



# The Green Resource

**THIS ISSUE:** TRANSPARENCY

**PAGE 2**

Green  
Transparency

**PAGE 3**

Green Marketing  
Guide

**PAGE 6**

Climate Risk  
Data

**PAGE 10**

Member Benefits/  
Upcoming Events



# Green TRANSPARENCY

**Nations worldwide are working hard to meet the targets set by the Paris Agreement 2030, a global framework to combat climate change. This agreement affects many industries, stakeholders and citizens, including the real estate industry. How?**

- Mandatory decarbonization and new building performance standards
- Sustainability reporting requirements
- Corporate commitments to eco-friendly practices
- Biodiversity protection and restoration

Sustainability transparency across all sectors is expected to grow as new requirements are set, so do your best to stay on top of the research and be as transparent as possible in your practices.

### **Why is transparency so important?**

#### **Embracing and promoting green transparency can:**

- Position you as an ethical agent working toward a more sustainable planet and future.
- Attract investment-minded clients.
- Give buyers and sellers confidence in your real estate prowess.

#### **Promoting transparency empowers clients!**

Keep up with these green developments to stay current on sustainable technologies and trends in real estate!

- Energy efficiency
- Electrification and electrical storage/transportation
- Clean energy strategies 🏠



# GREEN MARKETING GUIDE

## TRANSPARENCY + GREEN EXPERTISE = COMPETITIVE ADVANTAGE

### Know Your Clients

When creating your brand and marketing materials, first make sure you know who you are aiming to work with.

#### Common Traits of Eco-Conscious Clients

**Optimal health & well-being** Many clients value a healthy lifestyle—and that includes eco-friendly homes that provide high indoor air quality, nontoxic building materials, and efficient ventilation systems.

**Anticipate value in resale** As eco-friendly properties are in high demand, clients realize they are a smart investment.

**Community-based** Green-conscious clients intentionally look for communities that share their values and offer them opportunities to apply their sustainable living practices.

**Economically minded** Sustainable features can lead to lower overall energy bills, leading clients seeking lower monthly costs to prioritize green homes.

### Build Your Brand

#### Green Identity

Ask yourself what green means to you and your business. You can't do it all, so reflect on what's important.

- Define your unique angle.
- Define your principles.
- What's green about your business practices?
- Are you community-centered? Are you concentrating on energy-efficient homes?

**Find your green identity and build from there.**



### Create a Sustainable Message

Revisit the traits of the clients you are hoping to attract. Your message should:

- Clearly state your commitment to sustainable living and reiterate your green identity.
- Highlight what clients will get when choosing you.
- Directly speak to how your listings contribute to an eco-friendly lifestyle.
- Be clear and honest.

### Visual Brand

Visuals that reinforce your message will stick with clients and assure them of your commitment.

- Choose logos and color schemes that represent your green identity.
- Include logos on your marketing materials, blogs and social media networks. 🏠

# Marketing

As a Green designee, it's critical to highlight your green expertise and eco-friendly mission in your marketing materials and efforts. Use these tips to make sure you're covered and maximizing your messaging!

## TIPS

### Website

- Make it easy to discover green real estate offerings.
- Keep your credentials clear.
- Utilize specific keywords for discoverability.

### Social Media Engagement

- Follow like-minded clients on social media platforms.
- Be consistent across platforms so your brand and business become recognizable.
- Become a trusted source on green initiatives.

### Email Campaigns With Targeted Content

- Build your client list.
- Create targeted campaigns to highlight green properties.
- Provide sustainable living tips and keep clients updated on industry news.
- Remember to keep your branding consistent.
- Respond to messages in a timely fashion.

**All of this will highlight the green expert behind your campaigns!**

### Education Is Key

- Use your access to materials as a Green designee to build a bank of educational materials on topics such as:
- Energy efficiency
  - Latest trends in heat pumps, water management practices and other utilities
  - Sustainable community practices
  - Local and federal policies and mandates

### Get Creative

Content is more than written articles and posts. Stand out from the crowd by providing information in different formats. Think about:

- Infographics
- Videos
- Podcasts
- Short lists and bite-sized pieces
- Images

By diversifying your content, you're making it more accessible for various types of clients. (Remember to obtain permission, such as a license, to use any copyrighted work you did not create.)

### Be a Green Partner

- Join local and national green organizations.
- Enlist in local sustainability events and add your valuable insights.
- Attend sustainability events and network with like-minded colleagues.
- Be an active member of your own community and neighborhood and help spearhead green initiatives.

