



Stand out with Solar: Solar for Real Estate Agents

Real estate agents who understand the basics of solar will have a market edge.

Class Description

There are millions of residential solar systems in the United States and growth is happening all over the country, including states not typically considered sunshine states. As the real estate market sees more homes with solar installations, home buyers and sellers will look to real estate agents who can guide them through the complexities and language this technology entails. When real estate agents understand the value of a solar system:

- Sellers have the best opportunity to attain the full value of their investment
- Buyers will feel confident that they paid fair market value for their new home

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

- Discuss the benefits of residential solar
- Describe the key components of a residential solar system
- Cite the available solar financing options and explain their impact on the real estate transaction
- Accurately list solar homes in the MLS
- Identify the concepts and tools that can help establish a list price for a home with a residential solar system

This class provides the tools real estate agents need to properly communicate the value of solar energy systems in the residential real estate market. Real Estate agents that complete the class will be able to differentiate themselves by serving as *the* source of information on solar.





Learning Objectives by Module

Module I - The Emerging Residential Solar Market

What is driving the growth of the local solar market and why is it growing so quickly?

After this module students will be able to:

- Cite the major influencers that are driving the demand for residential solar installations
- Discuss the expanding consumer interest and initiatives regarding residential solar
- Hold informed conversations with homeowners and buyers with interest in residential solar technology

Module II - Solar Technology: The Parts and Pieces

How do the main components of the solar system function and generate electricity from the sun?

After this module students will be able to:

- Recognize the major components of a residential solar system and describe their function
- Explain how the solar system generates electricity for the home

Module III - Financing the Residential Solar System

Which solar financing options are available and how do they impact the real estate transaction?

After this module students will be able to:

- Identify costs and revenues associated with the purchase of a residential system
- Explain the methods of financing a residential solar system and how they impact the sale of the home

Module IV - Listing a Solar Home

How do I accurately list the benefits of a solar home in the MLS while also reducing my liability?

After this module students will be able to:

- Describe the system characteristics of a solar home in an MLS listing accurately and thoroughly
- Collect listing information about solar systems that will help appraisers accurately value a solar home
- Understand the risk and liability associated with inaccurate performance claims for a system

Module V - Establishing the List Price of a Home with Solar PV

What information do I need to collect to use online valuation tools to better assist homeowners that are involved in residential solar transactions?

After this module students will be able to:

- Identify the information needed to establish the contributory value of a solar system
- Use an online tool to establish the contributory value of a solar system