

Greening the MLS in DC

September 28, 2015



IMT
INSTITUTE
FOR MARKET
TRANSFORMATION

MRIS



ELEVATE ENERGY
Smarter energy use for all



★ ★ ★ DEPARTMENT
OF **ENERGY &
ENVIRONMENT**

Agenda

- Intro
- List my Data concept for RE - Elevate/John
- High Performance Homes Sales Trends - RBI/Jonathan
- High Performance Homes Inventory Assessment -Elevate/Laura
- Recommendations for DC Real Estate Outreach Specialist - Elevate/Pamela
- Wrap up

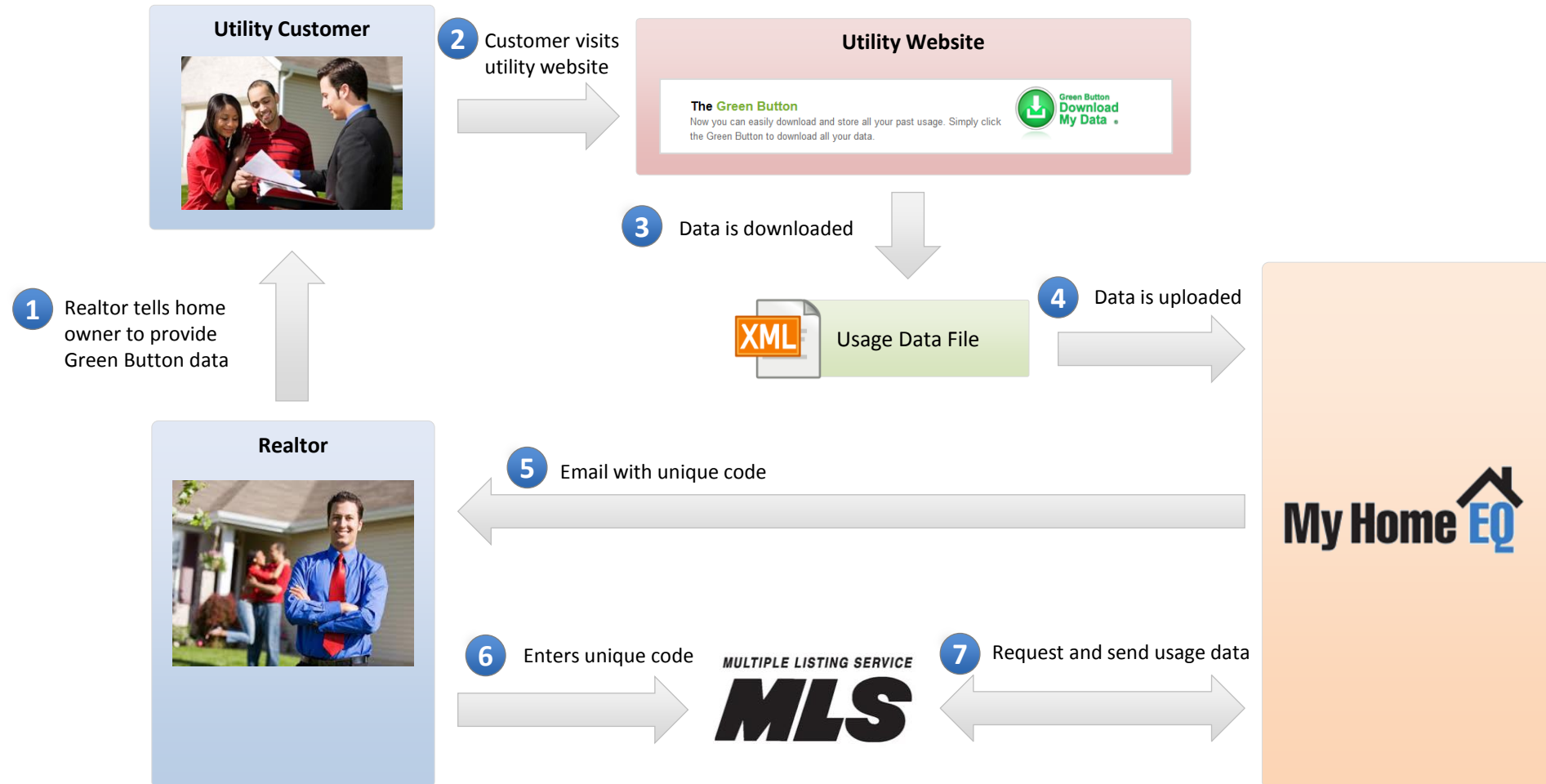


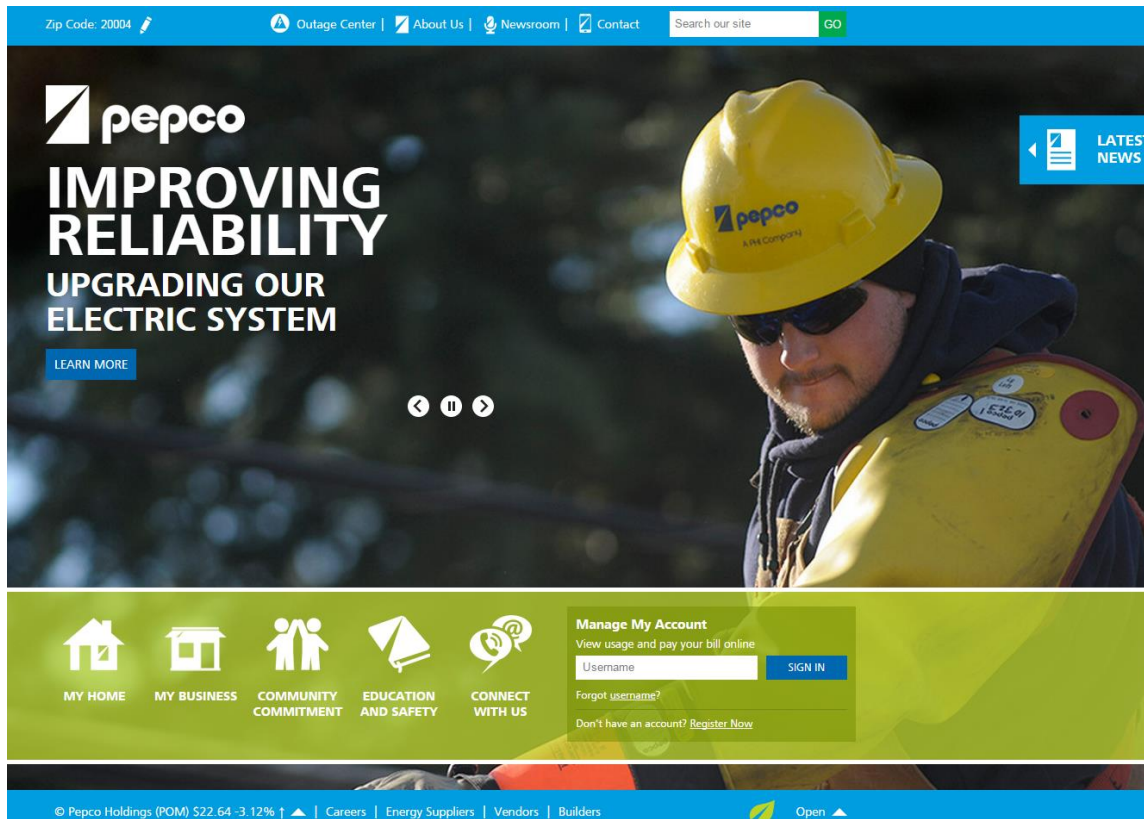
ELEVATE ENERGY
Smarter energy use for all



Dataflow Concept

“Download My Data” option – Homeowner to Realtor consent





Requires seller to access green button data on Pepco website:

- Seller must have an account or create one
- Seller must be able to navigate and download file

Seller authorizes the share

- “Download My Data” has clear consent process
- Pepco has no concerns over customer privacy

Could be used for any Green Button compliant utility data.



ELEVATE ENERGY
Smarter energy use for all





WELCOME TO MY ACCOUNT

YOUR PERSONAL RESOURCE FOR BETTER ENERGY MANAGEMENT

BILLING INFORMATION

Account number: XXXX-XXXX
 Home: 7 LOGAN DR XXXX-XXX
 Account Summary as of 08/28/2015
 Last payment: \$371.00
 Received 07/31/2015 Thank you!
 Account Balance: \$201.66
Payments recently made may not be reflected in account balance
 Bill Summary ending 08/05/2015
 Amount due on 09/01/2015: \$201.66
Billing summary amount due is only updated at time of billing
[VIEW AND PAY YOUR BILL](#)

MY ENERGY USE

[MY BILL TO DATE](#) |
 [BILL HIGHLIGHTS](#) |
 [MY HOURLY USE DATA](#)

PEAK ENERGY SAVINGS CREDIT

[MY BILL CREDIT AMOUNT](#) |
 [PROGRAM INFORMATION](#) |
 [CHANGE CONTACT PREFERENCES](#)

No Peak Savings Day is currently scheduled.

