Greening the Multiple Listing Service:

Valuing High-Performance Homes

IMT
INSTITUTE FOR MARKET TRANSFORMATION

ELEVATE ENERGY
Smarter energy use for all

REALESTATE BUSINESS INTELLIGENCE
rbi

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
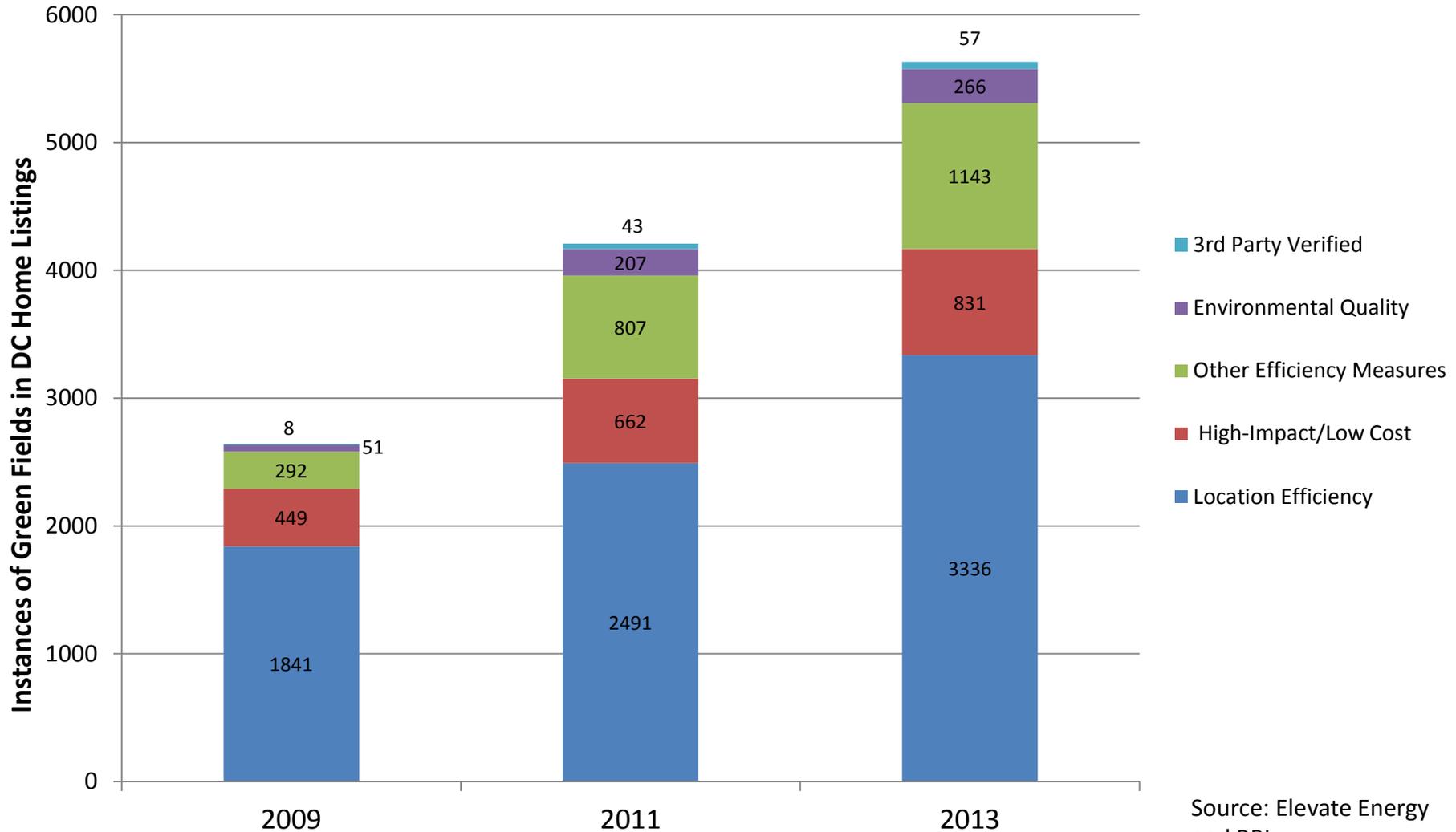
The Goals

