

NASEO 2025

Partnering with Real Estate Professionals to Improve Home Performance



REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



nar.realtor

My Background and Foreground

- Research
- Education



REALTOR (and Consumer) Engagement and Education: A Place to Start

Homeowners enjoy the immediate benefits of a high-performing home.



Homeowners enjoy the long-term benefit: a home with a higher selling price.



Homeowners invest in high-performance upgrades.



1. Learn about real estate agents & context in which they work

- Small business owners
- Working at the whim of the public
- (A public influenced by trends determined by others)
- In a constantly changing environment



As a real estate agent, you wake up every morning basically unemployed and have to go find work.

Grand Rapids REALTOR

1. Learn about real estate agents (page 23)

THE REAL ESTATE INDUSTRY CHEAT SHEET continued

REALTORS® Associations

The National Association of REALTORS®

The National Association of REALTORS® with 1.3 million members is the largest trade organization in the United States. Those members include residential and commercial brokers, agents, property managers, appraisers, and others engaged in the real estate industry. NAR's mission is to help its members become more successful. One of its core activities is political advocacy at the national level.

Members of NAR also belong to one or more of approximately 1,200 local associations/boards and 54 state and territory associations of REALTORS®.

State REALTORS® Associations

Each state REALTORS® association provides its own benefits. But the overall purpose of the state association is to lobby on a state level to advance the real estate profession and protect private property rights. offer products and services such as classroom and online real estate education, industry publications, group benefits, home sales reports and statistical information.

Local REALTORS® Associations

Membership with a local association usually provides access to professional development opportunities and new industry information. Membership in a local association of REALTORS® automatically extends membership to the state association and national association. To become a member of the National Association of REALTORS®, one must first join a local real estate association.

Multiple Listing Services Fast Facts

- MLSs are private databases that are created, maintained, and paid for by real estate professionals to streamline data dissemination that will help their clients buy and sell property.
- The core of any MLS service offering is to make available high-quality, objective, verifiable data on homes for sale so that real estate professionals can work to match home buyers and sellers.
- There are over 600 MLSs, whose size ranges from as small as 15 customers to large regional MLSs that have almost 100,000 customers.

Green Data Fields in the MLS

The Real Estate Standards Organization (RESO) publishes a Data Dictionary that includes common MLS fields. These fields include green data fields that agents can use to highlight special features and designations that homes have (ex: an ENERGY STAR® certificate, high efficiency HVAC system, or the power production of a solar array). RESO reports that 95 of the MLSs that cover the largest one hundred Metropolitan Statistical Areas have green data fields available for their members.

It is optional for an MLS to add green data fields. But if they do have green data fields, MLSs are encouraged to adopt the standardized fields from the RESO Data Dictionary. Consistently and correctly using the fields allows:

1

National Association
of REALTORS®

54

State and Territory
Associations of
REALTORS®

1,200

Local Associations
of REALTORS®

- buyers to search for properties with particular green features.
- agents and appraisers to locate comparable properties for valuation purposes.

For more resources, visit www.elevateenergy.org/value-high-performance-homes-campaign/



1. Learn by talking and listening

- Many different agents and brokers
- Check your assumptions
- Ask questions

2. Provide engaging, benefits focused marketing materials

Before

Energy Efficiency Upgrades



After

Energy Efficiency Upgrades



The amount Coca Cola spent on marketing in 2023

\$5 Billion

Coca Cola's Marketing Strategy

- Focus on refreshing the world in **mind, body, and spirit**
- Focus on **making a difference** to people and communities
- Create **emotional connections** with campaigns like “Share a Coke”



**Most people don't
understand our product.**

We need to market effectively.



I don't associate any of the things that you just told me as benefits of energy efficiency.

Homeowner, focus group participant

Be impactful with marketing

Data + Feature

- R-50 value insulation in attic
- Reduced air leakage rate by a minimum of 15%

Benefits

The owners of this home had **year-round comfort, indoor air quality,** and **energy efficiency** in mind when they had **professionally installed** insulation and air sealing added to the attic.



**Illinois Home
Performance**

www.IllinoisHomePerformance.org

Silver Certificate of Completion

Home address:

616 Wenonah Avenue
Oak Park, IL 60304

Contractor:

Energy360 Solutions

Program Provider:



Nicor Gas & ComEd Home Energy
Savings Program

Work Completed On*:

11/12/2012

*Certificate issued 8/21/2014 by the Midwest Energy
Efficiency Alliance (MEEA) on behalf of the
Illinois Energy Office based solely on the reporting
by or estimates of contractor. A minimum of 15%
is required to receive a Certificate of Completion.
See reverse.

**This home has achieved an estimated total
energy reduction of at least 15%* after
the following home energy upgrades:**

-  Air sealing performed reducing total air leakage rate by 24%
-  R-13 insulation installed in walls

Melville Nickerson
Deputy Director, Illinois Energy & Recycling Office



Home Performance with ENERGY STAR offers a comprehensive, whole-house approach to home improvement that results in better energy efficiency, greater comfort, and lower energy bills.

ENERGY STAR is a voluntary partnership sponsored by the U.S. EPA and the U.S. DOE to protect the environment through superior energy efficiency.



**Illinois
Department of Commerce
& Economic Opportunity**

Pat Quinn, Governor

S-691

3. Sponsor high-quality, engaging continuing ed

- Current: Green Designation
- On the way:
 - Two, three-hour CE courses
 - Tailored to the IRA incentives
 - Designed for agents, by experts in real estate education

Recap for changing the world



Learn about real estate agents



Experience-focused marketing materials



Sponsor high-quality CE courses

Pamela Brookstein
Sustainability Manager
PBrookstein@nar.realtor
708-252-0623

**THANK
YOU.**