

Greening the MLS

Evolving Real Estate systems to meet client needs

BY MARY LOVE

How do we showcase the green features of a home? With an increased understanding of how our actions impact our health and environment and a demand for greener products and services, the Multiple Listing Services (MLS) now offers an efficient way for sellers to show buyers the green features of their homes. This is a great way to meet the expanding desire for greener real estate.

a property is.

This list of green building features in the MLS places a small “g” in front of items that are currently considered green by most certification programs. These features are always subject to change. Most certification programs set standards 15 to 30 percent above current standard building codes and as these codes improve, green features improve.

Appraisers use the MLS as a guide to the current market value of a house. They look for special

real added value for Green Homes.

In order for green features to add value to a house, those features must be mentioned. Sometimes the educated buyer may know more about a certification program and its requirements than the Realtor®. It is critical that sellers, builders and Realtors® learn the advantages of certain products and materials. Once they start to promote the benefits of green features accurately, the market will respond with greater demand for sustainable



Samsel Architects photo

databases used by Realtors®. Realtors® pay to utilize this system and agree to share their listings. A great deal of information can be input into the system and shared with numerous websites that are free to the public.

In 2015, the MLS added energy efficiency and green fields to their system, enabling real estate professionals and home sellers to market properties effectively. Green features have been shown to increase property values and selling prices. The new matrix system allows more features to be available to Realtors® and for the public to efficiently determine just how green

features and upgrades that will increase the value of the house. If the green features have not been marked, the improved value will not be noticed by the appraisers and the lenders.

In 2013, the Residential Green and Energy Efficient Addendum was created for appraisers to use for Green Homes. Builders, homeowners and third-party verifiers are encouraged to complete and present this Addendum to appraisers, agents, lenders and homeowners. Many of the features listed in the Addendum are also features in the MLS. Now, everyone can truly compare “apples to apples” and create

and energy-efficient homes.

WNCGBC, Land of the Sky Association of Realtors and Asheville Home Builders Association offers a class to Realtors® and builders, “Knowing and Using Your MLS Green Features.” Together, they are increasing awareness that green features are healthier for families, communities and our environment – carrying far greater value than cosmetic features.

Mary Love is a Realtor and the team leader for Love The Green Team. She is a certified HERS rater and teaches the Building Green Real Estate Courses. She can be reached at 828-279-6723 or marylovethегreen@gmail.com.

Going “g”

The Land of the Sky Association of Realtors® matrix MLS system utilizes a large scale program format and has several certification options for “Green Built” homes. The two most utilized programs in Western North Carolina are Green Built NC and ENERGY STAR. Additional features that can be selected include:

BUILDING FEATURES

- g-Advanced Framing/Concrete Construction
- g-Engineered Wood Products
- g-No-Low Voc/Paints
- g-Photovoltaic-Solar Power
- g-Recycled Construction/Household Waste
- g-Spray Foam Insulation
- g-Xeriscaping-Drought Resistance Plants

HEATING

- g-Active Solar Heat
- g-ENERGY STAR HVAC
- g-Fresh Air Ventilation
- g-Geothermal
- g-On-Demand Water Heater
- g-Passive Solar Heat
- g-Radiant Heated Floors
- g-Sealed Combustion Fireplace/woodstove

EQUIPMENT

- g-Dual Flush Toilets
- g-ENERGY STAR Clothes Washer
- g-ENERGY STAR Dishwasher
- g-ENERGY STAR Freezer
- g-ENERGY STAR Light Fixtures
- g-ENERGY STAR Refrigerator
- g-Low Flow Fixtures

DOORS/WINDOWS

- g-Insulated Windows

FLOORING

- g-Sustainable Flooring

WATER HEATER

- g-Solar



Build Green. Build Fast. Build Right.

Innovative | High Performance | Net-Zero Energy | Prefabricated Homes

Committed to green building since 1968



deltechomes.com
828.253.0483