### Eco-Friendly Listings

- Ensure your marketing materials highlight green features.
- Call out features like energy-efficient appliances, solar panels, sustainable landscaping and green certifications like Pearl, LEED or ENERGY STAR.
- Provide data on cost savings, if available.

### Testimonials

- Let potential clients hear about a happy client's journey with you.
- Use quotations and testimonials with your materials to convey your value.
- Strong reviews are powerful marketing tools.



# Renew Your Green Designation

## ENHANCE YOUR BUSINESS IN 2025

Each year, green and sustainable concepts gain ground with consumers, who increasingly tweak their choices in food, clothes, daily habits and transportation to try and live more sustainably.

There's also greater demand for green home features and technologies that save money, increase comfort and protect the environment.

### Build your green niche

The Green designation is here to give you the knowledge, tools and a Green network to help you build and market your business and enhance client relationships.

When you renew your membership for 2025, you will enjoy the following benefits:

- **Green Logo and Name Usage:** Capture the interest and business of potential clients by promoting yourself as a Green designee.
- **The Green Resource:** Bimonthly newsletter full of practical tips, news, research and announcements for Green designees.
- **Personalized Marketing Tools:** Access professionally designed postcards, ads, client handouts and more to highlight your Green designation. They're available for download in your [Member Center](#).
- **Photofy App:** Download the app to access a library of shareable content for Green designees, formatted for various social media platforms.
- **Client One-Sheets:** Share valuable information with clients on sustainability and green home topics using these monthly downloadable handouts.
- **Social Sharables:** Receive a monthly set of professionally designed posts and images for Facebook, Instagram and your blog or website.
- **Green Referrals & Networking Community:** Join a private Facebook group to connect with Green designees and share referrals across the U.S. and internationally.
- **Find a Green Designee:** Use the international directory to find qualified Green designee REALTORS® and to help clients locate Green designees in specific areas.
- **Free Pearl Virtual Certification:** Obtain a Pearl Virtual Certification, which assesses your listing's energy efficiency and high-performing features.
- **Elective Credit Value:** This course counts as an elective for the ABR® designation.

Be sure to [renew your designation](#) to keep receiving all your benefits and maintain your edge. You'll need your last name and M1 Member ID to log in.

Renew Your  
Green Designation



# Is Climate Risk Data the First Step Toward Transparent Home Search?

A look at emerging data sources and their role in enhancing listing transparency

By Heather Elias, Vice President of Real Estate at Pearl Certification

Online home search hasn't changed much in the last decade. The biggest advancements for what a potential buyer can glean from a portal or IDX listing page have been floor plans, 3D tours, and in most cases, better photography. When it comes to the information itself, we remain at the mercy of listing agents who don't really fill all of the fields out, opting for more thoughtful public remarks sections. Natural language search has come a long way, but without sophisticated image tagging and/or higher field completion rates, keywords are limited.

I have to admit that I did a backflip when Zillow announced their partnership with First Street to bring climate risk data to listings. (A metaphorical backflip, anyway.) I'm excited that the industry is now starting to bring in new streams of data, even if it is looking at calculated risk rather than under-the-roof data on the home itself. I have no doubt that buyers will appreciate being able to consider a home's risk levels for flood, wildfire, wind, heat and air quality. Now we need to help them understand each home's specific ability to withstand these risks. More to come on that in a moment.

This is a significant milestone for our industry, as it enriches the listing search process without relying on agents to provide the data themselves. Our industry has established the rules and systems for how data flows out of the industry, but not so much for how to add data to the industry. You might assume that it would not be complicated to plug data streams in that would automate bringing house-specific information into a listing—and you'd be wrong.

Heather Elias





Any vendor can go to an MLS site and find guidelines for partnering and integrating with MLS data from existing listings. (Not uncomplicated but at least structured and articulated!) But finding information on how to partner and integrate to add data? Well, that depends on the software systems that are being used, whether the MLS has their own in-house methods for adding and editing listings, and other such factors.

Returning to the climate risk data, and how we can help buyers consider that information as they look at homes to purchase: They need to know how the home performs. We need to show them whether the home is resilient, energy efficient, capable of producing and storing power (solar and batteries), and more. Each home's ability to withstand the elements varies, and each home can cost more or less to operate and live comfortably within, depending on the features and systems of the home.