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

Source: Elevate Energy and RBI

Methodology Part I

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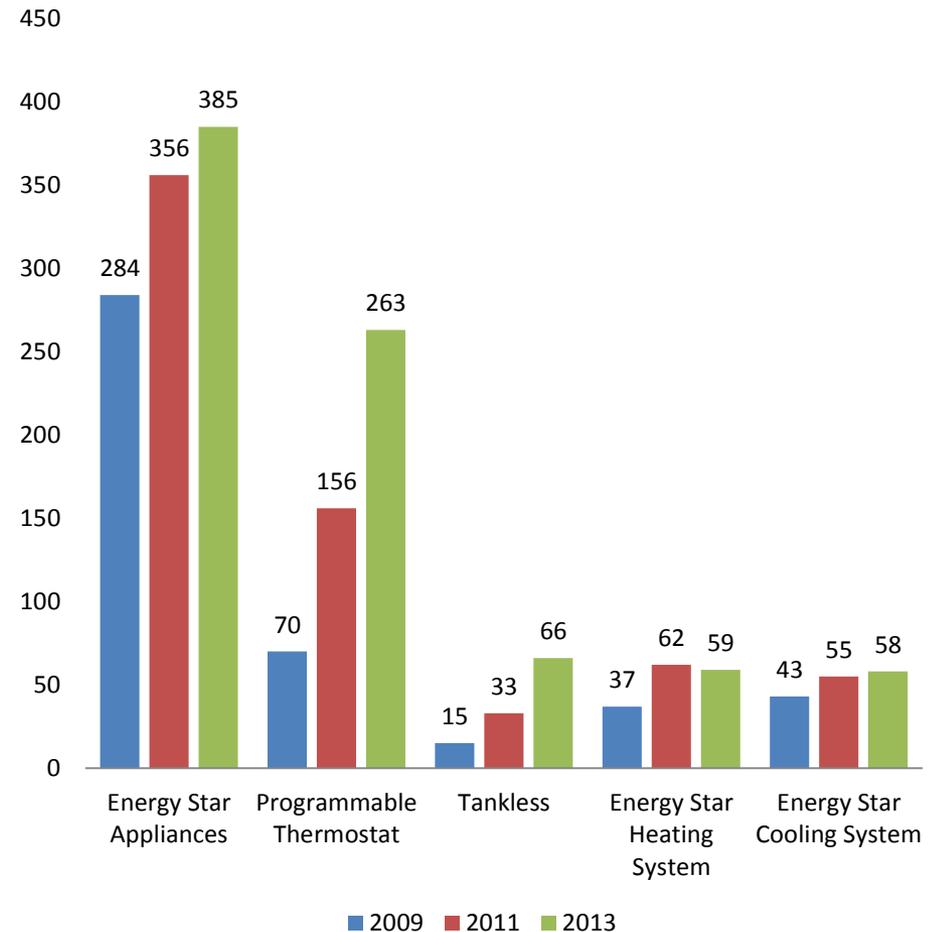
High-Impact/Low Cost – Four features determined by researchers to have the highest, verifiable energy efficiency impact per unit cost

