

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.



Claire decides to work with **Angela**, a real estate agent with a track record for selling high-performing homes at higher prices.

Angela has taken courses on selling solar and energy-efficient homes<sup>1</sup> and shows Claire a detailed marketing plan for showcasing her home.



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

- System ownership
- Dates of installation
- Warranties
- Information about installation
- Reports of performance monitoring
- Bills for up to 12 months

- Reports of energy usage (third-party certification of the home's energy features<sup>2</sup>)
- Residential Green and Energy-Efficient Addendum<sup>3</sup>

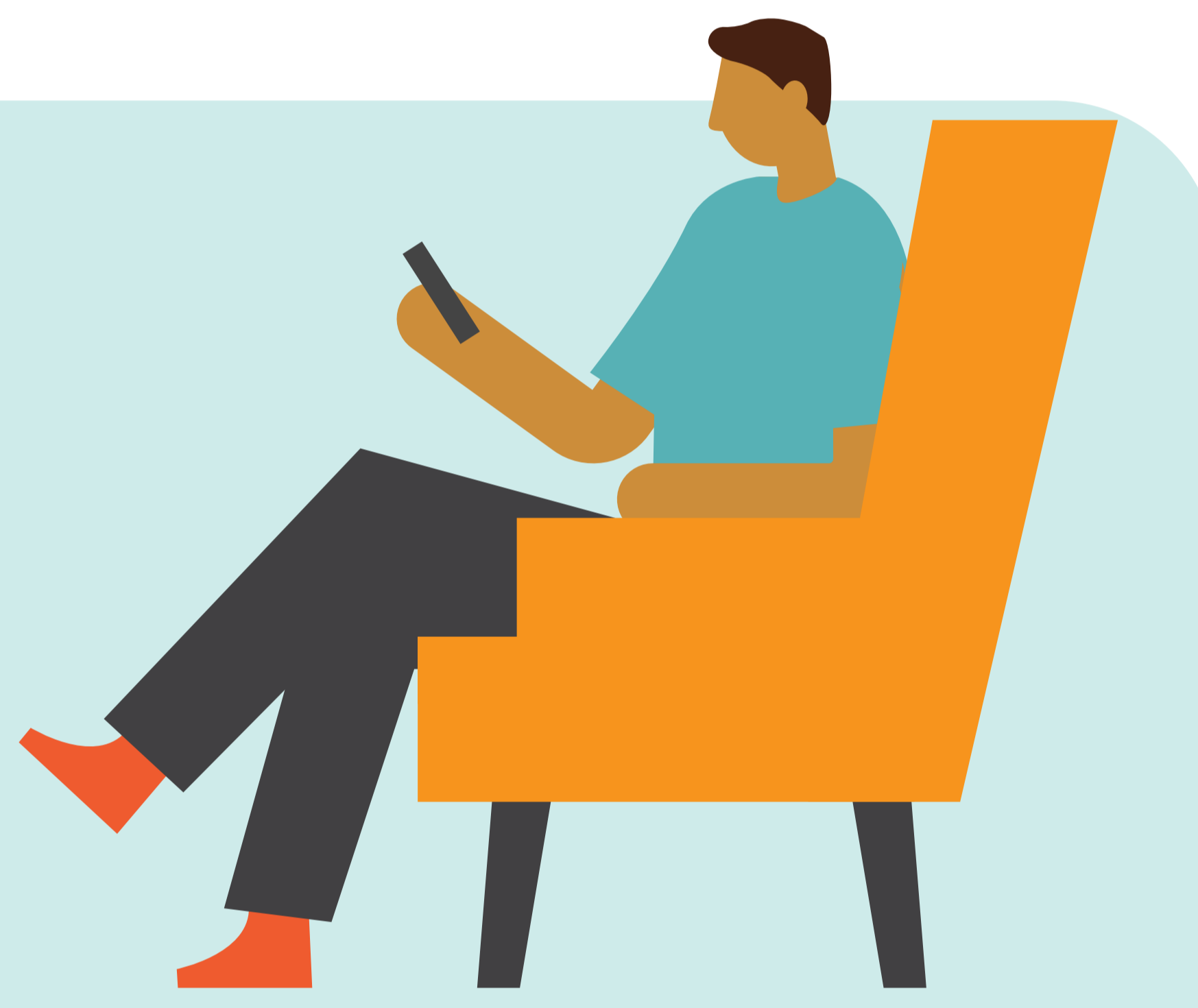


Real estate agent **Angela** enters the information into the Multiple Listing Service (MLS) so that it becomes public data searchable by other real estate agents.

