



## 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.



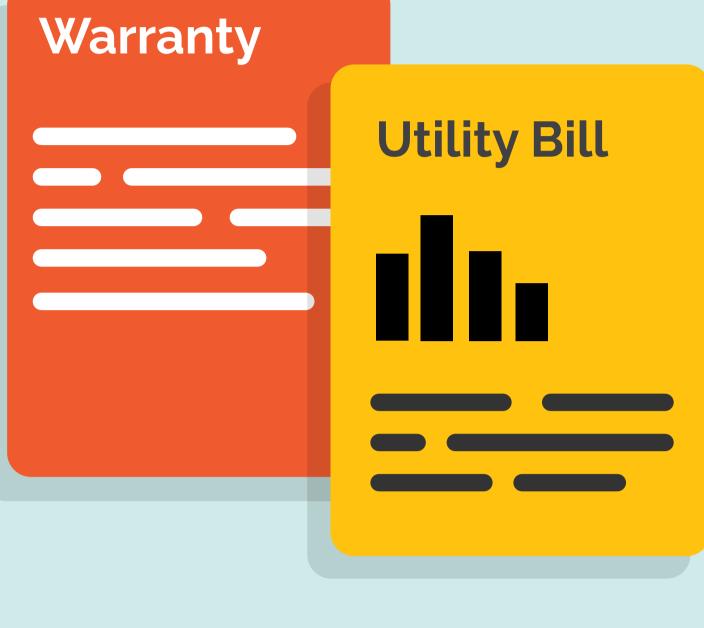


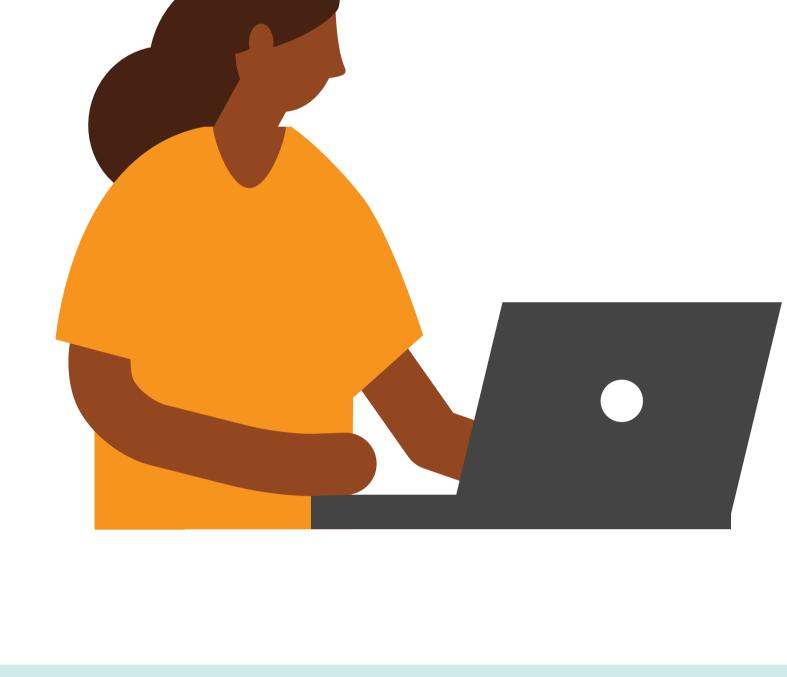
Claire decides to work with Angela, a real estate agent with a track record for selling high-performing homes at a higher price.

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. Warranty Solar system ownership, Up to 12 months of

- size, and number of panels
- Dates of installation
- Warranties
- Installation information
- Performance monitoring reports
- utility bills Energy reports (third
- party certification of the home's energy features<sup>2</sup>) Completed 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.

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.

to ensure that the lender:

appointment to visit the home.

