The Green Market

- Florida is the third largest state for Green homes
- Green features are a huge selling point of a home
- Green features can increase the appraised value of a home (if documented).
- International buyers from certain countries often look for Green Certifications
Green Features & Property Values

- In some markets, green features or certification may increase the appraised value of a property.

- The Appraisal Institute has published a “Green and Energy Efficient Addendum” to assist appraisers in compiling information on a property’s green features.

- Appraisers cannot attribute value to Green Features if these are not documented in listings!
Green Developments in Stellar MLS’s Area

• Lakewood Ranch
  – Largest green certified community in nation!
  – ½ community set aside as open space
  – 150 miles of trails
  – 21+ sustainable home builders

• Babcock Ranch - https://www.babcockranch.com/
  – Designed from ground up incorporating green building techniques, solar power, clean technology, and smart innovation
  – Energy self-contained – powered by a 75 mega watt solar plant
  – Over 340K solar panels on residential and commercial properties
  – First large scale community in U.S. fully powered by renewable energy!

• Green Key Village (Lady Lake)
  – Net Zero (HERS) Homes
  – Each home FGBC Certified

Source: https://greencommunities.com/green-communities/florida/
Fifty-nine percent of respondents found customers were at least somewhat interested in sustainability.

A majority of agents and brokers (70 percent) said that energy efficiency promotion in listings was very or somewhat valuable.

Most popular features: Lower utility costs (81%), efficient lighting (67%), indoor air quality (64%)

Top Challenges:
- Lack of information from real estate professionals: 32%
- Improving energy efficiency of existing housing: 31%
What do the Green Fields Mean?
Green Verification Fields

- **Green Verification**: Certification/Verification Type
- **Status**: Complete or In Progress (i.e., Under Construction Home going through approval process)
- **Year**: Year Certification was Awarded
- **Version**: If applicable, some certifications have different versions.
- **Body**: For example, LEED for Homes is from the US Green Building Council (USGBC)
- **Metric**: Specific Number such as HERS, RESNET, Home Energy Scores
- **Rating**: For example, LEED has Silver, Gold, and Platinum Ratings
- **Source**: See pulldown menu for sources of verification.
- **URL**: Specific URL to this property's certification, if applicable

Note: If a Verification Type is selected, then Status, Year and Source are required.
Overview of Green Certifications

• Various independent certification agency

• Rigorous certification process

• American National Standards Institute (ANSI) certifies some of these certification programs

• Homes can lose Green Certification (i.e. if additions are made that do not follow criteria)

• Most Green Certifications consider the following factors:
  – Energy Efficiency
  – Water Efficiency
  – Site Considerations
  – A healthy Indoor environment
  – Environmentally-friendly building materials
  – Disaster Mitigation
## Metrics Versus Ratings

<table>
<thead>
<tr>
<th>What?</th>
<th>How?</th>
<th>Outside Industry example</th>
<th>Vertical Fields</th>
<th>Priority Programs to implement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Certifications: Recognition through Thresholds</td>
<td>Verification with a rating</td>
<td><img src="image" alt="Energy Star" /> <img src="image" alt="USDA Organic" /></td>
<td><img src="image" alt="Body" /> <img src="image" alt="Type/Program" /> <img src="image" alt="Year" /> <img src="image" alt="Rating" /> <img src="image" alt="Version" /> <img src="image" alt="Status" /></td>
<td>Home Innovation Research Labs, NGBS Living Future Institute, Living Building Challenge PHIUS, Passive House USDOE, Zero Energy Ready Home USEPA, Water Sense USEPA, Indoor airPLUS LEED, USGBC</td>
</tr>
<tr>
<td>Energy Labels: Rating a Home’s Energy Features</td>
<td>Verification with a metric</td>
<td><img src="image" alt="Nutrition Facts" /></td>
<td><img src="image" alt="Body" /> <img src="image" alt="Type/Program" /> <img src="image" alt="Year" /> <img src="image" alt="Metric" /> <img src="image" alt="Version" /> <img src="image" alt="Status" /></td>
<td>RESNET, HERS USDOE, Home Energy Score</td>
</tr>
<tr>
<td>Verified Energy Improvements</td>
<td>No rating/metric</td>
<td><img src="image" alt="Reduced Fat" /></td>
<td><img src="image" alt="Body" /> <img src="image" alt="Type/Program" /> <img src="image" alt="Year" /> <img src="image" alt="Version" /> <img src="image" alt="Status" /></td>
<td>USDOE, Home Performance with ENERGY STAR</td>
</tr>
</tbody>
</table>

