

# RESNET's Appraiser Dashboard Enhances Appraisal Data

Presented by:

Sandra K. Adomatis, SRA, LEED Green Assoc., NAR Green

RESNET 2018 – February 26, 2018

3:30 pm to 5:00 pm



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## Sandra K Adomatis, SRA, LEED Green Assoc., NAR Green Designee

- Author of "Residential Green Valuation Tools"
- Real Estate Appraiser
- REALTOR®
- National Speaker



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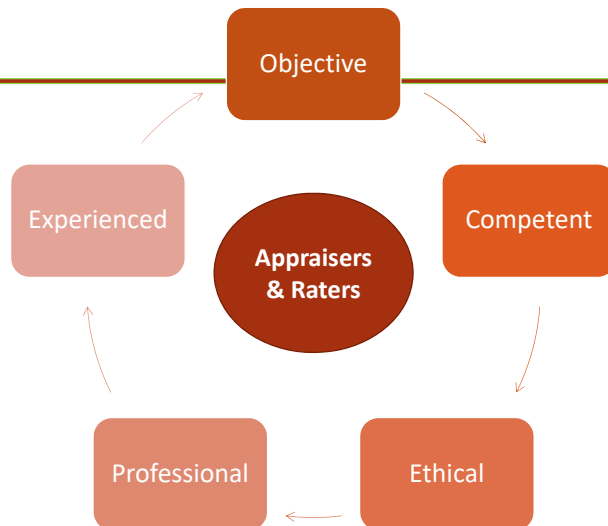
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# Overview

RESNET made a huge improvement to the appraiser's search of HERS Ratings by developing an Appraiser's Dashboard. The Appraiser Dashboard will give them searchable fields to produce more meaningful trends in appraisal reports. HERS is not just a number any longer, and understanding the market share of new construction with HERS Ratings speaks volumes to how important energy efficiency is to a market. The updated AI Residential Green and Energy Efficient Addendum has been mapped to the MLS dictionary, RESO and to the mortgage industries' dictionary - MISMO. What does that mean to HERS and the future of your profession? This session will give you an overview of the meaning of these two advancements and how the secondary mortgage market guidelines have changed in regard to energy efficiency. We'll end this session with a few quick rater/appraiser stories that will bring out ways to improve the relationship and importance of HERS Ratings in appraisals.



# We share common goals!



## Why an Appraiser Dashboard?

1

Provide access to data that will enhance understanding of a home's efficiencies

2

Give valuable HERS trends to influence credibility of the ratings

3

Allow appraisers information that is not found on the public HERS Registry



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Why do only Appraisal Institute Members have access?

AI has a memorandum of understanding with RESNET to work closely on issues at the heart of both organizations' services.

AI is the only appraisal organization with a full library of energy and green appraisal courses.

Appraisers with an understanding of the HERS Ratings are better equipped to use the rating effectively to serve the public.

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## RESNET's Public HERS Registry

The public can access the following information on rated homes:

- Address of Home Rated
- Rating Company Name That Rated the Homes
- Date That Rating was Completed
- HERS Index Score of Home



<http://www.resnet.us/public-access-to-resnet-national-registry>

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## RESNET's Public HERS Registry

### Looking for a HERS Rated Home?

Homes with HERS Index scores are more energy efficient, resulting in lower energy bills and higher home comfort. To find out if a home has been HERS-rated, enter its full address in fields below.

Street Address *	City
<input type="text" value="Enter Street Address"/>	<input type="text" value="Enter City Name"/>
State *	Zip Code
<input type="text" value="Select a State"/>	<input type="text" value="Enter Zip Code"/>
<input type="button" value="FIND"/>	

\*required field

### How Does the HERS Index Work?

The HERS Index is an easy-to-understand approach to measuring a home's energy efficiency. A home is assigned a numerical value based on its overall energy performance; this is its HERS Index Score. The lower the score, the more energy efficient the home. The HERS Index Score is the one number that tells you all you need to know about a home's total energy performance; it's like a miles-per-gallon sticker for houses! Visit the [HERS index website](http://www.resnet.us/public-access-to-resnet-national-registry) to learn more.

<http://www.resnet.us/public-access-to-resnet-national-registry>



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## MLS Listing of 2021 Misty Sunrise Trl, Sarasota, FL

HERS Index: 57

Under Construction but offered at a discounted price! This is new construction with estimated completion in December 2017.



