Higher Performing, Higher Value: The Story of Selling a High-performing Home

This is how homeowners, real estate agents, appraisers, and lenders can work together to make the value of energy efficient and solar homes—high-performing homes—visible in the real estate market.

Claire is moving and is getting ready to sell her high-performing home. The house has solar panels and energy efficient upgrades, so she looks for a real estate agent with experience listing and marketing these homes.

Together Claire and Angela collect paperwork and information about Claire’s solar system and energy efficiency upgrades to include in the home listing.

Real estate agent Angela enters the information into the Multiple Listing Service (MLS) so that it becomes public data searchable by other real estate agents. This helps communicate the benefits of the home to more people.

If real estate agent Angela doesn’t think Kelly is qualified, she can let Gabriel’s agent and lender know that an appraiser educated in solar value must be assigned to appraise this home.

As an appraiser Kelly can take data about the solar system from the production report or the Residential Green and Energy Efficient Addendum and enter it into an online solar calculator to determine the solar system’s value.

This is how people can work together to make the value of energy efficient and solar homes—high-performing homes—visible in the real estate market.

**Resources**

1. Real estate agent education
2. Third-party certification
3. On-line solar value calculators: PV Value
4. Pearl Solar Equity Calculator

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**Figure 1.** Claire decides to work with Angela, a real estate agent with experience listing and marketing these homes.

**Figure 2.** Angelo has taken courses on selling solar and energy efficient homes and shows Claire a detailed marketing plan for showcasing her home.

**Figure 3.** Real estate agent Angela enters the information into the Multiple Listing Service (MLS) so that it becomes public data searchable by other real estate agents.