Agents are now in an era where they will need to be able to address these concerns for their consumers. Listing agents will need to understand how those kinds of features add to the value and list price of the homes they sell. Pearl Certification has created [products to help agents](#) have those conversations and properly value and market homes with those features. We can also help agents guide their homeowner clients through actions to make those homes more resilient and efficient.

The inclusion of climate risk data in home listings is a massive step in the right direction: Consumers need our industry's help in looking beyond the cosmetics of a home, into the guts of their shelter. I'm hoping this is just the beginning of a trend to enrich our listings with deeper information—which will bring even more value for the consumers we work with. 🏠

# Green Ethics Transparency Check

It's important to stay vigilant and transparent when you're working with clients. Home buyers trust real estate agents to be honest, and keeping these things at the front of your mind will protect your reputation and business!

## Data-Based

Buying a home is a major investment, and the more data and information you can provide a client, the more empowered they will feel. Provide as much data as possible about the property, land, taxes, surrounding community and general market.

## Greenwashing

Greenwashing is the practice of deceptively labeling real estate as having green features. Make sure you are accurately representing properties.



Data-Based

Greenwashing

Building  
Certifications

Green Ethics  
Transparency  
Check

Honesty

## Honest Marketing

Stay honest in your marketing materials. Even if a property doesn't tick every sustainability box, highlight the green features and be truthful. Transparency pays off!

## Green Building Standards

Common certifications such as Pearl, LEED (Leadership in Energy and Environmental Design) and ENERGY STAR should all be accurate and up to date.



# CLIMATE RISK

Climate change and global warming are having a constant and ever-changing effect on the world and are quickly becoming a major component of a property's value.

## CLIMATE RISK CATEGORIES



EXTREME HEAT



WIND



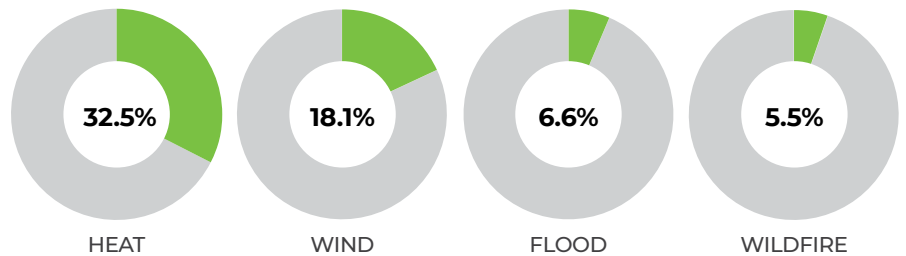
FLOOD



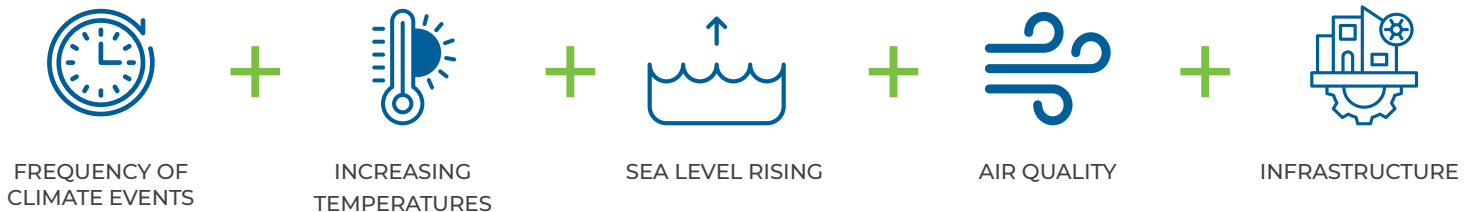
WILDFIRES

The **2024 Realtor.com Housing and Climate Risk Report** showed that just **over 44%** of homes in the United States encounter at least one of the extreme types of climate risks. **The value of these homes is \$22 trillion.**

### Percentage of homes in the United States affected by each climate risk



### How is climate risk calculated into a property's value?



### How can you help?

**Be transparent and offer all the information you can to clients; direct them to what they need to be aware of:**

- Higher insurance rates in high-risk areas
- How climate risks can impact property resale value
- Frequency of climate events in the area
- Data on market stability in particular areas