Your baseline will appear here when a Peak Savings Day is pending.

[Green Button Download My Data*](#)

Peak Energy Savings Credit - Earn Bill Credits

- Pepco is now offering bill credits to customers who reduce their energy use during specified hours on Peak Savings Days.
- To earn a bill credit, you will need to lower your energy use below your Peak Energy Savings Credit baseline.
- The more you reduce your energy use below your baseline, the larger your credit will be on your next bill.

[MORE INFORMATION.](#)

- Seller logs in to “My Account”
- Follows link to Green Button Download My Data page



ELEVATE ENERGY
Smarter energy use for all





MY ACCOUNT

My Bill My Energy My Usage Calculate Improvements Learn About Energy

Energy Usage Charts [Print](#) [Export](#) [Green Button](#)

Green Button Initiative: Download your Smart Meter Data

The Green Button data format follows a national standard specifically designed to enable 3rd party software applications or hardware devices to use the meter data. Please select the date range that you'd like to download in the Green Button format. If you'd like to view or save your data in a spreadsheet, please use the data export link on the previous page.

Export usage for specific days

Meter:

From:

To:

The most recent date of available data is 8/27/2015
Meter history is available starting: 8/30/2013

[Export](#)

To see your Cumulative Consumption for meter NXA118989219 for the period 8/06/2015

The Peak Energy Savings Credit rewards you for reducing your electric energy use on Pe

Highlights

Electric - This time period includes 3

```
<?xml version="1.0" encoding="utf-8"?>
Feed xmlns="http://naesb.org/SM/Atom" xsi:schemaLocation="http://
<id>urn:uuid:6e6f653-bf0e-43db-9656-da82f780ade</id>
<title>Green Button Export</title>
<updated>2015-09-14T18:42:09-04:00</updated>
<entry>
<id>urn:uuid:b55327cb77c15eb6871a3c72045066c3</id>
<link rel="self" href="User/1411e0d868293ad407d1e9ec85d9bc0/Use
<link rel="up" href="User/1411e0d868293ad407d1e9ec85d9bc0/Usage
<link rel="related" href="User/1411e0d868293ad407d1e9ec85d9bc0/
<link rel="related" href="/LocalTimeParameters/01" />
<title>Title</title>
<content>
<usagePoint xmlns="http://naesb.org/espi">
<serviceCategory>
<name>R1ND</name>
</serviceCategory>
<status>1</status>
</usagePoint>
</content>
<published>2015-09-14T18:42:09-04:00</published>
<updated>2015-09-14T18:42:09-04:00</updated>
</entry>
<entry>
<id>urn:uuid:792a2004787df54c0c3d591853e339</id>
<link rel="self" href="/ReadingType/01" />
<link rel="up" type="" href="/ReadingType" />
<title>Energy Delivered</title>
<content>
<readingType xmlns="http://naesb.org/espi">
```

The download page itself presents multiple options and questions that need further definition.

- Multiple download formats
 - Export button downloads data in a CSV
 - Green Button downloads as XML.
- Variable number of days or months of data.
- Pepco does not provide cost, just KWH usage.



Send Green Button Data to Your Realtor

Use this page to send your Green Button Download My Data home energy data to your Realtor. MyHomeEQ will send your Realtor an email after you click the Submit button, which they will use to access your data.

To learn how to download your Green Button Data, view these [step-by-step instructions](#)

* required field

Realtor Full Name *

Realtor Email Address *

Your Full Name *

Your Email Address *

Home Street Address *

Home Unit Number

Home City *

Home State *

Home Zipcode *

Green Button Data *

CSV or XML file format, can be inside a ZIP file

Browse...

No file selected.

Submit

MyHomeEQ file upload page makes share with listing agent easy:

<https://www.myhomeeq.com/green-button-upload>

- Securely manages file upload and storage of the utility data.
- Requires home address for listing verification.
- Realtor email address used to send access instructions.
- MyHomeEQ calculates and estimates billed cost based on usage and Pepco rates.



