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

HOME PERFORMANCE COUNTS

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.

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.

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

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

81% of potential homebuyers say higher energy efficiency would influence them to pick one new home over another

40% of potential homebuyers say they would pay more for a high performance home

29% of builders think green homes are harder to market

61% of NAR members aren’t really comfortable answering questions about home performance

1. 3.

Real Estate AgentsBuilders

81%

40%

29%

61%

Builders + Real Estate Agents
Meet the demand for green homes together. Get started today.

Learn more at HomePerformanceCounts.info

81%

81%

29%

61%