

TRAINING MANUAL



Real Estate Energy Efficiency Program

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Real Estate Energy Efficiency Program

The Real Estate Energy Efficiency Program (REEP) Training Manual was a collaborative effort involving many people and organizations. The working group would like to acknowledge the contributions of the following:

- Chris Wiebe, Certified Energy Advisor, Energy Experts
- Ian Gartshore, Certified Energy Advisor, Shore Energy Solutions Ltd.
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- City of Nanaimo
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- City Green Solutions

FUNDING PARTNERS

- BC Hydro PowerSmart®
- City of Nanaimo
- Regional District of Nanaimo
- Real Estate Foundation of British Columbia
- Vancouver Island Real Estate Board (VIREB)

SUPPORTERS

- Municipality of North Cowichan
- Comox Valley Regional District



Overview

The Real Estate Energy Efficiency Program (REEP) is designed in consultation with REALTORS® for REALTORS®! The program consists of a two-hour in-home session, facilitated by both a Certified Energy Advisor (CEA) and a REEP project team member.

What sets the REEP program apart is the intimate small group format with 10- 12 REALTORS® per session, providing an opportunity for REALTORS® to learn, ask questions and share stories. Together REALTORS® explore practical ways to incorporate energy efficiency seamlessly into the sales process. REALTORS® who complete the training are provided a complimentary assessment - a \$300 value! The assessment may be used by the REALTOR® or gifted to a client.

LEARNING OBJECTIVES

Upon successful completion of the training session, the participant will be able to:

- Articulate the benefits of improving home energy efficiency
- Describe a Home Energy Evaluation Process
- Explain the role of Certified Energy Advisor
- Interpret EnerGuide Rating of a house
- Clarify the major differences of the old and updated EnerGuide Rating Systems
- Find Certified Energy Advisors in the region and relevant information
- Use a variety of techniques such as storytelling and data analysis to highlight the importance of home energy efficiency
- Assist clients to make energy efficiency decisions when they are either buying or selling a home
- Identify appropriate opportunities to demonstrate concrete benefits of energy efficiency to clients

Preparation for Training Session

Prior to beginning the training session the following steps must be completed:

- Participant Recruitment
 - Identification of target REALTOR® audience
 - Engagement of VIREB for REALTOR® events
- Workshop Location Selection
- CEA Selection and Preparation
- Local Government Partner Recruitment and Selection
 - Partner requests
 - REALTOR® requests

Prior to each training session the following tactics should be accomplished.

PROJECT COORDINATOR TASKS:

- Invitations and reminders to REALTORS®, host community and home owner to confirm the timing and location of training 1 week prior and 48 hours prior - directions to the home should be included.
- Order coffee/tea, water, pastries and pick up 45min prior to the session.
- Print a sign in sheet including REALTOR® name, company and email address.
- Print knowledge review – 1 for each participant + 1 with answers.
- Bring REEP homeowner rebate sheet, local government incentives, HERO brochures, RBC financial product information for display.
- Arrive 20 minutes in advance.

CEA TASKS:

- Have completed the home assessment and have a printed copy of the energy evaluation available for review/discussion during training.
- Prepare the home for training - close all windows and doors and set up for the blower door test.
- Confirm with the homeowner areas that are off limits during the walk through.

Introduction & Roles

The REEP Coordinator will welcome everyone to the training and will introduce the session, the REEP Team, the CEA and host community/partner. Participants will also be asked to introduce themselves, their company and location.

REEP COORDINATOR TALKING POINTS:

- Thank the REALTORS® for attending.
- Thank our funding partners (City of Nanaimo, the Regional District of Nanaimo, Vancouver Island Real Estate Board and in partnership with BC Hydro, and the Real Estate Foundation of British Columbia)
- Remind REALTORS® to sign in. This is confirmation they have attended the session and provides access to the complimentary assessment.
- The training session will take two hours. Questions are encouraged!
- Request that cellphones remain on silent
- Share the process for the REEP Program
 - Attend the Training Session
 - Access a FREE energy assessment. The CEA will provide a report which detailed possible home renovations to increase home energy efficiency.
 - Complete energy efficient upgrades
 - Invite the CEA back for a follow up assessment (cost is about \$150, covered in some municipalities). The CEA will provide a final report.
 - Rebates are now accessible and the CEA can assist in completing the paperwork.