IMT
INSTITUTE
FOR MARKET
TRANSFORMATION

MRIS



ELEVATE ENERGY
Smarter energy use for all



★ ★ ★ DEPARTMENT
OF **ENERGY & ENVIRONMENT**

MRIS
Real Estate in Real Time™

Jonathan Hill Preferences Help Logout

1234567 LOGAN DR, POTOMAC, MD 20854 Save Save & Close Submit Submit Later

Find a Field Print Listing Saved: 5:53PM

GENERAL

General 2

BUILDING

Features 10

Floor Plan 1

Measurements

Other Structures

Rooms

Unit

Utilities 7

FINANCIAL

Fee

Investment

Mortgage

LISTING

Contract Info 7

Photo Options 1

Promotions

Remarks 2

Rental Transaction

LOT

Description 2

Parking 1

PARTICIPANTS

Agent 1

Owner 1

Property Management

Showing Contacts 2

PROPERTY

Address 1

Community

Farm

Location 2

Tax Info 1

Water 1

Energy Efficiency: Home Energy Management Construction / Materials Appliances

Energy Generation: PV Solar Array(s) Owned

Indoor Air Quality: Moisture Control Ventilation

Sustainability: Renewable Materials

Water Conservation: Efficient Hot Water Distribution Low-Flow Fixtures Water-Smart Landscaping

FINANCIAL: Fee

* HOA Fee: 1,200.00 * HOA Payment Freq: Annually

Other Fees: Other Fee Payment Frequency:

Special Assessment 1: Term 1:

Special Assessment 2: Term 2:

Front Foot Fee:

Electric Last 12 Months: 4,200.00 Electric Average Monthly: 350.00

Gas Last 12 Months: 0.00 Gas Average Monthly: 0.00

Heating Oil Last 12 Months: 0.00 Heating Oil Average Monthly: 0.00

Water Last 12 Months: 900.00 Water Average Monthly: 75.00

Data is aligned with MRIS listing entry fields:

- Currently allows for entry of utility costs by the Listing Agent.
- Option to automate access directly from MyHomeEQ.
- With auto-pop, Agent doesn't have to gather data/avoids risk that of incorrect data.

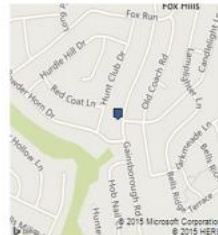
MC8708850 - MONTGOMERY
10900 GAINSBOROUGH RD, ROCKVILLE, MD 20854

Confidentially
Report a Violation

- Select this listing
Full Listing - Watch this listing
Residential - [Schedule a showing](#)
- [View in Homesnap Pro](#)



1 / 29 Exterior (Front)



Media Center
29 - Photos
[Virtual Tour](#)
[Neighborhood Photos](#)
[Virtual Earth Maps](#)

Additional Information
[Tax Record](#)
[Property History](#)
[History - New, Price, Status](#)
[History - All Upd Types](#)
[1 - Open House](#)

Resource Center
[Community Information](#)
[Montgomery County GIS Assessor Maps](#)
[Montgomery County Website](#)
[1 - Documents](#)

EXTERIOR

Building Sites/Lots:
Exterior: Porch-enclosed
Exterior Construction: Brick and Siding
Lot Description:
Other Structures: Above Grade
Original Builder:
Property Condition: Shows Well
Roads:
Roofing: Shingle - Architectural
Soil Type:
Topography:
Transportation: Adjacent to Shopping, Adjacent to Grocery Store(s), Public Bus Service
View/Exposure:
Year Converted:

Lot Dimension:

Lot Acres/Sqft: .24/10,520

New Construction: No

PARKING

Parking: Garage, Concrete Driveway
Garage Type: Attached, Front Loading Garage
Carport Type:
Parking Incl in List Price: Yes

Parking Incl in Sale Price: No

Gar/Carpt/Assign Sp: 2//
Parking Space #:
Parking Block/Square:

UTILITIES

Heat System: Forced Air
Cooling System: Central Air Conditioning
Water: Public
Sewer Septic: Public Sewer
TV/Cable/Comm:
Electric 12 Months/Average: \$1,248 / \$104
Gas 12 Months/Average: \$996 / \$83
Construction Materials:
Energy Generation:
Water Conservation:

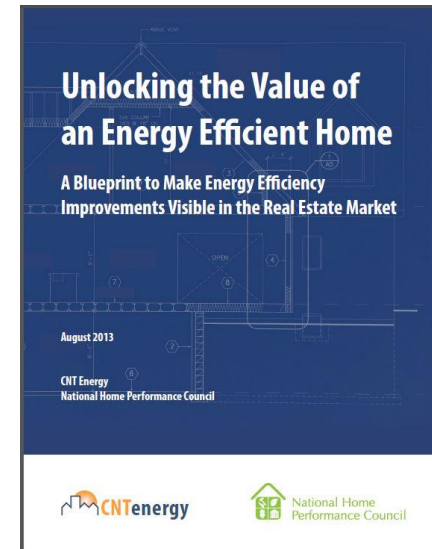
Heat Fuel: Natural Gas
Cool Fuel: Electric
Hot Water: Natural Gas

Water 12 Months/Average:
Heating Oil 12 Months/Average:
Energy Efficiency:
Indoor Air Quality:
Sustainability:

Utility costs
would display on
standard listing
sheet.