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

Source: Elevate Energy and RBI
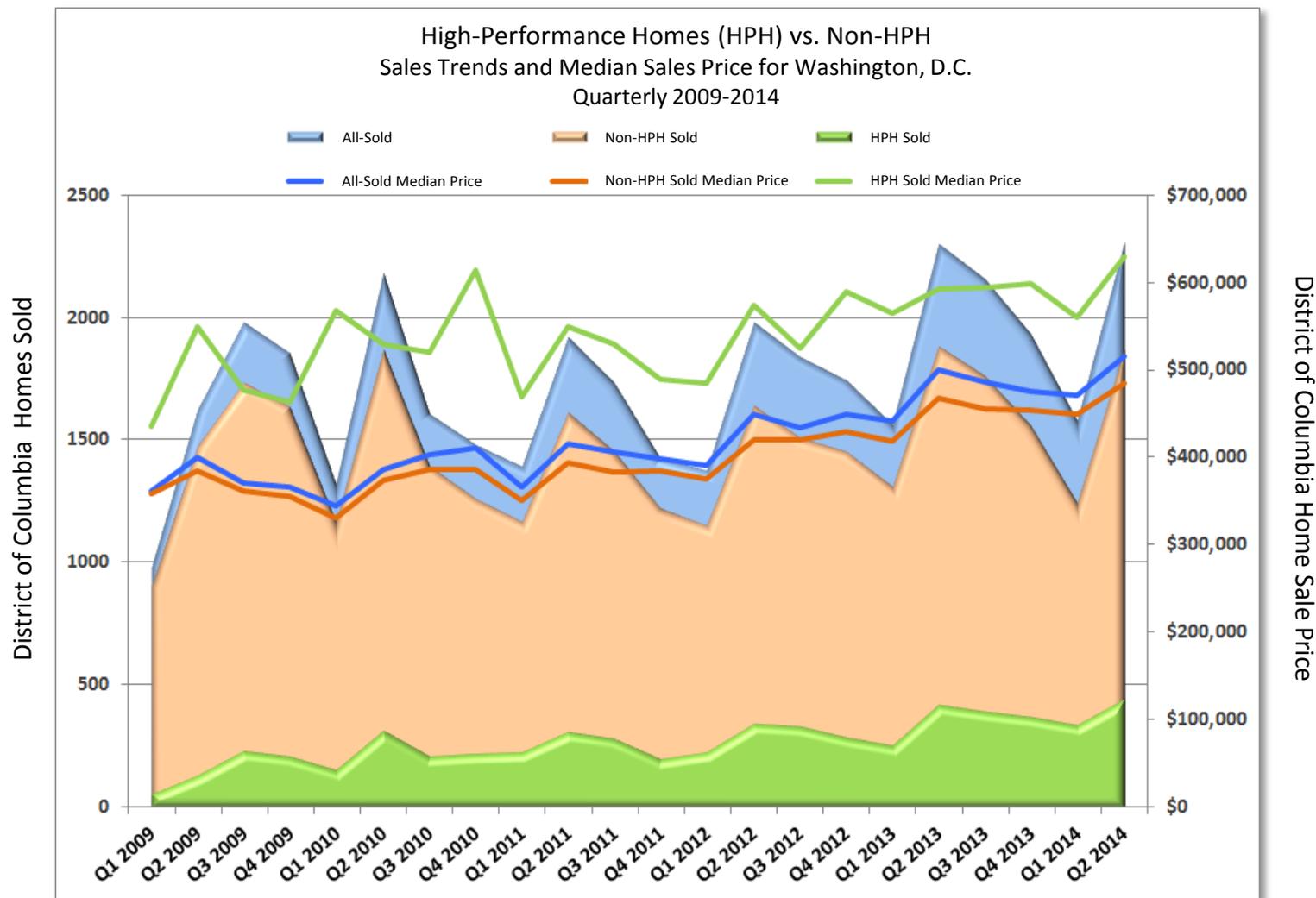
Methodology Part II
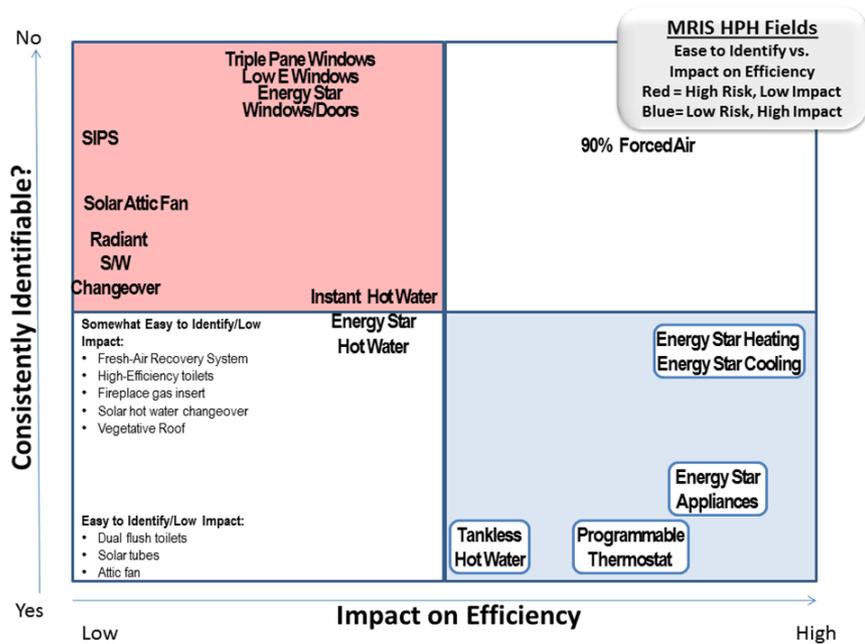
Usage of High-Impact/Low-Risk Fields

