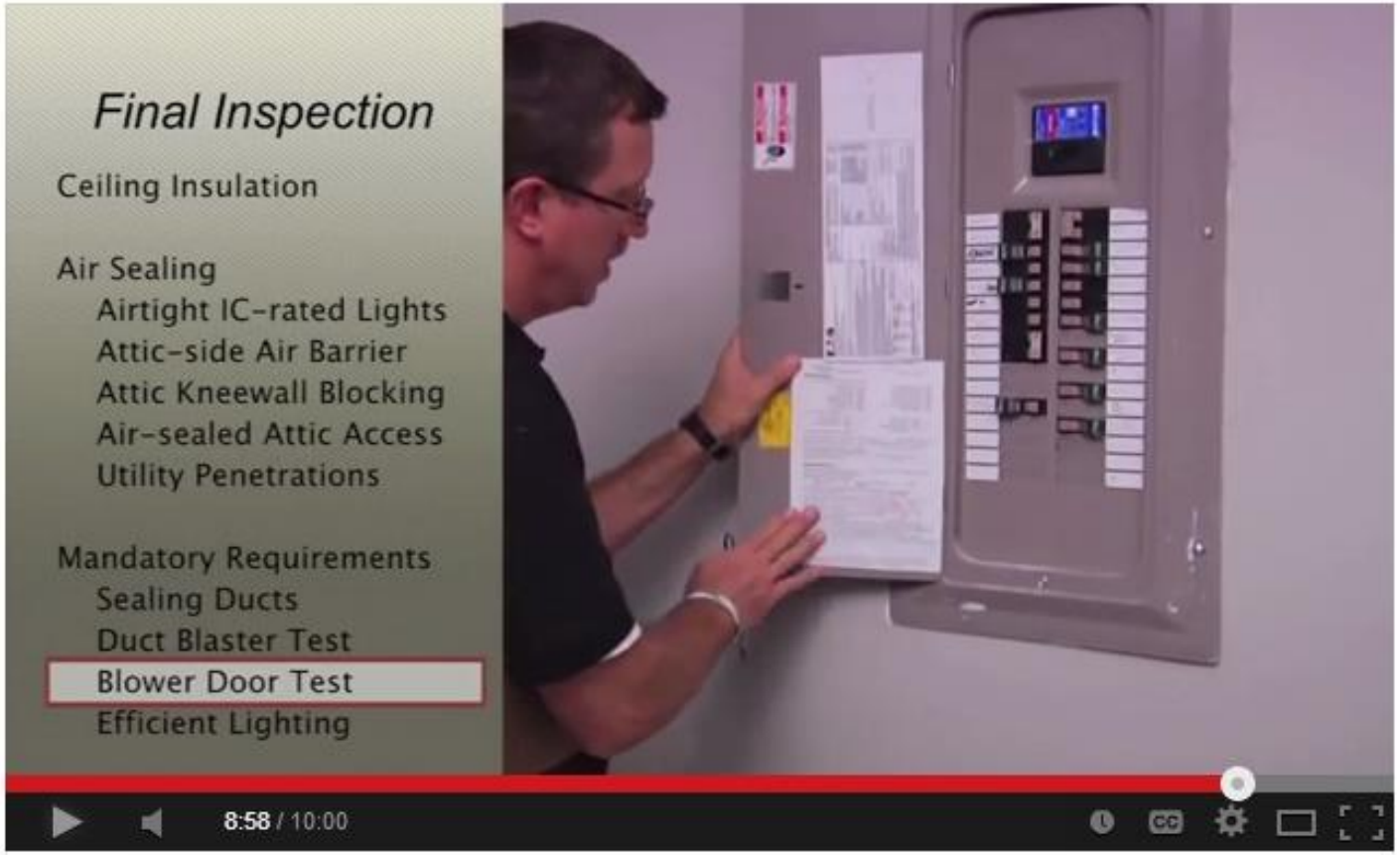


Residential Green and Energy Efficient Addendum

The Residential Green and Energy Efficient Addendum provides a communication tool that standardizes the language.

The direct link to get to the fillable PDF form is http://www.appraisalinstitute.org/assets/1/7/Interactive820.04-ResidentialGreenandEnergyEffecientAddendum.pdf

Require Labels in Electrical Box



2012 Georgia Residential Energy Code Field Guide

http://www.youtube.com/watch?v=mCM6e4rhPn4

Steps Forward Summarized

- Open databases to identify and inventory energy efficient homes
- Educate real estate professionals
- Standardize communication of energy efficient terms and benefits
- Promote appraiser driven studies using proven methodology
- Require posting of energy ratings in electrical boxes on site.