



Making Home Energy Information Visible in the Real Estate Market

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Northeast Energy Efficiency Partnerships
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About NEEP

A Regional Energy Efficiency Organization



One of six REEOs funded in-part by U.S. DOE to support state and local efficiency policies and programs.

Northeast Energy Efficiency Partnerships



“Assist the Northeast and Mid-Atlantic region to reduce building sector energy consumption 3% per year and carbon emissions 40% by 2030 (relative to 2001)”

Mission

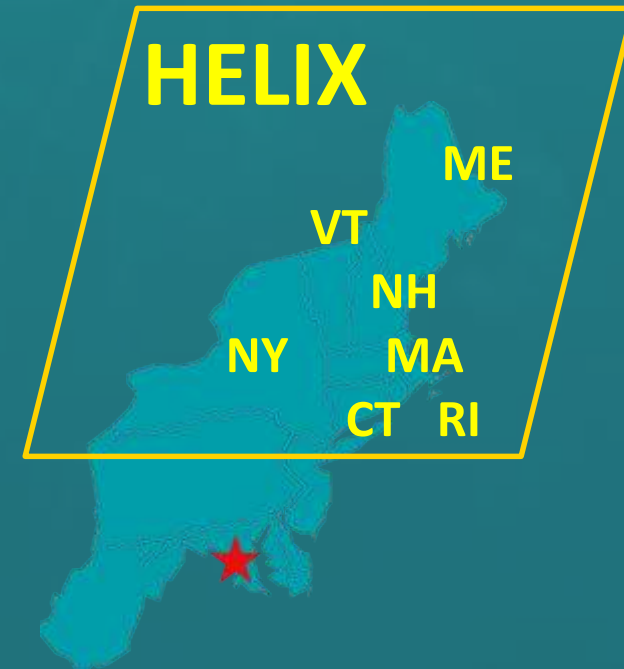
We seek to accelerate regional collaboration to promote advanced energy efficiency and related solutions in homes, buildings, industry, and communities.

Vision

We envision the region's homes, buildings, and communities transformed into efficient, affordable, low-carbon, resilient places to live, work, and play.

Approach

Drive market transformation regionally by fostering collaboration and innovation, developing tools, and disseminating knowledge





HELIX

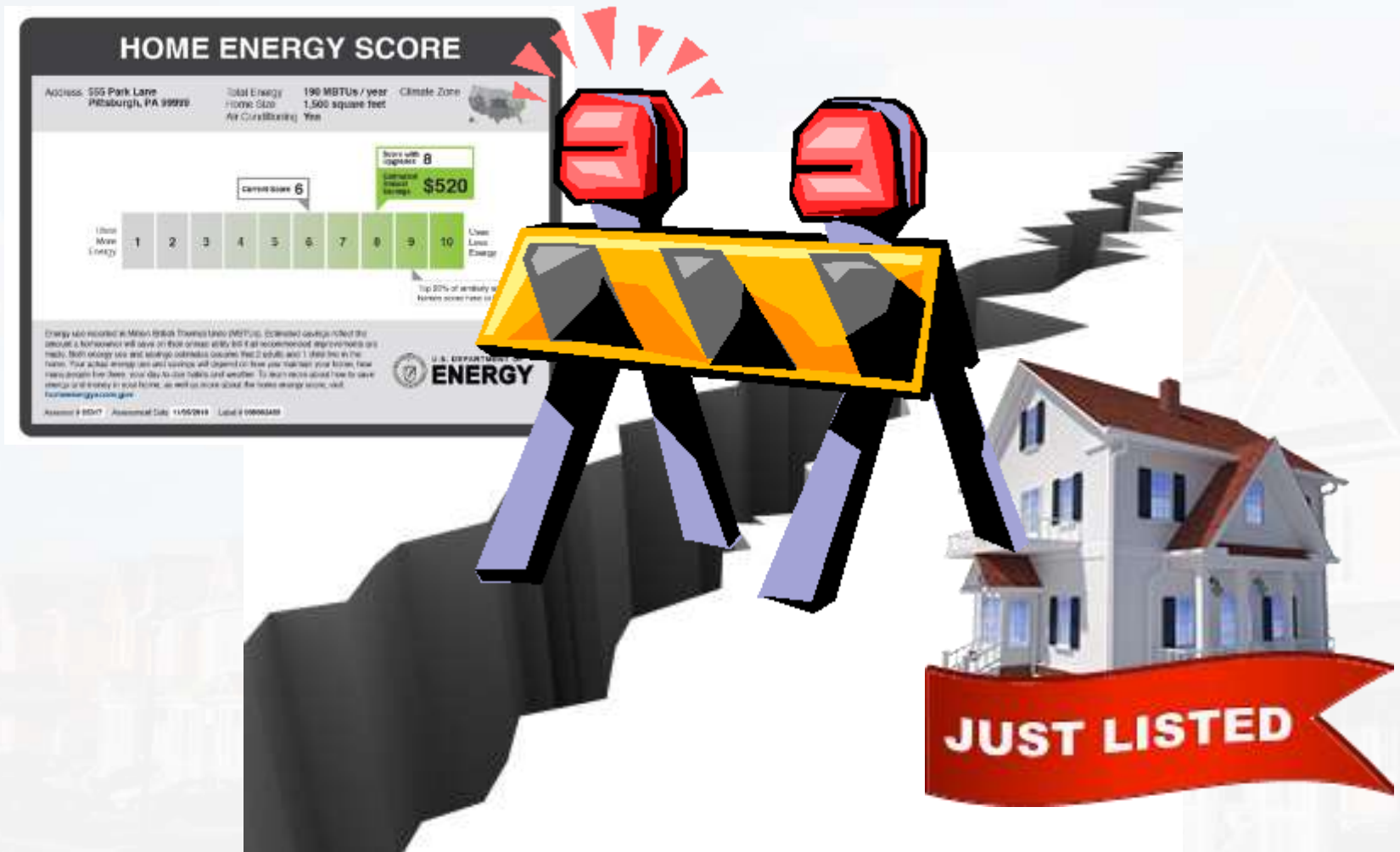
Home Energy Labeling Information eXchange



