## Making the Invisible Visible: A Blueprint for Seeking Real Estate Value for Energy Efficiency

• Jeffrey Gephart is president of Vermontwise Energy Services, Inc. an energy services company in Rochester, Vermont, he co-founded in 1997. He has 20 years of experience in residential new construction energy-efficiency program design and implementation. On behalf of Efficiency Vermont, Jeff works with architects, builders, developers, trade allies, and consumers building ENERGY STAR® certified homes, LEED for Homes, National Green Building Standard, and Passive House projects. With the Vermont Green Home Alliance he is working with appraisers, mortgage lenders, realtors, the regional MLS, and others to ensure energy-efficient and sustainable building practices are appropriately valued in the housing market.



The Visible Value Blueprint CNT Energy 2013



## Making the Invisible Visible: A Blueprint for Seeking Real Estate Value for Energy Efficiency

#### Visible Value Blueprint: 7 Steps

- **1. Document** energy efficiency features and improvements using consistent, standardized methods.
- 2. Disclose inventories of energy efficient homes to track supply.
- 3. Capitalize on existing (and/or create) high-quality continuing education and designation training.
- 4. Work with the **MLS** community to ensure that **data** about home energy efficiency improvements are incorporated **into for-sale listings**.
- 5. Ensure that the **data** about home energy efficiency improvements are incorporated **into** the **appraisal process**.
- 6. Develop standards and **IT solutions** that allow quicker and more **automated transfer of data**.
- 7. Work with partner **financial institutions** to ensure selection of **qualified appraisers**.

## Making the Invisible Visible: A Blueprint for Seeking Real Estate Value for Energy Efficiency

**Craig Foley** 

Founder of Sustainable Real Estate Consulting Services

Chief of Energy Solutions for Leading Edge Real Estate

LEED Green Associate

Evergreen Award by the National Association of Realtors (NAR)

Certified Instructor NAR Green Designation

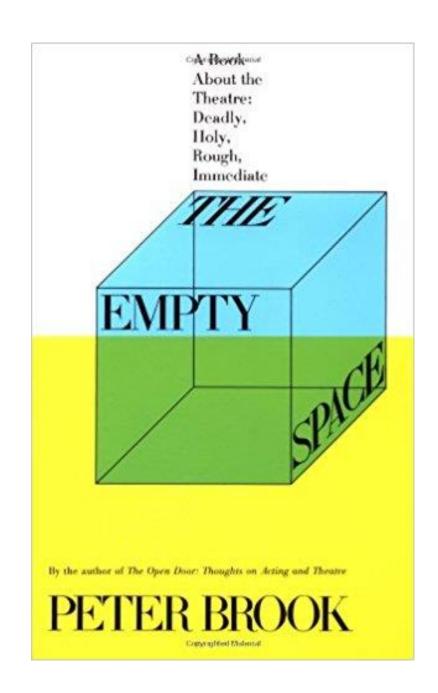
Advisory Board NAR Green Resource Council

2019 Chair NAR Sustainability Advisory Group

craig.srecs@gmail.com



Making the
Invisible Visible:
A Blueprint for
Seeking Real
Estate Value for
Energy Efficiency





## Problem Lack of Knowledge & Training



Many real estate professionals are ill-equipped to identify and value high performance homes.

1:09 PM Manuald **New Reports Load Reports** lential Load **Email Reports** 

Similar paths...

## Stating the Obvious

Just as the vast majority of architects and builders do not have the training necessary to design and build a high performance home...

the vast majority of real estate professionals - appraisers, lenders, and Realtors® are also unfamiliar with high performance home construction methods and their benefits to the owner.

## The Conundrum

Appraisers drive by looking in the rear view mirror

Appraisers need <u>market</u> evidence that energy efficiency is valued...



### Brad Hevenor, MAI Markus Appraisal, RI



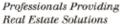


Mechanic Street	Passive House No. 1262 Certif	fied Daniel Roy			
No.	1262	Project	Mechanic Street Passive House	Status	Certified
Lead CPHC	Daniel Roy	Builder	Stephen C. DeMetrick Fine Woodworking	Location	Wakefield ,
QA/QC Rater	John Rodenhizer JSR Adaptive Energy Solutions	Architecture Planning	Steven Baczek Reading Ma	Mechanical Systems Designer	Daniel Roy
Constr. Type	Timber	Bldg. Function	Single Family	Floor Area	1404
Project Type	New Construction	HERS Index	32	LEED Rating	
Energy Star Rating		Heating Degree Days	5792	Cooling Degree Days	