REALTOR® TALKING POINTS = PROGRAM BENEFITS:

- This training program was designed by REALTORS® for REALTORS® to enhance the relationship with your clients.
- An opportunity for REALTORS® to become more familiar with energy efficiency and energy literacy.
- This is a new sales opportunity and a means to understand how to incorporate energy efficiency into the home buying/selling process.
- The training will assist you in 'telling a story' about energy efficiency to engage with your clients.
- Help your clients' access rebates for home improvements or a purchase with improvements mortgage.
- Information and tools are available free to REALTORS® at VIREB.com/REEP

REALTOR® TALKING POINTS:

Ask the following questions to gauge the level of energy knowledge of the group:

1. How many of you have done a home energy evaluation before?
2. How many of you have been a REALTORS® in the region for under five years?
Between five and ten years?
Between ten and 20 years? Over 20 years?
3. What do you hope to learn today?

Energy Facts

BENEFITS OF ENERGY EFFICIENCY

- reduced operational costs
- reduction in energy use and demand from grid
- increased comfort for residents
- improved air quality
- sustain housing affordability

Review various energy facts with the participants. The CEA should allow the participants the opportunity to ask questions and should provide their own examples throughout.

CEA TALKING POINTS:

Ask the participants the question below relating to energy use and energy efficiency. Depending on the response from the group, elaborate from the information given below to help fill in the gaps or provide further evidence and examples.

POTENTIAL INCREASE IN PROPERTY VALUE

- Reduced operational costs:
 - By improving a home's energy efficiency, total energy use can be reduced and the cost of monthly energy bills can substantially decrease.^{3, 4}
- Reduced energy use and demand from grid:
 - In BC, individuals are responsible for 30% of the province's Greenhouse Gas (GHGs) emissions.⁵ Of the energy used in the residential sector space heating accounts for the highest percent age at 52%, followed by water heating at 21%.⁶ Reducing home energy use reduces the demand on the grid, promotes energy independence and the idea of big versus small demand.

INCREASED HOMEOWNER COMFORT

- Increasing the energy efficiency of a home can improve the comfort of a home.³ By draft proofing the home, the temperature and humidity can be regulated, the interior space will be more comfortable for the occupants of the home and more of the interior space will be usable.⁷ The experience of the home will be overall more pleasant and will be suitable for a larger demographic of occupants.

Energy Facts - Cont'd

IMPROVED INDOOR AIR QUALITY

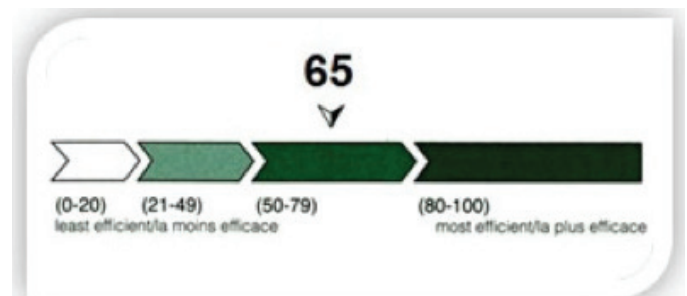
- Improving the energy efficiency of a home can directly impact the quality of the air within the home.
 - Air quality can be improved through good design by removing opportunities for mold growth and encouraging good airflow throughout the home.
 - Indoor air quality may sometimes be compromised when a home is made overly airtight and is not provided with sufficient ventilation.
 - In these situations water infiltration from wet spaces within the home and through exterior walls may build up and lead to the growth of mold and mildew.
- Choosing appropriate materials (such as paints, finishes, etc.) that are low in or have no volatile organic compounds (VOCs) are also extremely beneficial in improving a home's indoor air quality.