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## Example of how public HERS Registry is used.

### Looking for a HERS Rated Home?

Homes with HERS Index scores are more energy efficient, resulting in lower energy bills and higher home comfort. To find out if a home has been HERS-rated, enter its full address in fields below.

Street Address *	City
<input type="text" value="2021 Misty Sunrise Trl"/>	<input type="text" value="Sarasota"/>
State *	Zip Code
<input type="text" value="Florida"/>	<input type="text" value="Enter Zip Code"/>
<input type="button" value="FIND"/>	

\*required field



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## Results from public search of 2021 Misty Sunrise Trl, Sarasota, FL



LEARN ABOUT HERS® ASK AN EXPERT RESNET PROFESSIONALS

Home Energy Efficiency Financial Benefits Ratings & Audits Use a RESNET Certified Member

**This Home Is Not Rated**

If you're a homebuyer looking for a new home, it only makes sense to ask for the HERS Index Score. It's the one number that lets you comparison shop for homes based on energy performance. So ask for the HERS Index Score before you buy!



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Why can't the HERS Rating be found?


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Disclosure is important to avoid misrepresentation.

- Public and real estate professionals lack knowledge to understand the different ratings.
- Inserting a rating that may be a "projected or Sampling" rating without disclosure could cause a valuation issue.



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## Ways to effectively advertise a “Projected or Sampling” Rating.

- Complete AI Res. Green and Energy Efficient Addendum – Check appropriate box showing rating category and attach to the MLS
- Attach the “Projected, Sampling, or Confirmed” Rating to the MLS
- Include Rating Certificate as a photo in MLS photograph gallery



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## Appraiser can use “Projected or Sample Rating”

- The value is made subject to an extraordinary assumption that the rating envisioned in the appraised value will be accurate upon final testing. If the rating is sufficiently different than envisioned, the appraised value may be materially affect and will require another analysis at an additional fee.



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# Example of "Extraordinary Assumption"

Indicated Value by: Sales Comparison Approach \$360,000 Cost Approach (if developed) \$365,100 Income Approach (if developed) \$

The income approach is not applicable in this size and quality housing. The cost approach is relevant in proposed construction and has strong support for the cost new and site value. The sales comparison approach has some weakness due to the limited number of two-story house sales; however, the additional two-story sales and listings in the addendum add credibility to the sales analyzed.

This appraisal is made  "as is,"  subject to completion per plans and specifications on the basis of a hypothetical condition that the improvements have been completed,  subject to the following repairs or alterations on the basis of a hypothetical condition that the repairs or alterations have been completed, or  subject to the following required inspection based on the extraordinary assumption that the condition or deficiency does not require alteration or repair: **Appraised value is subject to completion per plans & specifications & Projected HERS Index final rating as envisioned in this report. See Addendum for more details.**

Based on a complete visual inspection of the interior and exterior areas of the subject property, defined scope of work, statement of assumptions and limiting conditions, and appraiser's certification, my opinion of the market value, as defined, of the real property that is the subject of this report is \$ 360,000 as of 09/04/2014 is the date of inspection and the effective date of this appraisal.

Freddie Mac Form 70 March 2005 UAC Form 1004 March 2005 Produced using ACI software, 800.234.8727 www.aciweb.com Page 2 of 6 Fannie Mae Form 1004 March 2005 1004\_05UAD 12172013



## Attachments result in fewer days on market and sales price premiums



### Appraisers' Analysis of Pearl National Home Certification Sales Premiums



1577 Spring Hill Rd  
Suite 200  
Vienna, VA 22182  
[www.certification.com/about](http://www.certification.com/about)

## VA Study Compares Sales Premiums to Marketing

Pearl Gold	Contract Date	Days on Market	Sold Price	Adjusted Sale Price	Living Area	Sales Price Premium <small>(Pearl Sale Price - Adjusted Non Green Sale Price)</small>	Premium as % of Sale Price <small>(Premium/Pearl Sale Price)</small>	Age Yrs
Crozet, VA								
Single-Unit Detached								
Pearl	2/26/2017	29	\$477,000		2,170			15
Pair 13	7/8/2016	63	\$445,000	\$430,766	2,535	\$46,234	9.69%	9
Pair 14	7/30/2016	1	\$449,900	\$435,792	2,518	\$41,208	8.64%	19

These pairs have minor adjustment and strongly support a close positive sales price premium. This Pearl-Certified Home was marketed in the MLS and may account for the higher premiums. These pairs support a sales price premium of 9%.