Source: Council of Multiple Listing Services (CMLS) Quick Start Guide to Green MLS Fields
Florida Green Building Certification (FGBC)

- Bronze, Silver, Gold, or Platinum Ratings
- Widely used in Florida and many homes in Sarasota/Manatee have this certification
- Standards designed for the hot/humid climate in Florida
- Not nationally recognized
- Not ANSI certified
Leed for Homes

• Through the US Green Building Council (USGBC)

• Leadership In Energy and Environmental Design

• Silver, Gold, and Platinum Levels

• LEED certification is costly and harder to achieve

• Nationally recognized program

http://www.usgbc.org/LEED
National Association of Homebuilders (NAHB) Green Building Program

- Fast turn around time
- Lower costs
- ANSI Certified
- Not widely recognized in Florida

HERS Index Score

- Scoring system established by the Residential Energy Services Network

- Based on 2006 International Energy Conservation Code

- The lower a score, the more efficient a home is
  - New Florida Code = 80
  - Net Zero Home = 0
  - Negative HERS feeds back into grid

- Several vendors will conduct a HERS evaluation, prices vary based on size of home

http://www.resnet.us/directory/search
Green Certification Documentation

- Green Certifications are usually completed at the time of construction (except for certified remodels), and extensive documentation is provided.

- If a listing is indicated as having a green certification, corresponding documentation must be uploaded as an attachment in the MLS.
Other Green Fields

• A property may not have a Green Certification, but may have Green Features!
  – Sustainability Features
  – Energy Efficiency Features
  – Water Conservation Features
  – Native Landscaping
  – Indoor Air Quality Features
  – Disaster Mitigation Features

• A lot of those separate features are components of Green Certifications.
This field lists several general features for using sustainable materials in construction.
Green Generation/Green Energy Fields

• Use these fields to indicate if the home has any green energy features.

• Be sure to verify the feature before entering into the MLS
Green Water Field

- Use this field to indicate if the home has any green water features.
- Be sure to verify the feature before entering into the MLS.
Green Landscaping

This field gives you the option to select Green Landscaping features (such as Native Landscaping, Rainwater Harvesting, etc.)

Note that under the Green Verification Field there are separate options for certified Green yards.
Indoor Air Quality Field

- This field gives you the option to select Indoor Air Quality features, such as a sealed combustion system, Range Hood Vented to Outside, Non Toxic Pest Control, etc.
Indoor Air Quality Field

- This field gives you the option to select Indoor Air Quality features, such as a sealed combustion system, Range Hood Vented to Outside, Non Toxic Pest Control, etc.
Disaster Mitigation Field

This field allows you to select Disaster Mitigation features, such as Hurricane Shutters, Fire Resistant Exterior, etc.
Searching for Green Features
Searching For Green Features

Several Green fields are available on the “Detail” search forms.

Or can be added to the “Quick” search forms.

***Note that the way to search for Green Certifications is not changing.
How Can an Agent Learn More?
Help Bubbles

Green Energy Generation

- Hydro Power
- Solar
- Wind

Values & Definitions

1. **Hydro Power** - Hydropower technologies capture water's potential energy via a turbine to generate electricity. It is the nation's largest, most reliable, and least expensive source of renewable power generation.
2. **Solar** - Renewable form of onsite power generation. Most common are solar photovoltaic (PV) devices which generate electricity directly from sunlight via an electronic process that occurs naturally in certain types of material, called semiconductors. Powers electrical devices or sends electricity to the grid.
   - Link: Solar Energy Industries Association
3. **Wind** - Renewable form of onsite power generation. Wind turbines use wind to make electricity. Powers electrical devices or sends electricity to the grid.
   - Link: Office of Energy Efficiency & Renewable Energy
Green Resources

*Home Energy Information Guide* published by the US Department of Energy in conjunction with the National Association of REALTORS, Council of Multiple Listing Services, and Real Estate Standards Organization

http://realestatethings.net/home-energy-guide/

National Association of Realtors® Green Council and Designation

http://greenresourcecouncil.org/

Green Communities in Florida

https://greencommunities.com/green-communities/florida/

HERS Vendors

http://www.resnet.us/directory/search

Project Sunroof (Google): Evaluate Solar Savings

https://www.google.com/get/sunroof
Articles/Future of Green

“Agrihoods”/Community Gardens

Solar becoming more financially feasible

Driverless/Electric Cars

Brownfield Development in Florida

Climate Change/Rising Sea Levels/Hurricanes/New Metrics Measuring Risk