

Turn REALTORS® into Energy Efficiency Ambassadors.

By Marcia Tolentino



Build It Green



- **Move the Real Estate Market to support Energy Efficient Homes.**
- **Train and Certify Realtors in the NAR Green Designation to properly sell Green and high performance homes.**

NAR Awards

- **REBAC Licensed Provider from California offering NAR's Green Designation courses for a year and has hosted nearly 20 courses since March.**

NAR EverGreen Award.



Build It Green

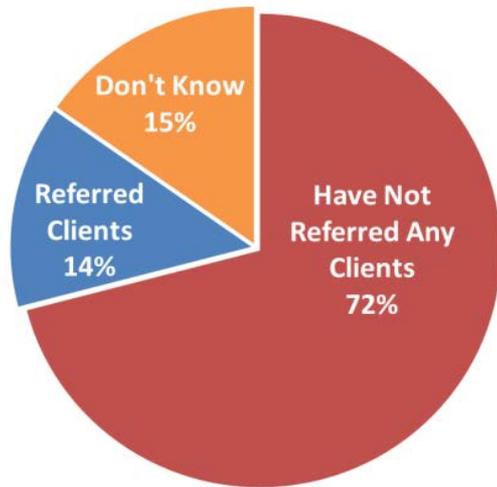
- Trained approximately 1000 Realtors in Southern California
- Certified Green 515 Realtors in Southern California.



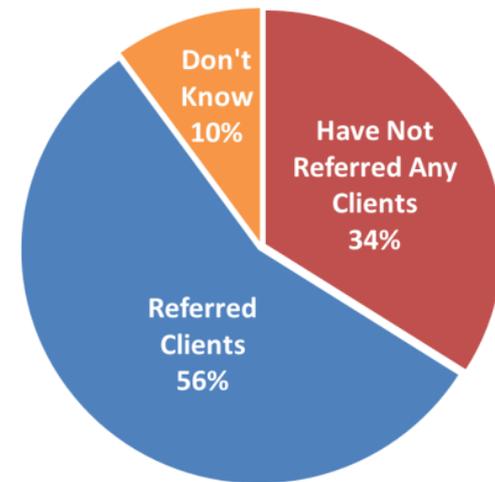
Realtors After Our Training

Referred your clients to Energy Upgrade California

Prior to taking the training



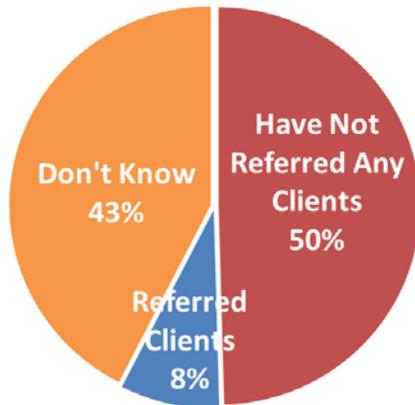
6 months after taking the training



Realtors with Raters

Work with and Refer Clients to a HERS Rated Contractor

Home Energy Rating Systems (HERS)



Home Energy Rating Systems (HERS)



Homes in California

- In December 2014, an estimated 36,468 homes and condos sold in California.
- 23.8% (29,459) increase from November 2014 and 4.3% (34,949) increase from December 2013.

Run Date	Homes Sales			Median Homes Sale Prices		
	30 Days of Sales	% chg from 1 yr ago	% chg from 3 yrs ago	30 Days of Sales	% chg from 1 yr ago	% chg from 3 yrs ago
12/25/2014	213,318	2.4%	31.6%	\$225,000	2.3%	25.0%
1/1/2015	214,675	2.8%	30.7%	\$226,350	2.9%	25.8%
1/8/2015	213,662	3.1%	28.2%	\$225,000	2.3%	25.1%
1/15/2015	213,960	4.0%	24.5%	\$226,000	2.7%	26.8%
1/22/2015	209,753	3.7%	22.5%	\$226,000	2.7%	27.7%
1/29/2015	204,512	4.1%	23.1%	\$225,000	3.2%	28.6%

Title

<http://www.dqnews.com/Articles/2015/News/California/RRCA150115.aspx>

Homes in California

- Median home price in California in December 2014 is \$388,000.
- An estimated 6.3% of homes sold in December 2014 were short sales.
- That is down by 10.3% from December 2013





Rebound of the Market

- **Foreclosure victims from 2011 and before are capable of buying now through FHA.**
- **New Market: Latinos**

- **63% of homebuyers are minorities.**

C.A.R. 2013 Home Buyer Survey

- **50% of homebuyers are going to be Latino.**

State of Hispanic Home Ownership by NAHREP.

The American Dream





What Does Home Ownership Mean?

Security

Stability

Pride

Privacy

Investment

Retirement

Better Quality of

Life

Building Wealth

*State of Hispanic Home Ownership.

*2012 National Association of Realtors Home Buyer and Generational Trends.

Importance of Energy Efficiency to Consumers



NAR 2012 Survey: 88% of consumers say that energy efficiency is important to them.

Connect with Real Estate Agents



The Real Estate Industry can play a key role in increasing the number of high Performance homes in the country.

Building Your Green Team

- **Connect with Realtors**
- **Connect with Mortgage Lenders**
- **Assembling a Green Team can result in higher energy efficient improvements when you work together.**



Keeping Our Realtors Involved

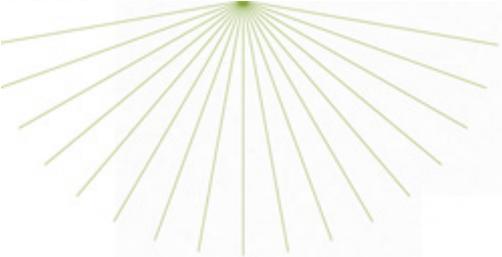
- Peer to Peer Meetings
- Webinars
- Until the topic of green homes become more commonplace, continued training is necessary.



Realtors Need the Experts

- Green Real Estate professionals are looking to partner with you, they just don't know who to talk to.
- They're looking to you to be the **EXPERT** that can talk with their clients. They need you.





Panel Discussion

With

Jan Shomaker

And

Frank Fuentes



Build It GREEN™
Smart Solutions from the Ground Up



Panelist: Jan Shomaker

- **NAR Certified Green Real Estate Agent.**
- **Jan renovated her home to be energy efficient.**
- **Has been recognized by Energy Upgrade California.**



Panelist: Frank Fuentes

- **Mortgage Loan Officer at New American Funding.**
- **Vice President of Multicultural Community Lending.**

