



Greening Residential Real Estate Listings



Greening the Multiple Listing Service:

Valuing High-Performance Homes from the team of IMT, Elevate Energy, and Real Estate Business Intelligence, LLC

Cliff Majersik

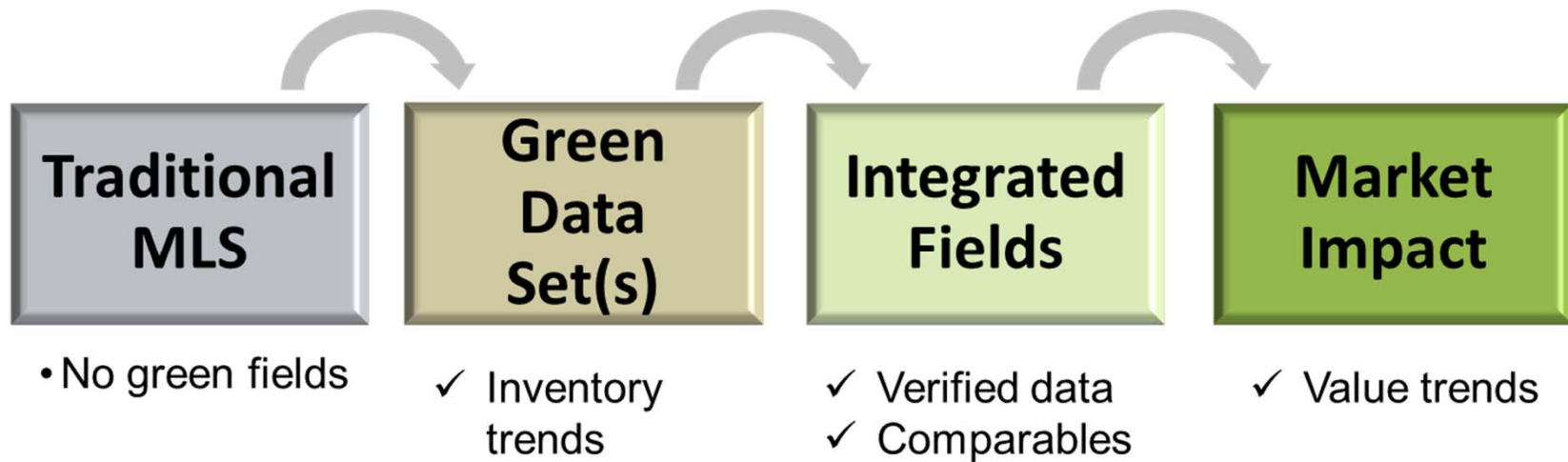
Institute for Market Transformation (IMT)

DCRA Green Building Symposium

September 26, 2014



The Vision



The Goals

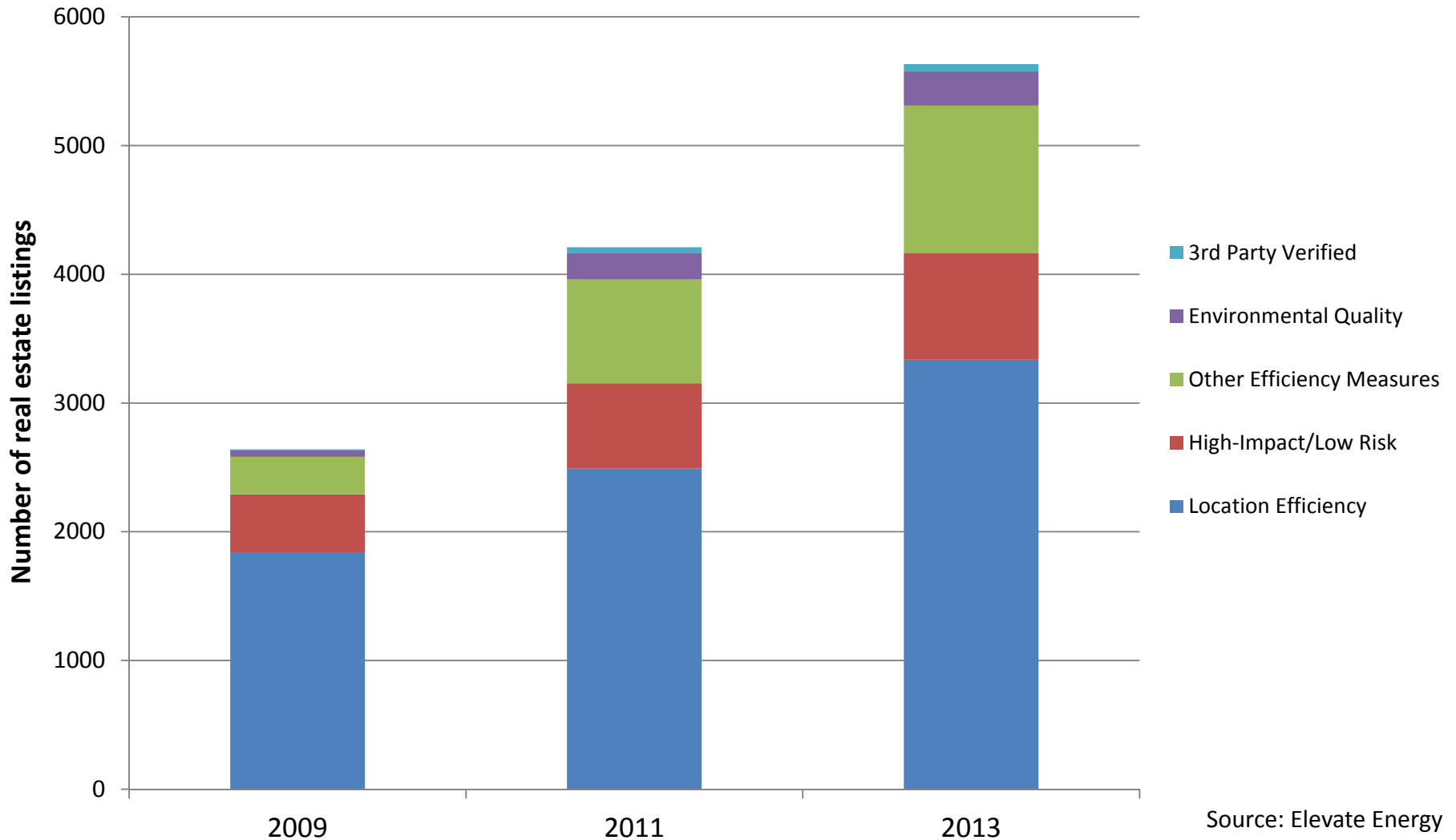
Research to answer these questions:

“How are Green Fields currently used in the MLS?”

“How do High-Performance Homes with green fields sell in the MLS?”

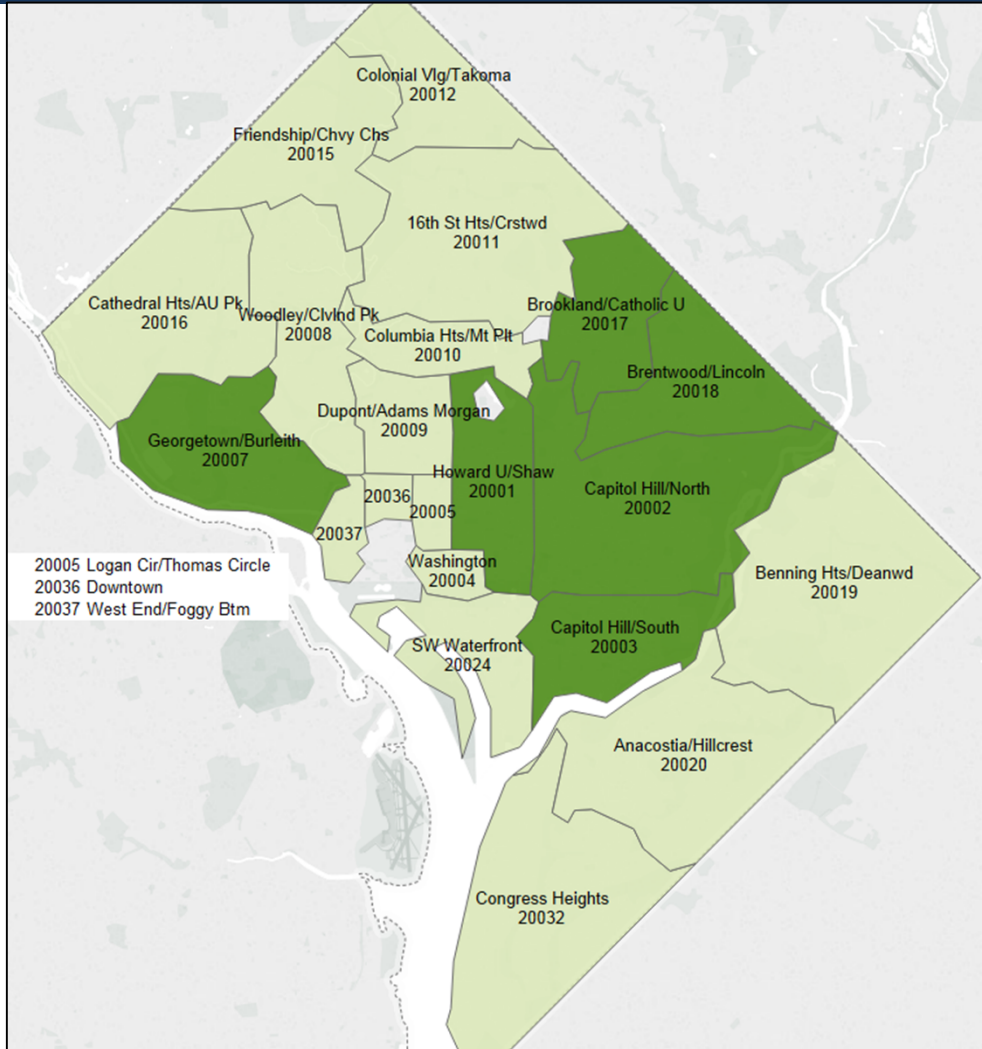
“Is it feasible for DC utilities to electronically disclose a homeowner’s utility costs and consumption?”