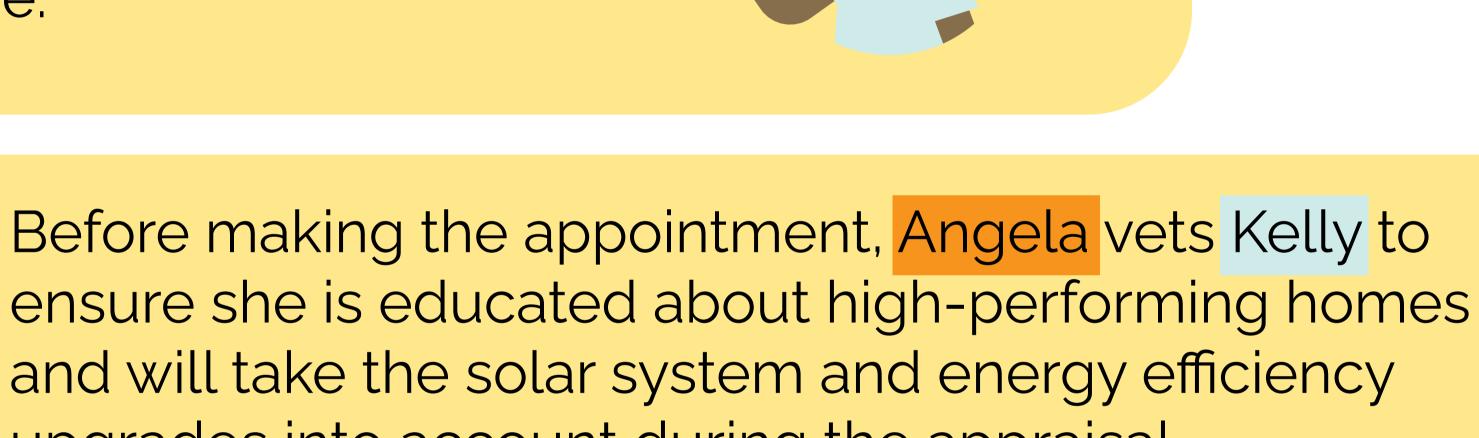


a) understands that this is a solar home, b) has received a copy of the home's energy reports, and

After Gabriel's offer is accepted, Angela reaches out to Gabriel's agent

c) will select an appraiser with experience appraising high-performing homes.

July 8 The lender assigns Kelly to appraise the value of the **Appraisal** home. Angela reaches out to Kelly to schedule an



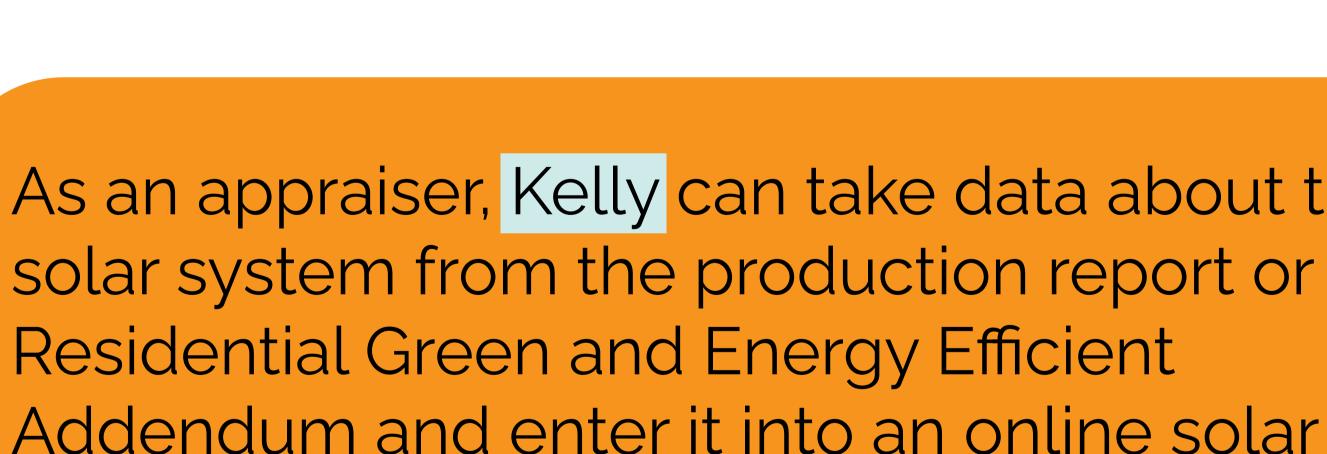


upgrades into account during the appraisal. Warranty Angela also confirms that Kelly has all the documents









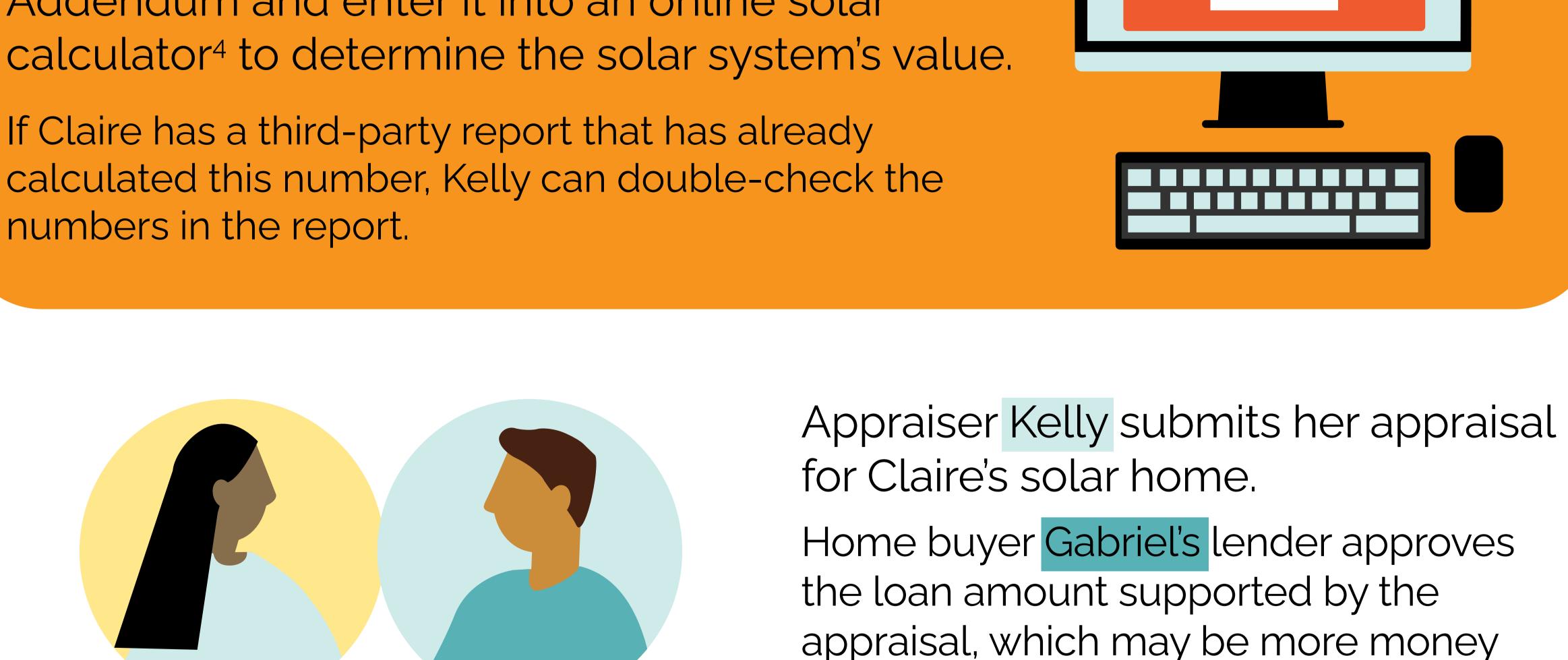
As an appraiser, Kelly can take data about the solar system from the production report or the