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)
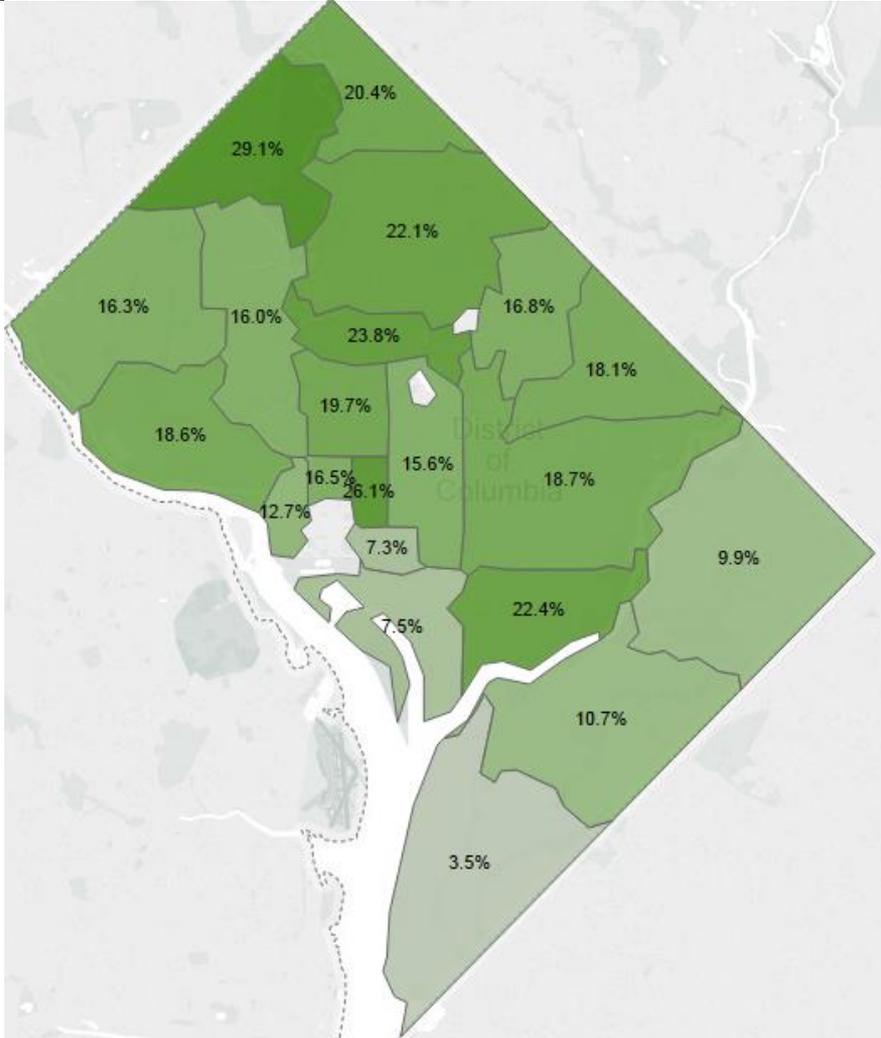
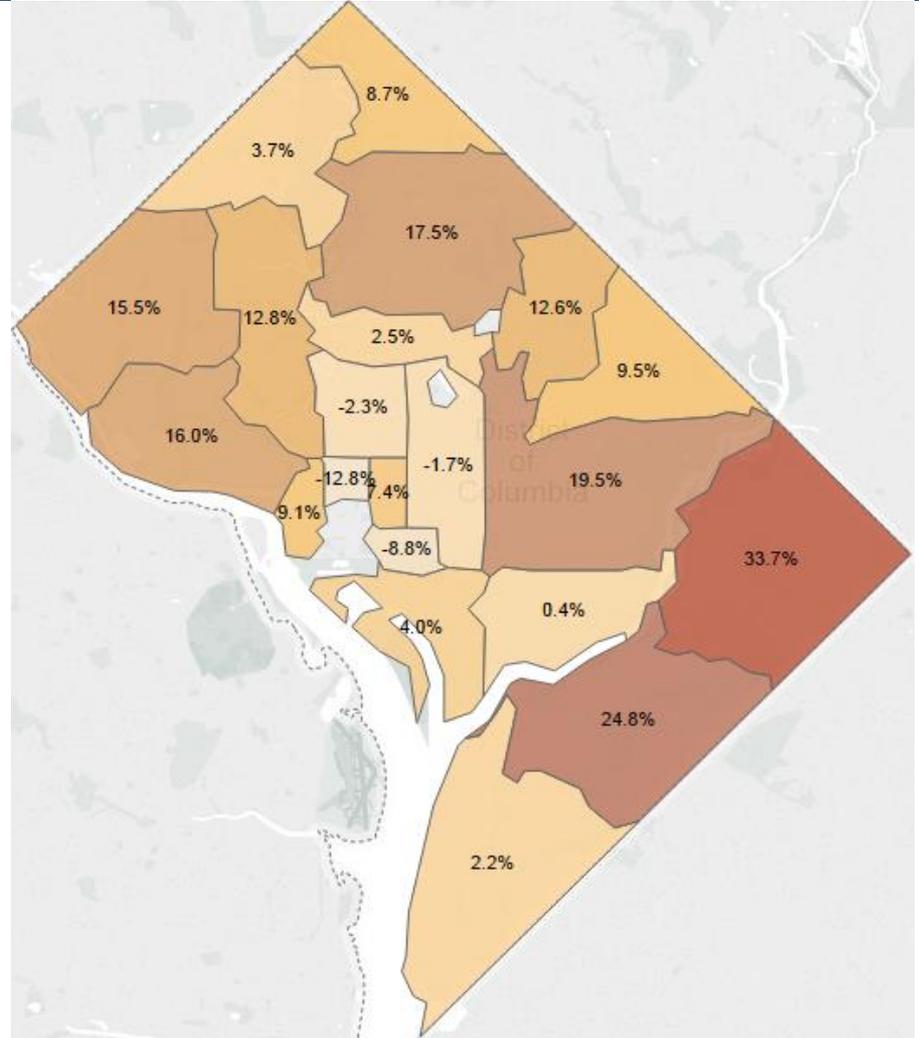# How the Market Values High-Performance Homes Part I

