

# Home Heroes



Today's buyers and sellers want better homes and better value. That's where energy performance and YOU come in.

## Opportunity is Calling



### \* Higher Commissions

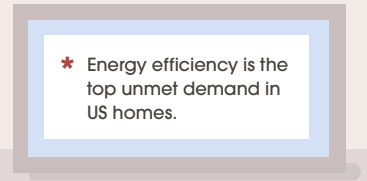
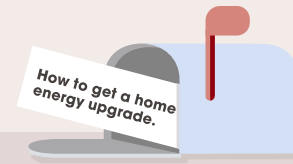
Homes with labels like ENERGY STAR, Home Energy Score, LEED for Homes, HERS, and GreenPoint can sell for more than comparable, non-labeled homes.

### Connect with New and Previous Clients



### \* Faster Closing Times and Higher Close Rates

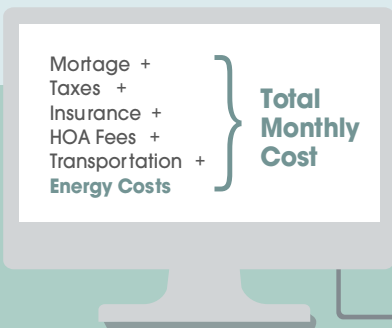
### \* A Source of Competitive Advantage



\* Energy efficiency is the top unmet demand in US homes.

## Buyers Need Your Help

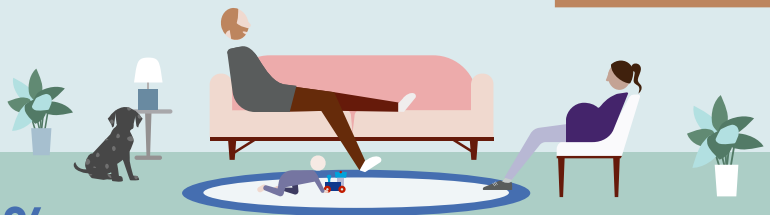
\* Households want energy-efficient homes, but don't know where to start.



\* **87%**

of recent home buyers said that lower heating and cooling costs were important to them when searching for a home.

### Greater Comfort at a Lower Cost



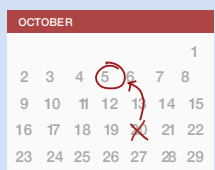
\* 83% of homebuilders and remodelers think consumers will pay more for a healthier home – a benefit of energy upgrades.

### The Cost Adds Up

\* A house without energy upgrades wastes money every month.



## Sellers Need Your Help



### \* Sell Homes Faster

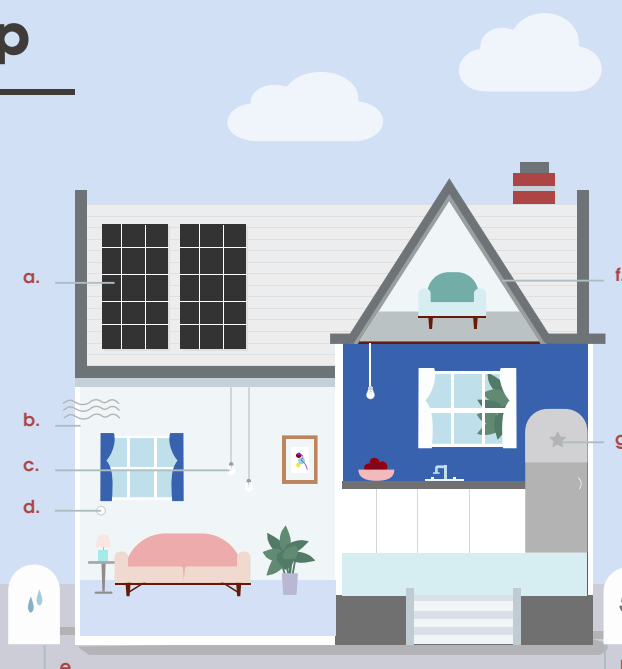
### List Energy Upgrades and Data Online

\* The Green MLS Toolkit can showcase energy efficient and green home features to give homes a market edge.



### \* Increase Curb Appeal and Resale Value

\* Energy efficiency is a top reason for many upgrades that buyers want.



### \* Use Top Energy Performance Selling Points

- a... Rooftop Solar
- b... Heat/Energy Recovery Ventilation
- c... LED Lighting
- d... Smart Technologies  
Such as programmable thermostats
- e... Solar Thermal Water Heaters
- f... Insulation
- g... ENERGY STAR Appliances
- h... Ground/Air Source Heat Pumps