# Member Benefits/ Upcoming Events

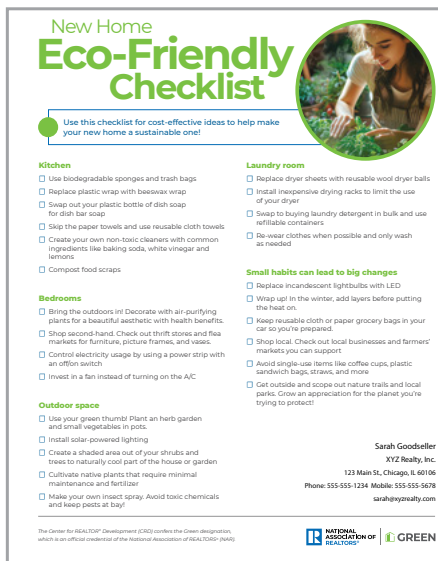
## Online Resources for Buyers and Sellers

Buying or selling a home involves many considerations, and your clients may need assistance with understanding green homes and their benefits. Our **client one-sheet** provides resources to help your clients explore their options and plan their next move.

### Customizable

Each client one-sheet includes a customizable field where you can insert your contact information so that your clients can easily reach out to you.

[Available in the Green Member Center for download or print!](#)



**New Home Eco-Friendly Checklist**

Use this checklist for cost-effective ideas to help make your new home a sustainable one!

**Kitchen**

- Use biodegradable sponges and trash bags
- Replace plastic wrap with beeswax wrap
- Swap out your plastic bottle of dish soap for dish bar soap
- Skip the paper towels and use reusable cloth towels
- Create your own non-toxic cleaners with common ingredients like baking soda, white vinegar and lemons
- Compost food scraps

**Bedrooms**

- Bring the outdoors in! Decorate with air-purifying plants for a beautiful aesthetic with health benefits.
- Shop second-hand. Check out thrift stores and flea markets for furniture, picture frames, and vases.
- Control electricity usage by using a power strip with an off/on switch
- Invest in a fan instead of turning on the A/C.

**Outdoor space**

- Use your green thumb! Plant an herb garden and small vegetables in pots
- Install solar-powered lighting
- Create a shaded area out of your shrubs and trees to naturally cool part of the house or garden
- Cultivate native plants that require minimal maintenance and fertilizer
- Make your own insect spray. Avoid toxic chemicals and keep pests at bay!

**Laundry room**



- Replace dryer sheets with reusable wool dryer balls
- Install inoperative drying racks to limit the use of your dryer
- Swap to buying laundry detergent in bulk and use refillable containers
- Re-wear clothes when possible and only wash as needed

**Small habits can lead to big changes**

- Replace incandescent lightbulbs with LED
- Wrap up! In the winter, add layers before putting the heat on.
- Keep reusable cloth or paper grocery bags in your car so you're prepared.
- Shop local. Check out local businesses and farmers' markets you can support!
- Avoid single-use items like coffee cups, plastic sandwich bags, straws, and more
- Get outside and scope out nature trails and local parks. Grow an appreciation for the planet you're trying to protect!

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The Center for REALTOR® Development (CRD) confers the Green designation, which is an official credential of the National Association of REALTORS® (NAR).

 NATIONAL ASSOCIATION OF REALTORS® 

## 2025 Green Knowledge Exchange

### Eileen Oldroyd presenting on How to Build a Green Brand

Learn more about how to use the knowledge from your Green designation to build your personal brand. Whether you're a seasoned agent or just starting out, this session will equip you with the tools to elevate your brand and make a positive impact on your clients and your community.

2025 Green Knowledge Exchange  
1/9/2025

[Secure Your Spot](#)

## Short Sales and Foreclosure Resource (SFR®)

### Live Interactive Webinar

The Short Sales and Foreclosure Resource (SFR®) certification course, offered by the Center for REALTOR® Development (CRD), equips real estate professionals to assist clients with short sales and foreclosure transactions. The 7-hour program covers a variety of topics including seller qualification, lender negotiations, buyer protection, and risk management. The course also covers how to gain insights to better guide buyers through the transaction, as well as how to build confidence in handling distressed properties. In this live interactive webinar, learners will experience the benefits of an interactive classroom setting from the convenience of your home, office or whichever location is best suited to your learning style.

After completion of the course, you'll be eligible to earn the Short Sales and Foreclosure Resource (SFR®) Certification.

Short Sales and Foreclosure Resource (SFR®)  
12/10/2024

[Secure Your Spot](#)