

TRANSFORMING THE REAL ESTATE MARKET THROUGH GREEN APPRAISER EDUCATION

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Elizabeth Grimes

Alabama Department of
Economic & Community Affairs

Angela Schmiede

Earth Advantage Institute



Multi-State Home Energy Retrofit Program

Four-state collaboration: Washington, Alabama, Virginia, Massachusetts

Comprehensive residential retrofit programs in each state

Goals of market transformation and sustainability

Overall coordination by NASEO

Funded through a competitive award under the State Energy Program (SEP); included as part of the DOE Better Buildings Neighborhood Program

Alabama's program administered by the state energy office, the Energy Division of the ADECA with assistance from the Southeast Energy Efficiency Alliance (SEEA)



WISE Home Energy Program

Pilot residential retrofit program targeted in the Birmingham and Huntsville communities

Up to \$750 in rebates for homeowners achieving 20% energy savings or more from home energy upgrades

Home energy labeling known as Energy Performance Score (EPS), much like measuring miles per gallon for your home energy usage



WISE Home Energy Program

Local program administration by a regional energy alliance, Nexus Energy Center, a 501(c)(3) non-profit organization

Auditor, contractor, Realtor, and appraiser training to ensure quality industry professionals

Low interest financing available through a revolving loan fund



TRAINING DELIVERY PARTNERS

Earth Advantage Institute
Portland, OR

Nexus Energy Center
Huntsville, AL



What program managers are saying...



NEXUS
ENERGY

Earth Advantage Institute has been our best educational partner, bar none. We constantly hear from local professionals that EAI's real estate or appraiser training was the best class they've ever taken in their professional career. When we talk about market transformation, it starts here.

Daniel Tait, Program Manager, Nexus Energy Center, Huntsville, AL





Green Appraisal and Real Estate Training

Since 2011, EAI has trained...

93 AL appraisers

156 AL real estate agents & brokers

3 more trainings to deliver in 2013





Appraising Green Homes

- Instructor: Taylor Watkins
- 2 days
- 2 green home site visits
- 14 CEUs

Certified Residential Green Appraiser

- AGH + 1 day
- 2 case studies
- Accreditation exam
- 7 CEUs





Students in
Huntsville, AL



Course Topics

- Energy efficiency
- Indoor air quality and health
- Site development
- Materials
- Water efficiency
- Green building certification
- Home energy labeling systems
- Energy audits
- Recent proposed legislation
- Recent green building market research
- Market and highest and best use analyses
- Cost approach: data gathering and green vs. code costs
- Sales comparison approach: data gathering
- Sales comparison approach: analysis and adjustments
- Appraisal addenda
- Case studies



What appraisers are saying...

As an appraiser, the real-time present value of the information this course offers is very useful. To know sustainable building concepts and current economic, social, and governmental policies and perceptions gives us, as appraisers, better tools and information for analysis. I will take this course every couple of years to learn what is happening in the market with sustainable building. Taylor is by far one of leading experts in this field. Thank you for a very interesting and helpful 14 hours of CE.

Courtney Byrd, Byrd Appraisal Services, Mobile, AL



What appraisers are saying...

Understanding the value in return and marketability of a green home when comparing to other typical properties is essential in the appraisal and estimating process. The clear advantages of owning a green home compared to other properties is substantial over the course of the loan.

Mike Pelman, Pelman Appraisal Services LLC, Mobile, AL



What appraisers are saying...

I greatly enjoyed the class. I can see that green homes will probably be a significant part of future building in my area, and the knowledge of appraising such properties will be a good tool for future business for my company.

Lori Kaiser, Kaiser Appraisal Services, Inc., Birmingham, AL



State-level Impact

No residential programs in Alabama prior to WISE Program

No Realtor or appraiser training of substance conducted in Alabama before Earth Advantage Institute trainings

Many have expressed interest in educational opportunities regarding the proper valuation of green measures and homes

Great feedback from local program administrators and training participants



State-level Impact

Realtor and appraiser trainings so successful under the WISE Home Energy Program that additional programs were funded throughout the state under formula SEP

\$40,000 committed for additional trainings conducted in:

- Mobile
- Dothan
- Auburn
- Montgomery
- Gadsden
- Tuscaloosa



QUESTIONS?

Elizabeth Grimes
Planning and Economic Development
Specialist
ADECA
Elizabeth.grimes@adeca.alabama.gov
334.353.3004
www.adeca.alabama.gov

Angela Schmiede, Ph.D.
Associate Executive Director
Director of Education
Earth Advantage Institute
aschmiede@earthadvantage.org
503.953.4049
www.earthadvantage.org