How “Green” Fields are used in the MLS today

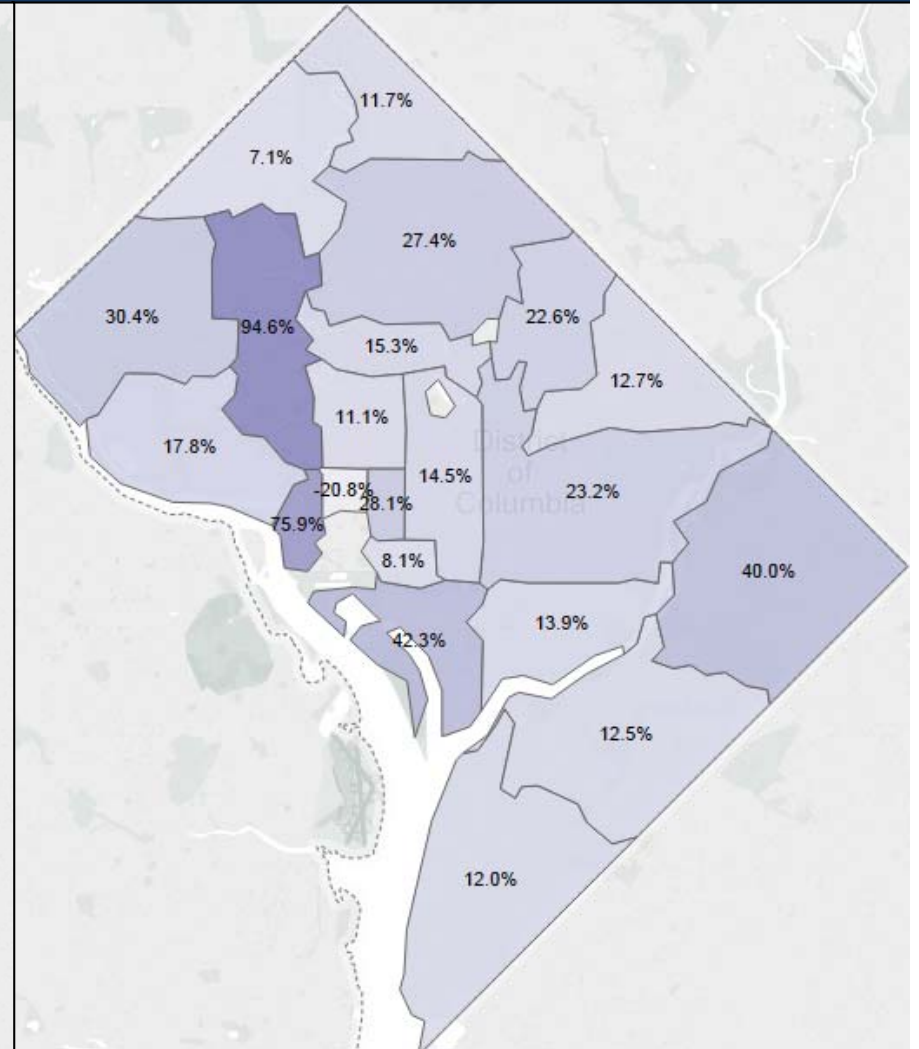


Source: Elevate Energy and RBI

How the Market Values High-Performance Homes



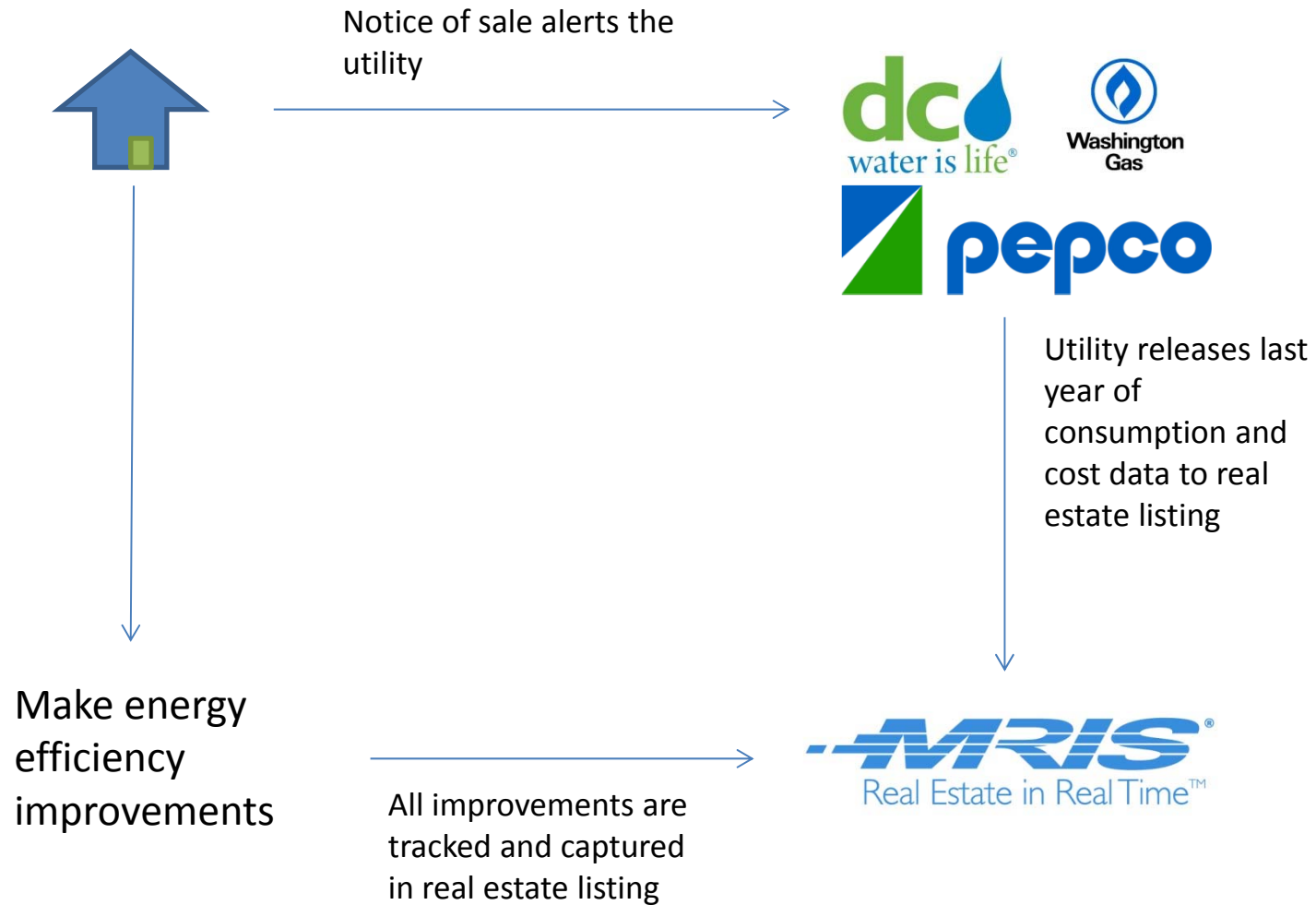
High-Performance Homes (HPH) Construction Hot Spots (in dark green)



Median Sale Price % Difference - HPH vs Non-HPH

Source: Real Estate Business Intelligence, LLC

Utility Bill Disclosure through the MLS



What's Next?

To fill-in the following fields, click the "Lookup Estimates" link and follow the instructions.

- *Annual Estimated Electricity Costs: Required [Lookup Estimates](#)
- *Monthly Estimated Electricity Costs: Required
- *Annual Estimated Gas Costs: Required [Lookup Estimates](#)
- *Monthly Estimated Gas Costs: Required

Source:
Chicago MLS,
MRED)

The screenshot shows a real estate listing for a detached single house. The utility cost field is circled in red and contains the text: "Utility Costs (Elec.: \$357.40/yr.\$29.78/mo; Gas: \$1309.76/yr.\$109.15/mo)". A red arrow points to this field. Other details include: Detached Single, Status: New, Area: 8049, MLS #: 08233730, List Date: 05/22/2013, List Dt Rec: 05/22/2013, List Price: \$4,200,000, Orig List Price: \$4,200,000, Sold Price: \$4,200,000, Lot: 1, Lot Area: 10,000, Year Built: 1893, Dimensions: 25x125, Ownership: Fee Simple, Coop Limits: Chicago, Coordinates: S:109 W:230, Rooms: 7, Bedrooms: 3, Bathrooms: 2 / 0, Kitchen: Full, Walkout, Master Bath: Home, Agent: Bath: Yes.