SUSTAINABLE REAL
ESTATE
CONSULTING
SERVICES



Why isn't energy efficiency readily accessible in the real estate market?

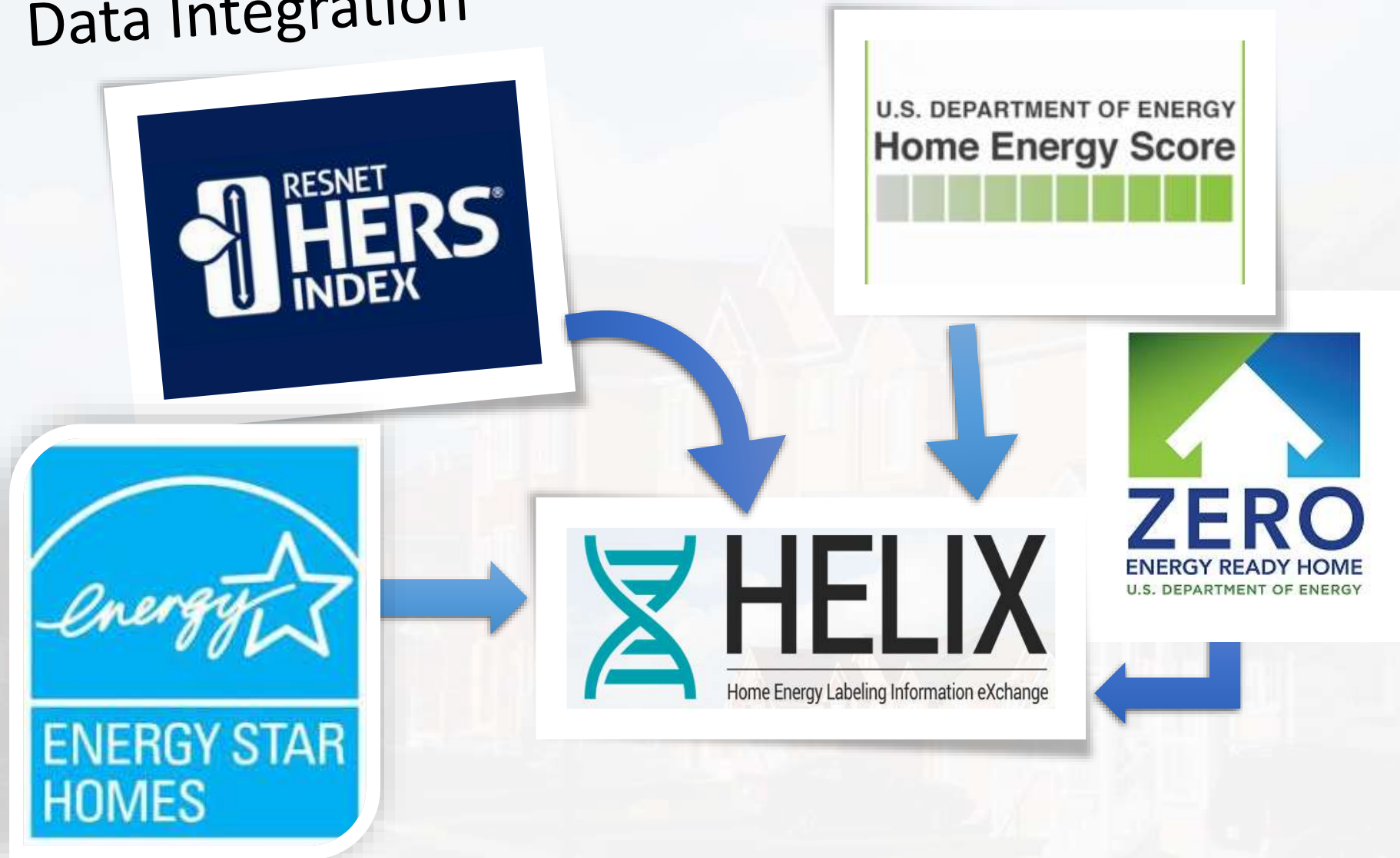


The Solution

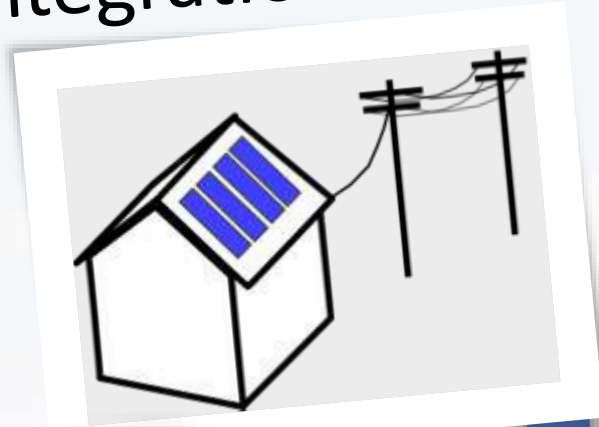
- Automatically populating real estate listings with home energy information
- Information available and approved by the seller
- Agnostic to voluntary or mandatory programs
- Central repository of various types of info available in the market



