

CESA Webinar

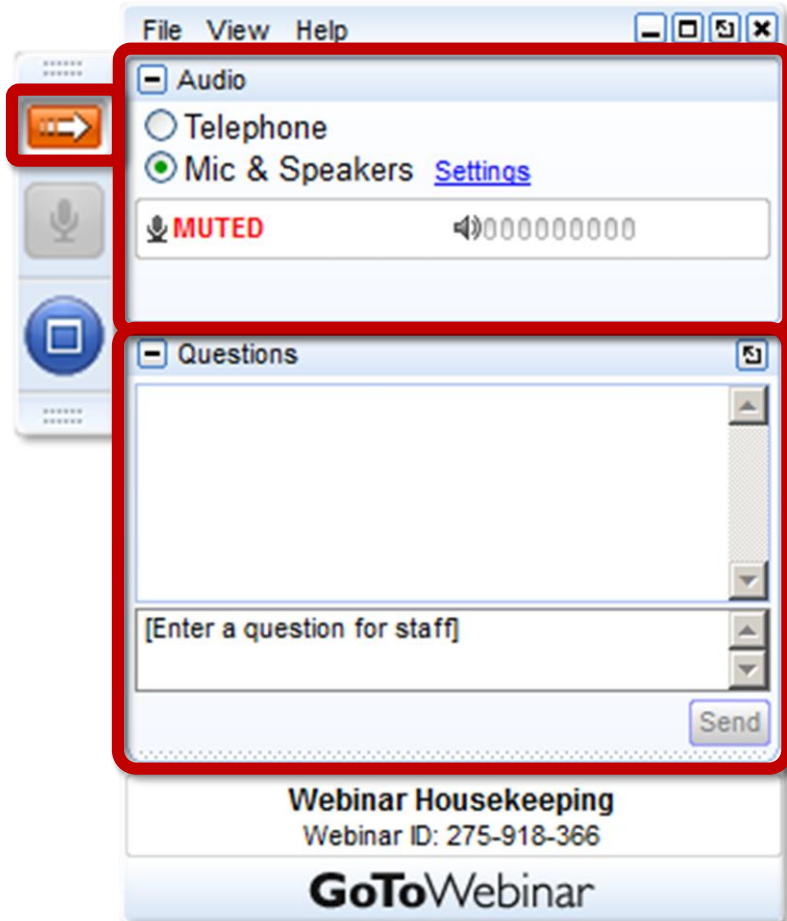
The Real Estate Industry and Selling Homes with Solar

Hosted by
Warren Leon, Executive Director, CESA

December 11, 2018



Housekeeping



Join audio:

- Choose Mic & Speakers to use VoIP
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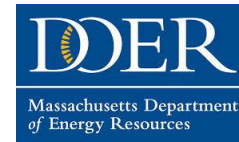
CleanEnergy States Alliance



Wisconsin Office of Energy Innovation



Department of Commerce
Innovation is in our nature.



Webinar Speakers



Janelle McGill
Realtor, Consultant,
J McGill Homes, LLC



Pamela Brookstein
Project Manager,
Elevate Energy



ELEVATE ENERGY
Smarter energy use for all



Warren Leon
Executive Director,
Clean Energy States
Alliance (moderator)





