Established in 1954, the American Solar Energy Society (ASES) is a 501(c)(3) non-profit that advocates for sustainable living and 100% renewable energy. We share information, events and resources to cultivate community and power progress in the U.S. and beyond.

### 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.

**Angela** has taken courses on selling solar and energy-efficient homes and knows Claire is a detailed marketing plan for showcasing her home.

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

**Kelly** accepts the assignment to appraise the value of the home. Kelly reaches out to Gabriel to schedule an appointment to visit the 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. Claire has a third-party report that has already calculated this number. Kelly can double-check the numbers in the report.

If real estate agent education and third-party certification are not involved, Kelly must be educated about high-performing homes and understand the solar system and energy-efficiency upgrades into account during the appraisal.

**Resource**

1. Real estate agent education
2. Third-party certification
3. Residential Green and Energy-Efficient Addendum
4. Online solar value calculators: PV Value
5. Pearl Solar Equity Calculator

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.