Data Integration



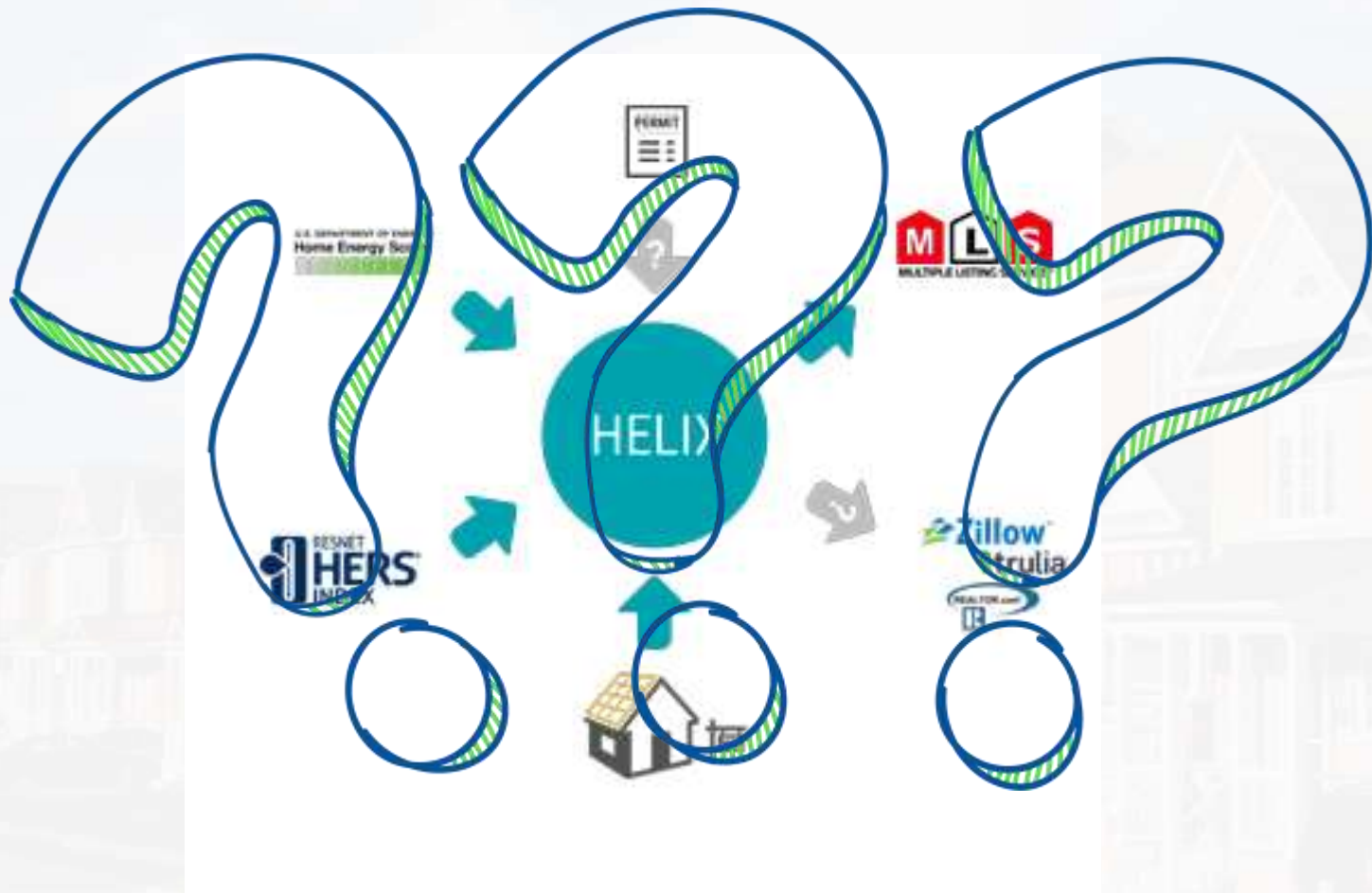
Data Integration



