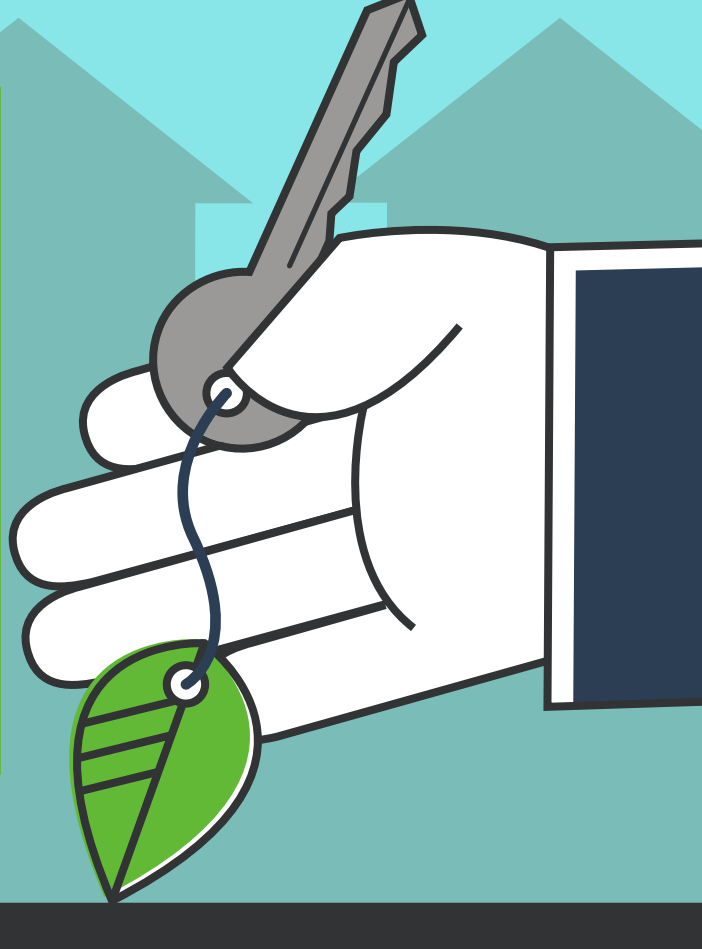


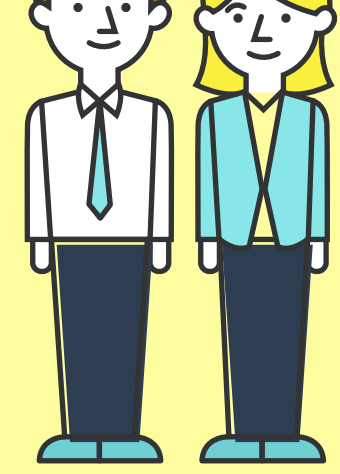
MAJORITY OF REALTORS(R)
SAY CLIENTS INTERESTED
IN SUSTAINABILITY



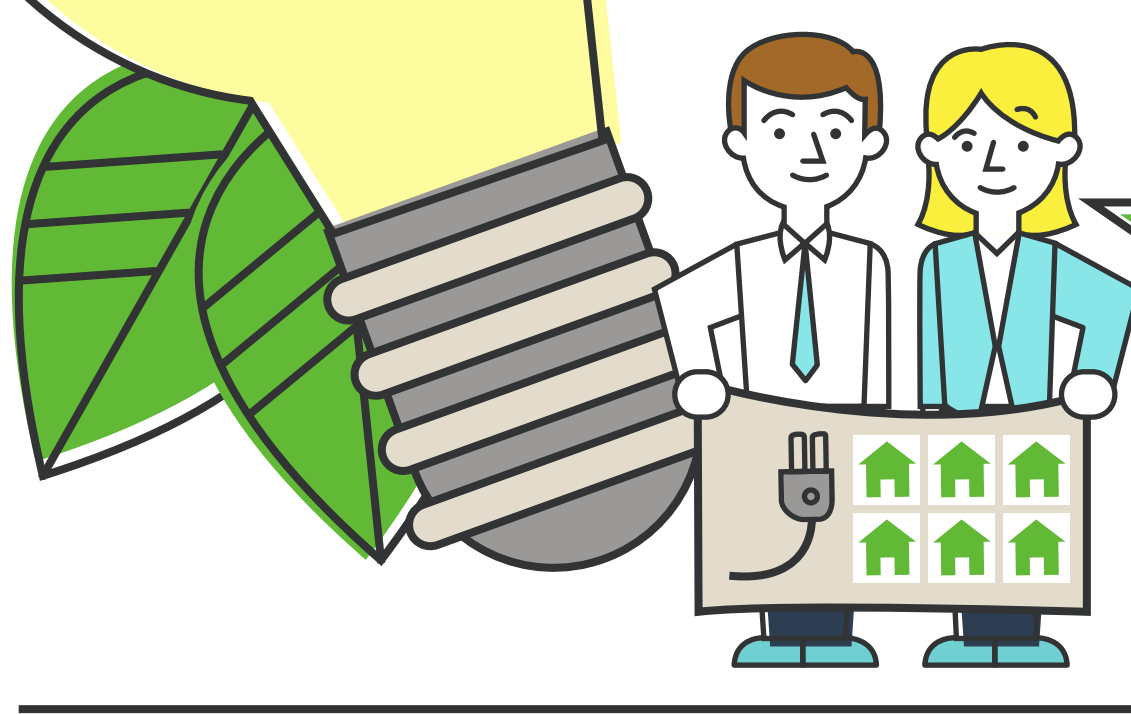
THE NUMBERS ARE IN!
SUSTAINABILITY AND A SUCCESSFUL REAL ESTATE BUSINESS GO HAND IN HAND.