<https://pearlcertification.com/>



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### Updated

AI Res.  
Green &  
Energy Eff.  
Addendum  
820.05

Mapped to the MLS dictionary, RESO

Mapped to the mortgage industries' dictionary - MISMO.

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What do the changes mean to HERS and the future of your profession?

- HERS Ratings will become more recognized by public
- HERS Ratings may become a buyer's decision-making tool
- Lenders will see more HERS Ratings and begin to expect it on newer construction

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Our world is changing and so must we!  
Data standards connect our worlds and improve the data flow.

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RESO Mapping Interprets Data for MLS

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The image features a hand holding a glowing white 'info' text against a dark blue background with bokeh light effects. A curved orange arrow points from the 'info' text to the letters 'MLS' in orange. In the top left corner, there is a document icon with a red waveform and the text 'AI Appraisal'.

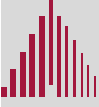


Appraisal w/AI Res. Green & EE Addendum

Mortgage Market

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The image shows a globe with binary code (0s and 1s) in blue. Several computer monitors are arranged in front of the globe. A red arrow points from a document icon (with 'AI Appraisal' text) to the words 'Mortgage Market' written in white. The text 'Appraisal w/AI Res. Green & EE Addendum' is written in white on a red background above the arrow.

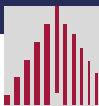


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*Professionals Providing Real Estate Solutions*<sup>®</sup>

# 820.05 Residential Green and Energy Efficient Addendum

## Detailed Instructions

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REPORT SECTION: DATA ELEMENT	DESCRIPTION AND INSTRUCTIONAL DETAILS
EFFICIENCY FEATURES: Building Envelope Tightness Description	The building envelope is everything that separates the building's interior from the exterior. This includes the foundation, exterior walls, roof, doors and windows. The envelope rating should be compared to the local building code requirements for this rating to identify a structure that exceeds the building code. The lower the number the tighter the envelope.
EFFICIENCY FEATURES: Building Envelope Tightness Unit Type CFM25   CFM50   ACH50   ACHNatural	The unit of measure specifically defined for defining the level of resistance to inward or outward air leakage through unintentional leakage points or areas in the building envelope. This air leakage is driven by differential pressures across the building envelope due to the combined effects of stack, external wind and mechanical ventilation systems.

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# The RESNET Appraisers HERS Index Portal

RESNET

Dashboard

My Profile

HERS Index Search

Logout

Welcome to the  
RESNET Appraisers HERS Index Portal

High energy performance homes present home buyers with high value homes that are more comfortable, and have lower operating costs.

Search for a home's HERS Index Score and calculated monthly energy savings.

HERS Index Search Tool for Appraisers

The RESNET HERS Index is the national label of a home's energy performance. It involves a trained and certified professional that inspects and tests the energy performance of a home and issues a HERS Index score.

Homes with low HERS Index scores are more secure. The University of North Carolina found that homes with low HERS Index Scores had a 32% lower mortgage default rate.

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## Fannie Mae and Freddie Mac Appendix D

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### Energy Efficient Items

The appraiser must enter any energy efficient items for the subject property and each comparable property. If there are no energy efficient items, enter 'None'.

**Reporting Format:**  
Energy Efficient Items – Text

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		N.Res:			N.Res:			N.Res:			N.Res:					
SALES COMPARISON APPROACH	View	DTI_Ranch			DTI_Ranch			DTI_Ranch			DTI_Ranch					
	Design (Style)	Q4			Q4			Q4			Q4					
	Quality of Construction	C1			C3			C1			C3					
	Actual Age	0			11			+5,500			10					
	Condition	+5,000			C1			+5,000			C3					
	Above Grade	Total	Bdrms	Baths	Total	Bdrms	Baths	Total	Bdrms	Baths	Total	Bdrms	Baths			
	Room Count	5	3	2.0	6	3	2.0	0	6	4	2.0	0	5	3	2.0	
	Gross Living Area	1,438 sq. ft.			1,432 sq. ft.			1,755 sq. ft.			-15,900			1,452 sq. ft.		
	Basement & Finished Rooms Below Grade	0sf			0sf			0sf			0sf			0sf		
	Functional Utility	Average			Average			Average			Average					
	Heating/Cooling	Central			Central			Central			Central					
	Energy Efficient Items	None			None			None			None					
	Garage/Carport	1ga1dw			2ga2dw			-5,000			2ga2dw			-5,000		
Porch/Patio/Deck	39 sf Porch			48 sf Porch/Patio			-500			Porches			-2,000/41 sf Porch			