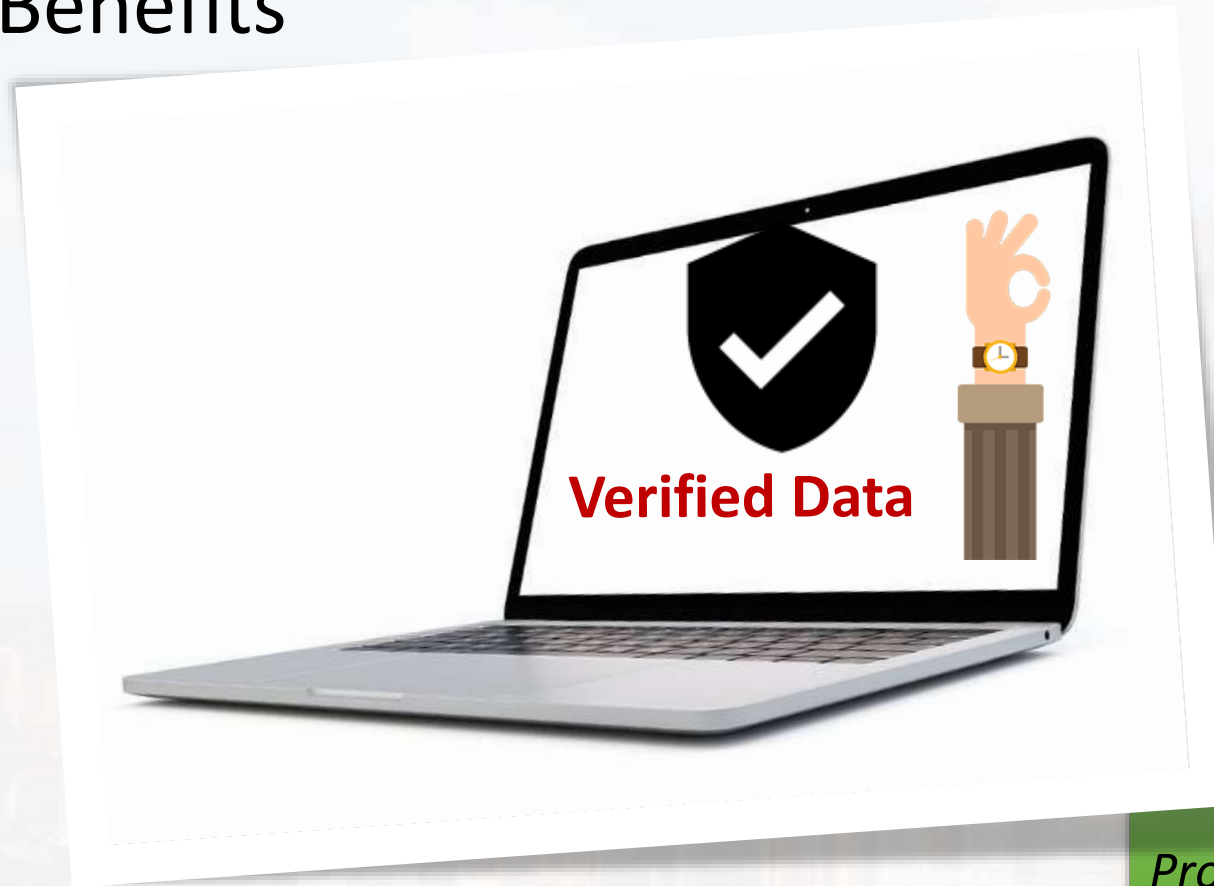
Data Integration



What are the benefits?