Janelle McGill

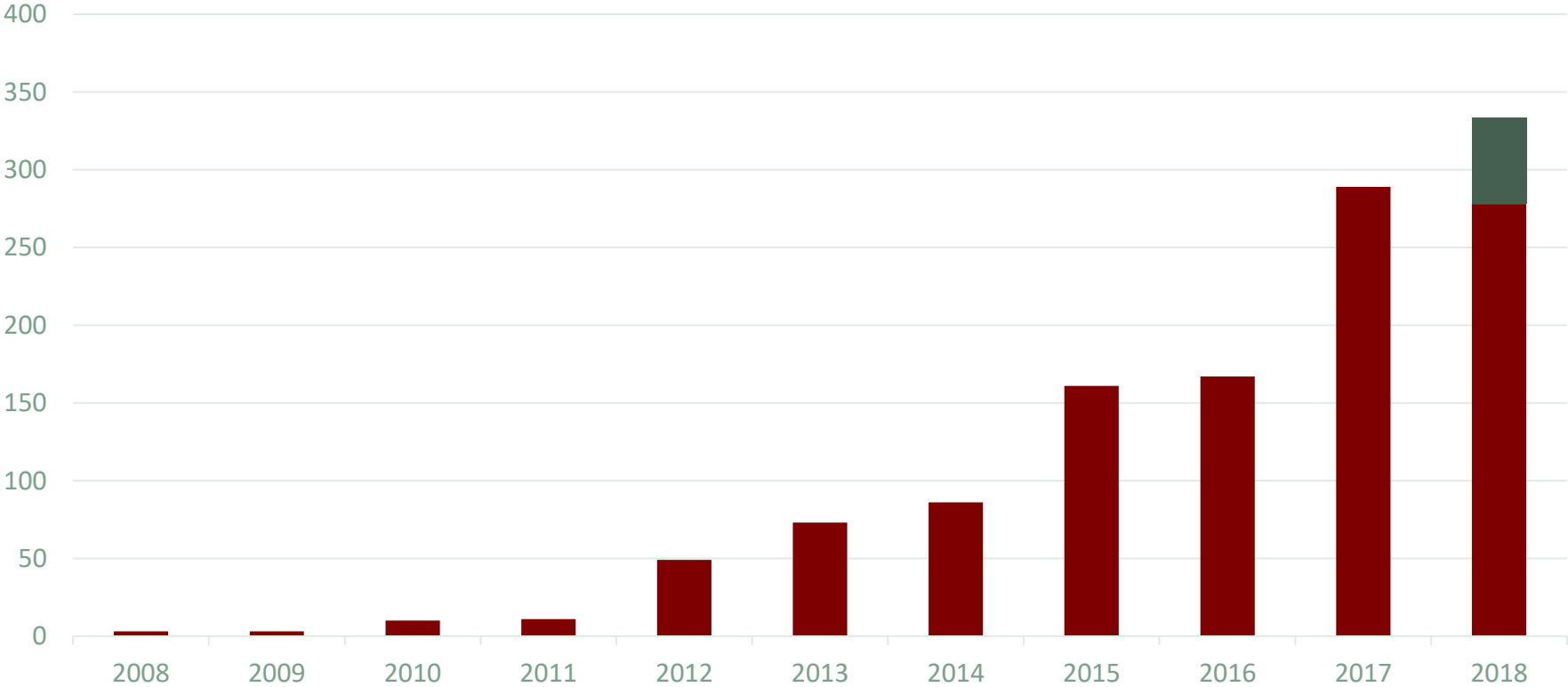
Realtor[®], GREEN, Renovation Consultant
Solar Education Instructor, CO DORA

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The Real Estate Industry and Selling Homes with Solar

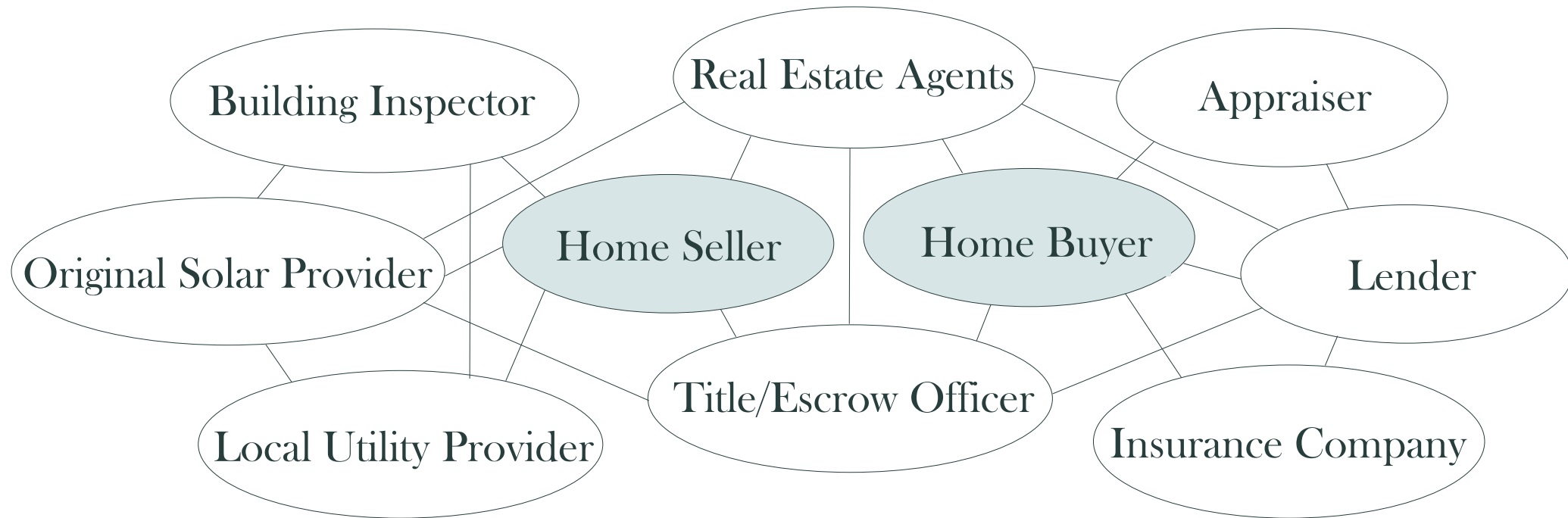
Solar Permits Issued in Fort Collins, CO



