HOME PERFORMANCE COUNT

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



A high performance strategy for success in the green home marketplace

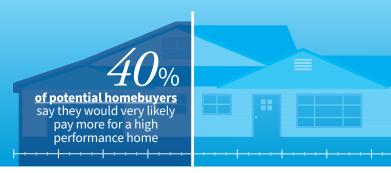
Homebuyers today are looking for healthier, more efficient homes.

> And they're willing to pay for them.

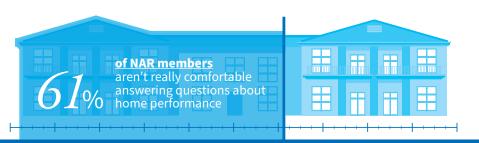
But when it comes to marketing green homes, there's a gap.

Bridge the gap. Together.











- 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:

Expand your network

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

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.

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

Home Performance Counts A joint initiative of



