



# Stand out from the Crowd: High-Performing Homes

Real estate agents who understand the basics of high-performing homes will have a market edge.

## Class Description

The real estate market for high-performing homes - homes that are more comfortable, healthy, and energy efficient than typical homes energy - is booming in every state. High-performing homes that are marketed correctly consistently sell more quickly and for more money than similar homes that are not considered high-performing.

## After this class, real estate agents will be able to:

- Discuss the benefits of high-performing homes
- Cite the resources and incentives available to help finance upgrades
- Describe how energy moves throughout a home
- Utilize the green data fields in the MLS
- Identify effective marketing strategies for high-performing homes
- Better represent clients who are interested in purchasing a high-performing home
- Differentiate themselves from peers by serving as a subject matter expert on this topic



This class offers information and resources that enable real estate agents to identify and address high-performing homes in the residential real estate market. Topics include an overview of the local area's high-performance housing market, a review of the features that contribute to performance, and details on incentives and rebates available for clients looking to upgrade their homes. The class also provides guidance for listing and marketing these homes so that the value is visible to buyers, sellers, and appraisers.



# Class Objectives by Module

## Module I - Opportunity in the Market

Why is the high-performing homes market growing in your area?

- Explain the characteristics of a high-performing home
- Describe the growth of the high-performing homes market in the local area
- List the benefits of learning about high-performing homes to build your business

## Module II - A Little Building Science

How do various components of a home interact to affect the home's overall performance?

- Explain how energy moves in a home
- List the benefits of air-sealing and insulation
- Discuss the attributes of a Building Performance Institute certified contractor

## Module III - Identifying High Performing Homes

How can I determine if a home is high performing?

- List the certifications agents are likely to see in the local marketplace
- List features that can make a home high-performing
- Discuss the benefits of high-performing features

## Module IV - Incentives and Rebates

What incentives and rebates are available to homeowners to help them make their homes high performing?

- Summarize the high-performing feature rebates and incentives offered by the local utilities
- Explain the process for accessing local programs and ideas for promoting them to past and potential clients

## Module V - Listing and Marketing a High-Performing Home

How do I make the value of high-performing homes visible in real estate transaction?

- Explain the importance of MLS green data fields
- Discuss options for highlighting home-performing features during the selling process
- List the documents that can help lead to a fair appraisal

## Module VI - Next Steps

How do I incorporate this knowledge into my business?

- List resources for additional education
- Plan a marketing strategy highlighting new high-performing homes knowledge