Benefits



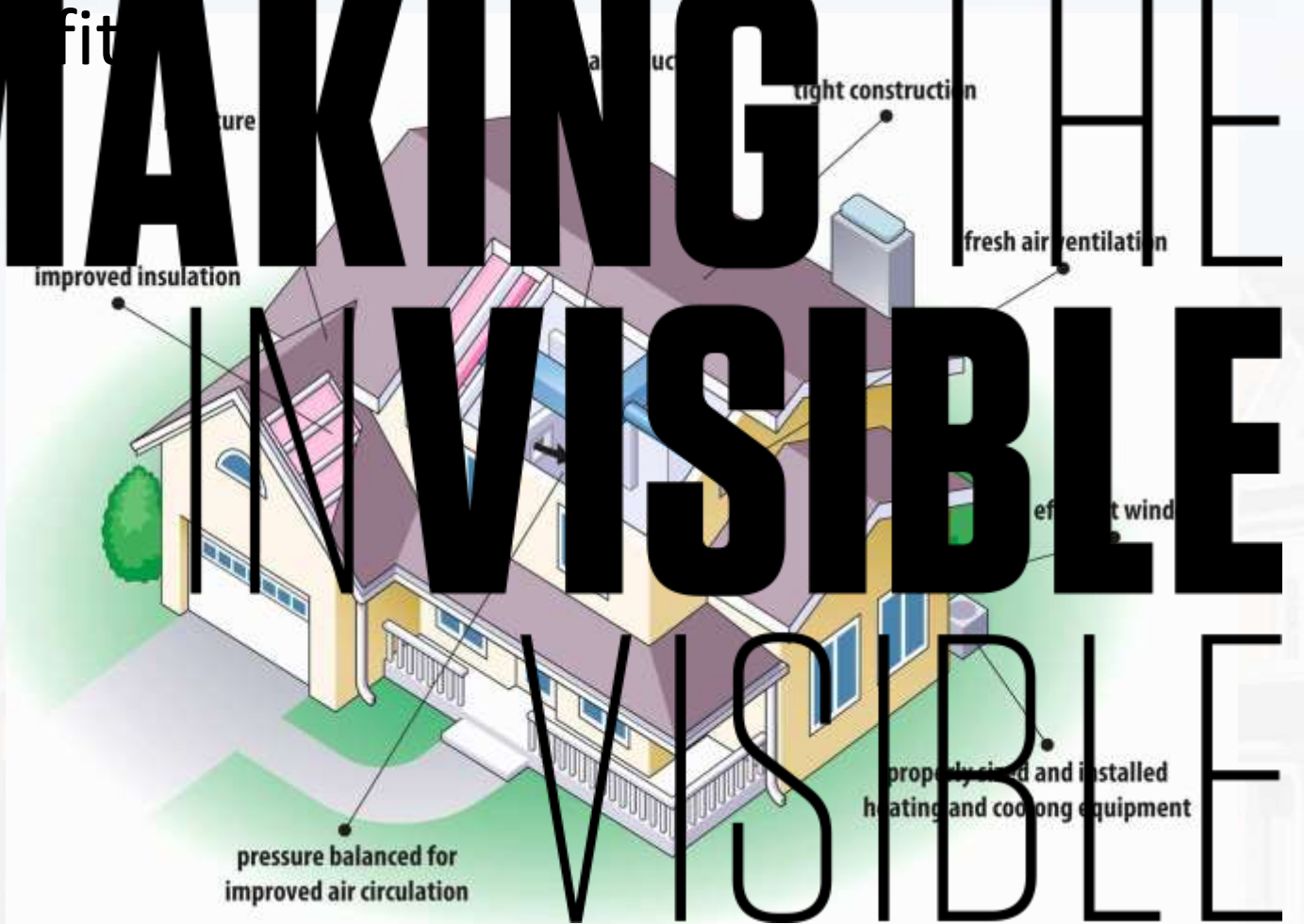
Providing Verified Data

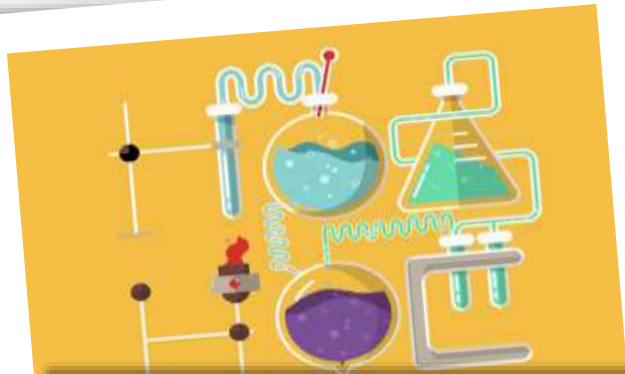
Benefits



Providing More Transparency

MAKING THE INVISIBLE VISIBLE





Year 1:

Research and Scoping

Year 2:

Development and Testing

Year 3:

Full Implementation

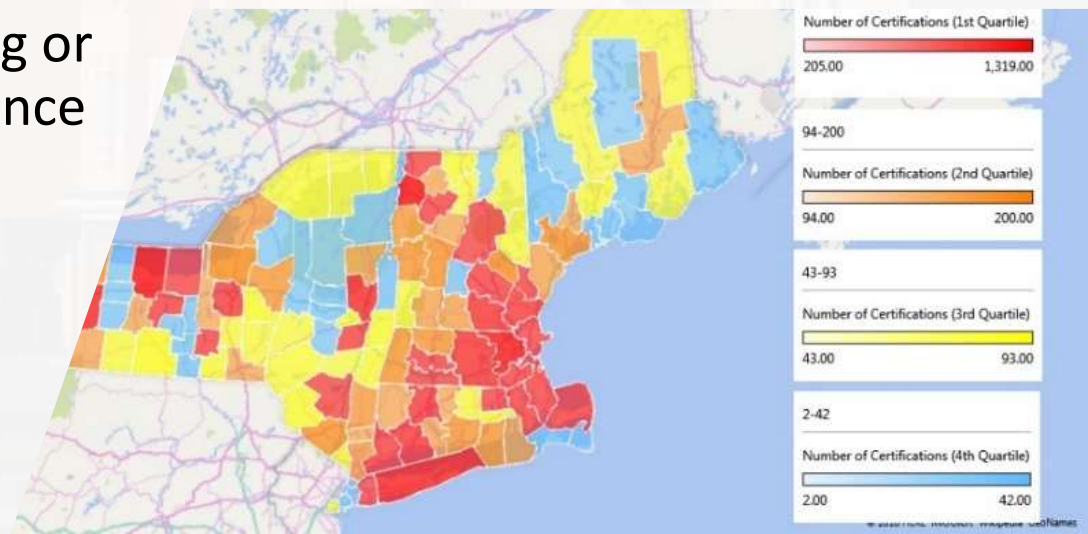


Pilot

**Solar
PV**

What does this mean for Real Estate Professionals?

- Real Estate professionals often do not know what to do about green home data and energy-efficient homes
- Homebuyers are interested in learning about this information
- Homeowners and homebuilders are retrofitting or building with high-performance features



Real Estate Professional Outreach & Education



Did You Know?

71% of REALTORS® said energy efficiency promotion in listings was very or somewhat valuable.






For more:
nar.realtor/research-and-statistics/research-reports/realtors-and-sustainability



NATIONAL ASSOCIATION of REALTORS®



What type of data exist? What does it mean?

Green Verification	Parallel Food Industry Product
<p>Green Certifications</p> <ul style="list-style-type: none"> Recognize homes for achieving specific thresholds, either related to energy features and/or overall performance. May have different levels of recognition (e.g., silver, gold, emerald, etc.) Popular programs vary by market. 	 <p>Certified Organic. Food items must achieve specific standards for verification.</p>
<p>Energy Labels</p> <ul style="list-style-type: none"> Provide standardized and reliable energy information for any home. Compare homes to an accepted standard, such as to building energy codes or average U.S. home energy use. Show current state of home's energy assets. 	 <p>Nutrition Facts. Any food item can feature this to clarify its contents in a standardized way.</p>
<p>Verified Energy Improvements</p> <ul style="list-style-type: none"> Provide proof of energy upgrades made to the homes. May highlight differences between upgraded homes and non-upgraded homes. Does not show whether specific thresholds have been achieved, but may include an estimate of energy savings associated with upgrades. 	 <p>Reduced Fat. Food items can show they are improved from a previous version.</p>

Outreach & Education

Happening Now

1. Webinars
2. Trainings

In Development

1. Curriculum for MLS-specific trainings
2. Curriculum for CE credits



RESOURCES



Home Energy Information Made Accessible

What Is HELIX?
 HELIX is a secure, cloud-based, open-source data platform that allows for more accurate valuation of a home based on its energy efficiency and renewable attributes. This database houses information on REITS-compliant third-party owned fields, marketing green search fields, and technical specs. HELIX then automatically populates MLS listings with this energy information.

Transparency during the real estate transaction
 Knowledge is increasingly market-driven. Full access to energy information is essential to operational transparency.

Helping states to reach their energy & emissions goals
 Investments in energy efficiency are making economic sense. Making energy efficient energy audits.



A More Comprehensive MLS Listing

Green Energy Data
 With a multitude of green rated designations available for homes, it is critical that real estate agents, appraisers, homebuyers, and home sellers have access to this information in order to facilitate smoother, more effective transactions.

How does an MLS benefit from HELIX?
 HELIX helps create a more comprehensive MLS listing, allowing real estate agents, appraisers, buyers, and sellers to better market, value, and understand the long-term operational costs associated with a home. To the user of the MLS, there will not be any extra steps to gather the data, but it will allow the MLS to remain relevant to increasing demand for transparent information. An MLS that better fits the needs of the growing "green home" market is more valuable to sell and also more cost-effective than one that is not equipped to handle this information.