ENERGUIDE® OVERVIEW

- Review the EnerGuide® Home Energy Evaluation system with the participants.
- Ask if there are those in attendance who are familiar with EnerGuide®.
- To-date, over one million homes in Canada have received an EnerGuide rating.¹⁰
- Show a sample EnerGuide® label and sample EnerGuide® report.
- Reference the revised EnerGuide® system and highlight the major differences between the two rating systems.

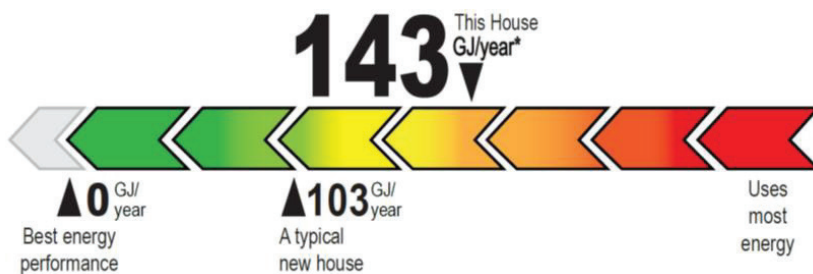
The current EnerGuide system uses a points-based approach in which a house can obtain a rating ranging between 0-100. A rating for a typical older house home without energy upgrades would tend to fall within the 0-50 range, whereas an upgraded older house would typically falls within the 66-74 range.

A 'net-zero' home would be one that obtains a rating of 100.¹¹



Energy Facts - Cont'd

The updated EnerGuide Rating Systems, version 15.0, is a consumption-based rating in gigajoule(GJ) per year. The lower the score, the less energy the house uses, similar to the ratings for appliances and automobiles. A 'net-zero' home would be one that obtains 0 GJ per year rating.



Differences between a comparison label (like EnerGuide®, nutritional labels, mileage labels) vs best in class labels (such as Passive House, BuiltGreen, EnergyStar®)

- Show new EnerGuide® Labels
- Training should include discussion on the benefits of comparison labels (e.g. they provide certainty to both sides: sellers and buyers, and can enable sellers to get higher price and sell faster), and also on the challenges (what if the home is rated poorly – how should that info be communicated – i.e. that it provides certainty and comes with recommendations for retrofit actions).

CEA TALKING POINTS:

- A CEA is a professional who has gone through specific training and is certified by Natural Resources Canada.
- Run through the role and responsibility of a CEA:
 - Initial assessment includes a report and EnerGuide Rating
 - Renovations or repairs are completed
 - Follow-up assessment is completed with a final report demonstrating the new EnerGuide Rating and increase in energy efficiency
 - CEA will assist homeowners to understand applicable rebates, paper work is submitted to the appropriate utilities or local government by the home owner
 - Rebates can take 6 weeks to 3 months to receive

Home Energy Evaluation Process and Walk-Through

The CEA should explain the process of a home energy evaluation, including collecting information, taking measurements, and finally inputting this information into a computer program called HOT 2000.

CEA TALKING POINTS:

- The home is treated as a complete system, with the various parts being interconnected.
- Demonstrate a home energy evaluation walkthrough of the home and discuss areas for energy efficiency improvements in the home.
- For each area, ask REALTORS® to suggest solutions to improve energy efficiency.
- Discuss areas that affect energy consumption, such as:
 - Envelope;
 - Space heating;
 - Domestic hot water;
 - Mechanical ventilation;
 - Air tightness;
 - Solar gains;
 - Internal gains; and
 - How behaviour impacts home energy use.
- Demonstrate the blower door test, ensuring that all participants can see the air pressure gauges and feel the drafts.
- Briefly discuss EnergyStar® and EnerGuide® rated products and how they may be integrated or used throughout the home.
- Review the results of the home energy evaluation of the home with the participants and discuss areas where energy efficiency improvements can be made.
- Review and show an example EnerGuide® label and report.
- Focus on what key information is provided to the homeowners in the report.

EnerGuide® Process

Review the process of obtaining an EnerGuide® rating through Natural Resources of Canada. Provide a quick overview of the process so the participants understand the process and anticipated timelines associated with obtaining a rating.