2018 permits through 10/31 – green bar shows projected year end total

Information Distribution

Transaction Partner Roles



Common Problems in a Solar Home Sale

- Buyer Hesitation.....** Fear of unknown and no one to explain it
 - Insurance claims
 - Warranty worries
 - Roof damage
- Agent Hesitation.....** Some agents won't show buyers homes with solar
- Seller Issues.....** Seller may not realize value of purchase vs. lease
 - Installation information missing or unavailable
- Valuation Issues.....** Market/appraisers don't support solar value
- Leases, Leases, Leases.....** In a market where most parties are undereducated, a solar lease can derail a transaction
 - Buyer wariness and willingness
 - Debt to Income ratio
 - Lease transfer and explanation problems

Survey Results Collected

American Solar Energy Society Conference in August

Aware of a Green Designation for Agents?	Aware you can request a qualified Appraiser?	Aware our MLS has "Green Fields"?	Aware there are Energy Efficient Mortgages?
24%	24%	12%	16%

Realtors® that have completed the
NAR Green Designation
Program

CITY	# of Realtors®	NAR Green Designees
Fort Collins	1139	19
Boulder	1150	10
Denver Metro	7329	19

Appraisers that have taken the
*Valuation of Sustainable Buildings Professional
 Development*
 Program

CITY	# of Appraisers	# that Completed Sustainable Program	# that Completed Supplemental Solar* Program
Fort Collins	30	2	1
Boulder	19	0	0
Denver Metro	240	25	2

*The *Residential and Commercial Valuation of Solar* program must be taken to remain on the *Valuation and sustainable Buildings Professional Development* registry.

Overcoming the Obstacles

Industry Training

1. Real Estate Agents
2. Lenders and Appraisers
3. Insurers
4. Solar Providers

Overcoming the Obstacles

Homeowner Education (For Homeowners with Solar)

1. Understand the difference between your leased system or your purchased system
2. How to find a qualified real estate agent
3. Understand the existence of MLS Green Fields and why proper data entry is important
4. Know their right to request a qualified appraiser – what ‘qualified’ means
5. Know valuation tools exist that can help them see a return on their investment
 - a. Understanding how to fill out the Residential Green and Energy Efficient Addendum and providing it to the qualified appraiser
 - b. How an agent can use PV Value to determine the additional value
6. Understanding and collecting the information a buyer will need
7. Knowing the age and condition of the roof
8. Ability to share the performance monitoring system

Overcoming the Obstacles

Homeowner Reassurance (General Public Interested in Solar)

1. What the system means to the home's value
2. How reliable and sturdy are the components
3. Access to reliable unbiased information (e.g. EnergySage)
4. Whether solar is even a good fit for the property
5. Financing and rebate options
6. Why should they?

Small Scale Solutions

Rack card sent to homeowners in Fort Collins that have solar.

Information includes basic recommendations, not nearly as thorough as training for agents and appraisers.



Selling Your Solar Home

Homeowner's Guide

Energy efficient homes are handled differently when listed for sale. Documentation is added to the listing and details about the added benefits are shared with potential buyers. Green homes are also marketed differently, making sure you receive the added market value from your investments. The checklist on the back of this card will help you prepare your listing and navigate your sale.

For easy reference, store this card with your solar installation information.