HERE'S WHY:

WHAT REALTORS® ARE SAYING ABOUT GREEN ENERGY



A MAJORITY OF AGENTS AND BROKERS



71%

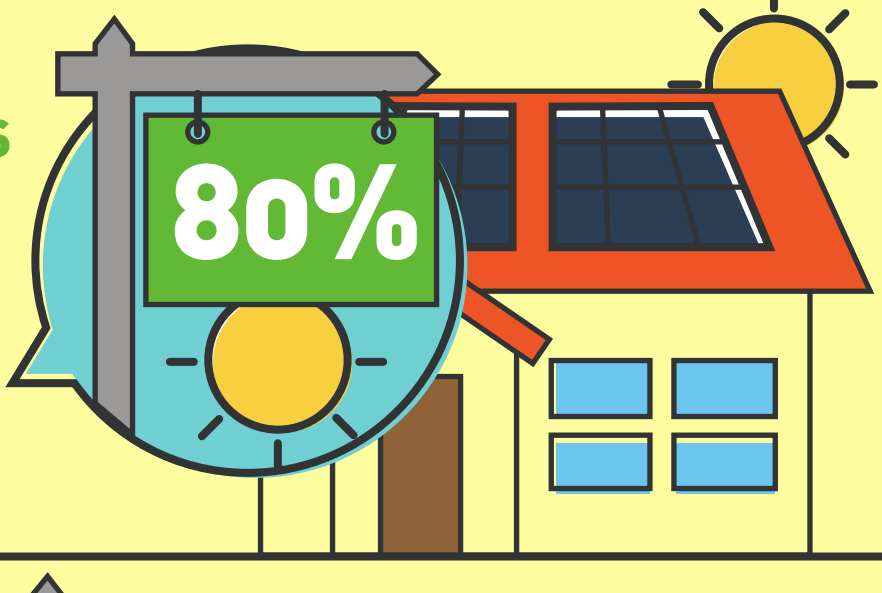
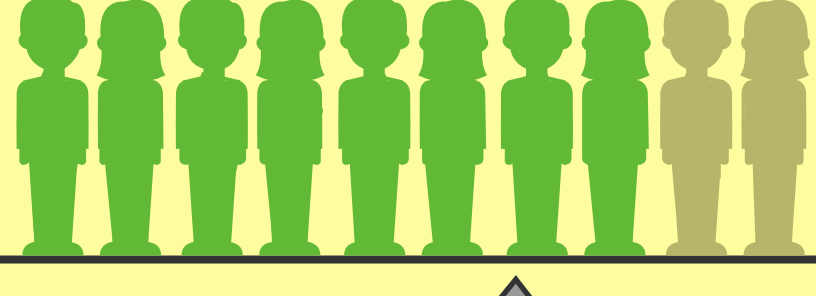
SAID THAT ENERGY EFFICIENCY PROMOTION IN LISTINGS WAS VERY OR SOMEWHAT VALUABLE.

