

HOME PERFORMANCE COUNTS

An educational initiative developed by the National Association of REALTORS® and the National Association of Home Builders

BUILDERS + REALTORS®

Who are members of the National Association of Home Builders®

Who are members of the National Association of REALTORS®

A high performance strategy for success in the green home marketplace

Homebuyers today are looking for **healthier, more efficient homes.**

81%

of potential homebuyers say higher energy efficiency would influence them to pick one new home over another

And they're **willing to pay for them.**

40%

of potential homebuyers say they would very likely pay more for a high performance home

But when it comes to marketing green homes, **there's a gap.**

29%

of builders think green homes are harder to market

61%

of NAR members aren't really comfortable answering questions about home performance

Bridge the gap. **Together.**



Builders

- Technical knowledge of green features
- Inventory of high performance homes



Real Estate Agents

- Have their ear to the ground – know what homebuyers want
- Ask the right questions, can communicate high tech in lay terms

Next steps:

1.

Expand your network

Connect and collaborate with local builder or NAR chapters to strengthen your position in your local market.

2.

Increase your knowledge

NAR and NAHB offer extensive education programs and professional resources to help you identify the latest high performance market trends and consumer preferences.

3.

Edge out the competition

Professional designations and third-party home certifications are valued by clients and can help you stand out in your local market.

Builders + Real Estate Agents

Meet the demand for green homes together. **Get started today.**

Learn more at HomePerformanceCounts.info

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A joint initiative of