Air-tightness

0.155 ACH50







#### Valuation of Sustainable Buildings: Commercial

**Professional Development Program Registry** 

Al	Name	Company	City, State	Accepts Fee Assignments
SELECT Designated Member	Bradford Hevenor, MAI	Markus Appraisal Inc.	East Greenwich, RI	Yes



Source: Brad Hevenor, MAI Markus Appraisal, RI

## Appraisers must be independent – they cannot influence the market

1. The <u>market must be convinced</u> that renewable energy and high-performance building features have value.

### **NOT the APPRAISER'S RESPONSIBILITY**

Responsibility of the builders, designers, real estate brokers, certifying organizations, non-profits, and government agencies promoting high performance buildings.

- 2. Building technology must be <u>understood</u>.
- 3. The market reaction to the building features and attributes must be **measured**.

The APPRAISER'S RESPONSIBILITY



## Three Appraisal Methods – One Gets Used

### Sales Comparison Approach (or Market Approach)

Most common method & required by Fannie Mae & Freddie Mac.

### **Cost Approach**

Less common in use, but appropriate as support for adjustments to the Sales Comparison Approach when comparable homes lack Passive House features and benefits.

#### **Income Capitalization Approach**

Commonly used with income generating properties; though uncommon, use is appropriate with single family homes to support adjustments to the Sales Comparison Approach when energy savings are credibly documented as an income stream.

## **GAME CHANGER: Host Owned Solar**

- **PVValue Tool**
- Think about homes with solar PV as a hybrid between a residential and commercial transaction...
- Pvvalue.com
- Takeaway: if you want to see contributory value for high-performance features add host owned solar PV

#### ncome Approach Method

#### Subject Property Data

#### Property

Address 154 Highland W Chiy. Same State. MA Zhi Cuile. 202019 peridence PV Propost Type.

#### Solar Resource

Stratonic State. 5200 walth Modele Warranto Vinc. 25 System Apr Tin: Remaining Yes. 25 Darnie Paritor: 6.77 Degradation flate: 25 Arrey Titt. 36.5 Array Asimush. 280 AND Presturactives 6345

#### D & M Expense

Secretar Sizes Invested Wateresty Tro-Investor Age Ves Severar Stephenic Replacement Cycle Viv. Replacement Cost 676 (vurner) Day Replacement Cost 67W. \$3,862.00 D & M Expense theure). O & M Expense (discounted) 312551.88

#### Discount Rate

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MM Deln or Stout Rate (WIACO): Basis Poists 50

Black Fronts

#### Estimated Value of Energy

Low Fedinated Value: \$15,815.58 Avg Estimated Value: \$27,567.51 High Estimated Value: \$18,685.16

#### Utility Rate

NIKEL DUMY Co. HISTAR EINISPE CO. NORT, UNITY Base 16.65 4595 TH ANN'S Unaw Japan Hade. Unitary Nato Used: EDA Excelations Paris ZHENGALID User Supret Elec Hado: Rocaletion State Used

#### **Estimate of Accumulated Energy Production**

		timated Value				
Ammai	- A	Accumulated Value	Asserted Value	Accomplated Value	Assembly Value	
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6.282	976.81	1,986,93	963.66	1,393.96	990.07	2,061.09
6,250	846.57	2.931.51	998.33	2,932,17	972.15	2,973.24
1,218	963.37	3,664.69	910.23	3.993.40	360.66	3.806.96
196	862.18	4,728.07	906.67	6.796.28	935.51	4,003.40
100	BSXAT	5,582.03	885.55	3,679.41	317.67	5,790.08
- 7	825.70	6.407.73	803.99	0.543.66	209.35	6.68E.23
	798.34	7,266.07	839.42	7,380,82	952.94	2,343.15
	TTLAT	7,977,94	RETAR	4.199.25	810.04	8.429.21
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	721.47	0.445.00	775.89	9,769.33	800.33	10,111,07
	607.49	10.143.37	754.72	10,324.05	317.11	10,526.07
	676.20	10.817.46	734.86	31,258.92	801.37	13,730,25
	152.04	11,469.30	715.51	31,974.43	785.50	DESCRIP
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	444	11.176.65	676.26	11.017.48	755.84	12,110.87
	4	11,763.43	600,33	12,477,78	745.20	13.233.07
	<b>N</b>	12,334,54	642.87	13,129.64	726.62	12,376,89
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		4	347.60	16,635,10	645.83	18,012,91
		WE.	13241	17,167,51	633.15	28,683.16
			200.20			