This helps communicate the benefits of the home to more people.

**Gabriel** is looking to buy a new home.

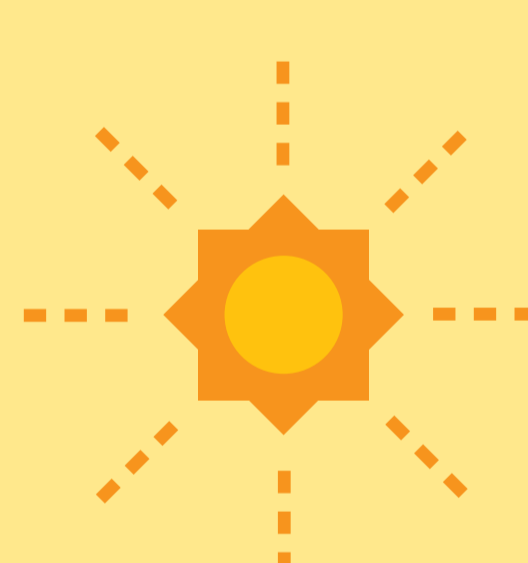
When he sees the listing of Claire's home with all the details of its solar system and expected energy savings, he's excited about the prospect of owning a high-performing home. Gabriel puts in an offer for the home.



After **Gabriel's** offer is accepted, **Angela** reaches out to Gabriel's agent to ensure that the lender:

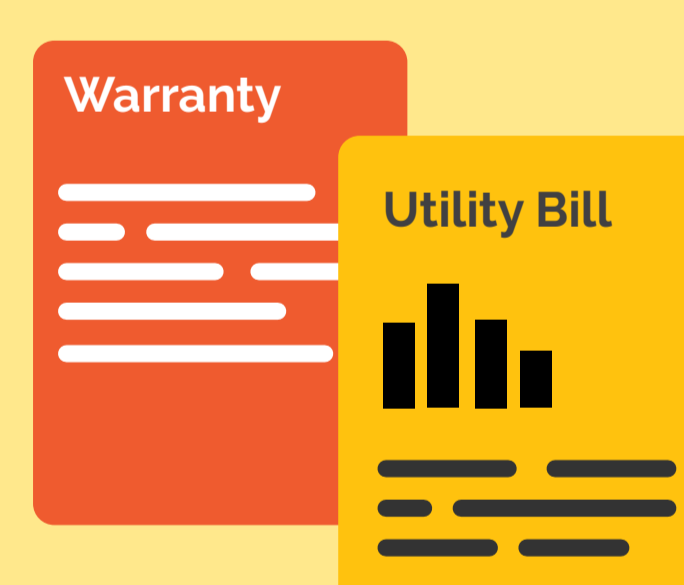
- understands that this is a solar home,
- has received a copy of the home's energy reports, and
- will request an appraiser with experience appraising high-performing homes.

**Kelly** accepts the assignment to appraise the value of the home. Kelly reaches out to Angela to schedule an appointment to visit the home.



Before making the appointment, **Angela** vets **Kelly** to ensure she is educated about high-performing homes and will take the solar system and energy efficiency upgrades into account during the appraisal.