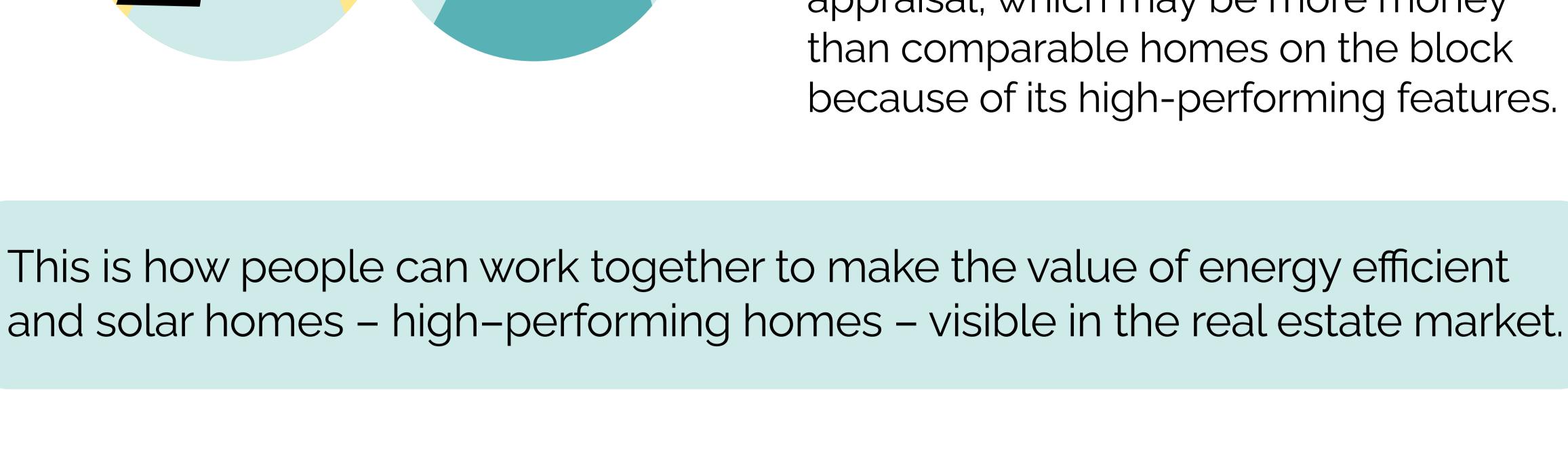
lender know that an appraiser educated in solar

value must be assigned to appraise this home.

calculated this number, Kelly can double-check the numbers in the report.

If Claire has a third-party report that has already





because of its high-performing features.

than comparable homes on the block

## 4. On-line solar value calculators: PV Value

Resources

Pearl Solar Equity Calculator

1. Real estate agent education

2. Third-party certification

- AMERICAN **ENERGY SOCIETY**

3. Residential Green and Energy Efficient Addendum

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

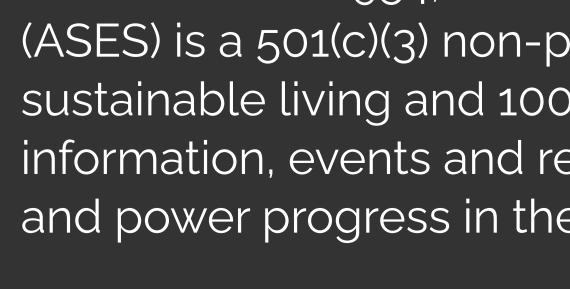
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and power progress in the U.S. and beyond.

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