Greening the Multiple Listing Service: Valuing High-Performance Homes
The Vision

That sustainable and highly-efficient homes are valued for their lower environmental impacts, maintenance costs and operating costs when listed and sold on the Multiple Listing Services in the United States.

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?”

“Can DC utilities empower customers to automatically upload their utility costs and consumption to the MLS?”
How “Green” Fields are used in DC’s MLS today

Instances of Green Fields in DC Home Listings

- 2009: 1841
- 2011: 2491
- 2013: 3336

- 3rd Party Verified
- Environmental Quality
- Other Efficiency Measures
- High-Impact/Low Cost
- Location Efficiency

Source: Elevate Energy and RBI
These high-performance fields were sorted into these five categories for analysis.

3rd Party Verified – Certifications or installations that require a third-party (e.g. LEED for Homes, HERS or Solar Panels)

Environmental Quality – Using low-impact construction materials (e.g. recycled granite counter tops)

Location Efficiency – Access to transit options (e.g. <1 mile from Metro)

High-Impact/Low Cost – Four features determined by researchers to have the highest, verifiable energy efficiency impact per unit cost

Other Efficiency Measures – The remaining energy efficiency measures with MLS identifiers
Methodology Part II

Above Figure. Impact analysis to determine the High Impact/Low-cost options (i.e. Tankless Hot Water, Programmable Thermostat, Energy Star Appliances, Energy Star Heating/Cooling)
How the Market Values High-Performance Homes
Part I

High-Performance Homes (HPH) vs. Non-HPH
Sales Trends and Median Sales Price for Washington, D.C.
Quarterly 2009-2014

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How the Market Values High-Performance Homes
Part II

High-Performance Homes (HPH) % of Market Share

Average Sale Price/SqFt % Difference- HPH vs Non-HPH

Source: RealEstate Business Intelligence, LLC
Utility Bill Disclosure through the MLS

Homeowner initiates transfer of utility bills to MRIS

Utility uploads last year of consumption and cost data to real estate listing

All improvements are tracked and captured in real estate listing

Energy efficiency improvements
### What’s Next?

#### Detached Single

**Status:** New  
**MLS #:** 08379214  
**List Date:** 06/26/2013  
**List Price:** $399,900  
**Address:** 2907 N Rockwell, Chicago, Illinois 60618  
**Directions:** Diversey West to Rockwell, North to Property  
**SOLD by:** Closed  
**Off Market:**  
**Year Built:** 1920  
**Dimensions:** 37.5x125  
**Ownership:** Fee Simple  
**Corp Limits:** Chicago  
**Coordinates:** N:2900, W:2600  
**Rooms:** 7  
**Bedrooms:** 4  
**Basement:** Full  
**Contract:** Financing:  
**Subdivision:** Township: North Chicago  
**Model:** County: Cook  
**In Price:**  
**Utility Costs:** Elec. - $770.60/yr, $64.22/mo; Gas - $1198.00/yr, $99.83/mo  

**Remarks:** Charming 4 BED+DEN, 1.1 BATH single family home on lot 5A half in desirable Logan Square/Avondale location. Remodeled approx 10 years ago w/ newer HVAC, electric, plumbing, H2O heater & roof. Diag HDWD flrs; large eat in kitchen w/ SS applics; high ceilings; full basement; huge fenced yard w/ blue stone patio; security sys; oversized 2 car garage, close to 90/94 & all Logan Square/Bucktown shopping & restaurants!

**Source:** Chicago MLS, MRED)
Map to the right shows neighborhoods (Howard, Capitol Hill, Georgetown, Brookland, Catholic University, Brentwood, and Lincoln) that were found to have the highest concentration of High-Performance Homes.

These 6 neighborhoods would be ideal for a study of comparative sales. In a study of comparative sales, researchers compare the sales price of homes with nearly identical characteristics except that one has sustainable features and one does not.
Next Step is Broker Outreach

- Next step is outreach to brokers and associations like GCAAR to educate on findings of the study

GCAAR

- Cooperation of ENERGY STAR, USGBC, NGBS to transmit certification data to the MLS
Contact Us to Get Involved

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