PV Value 5 terms of use agreement | www.pysalut.com on Rivel, Sto. 500, Tampa Pl. 33629 | www.conseguera-flavors.com

Let's take a deep dive into the process of the real estate transaction from the perspective of the real estate professionals

















## Lender – appraiser relationship...





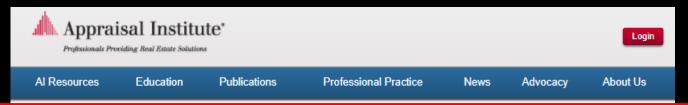


## Critical doc #2

- For Buyers, For Lenders
- What does the document do?
- Condition for accepting an offer
- Pass on to mortgage originator
- Then what?
- Download at: http://greenresourcecouncil.org/Appraisal-Links

FOR	LENDERS
Dear k	ender,
s a sp	we home located at:
	2012 International Energy Conservation Code (2012 IECC)
	2015 International Energy Conservation Code (2015 IECC)
nclude ender profes perfor	of the Green and Energy Efficient Addendum form, and the HERS report (if available) should be ed with the appraisal engagement letter. Fannie Mae, Freddie Mac and FHA guidelines require is to choose competent appraisers who have the requisite knowledge required to perform a sional quality appraisal for the specific geographic location and particular property type. As a high- ming, energy efficient home, it requires an appraiser that is competent to assess the value of the and/or energy efficiency features in the local real estate market.
	n access a list of qualified appraisers at the Voluntion of Sustainable Buildings Professional opment Program Registry, available at:
rained rour p	www.myaporatialinstitute.org/indeporation/prem_sestainability_residents/_auas. These specially diappraisers have completed 28 hours of education and passed three exams. If the appraisers on anel are not on this list, they can complete 14 education hours online to get started at:
	sers on this list are not required to be Appraisal Institute members but must take the required is and pass the exams to be listed.
fyou	have questions, please contact our representative at:
LAME	
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	ADDRESS:

### Valuation of Sustainable Buildings Professional Registry

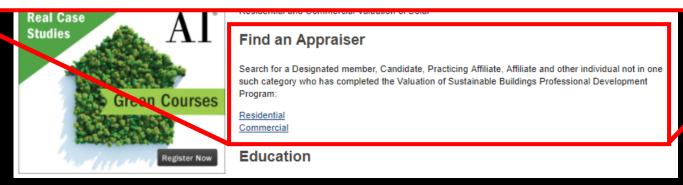


## Find an Appraiser

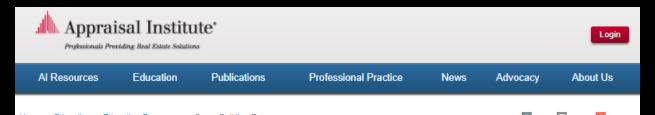
Search for a Designated member, Candidate, Practicing Affiliate, Affiliate and other individual not in one such category who has completed the Valuation of Sustainable Buildings Professional Development Program:

Residential

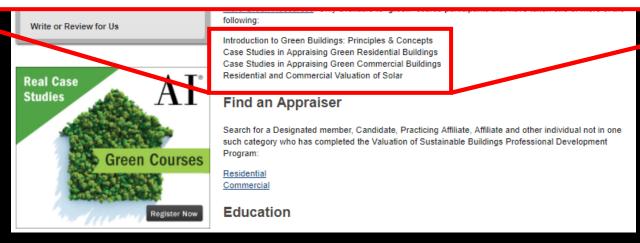
<u>Commercial</u>



## Valuation of Sustainable Buildings Professional Development Program & Registry



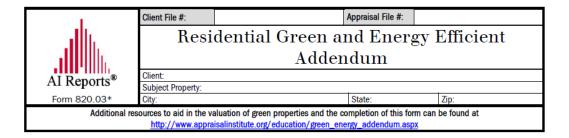
Introduction to Green Buildings: Principles & Concepts
Case Studies in Appraising Green Residential Buildings
Case Studies in Appraising Green Commercial Buildings
Residential and Commercial Valuation of Solar



## Critical doc #3

- The Appraisal Institute's *Green Residential and Energy Efficient Addendum*
- Its reason for being
- Documentation is critical and this is the most critical doc that a qualified appraiser needs
- Download PDF at:

www.appraisalinstitute.org/assets/1/7/ResidentialGreenan dEnergyEfficientAddendum.pdf