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

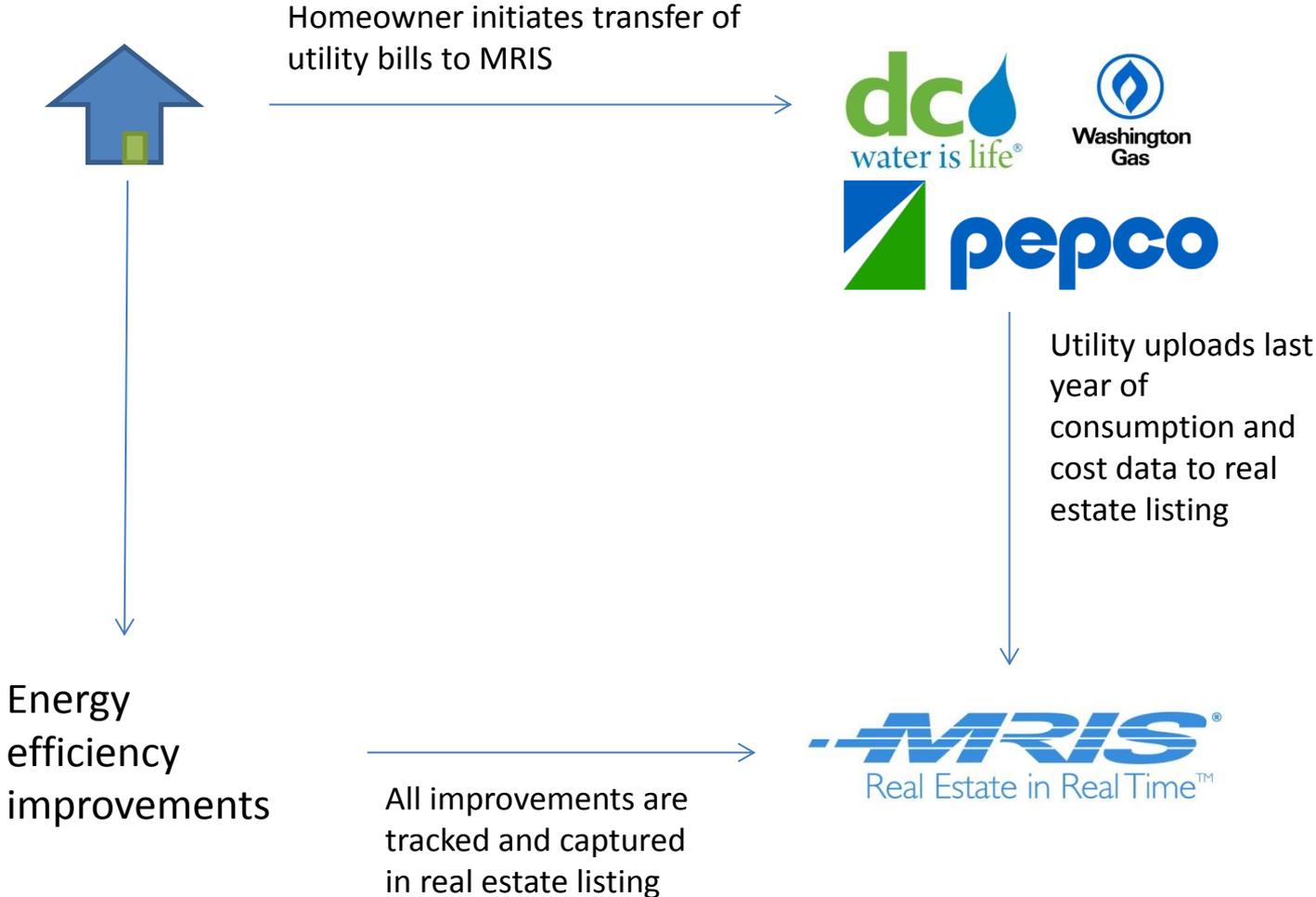# How the Market Values High-Performance Homes Part II