A MAJORITY OF AGENTS AND BROKERS

86%

HAVE TAKEN STEPS TO REDUCE WASTE AND ENERGY USE.

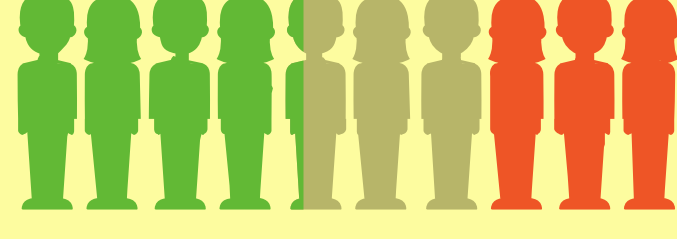
A MAJORITY OF AGENTS AND BROKERS (80 PERCENT) SAID THAT SOLAR PANELS ARE AVAILABLE IN THEIR MARKET.



42% SAID SOLAR PANELS INCREASED THE PERCEIVED PROPERTY VALUE,



COMPARED TO **31%** THAT SAID THEY HAD NO EFFECT.



THE HOME FEATURES THAT CLIENTS LISTED AS VERY IMPORTANT TO THEIR AGENT OR BROKER INCLUDE

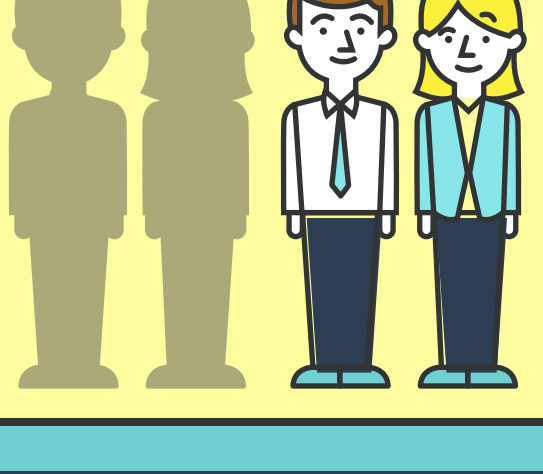
a comfortable living space **71%**

windows, doors, and siding **39%**

proximity to frequently visited places **40%**

and a home's utility bills and operating costs **28%**

HALF OF AGENTS AND BROKERS FIND CONSUMERS



51% ARE SOMEWHAT INTERESTED IN SUSTAINABILITY

AND

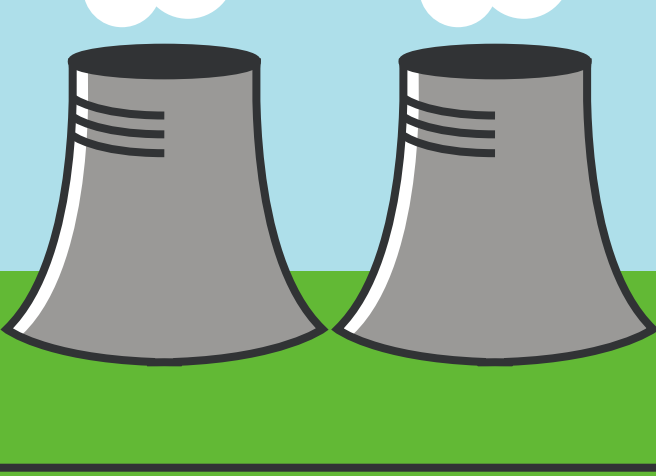
9% ARE VERY INTERESTED.