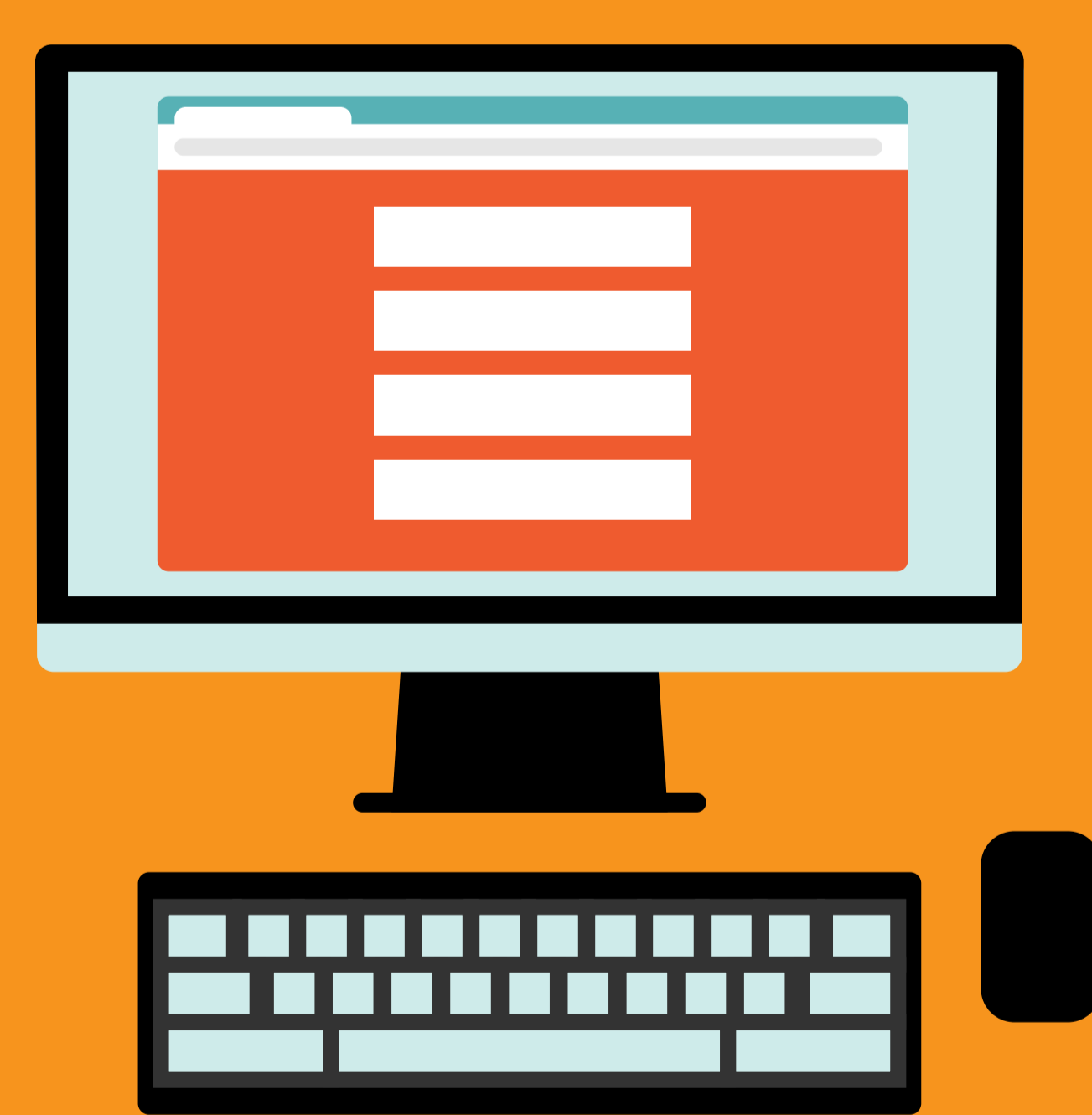
**Angela** also confirms that **Kelly** has all the documents and information about these upgrades.



If real estate agent **Angela** doesn't think appraiser **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<sup>4</sup> to determine the solar system's value.

If Claire has a third-party report that has already calculated this number, Kelly can double-check the numbers in the report.



Appraiser **Kelly** submits her appraisal for Claire's solar home.

Home buyer **Gabriel's** lender approves the loan amount supported by the appraisal, which may be more money than comparable homes on the block because of its high-performing features.



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. Residential Green and Energy-Efficient Addendum
4. Online solar value calculators:
  - PV Value
  - Pearl Solar Equity Calculator