High-Performance Homes (HPH) % of Market Share

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

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

Energy efficiency improvements

All improvements are tracked and captured in real estate listing

What's Next?

Source: Chicago MLS, MRED)

Potential Future Work

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.
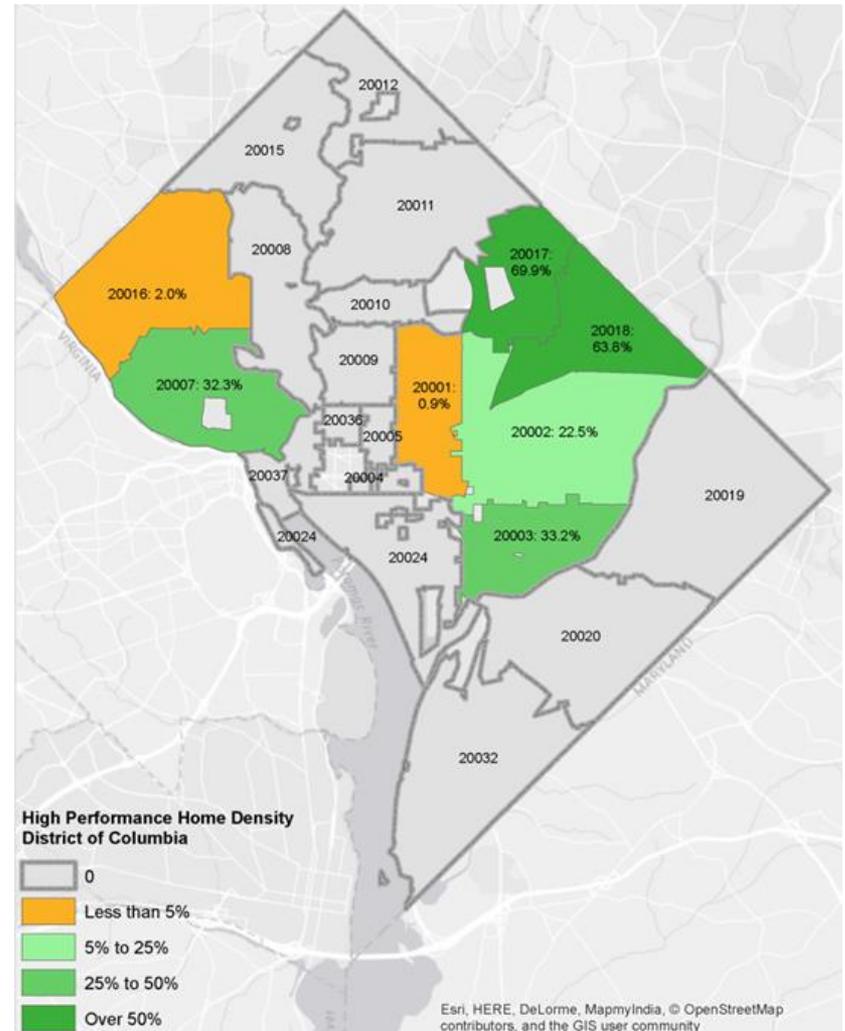
Next Step is Broker Outreach

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

- Cooperation of ENERGY STAR, USGBC, NGBS to transmit certification data to the MLS

Contact Us to Get Involved

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