WHY ARE CLIENTS INVESTING IN SUSTAINABILITY?

HELP THE ENVIRONMENT

DECREASE POLLUTION



PRESERVE ENERGY FOR FUTURE GENERATIONS



SAVE MONEY ON UTILITY BILLS



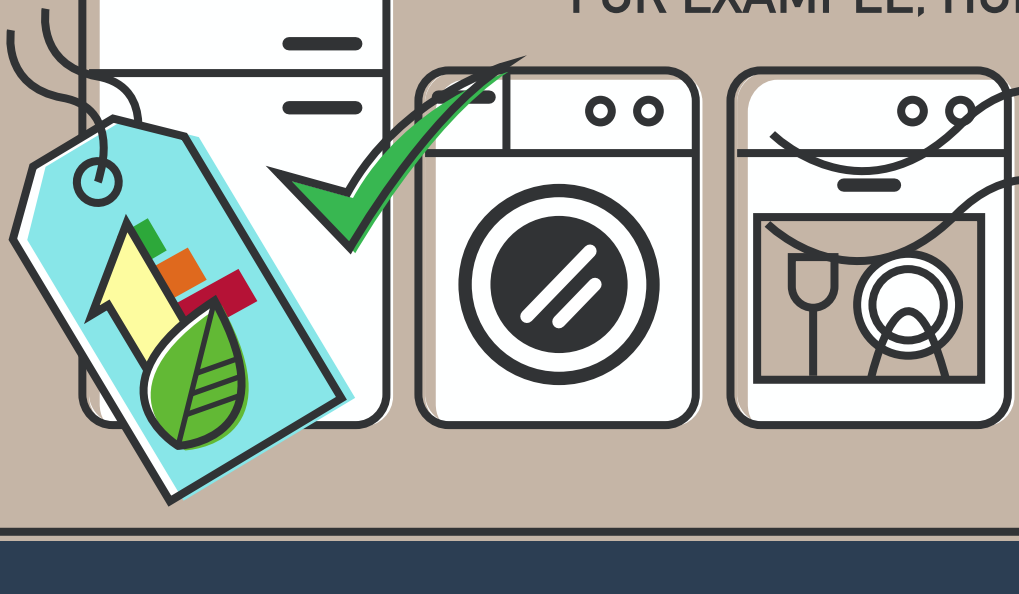
HOMEOWNERS LIVING IN HOMES THAT UTILIZE LESS THAN FIVE PERCENT NET ENERGY

WILL SAVE UP TO **\$1,260** IN ONE YEAR,

OR **\$25,378** IN 15 YEARS

QUALIFY FOR ENERGY EFFICIENT TAX CREDITS

WHEN BUYING AN ENERGY EFFICIENT APPLIANCE FOR EXAMPLE, HOMEOWNERS QUALIFY FOR



A TAX DEDUCTION AS HIGH AS 10% OF THE COSTS OF THE APPLIANCES UP TO \$500.

EVEN THOUGH AN ENERGY EFFICIENT HOME MAY HAVE A HIGHER PRICE TAG, IN THE LONG RUN THEY SAVE MORE MONEY AND LEAD TO MORE SATISFACTORY SALES!



SOURCES

NAR Sustainability Report 2017
<http://www.environment.nsw.gov.au/resources/actionmatters/IR-sustainable-households-survey-2014.pdf>