.l.	Client File #:	Appraisal File #:				
. <b></b>	Residential Gre	en and Energy Efficient	Addendum			
.11111111111111111111111111111111111111	Client:					
AI Reports*	Subject Property:	623	900			
Form 820.05*	City:	State:	Zip:			

Additional resources to aid in the valuation of green properties and the completion of this form can be found at http://www.appraisalinstitute.org/education/green\_energy\_addendum.aspx

The appraiser hereby certifies that the information provided within this addendum:

- has been considered in the appraiser's development of the appraisal of the subject property only for the client and intended user(s) identified in the appraisal report and only for the intended use stated in the report.
- is not provided by the appraiser for any other purpose and should not be relied upon by parties other than those identified by the appraiser as the client or intended user(s) in the report.
- is the result of the appraiser's routine inspection of and inquiries about the subject property's green and energy efficient
  features. Extraordinary assumption: Data provided herein is assumed to be accurate and if found to be in error could alter
  the appraiser's opinions or conclusions.
- is not made as a representation or as a warranty as to the efficiency, quality, function, operability, reliability or cost savings
  of the reported items or of the subject property in general, and this addendum should not be relied upon for such
  assessments

Green Building: The practice of creating structures and using processes that are environmentally responsible and resource-efficien throughout a building's lifecycle from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classic building design concerns of economy, utility, durability, and comfort (US EPA). High Performance building and green building are often used interchangeably.

Six Elements of Green Building: A green building has attributes that fall into the six elements of green building known as (1) site, (2 water, (3) energy, (4) materials, (5) indoor environmental quality, and (6) maintenance and operation. The energy and water elements are the most measurable elements of green or high performance housing. Appraisers need savings amounts to develop an income approach to support energy efficient contributory value.

The long many serine	d items are co	insidered wit	thin the appraisal analysis of the	subject prope	erty:		
Green Certification	Environmental Protection Agency (EPA):		☐ Indoor airPLUS ☐ WaterSense ☐ ENERGY STAF				
Green Certification		artment (DO		☐ Zero Energy Ready Home (ZERH)			
Certifications attest	Home Innov	ration Resear	rch Labs NGBS Home Remodel:				
that the home meets	Home Innovation Research Labs NGBS New Home:   Bronze			☐ Bronze	☐ Silver	☐ Gold	☐ Emerald
certain minimum		ng Challenge	(LBC):				al Certification
thresholds.						EnerPhit 🗆	Passive House
		se Institute I	US:	☐ PHIUS+ 20			
	USGBC LEED	);	1950.	☐ Certified	☐ Silver	☐ Gold	☐ Platinum
	Other:						
	Date Green Certification Version:				ABOVE VA	LID ONLY IF	CHECKED:
	Verified:	Organizat	tion URL:		☐ Verificat	tion reviewed	d on site
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Energy Label	Rating (0 to	1500:	Energy Savings includes electr				
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Payment of the Appraisal Institute publishes this form for use by appraisers where the appraiser seems use of the form the properties. Depressed the product and properties are proposed to provide additional data, analysis and work product on called for this form. The Appraisal Institute are proposed to provide additional data, analysis or units product, or third party certifications, does not representations are necessarily and the product of the produ

## Residential Green and Energy Efficient Addendum

The objective of this *Addendum* is to standardize the communication of the high performing features of residential properties.

Identifying the features not found on the 1004 form provides a basis for comparable selection and analysis of the features.

Builders, contractors, homeowners, and third party verifiers are encouraged to complete this *Addendum* and present it to appraisers, agents, lenders, and homeowners.

## Start Providing Data for Appraiser Use Right Now

Be proactive regarding project appraisal and financing

Getting it right the 1<sup>st</sup> time is less trouble than appealing bad appraisals

Fill out the Appraisal Institute's Residential Green and Energy Efficient Addendum and attach supporting documentation

Get the Addendum into the mortgage application

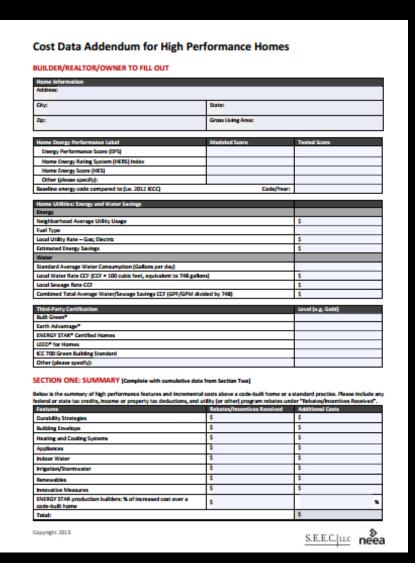
#### **RESNET National Conference Feb/Mar 2016, Scottsdale, AZ**



