

Real estate professionals can be a valuable partner in raising awareness of and increasing participation in energy efficiency initiatives. This includes agents, brokers, appraisers, home inspectors and others that engage with residential and commercial customers who are looking to buy, sell, rent or lease space.

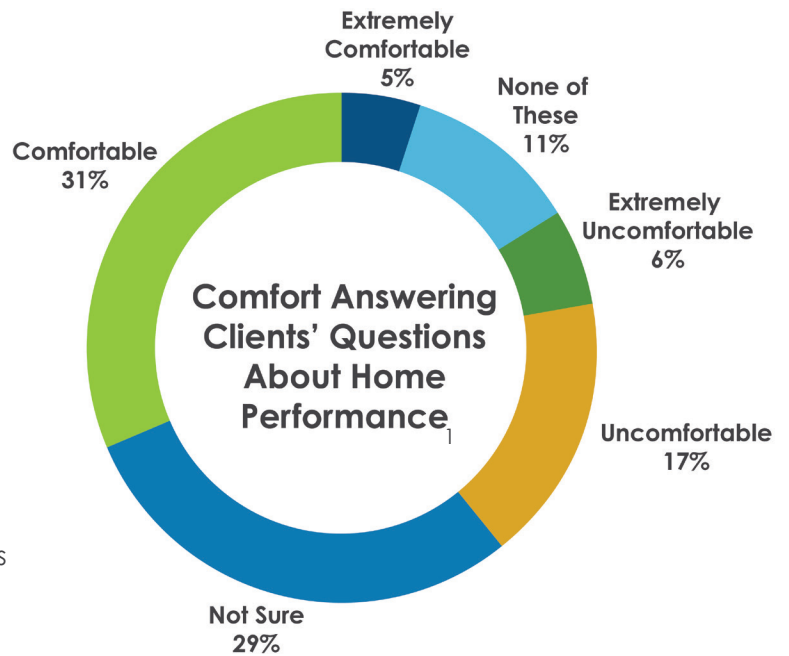
These professionals often work with dozens of clients each month and are a trusted advisor at a time when individuals are making large decisions about a lasting investment. They often advise clients on worthwhile upgrades to make before listing and are instrumental in setting the list and purchase price of a home. As a result, connecting with real estate professionals can impact a local market.

MEEA has been engaging with real estate professionals since 2014 and has connected with more than 2,000 professionals across the Midwest. Our efforts grew out of conversations with home performance contractors who recognized that real estate professionals are an important, and underutilized, partner in driving demand for their services. The federal requirements and recent survey responses detailed below all point toward a growing need to engage directly with real estate professionals about the benefits of energy efficiency and high-performance building features.

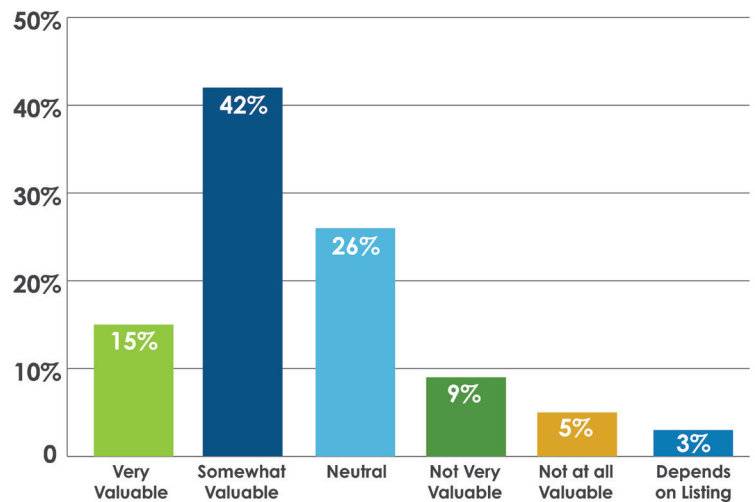
The National Association of REALTORS® (NAR) recently surveyed¹ a random sample of active members working in the residential market. Respondents indicated the following:

- **Only 36% were comfortable or extremely comfortable answering questions about home performance.**
- **62% had been directly involved with a property with green features in the last 12 months.**
- **57% felt that energy efficiency promotion in a listing was very or somewhat valuable.**

As outlined in the Inflation Reduction Act, states must submit market transformation plans to receive the third tranche of funding for their Home Efficiency Rebates and Home Electrification and Appliance Rebates programs. The market transformation plans require states to describe how their programs will enable the market to recognize the value of homes that have been upgraded through the Home Energy Rebates, including at time of sale or rental.



Value of Energy Efficiency Promotion ¹



¹ <https://www.nar.realtor/sites/default/files/documents/2024-realtors-and-sustainability-residential-report-04-29-2024.pdf>

PARTNER WITH MEEA

Real Estate Training that Drives Energy Efficiency

Through the years we have learned that this is a nuanced audience with preferences that can vary locally, but MEEA has identified some near universal truths and built relationships with local chapters of NAR, Appraisal Institute™ (AI) and other organizations that have existing relationships with the real estate community and an understanding of the local market. One near universal truth that MEEA can help others navigate is the fact that most real estate professionals are looking for courses that satisfy the continuing education credits required to maintain a state license and often prefer courses that qualify for a credential or designations offered by the NAR, AI and similar institutions.

MEEA has been a valuable partner in accomplishing our shared goals of educating real estate professionals about the value of home performance as a business growth opportunity.

Pamela Brookstein

Manager, Sustainability at National Association of REALTORS®

Trainings Commonly Offered by MEEA

National Association of REALTORS® Green Designation (12 CEUs)

This 2-day course is designed for agents looking to learn about energy efficiency and sustainability features in real estate, including how to market homes with green features and how to connect differently than traditional homes and approaches to connect clients with green resources.

Appraisal Institute Valuation of Sustainable Buildings (8-15 CEUs)

The five courses in the Valuation of Sustainable Buildings Professional Development Program allows individuals to pursue the residential path, commercial path or both. Upon successful completion of a training series, participants will be well versed in the techniques for valuing a high-performance property and the methodology for supporting the value.

Certified GreenHome Professional (8 CEUs)

Certified GreenHome Professionals are trained to help make buildings more sustainable. This training shares the basics of residential green building and remodeling and is helpful for both real estate and construction professionals.

Stand Out from the Crowd: High Performing Homes (3 CEUs)

This course enables real estate agents to identify and address high-performing homes in the residential real estate market. Topics include an overview of the local high-performing housing market, the features that contribute to improved performance and details on incentives and rebates available for clients looking to upgrade their homes.

Want to learn more or cohost a training with us?

Please email realestate@mwalliance.org or scan the QR code to visit our website.



Midwest Energy Efficiency Alliance

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