Happier Clients. No Hassle for Agents.

Complete Valuation
 Real estate agents must live up to a variety of expectations, from accurately valuing a home to suggesting selling points. Homebuyers are becoming increasingly interested in more knowledge, including information on the energy use of a home, high-performance home ratings, and other green data fields.

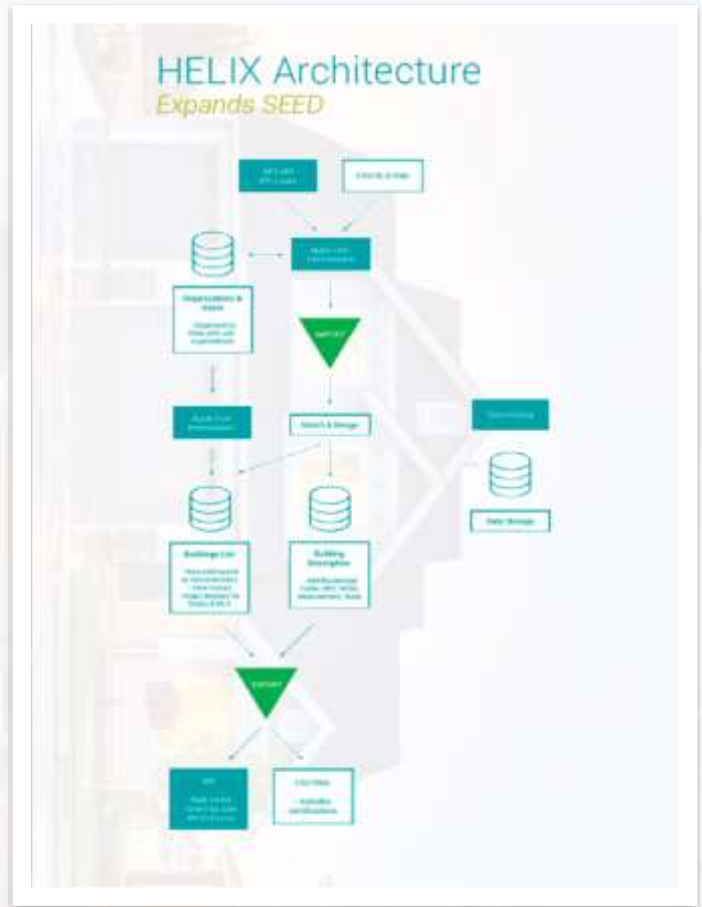
What Is HELIX?
 HELIX is a database capable of automatically populating real estate listings with home energy information.

How Does It Work?
 Real estate agents will be able to use data about solar, home energy labels like Home Energy Score and ENERGY STAR, and annual energy usage where available, giving them all the information needed to work with clients, appraisers, and lenders. This information, where available, will transfer right from HELIX to the MLS listing, making it simple to list with no extra work for agents.

Now there is a solution. It's called HELIX.

The HELIX project is supported by the U.S. Department of Energy, Vermont Public Service Department, Energy Connections, Massachusetts Department of Energy Resources, Missouri, Florida Inland Office of Energy, Oklahoma, and several other local, state, and national partners.

For more information, visit <http://helix.org> or contact Carolyn Taylor, HELIX Director, carolyn@helix.org