		Residential/vacant			Residential/vacant			Residential/vacant			Residential/vacant		
SALES COMPARISON APPROACH	View	Ranch			Ranch			Ranch			Ranch		
	Design (Style)	ZERH.ES. FGBC			Code Built-2014			Code Built-2014			Code Built-2014		
	Quality of Construction	0+/- Years			0+/- Years			0+/- Years			0+/- Years		
	Actual Age	New			New			New			New		
	Condition	n/a			n/a			n/a			n/a		
	Above Grade	Total	Bdrms	Baths	Total	Bdrms	Baths	Total	Bdrms	Baths	Total	Bdrms	Baths
	Room Count	5	3	2	6	3	2	6	3	2	6	3	2
	Gross Living Area	1,437 sq. ft.			1,437 sq. ft.			1,437 sq. ft.			1,437 sq. ft.		
	Basement & Finished Rooms Below Grade	n/a			n/a			n/a			n/a		
	Functional Utility	Average			Average			Average			Average		
	Heating/Cooling	FWA C/Air			FWA C/Air			FWA C/Air			FWA C/Air		
	Energy Efficient Items	HERS 47			No HERS. Inf			9,595			No HERS. Inf		
	Garage/Carport	One Car Garage			Two Car Garage			-5,000			Two Car Garage		
Porch/Patio/Deck	Cov Entry			Cov Entry, Lanai			-5,000			Cov Entry, Lanai			
Utilities	Well/Septic			City Wtr/Septic			City Wtr/Septic			Well/Septic			
Days on market	22			8			6			6			

# Comparable Sales Search

RESNET

Home > RESNET HERS Index Search Tool

Dashboard

My Profile

HERS Index Search

Logout

RESNET HERS Index Search Tool

The tool allows appraisers to search for home HERS Index scores by state, city, zip code or address. Simply start your search below.

By State/City

State: California

City: El Dorado Hills

By Zip Code

Zip Code: Enter zipcode

By Address

Address: Enter Address

Search

# Comparable Sales Search

- By State
- By City
- By Zip Code
- By Address





## Filter Results

4D Appraiser

**FILTERS**

Use the filters below to refine your search results lorem ipsum dolor sit amet.

**HERS Index Score Range**

0 1

---

**Builder Name** **HERS Rating Company Name**

Select One Select One

**Estimated amount for annual energy costs (\$)** **Annual savings over reference home (\$)**


\$0 \$1 \$0 \$1

---

**Year of Construction Range**

From Date  to To Date

Update



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## Results

4D Appraiser

Home Address	HERS Score	Builder Name	HERS Rating Company Name	Annual Energy Costs	Annual Savings	Year of Constr.	Energy Star Certified	
[REDACTED]	52	[REDACTED]	[REDACTED]	\$3273	\$2327	2015	No	<a href="#">View</a>
[REDACTED]	46	[REDACTED]	[REDACTED]	\$2576	\$1230	2014	Yes	<a href="#">View</a>
[REDACTED]	2	[REDACTED]	[REDACTED]	\$3760	\$3250	2014	Yes	<a href="#">View</a>
[REDACTED]	44	[REDACTED]	[REDACTED]	\$4703	\$4605	2015	Yes	<a href="#">View</a>
[REDACTED]	45	[REDACTED]	[REDACTED]	\$2900	\$1400	2014	Yes	<a href="#">View</a>
[REDACTED]	2	[REDACTED]	[REDACTED]	\$395	\$5313	2017	Yes	<a href="#">View</a>
[REDACTED]	10	[REDACTED]	[REDACTED]	\$992	\$5834	2016	Yes	<a href="#">View</a>
[REDACTED]	49	[REDACTED]	[REDACTED]	\$3295	\$2424	2015	Yes	<a href="#">View</a>
[REDACTED]	-11	[REDACTED]	[REDACTED]	\$-322	\$5392	2016	Yes	<a href="#">View</a>
[REDACTED]	46	[REDACTED]	[REDACTED]	\$3400	\$2250	2014	Yes	<a href="#">View</a>

Showing 1 to 10 of 10 records



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Now I  
have  
addresses  
to  
research

These addresses give appraisers a place to start the sales search for not only comparable data but for...