High Performance Homes Inventory Assessment

- MLS-eligible only
- 2015 (YTD)
- 2014 (all)
- 2000-2013



ELEVATE ENERGY
Smarter energy use for all



Where are the “Hot Spots”?

	2000-2013 (All)	2014 (all)	2015 (Jan 1 - Jun 30)	2000-2015 (01/01/00 - 06/30/15)
Washington D.C.	691	194	31	916
20018, Brentwood/Lincoln	148	100	30	278
20017, Brookland/Catholic U.	160	64	0	224
20002, Capitol Hill/North	126	0	0	126
20003, Capitol Hill/South	124	0	0	124
20007, Georgetown/Burleith	52	12	0	64
20001, Howard U./Shaw	62	0	0	62

What gets listed?

Washington D.C.	Energy Star Reported		MLS Energy Star Expected		MRIS Energy Star Actual		% of Expected	
	2014 (all)	2015 (Jan 1 - Jun 30)	2014 (all)	2015 (Jan 1 - Jun 30)	2014 (all)	2015 (Jan 1 - Jun 30)	2014 (all)	2015 (Jan 1 - Jun 30)
	110	31	88	25	21	5	24%	20%

Good News:

- 9% growth over 2000-2013 rate
- MLS improvements should encourage future increases

Recommendations based on Inventory Assessment

- **DOEE** - Real Estate Outreach Specialist
- **MRIS/GCAAR** – Promote new fields, track proper usage
- **Builders/Contractors/Programs** – Report numbers, consolidate messages to match footprints

MRIS
Real Estate in Real Time™

14305 CHESTERFIELD RD, ROCKVILLE, MD 20853

Find a Field

Green Verification:
☒ Yes ☐ No

Add Green Verification Programs:

ENERGY STAR Certified Homes X HERS X
Home Performance w/ ENERGY STAR X

	* Body:	Rating:	* Status:	Year:	* Score:
ENERGY STAR Certified Homes	EPA				
HERS	RESNET				
Home Energy Score	DOE				
Home Performance w/ ENERGY STAR	DOE				

Real Estate Outreach Specialist

Opportunity

A growing inventory of energy efficient homes, solar installations, and the progressive Washington DC multiple listing service (MLS) creates an opportunity for the energy efficiency and real estate industries to collaborate and help homebuyers and sellers understand the fair value of home energy efficiency improvements and solar energy installations.

Solution

A designated Real Estate Outreach Specialist will bring together the key stakeholder groups who will transform the marketplace toward fair valuation of energy efficiency and solar energy.

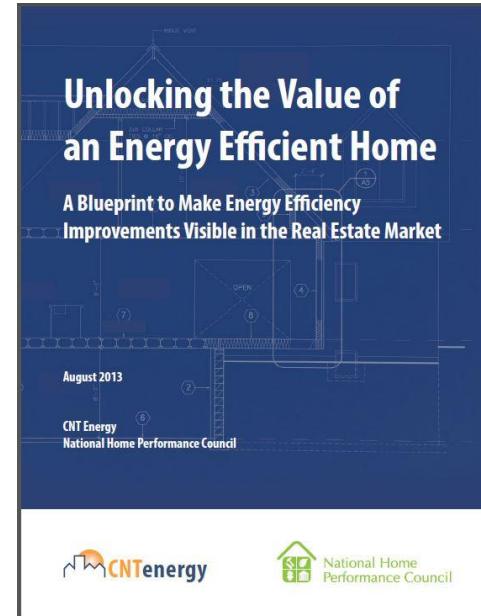


ELEVATE ENERGY
Smarter energy use for all



Washington DC Real Estate Outreach Specialist

- Job Description
- Qualifications
- Responsibilities and Deliverables



ELEVATE ENERGY
Smarter energy use for all



Discussion and Wrap Up



ELEVATE ENERGY
Smarter energy use for all