Don't miss out! HELIX Summit

December 7, 2018

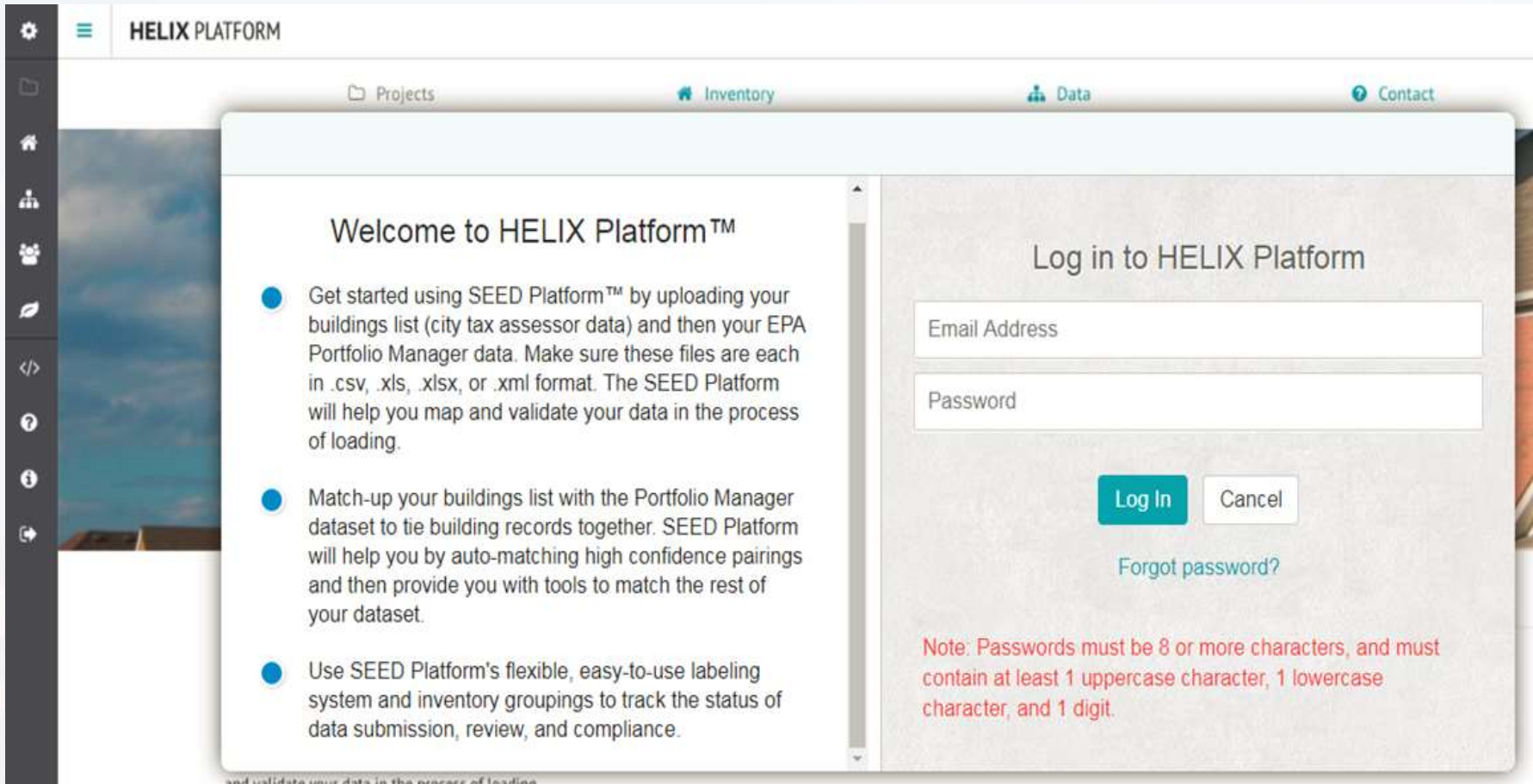


- Providence Biltmore Hotel
- Register here: <http://www.neep.org/events/2018-helix-summit>



Coming Soon!

Questions ???



The screenshot displays the HELIX Platform interface. At the top, there is a navigation bar with a settings icon, a hamburger menu, and the text "HELIX PLATFORM". Below this, there are tabs for "Projects", "Inventory", "Data", and "Contact". The main content area is split into two panels. The left panel, titled "Welcome to HELIX Platform™", contains three bullet points: 1. Get started using SEED Platform™ by uploading your buildings list (city tax assessor data) and then your EPA Portfolio Manager data. Make sure these files are each in .csv, .xls, .xlsx, or .xml format. The SEED Platform will help you map and validate your data in the process of loading. 2. Match-up your buildings list with the Portfolio Manager dataset to tie building records together. SEED Platform will help you by auto-matching high confidence pairings and then provide you with tools to match the rest of your dataset. 3. Use SEED Platform's flexible, easy-to-use labeling system and inventory groupings to track the status of data submission, review, and compliance. The right panel, titled "Log in to HELIX Platform", features two input fields for "Email Address" and "Password". Below these fields are two buttons: "Log In" (in a teal box) and "Cancel" (in a white box). A link for "Forgot password?" is also present. At the bottom of the login panel, a red note states: "Note: Passwords must be 8 or more characters, and must contain at least 1 uppercase character, 1 lowercase character, and 1 digit."

HELIX PLATFORM

Projects Inventory Data Contact

Welcome to HELIX Platform™

- Get started using SEED Platform™ by uploading your buildings list (city tax assessor data) and then your EPA Portfolio Manager data. Make sure these files are each in .csv, .xls, .xlsx, or .xml format. The SEED Platform will help you map and validate your data in the process of loading.
- Match-up your buildings list with the Portfolio Manager dataset to tie building records together. SEED Platform will help you by auto-matching high confidence pairings and then provide you with tools to match the rest of your dataset.
- Use SEED Platform's flexible, easy-to-use labeling system and inventory groupings to track the status of data submission, review, and compliance.

Log in to HELIX Platform

Email Address

Password

Log In Cancel

[Forgot password?](#)

Note: Passwords must be 8 or more characters, and must contain at least 1 uppercase character, 1 lowercase character, and 1 digit.

Thank you

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