Paired-data analysis. Pairing sales with differing HERS Ratings may provide direct market support for the value of the energy efficient features.


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## Paired-Data Analysis

	Sale A	Sale B
Sale Date	02/05/2018	12/25/2017
Sales Price	\$225,000	\$235,000
Living Area	2,100	2,125
Bedrooms/baths	3/2.5	3/2.5
HERS Rating	65	45
Location	Sunny Side	Sunny Side
Sale Price Difference	\$235,000-\$225,000=\$10,000 for 20 points difference in HERS Rating	

Note: For educational purposes only, not actual sales



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## ENERGY STAR®

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RESNET HERS Registry is only place to identify ENERGY STAR® Certified Homes to answer:

1. Do they sell for more?
2. Do they experience fewer days on market?

## Prior to this Dashboard

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Appraisers had no way to verify a home as an ENERGY STAR® Certified Home.

MLS listings often show a home as an ES Home because it has ES Appliances – now appraisers and have a source.

## Appraiser asks the question-

- Energy Star Rated Home - Any thoughts on the Market Reaction to Energy Star Rated homes with Certificate? Owner said it cost an extra \$8,000 in the \$400,000 range. Ever make it an item on the form for the Energy Efficient Items line which usually says "average" or "insulation"?

## Appraiser responses

*Appraiser 1: If it's a subdivision home, you should have numerous comps with the same energy rating.*

*Appraiser 2: In the grid there is a spot for that where you can note the energy efficiency. Sometimes I will capitalize the annual savings and make an adjustment, if I can. But I prefer to find similar energy efficient sales.*


# Results of Specific Address Search

RESNET

Home > RESNET HERS Index Search Tool > 14 Crabapple Ln


Dashboard  
My Profile  
HERS Index Search  
Logout

## 14 Crabapple Ln, Anywhere, NY 12500



### HERS Index Score

44




Builder's Name: Jon Doe Custom Homes  
HERS Rating Company: Tom the Rater  
Year of Construction: 2015  
Date submitted to Registry: 2016  
Annual Energy Costs: \$4703  
Annual Energy Savings: \$4605  
Energy Star Certified: Yes

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# Appraiser Meets Energy Rater



Would you help me understand the HERS Report?

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- Energy Savings of \$4,605 compared to 2006 standard code-built home.
- If I have a sale that was built in 2006 and the appraisal property is a 2015 or newer, I can use an Income Approach to value the energy efficient features.

## BIG DATA



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**Income Approach**  
– Energy Savings

- \$4,605 annual savings
- Discount Rate of 5% (Mortgage rate plus 1)
- Discount for 23 years (estimated physical life of energy features)
- Present value of the savings suggest \$56,700 rounded.



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# Income Approach Plus

The income approach results should always be used with another approach(es).

Cost new of additional energy features less all forms of loss (depreciation)

Paired-data analysis

Secondary data from published studies

# A Full HERS Report

Details of construction and energy features

Basis for comparing sales

Data to develop an income approach to value using energy savings

A third-party report that gives credibility to the term "energy-efficient" home.



How long is a HERS Rating reliable?

## Future Work to Enhance Credibility



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## Future Work to Prove HERS Life

Address	Rating	Year Rated	Rating	Year Rated	Result
408 Jelly St	65	2010	65	2017	No Difference
609 Bean St	58	2009	60	2018	Similar
1209 Second St	47	2008	50	2018	Similar
1810 Lyle Ct	55	2009	65	2017	Added SF
1403 Sycamore St	77	2008	78	2017	Similar
908 Bend Dr	45	2009	40	2018	New HVAC

Example only: This data is for educational purposes only and not actual data.



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## What does such a HERS study prove?