### **Provide Data!**

With energy efficiency recognized as a new market influencer, appraisers can justify using cost data as secondary evidence to support adjustments identified under the sales comparison approach, where comparable homes are lacking

Cost Data Addendum for High
Performance Homes V2 developed here in the Pacific
Northwest by Fiona DouglasHamilton at S.E.E.C., LLC
Can be downloaded at no charge



http://seecsolutions.com/wp-content/uploads/2013/03/EHI\_Cost-Data-Addendum\_03-04-13.pdf

### **Provide Data!**

#### **PV Value®**

This U.S. DOE supported web tool is used to help determine the value of a photovoltaic (PV) system installed on residential and commercial properties

Income Capitalization
Method Tool

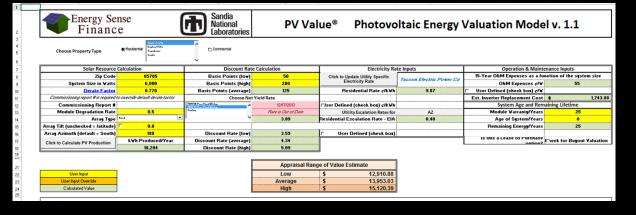
https://pvvalue.com/

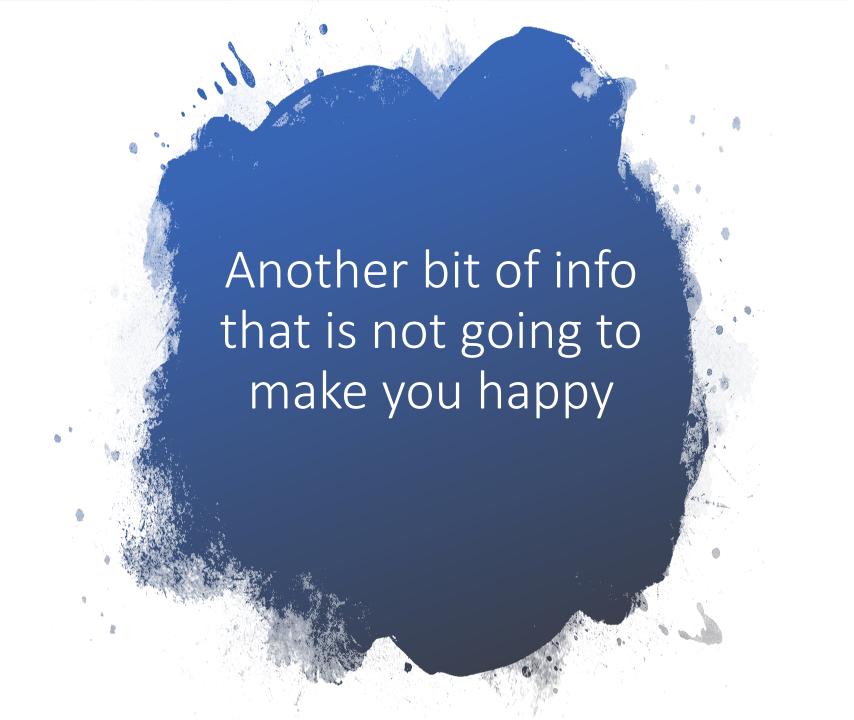


real estate valuation by offering our support for this innovation."

~ Appraisal Institute

© 2016 Energy Sense Finance, LLC | 3825 Henderson Blvd., Suite 300 Tampa FL 33629 | www.energysensefinance.com PV Value® Beta Version 0.8.1 | Funded in part through the U.S. Department of Energy's SunShot Initiative





2<sup>nd</sup> bit of info that is not going to make you happy

## #TheBadgeMatters



LEED for Homes Certification Awarded October, 2010				
96				
5/11				
10/10				
13/22				
8/15				
27/38				
12/16				
19/21				
2/3				
֡				

# Know Your Rights Communication Allowed Under Lending Guidelines/Dodd-Frank Act

Appraisers can talk with builders, brokers, agents, and sellers

Builders, brokers, agents, and sellers can <u>provide the</u> <u>appraiser with documents</u>

Builders, brokers, agents, and sellers can <u>accompany appraiser</u> on the inspection

Appraisers cannot be pressured by loan officer or others involved in the process to arrive at a value conclusion or to omit important facts