

# Collaboration

The key to selling more green



*The demand for green homes has grown rapidly in recent years, and it shows no signs of slowing down.*

*Why? Because homebuyers today are looking for healthier, more efficient homes.*

## 81%

**of people who expect to buy a new home** in the next two years say higher energy efficiency would cause them to choose one new home over another.

## 33%

**of single-family home builders** currently build most of their homes green, and the number of homes certified to the National Green Building Standard has increased by more than 57% in just the past two years.

## 61%

**of real estate professionals** report that their clients are at least somewhat interested in sustainability.

## How to Succeed

Selling green homes means building in the right systems and features, knowing how to promote them and establishing the right relationships.

- 1. Develop and use your professional contacts.** Builders have the technical knowledge and ability to create the green homes buyers seek – they have the inventory. Real estate agents have their ear to the ground – they know what homebuyers want. Together, you provide potential buyers with the knowledge they need to decide if a high performance home is right for them.
- 2. Stand out from the crowd.** NAHB and NAR offer numerous education programs and opportunities to learn the latest green building practices and features. You can even earn a green designation to set yourself apart from the competition.
- 3. Stay educated.** Green building practices – and their benefits – continue to evolve. Get the latest market trends and sustainability research through NAR and NAHB, and the Home Performance Counts initiative.
- 4. Use the curb appeal you can't see.** Third-party certifications for the homes you build and sell are recognized and valued by homebuyers and can provide distinction within your local market.
- 5. Leverage your assets.** If your market already has green MLS data fields, work together to maximize their impact on listings and value. No green fields yet? Work with your local association to implement RESO standardized fields into your MLS.

HOME PERFORMANCE COUNTS

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How to talk about – and sell – green homes.

Together.

## The right approach

According to an NAHB study, consumers perceive green homes as ...

*... more energy and water efficient, healthier, safer, more comfortable, and with lower operating costs than a conventional home.*

Market research shows that the top 4 motivators for buying a green home are:

- 1. Quality** People want the best home they can buy. Green building practices and materials can lead to homes that are more durable and require less maintenance.
- 2. Comfort** People want homes with consistent temperatures that are quieter and free from drafts and odors. High performance homes can provide an improved sense of well-being.
- 3. Costs** People want lower and more predictable homeownership expenses and utility bills. Green homes can keep energy and water efficiency costs in check.
- 4. Health** People want homes in which their families are safe and can thrive. High performance homes are built to help improve air quality and reduce harmful toxins indoors.

### A green home is a high performance home.

And the good news is, buyers are willing to pay more for them.

83%

of builders and remodelers believe that consumers will pay more for homes that are healthier

40%

of potential homebuyers say they're very likely to pay more for a high performance home

75%

of Millennials and 51% of Boomers are willing to pay more for sustainable offerings

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

Learn more at **HomePerformanceCounts.info**

**Home Performance Counts** is an educational initiative developed jointly by the National Association of REALTORS® (NAR) and the National Association of Home Builders (NAHB) to help their members work together and succeed in the rapidly growing marketplace for high performance homes.

### Resources

Green Multifamily and Single Family Homes 2017, Dodge Data & Analytics, NAHB, NMHC  
Energy Pulse 2016, Shelton Group  
Eco Pulse 2015, Shelton Group  
REALTORS® and Sustainability, NAR, 2018  
Insulation Usage Patterns, homeinnovation.com, 2017

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