Janelle McGill
Realtor®, GREEN | Renovation Consultant



Homeowner Checklist

- Choose a qualified Realtor®. You can look up agents with GREEN or EcoBroker designations here: GreenResourceCouncil.org, EcoBroker.com
- Ask the agent about their knowledge of selling solar.
- Gather your solar installation information. You should have these items specifically: installation company name and contact info, panel manufacturer name, size of system, date installed, warranty period, permit information and schematics.
- If your system was leased, pull all lease documents: lease carrier, terms, payment amount, remaining payments, lease end date.
- Collect at least two utility bills from past 12 months.
- Fill out Green Disclosure, if applicable (Colorado Real Estate Commission form).
- Fill out Page 3 of the Residential Green and Energy Efficient Addendum (Appraisal Institute form).
- If leased, choose title representative that is familiar with lease transfers.
- Make sure your agent has added your solar details to the Green Fields in the MLS.
- Create marketing materials that include solar information and utility bill data - make sure this is accessible and visible during open houses/showings.
- When an offer on your home is received, contact buyer's lender if solar is leased to make sure buyer qualifies to assume lease.
- When an offer on your home is received, verify lender knows how to request a qualified appraiser.

Links to forms, Buyer Letter and Lender Letter can be found on my website under the "Solar" tab.



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NORTHERN COLORADO
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The purpose of this card is educational/informational; it is not intended as a solicitation. Equal Opportunity Housing Provider.

Small Scale Solutions

Local Courses



Solar and the Real Estate Transaction

Free 3 Hour Course

Provides 3 Hours of Continuing Education Credit

Large Scale Solutions

- Require solar installation companies to provide a brochure or pamphlet with information on selling a solar home.
- Ask utility companies to use their unique access to the public to distribute more information on renewables.
- Work with municipal building inspection departments to reduce the cost of initial inspections and eliminate the cost of re-inspections after panels have been removed/replaced.
- Require, or at least strongly encourage, solar education for agents and appraisers.
- Create a solar database – perhaps in each state, or one for counties/cities – to store system components, warranty information, schematics, permits for future homeowner’s reference.
- Share solar resources with the public. It will help solar feel more standardized.

Janelle McGill

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December 11, 2018



Elevate Energy

Our goal is as basic as it is bold:
smarter energy use for all.



<https://www.elevateenergy.org/>



Solar Training and Education for Professionals (STEP)

- Funded by the USDOE
- Continuing education classes
- Real estate agents and appraisers
- Value solar installations in the real estate market
- Partnered with National Association of REALTORS and experts in solar and real estate



Solar Class for Real Estate Professionals



<https://www.onlinelearning.realtor/A/Product/Details/?id=3586>



Why real estate agents?



Why real estate agents?

- Buyers



- Sellers



Source: [NAR's 2017 Profile of Home Buyers and Sellers](#)



Why real estate agents?

- 5.1 million homes sold in 2017
- Agents are a source of information for their clients
- Agents work with all facets of the United States



Why real estate agents? Market Transformation



Why do real estate agents want to learn about solar?

- Stand out in a crowded field
- Source of the source
- Ensure sellers receive proper value at the time of sale
- Consumer protection



Selling the Sun Modules

- The Emerging Solar PV Market
- The Parts and Pieces of the Solar System
- Financing the PV System
- Listing and Marketing a Solar Home
- Establishing a List Price for a Solar Home

SELLING THE SUN: ESTABLISHING VALUE FOR SOLAR HOMES



NEW

ELEVATE ENERGY
Smarter energy use for all

Powered by
SunShot
U.S. Department of Energy

3 HOURS

Provider: Elevate Energy

Preview: [Available](#)

CE Credits: [Available](#)

PRICE: \$39.00 (USD)

[Take This Course](#)



Feedback

“This is the best distance learning class I have taken. No part of the content was filler and each section of education was instructed in an unbiased and clear way.”

“I have taken many online courses over my 11 years in real estate. This was easy to follow and even entertaining. This was a practical training overall which gives agents the ability to take action after the course.”



The End

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<https://www.elevateenergy.org/value-high-performance-homes>



Thank you for attending our webinar

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Find us online:

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Upcoming Webinar

Oregon's New Energy Storage Project for Resiliency and Cost Savings

Tuesday, December 18, 2-3pm ET

Read more and register at: www.cesa.org/webinars