- Can a HERS Rating be trusted by the public for negotiating purchase prices and estimating utility costs?
- Can a lender, appraiser, or real estate agent rely on a HERS Rating more than a year old?
- Is the HERS worth the money?
- Increases your credibility in the market.

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## Sources of work for AI & RESNET Members

A lender does not need special approval to deliver HomeStyle Energy loans to Fannie Mae.

A lender may deliver a HomeStyle Energy mortgage loan with energy improvements as soon as the loan is closed. The energy-related improvements do not have to be completed when the mortgage is delivered to Fannie Mae. HomeStyle Energy loans are not subject to recourse.

The lender must establish a completion escrow for incomplete energy improvements. The improvements must be completed no later than 180 days from the date of the mortgage note. For requirements related to the completion of the postponed improvements, including escrow accounts, disposition of funds after work completion, and title reports, see the *Requirements for HomeStyle Energy Improvements on Existing Construction* table in [B4-1.2-03, Requirements for Postponed Improvements](#).

Source:

<https://www.fanniemae.com/content/guide/selling/b5/3.3/01.html>

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## Fannie Mae Guidelines – 12/19/2017

### Appraisal Requirements

The appraisal report for a HomeStyle Renovation mortgage must provide a "as completed" appraised value that estimates the value of the property after completion of the renovation work. (See [B5-3.2-02, HomeStyle Renovation Mortgages: Loan and Borrower Eligibility \(03/29/2016\)](#), for requirements pertaining to the cost of the renovations as a percentage of the appraised value.

### Energy Report Requirements

When a HomeStyle Renovation mortgage is used to finance energy-related improvements, a Home Energy Rating Systems (HERS) energy rater must prepare a written energy report. See [B5-3.3-01, HomeStyle Energy for Energy Improvements on Existing Properties \(09/31/2016\)](#), for additional information concerning the requirements related to the energy report.

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## B5-3.2-03, HomeStyle Renovation Mortgages:

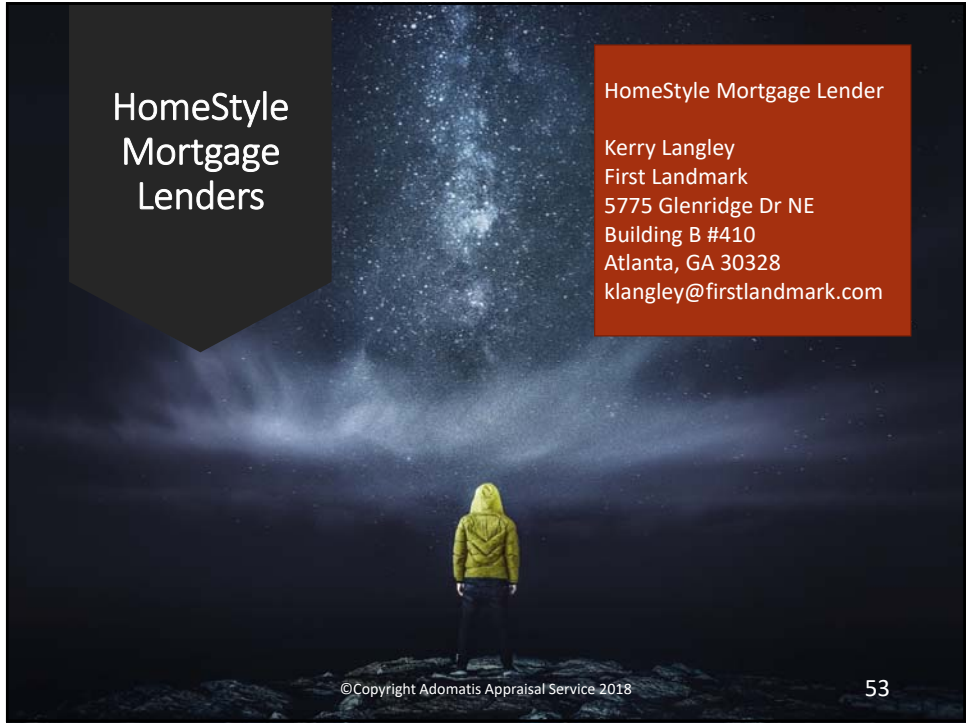
The report must meet at least one of the following standards:

- A Home Energy Rating Systems (HERS) report completed by a HERS rater who is accredited under the Mortgage Industry National Home Energy Rating Standards (HERS Standards), as adopted by the [Residential Energy Services Network \(RESNET®\)](#). A list of accredited HERS raters by state can be located at [RESNET's website](#).
- A Department of Energy (DOE) Home Energy Score Report completed by an independent third-party energy assessor with credentials obtained through one or more of the organizations listed as eligible under the DOE program. A list of acceptable organizations can be found on the [DOE website](#).
- A rating report completed by an independent and certified home energy consultant or auditor, comparable in rating methods and scope to the HERS or Home Energy Score evaluation, and that is permitted under a local or state level home energy certification or audit program.

Source: Fannie Mae Guidelines 12/19/2017, page 708

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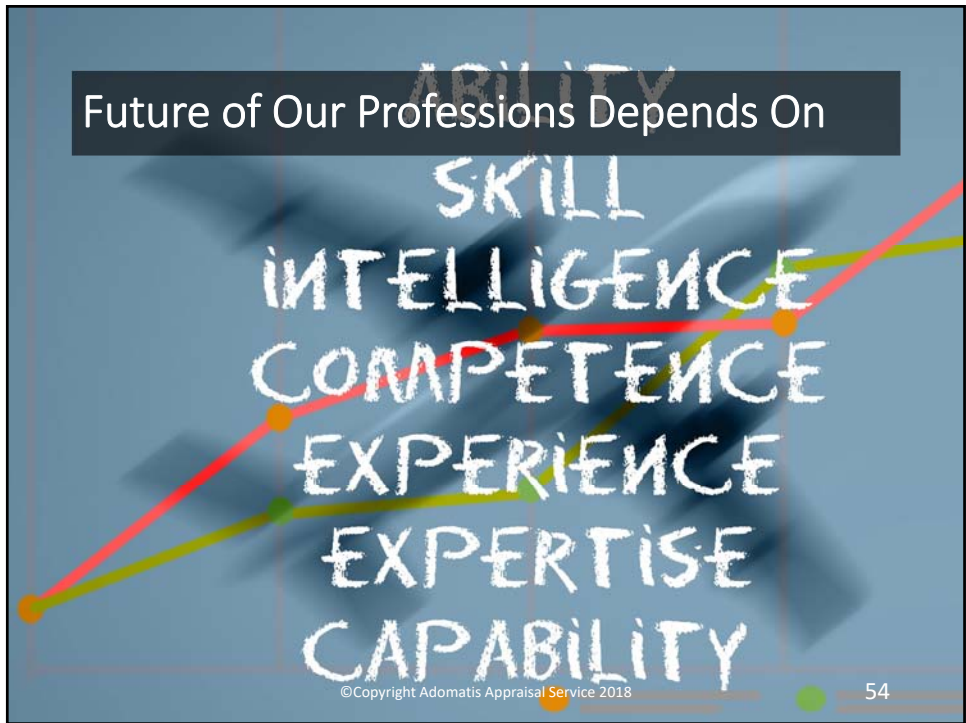
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HomeStyle  
Mortgage  
Lenders

HomeStyle Mortgage Lender  
Kerry Langley  
First Landmark  
5775 Glenridge Dr NE  
Building B #410  
Atlanta, GA 30328  
klangley@firstlandmark.com

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Future of Our Professions Depends On

ABILITY  
SKILL  
INTELLIGENCE  
COMPETENCE  
EXPERIENCE  
EXPERTISE  
CAPABILITY

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 -- select -- **Find An Appraiser** Online Store Donate Lum Library

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 Professionals Providing Real Estate Solutions

AI Resources Education Publications Professional Prac

Home > Find An Appraiser > Search

**Find An Appraiser**

**Find An Appraiser**  
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 Professional Development Program Registry  
 Valuation of Conservation Easements  
 Appraising Historic Preservation Easements  
 Litigation  
 Valuation of Sustainable Buildings - Commercial  
**Valuation of Sustainable Buildings: Residential**

**Find An Appraiser**  
 This Directory lists real estate appraisers and Practicing Affiliates of the Appraisal Institute.

**QUICK SEARCH** Zip Code  
 City:  State:

Clear Fields

**ADVANCED SEARCH** Find a specialist  
 First Name:  [Help and Search Hints](#)  
 Company:

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Select State/Province: **Florida**

	AI	Name	Company	City, State	Accepts Fee Assignments
<a href="#">SELECT</a>	Designated Member	Sandra K. Adomatis, SRA	Adomatis Appraisal Service	Punta Gorda, FL	Yes
<a href="#">SELECT</a>	Designated Member	David P. Bouverat, SRA *	Key Appraisal Services	Sarasota, FL	Yes
<a href="#">SELECT</a>	Designated Member	Michael D. Colias, SRA *	JP Morgan Chase	Tampa, FL	No
<a href="#">SELECT</a>	Designated Member	Karen L Goforth, MAI *	Wells Fargo Bank - RETECHS	St. Petersburg, FL	Yes
<a href="#">SELECT</a>	Designated Member	Harvel W. Gray, MAI	Economic Appraisers Inc	Lauderhill, FL	Yes
<a href="#">SELECT</a>	Designated Member	Franklin Frederick Griffin, SRA	Griffin Real Estate & Appraisals	Tampa, FL	Yes
<a href="#">SELECT</a>	Designated Member	Joni L. Herndon, SRA	Real Property Analysts/Gulf Coast	Tampa, FL	Yes
<a href="#">SELECT</a>	Designated Member	Austin O. Hollis, Jr, MAI, SRA	Hollis Appraisals, Inc.	Jacksonville, FL	Yes

# Appraisal Institute Education

## Valuation of Sustainable Buildings

Title	Hours	State Approval
<a href="#">Introduction to Green Buildings</a>	8	<a href="#">State Approval</a>
<a href="#">Case Studies in Appraising Green Residential Buildings</a>	8	<a href="#">State Approval</a>
<a href="#">Residential and Commercial Valuation of Solar</a>	15	<a href="#">State Approval</a>
<a href="#">Case Studies in Appraising Green Commercial Buildings</a>	15	<a href="#">State Approval</a>
<a href="#">Practical Applications in Appraising Green Commercial Properties</a>	15	<a href="#">State Approval</a>

[FAQs](#)

[Program Registry – Residential](#)

[Program Registry – Commercial](#)

<https://www.appraisalinstitute.org/education/your-career/professional-development-programs/#Valuation of Sustainable Buildings>



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# SWOT Analysis - Strengths

- RESNET has trained professionals to measure energy efficiency and Appraisal Institute has the training to value energy efficiency.
- Both organizations have standards and quality control measures well established.
- AI has 86 years and a brand.
- RESNET has 23+ years and more recognition than other energy ratings.



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## SWOT Analysis - Weaknesses

- Lack of knowledge regarding energy ratings in market place, appraiser's limited access to data, continual regulation that often undermines the quality of our products.

AI has a brand in the market but insufficient growth in membership to grow the brand.

RESNET has limited market recognition.



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## SWOT Analysis - Opportunities

- RESNET and Appraisal Institute have educational resources established and trained professionals. Collaboration amongst the wide network of real estate professionals will change the game! Auto Pop.

**Existing Home Renovations must gear up to compete with new construction energy efficient benefits.**



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## SWOT Analysis - Threats

- Legislation, codes, and processes that are inconsistent, automated models for rating or valuing properties.
- We must embrace technology or we will be left behind.

## Learn from Kodak

- Kodak developed a digital camera in 1975
- Filed a patent in 1978 which was the basis for the digital camera market as we know it today ([Estrin 2015](#)).
- Kodak did not believe in this technology (who would want to watch pictures on a screen?),
- In the 90ies Kodak had the chance to go public with a digital camera and be the first mover in this market, but the company did not invest in this technology to protect its market share in the traditional photography market.

Though Kodak made billions from the patent on the digital camera, the company went [bankrupt in 2012](#).

Though Kodak managed to survive till today, it is now a much smaller company than it was in the beginning of this century.

<https://www.enerquire.com/blog/qlb8n1za4ia9dk50h48dm5gfxngn2l>





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The word "thank" is written in large, colorful, 3D letters. The letters are: 't' (green), 'h' (blue), 'a' (purple), 'n' (yellow), and 'k' (red). The letters are set against a dark background with a rainbow-colored glow at the bottom. The entire graphic is enclosed in a green border.

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