CEA TALKING POINTS – ENERGUIDE® PROCESS:

- Book an energy assessment with a CEA.
- The CEA will provide a report which detailed possible home renovations to increase home energy efficiency.
- Complete energy efficient upgrades
- Invite the CEA back for a follow up assessment (cost is about \$150, covered in some municipalities). The CEA will provide a final report.
- Rebates are now accessible and the CEA can assist in completing the paperwork.

Rebate and Incentive Programs

Discuss the various incentive and rebate programs available for homes undergoing home energy improvements. Additional information on each of these incentive programs may be accessed through the REEP website at VIREB.com/REEP and are updated regularly.

CEA TALKING POINTS:

- Local Governments offer a number of incentive and rebate programs aimed at promoting green homes for residents.
- BCHydro PowerSmart/ FortisBC HERO Program®
- Canada Mortgage and Housing Corporation (CMHC)
- Province of BC Oil to Heat Pump Program
- RBC Energy Saver Mortgage or Line of Credit

REAL ESTATE ENERGY EFFICIENCY PROGRAM

- The REEP program is available to clients of REALTORS®; who have successfully completed this REEP training program. The program provides REALTORS®; with the opportunity to access a home energy evaluations through a qualified CEA.

Rebate and Incentive Programs - Cont'd

REEP ASSESSMENT PROCESS:

Similar to the regular assessment process the REEP assessment process allows for a complimentary energy assessment for the REALTOR® or their client to use. The REEP process is as follows:

- Attend the Training Session
- Access a FREE energy assessment. The CEA will provide a report which detailed possible home renovations to increase home energy efficiency.
- Complete energy efficient upgrades
- Invite the CEA back for a follow up assessment (cost is about \$150, covered in some municipalities). The CEA will provide a final report.
- Rebates are now accessible and the CEA can assist in completing the paperwork.

A New Sales Opportunity:

Working Energy Efficiency into the Process

PERSONALIZED STORY EXAMPLE- ROB GREY

"I was working with buyers who sold their multi-million dollar home in South Vancouver and were looking at waterfront homes between \$1 million and \$3 million on the central island. We narrowed our search down to one home with 5000 square feet of living space and an indoor pool. The buyer was prepared to write an offer but asked for one last piece of information: the operational costs for the home. The clients were high income, high net-worth buyers and they were comfortable paying the annual property tax of \$12,000; however when I reported back with the utility costs averaging between \$800 and \$1400 monthly between hydro and gas costs, their interest in the property ended.

Despite their wealth, operational costs were very important to them as they were nearing retirement and were transitioning to a fixed, albeit high, retirement income. Manageable monthly costs are very important to all demographic groups. In this case, the seller would be well-advised to conduct an energy assessment, review the existing heating systems for both the home and the pool, and then invest into the best quality heating systems to drive down the monthly costs. An investment of any amount would more than offset the downward price pressure a consumer/buyer will place on the seller to acquire this property."

Understanding the client's needs is fundamental for the REALTORS® and is key to closing the sale. Getting a sense of their tastes, financial situation and personal goals all help REALTOR® connect the client to the right home or buyer. Being energy literate allows REALTORS® to demonstrate where clients should consider investing to make their home more comfortable, maximize return on investment and ultimately reduce home operating costs. Long term REALTORS® can help their clients save money, building credibility which could lead to another successful home transaction.

REALTOR® TALKING POINTS

- Use stories to connect energy efficiency for the client (REALTOR® will provide examples)
- This is a way to learn more about the clients values
- Use energy efficiency, blend in your own experiences around five key energy focal points can help bring integrate home energy use into the conversation.
- Conduct the home walk through with energy conservation in mind
- Review utility costs
- Help your clients 'lean in' to the conversation, by taking their cues as to where they perceive upgrades are required and overcome objections (i.e. windows or baseboard heating)
- Proactively offer suggestions, use the ROI calculator and/or suggest a CEA be brought in to make recommendations
- Long term REALTORS® can help their clients save money, building credibility which could lead to another successful home transaction

FIVE KEY HOME ENERGY FOCAL POINTS

1. Crawl Space: Note age and condition of insulation
2. Heating System: Keep up to date with innovation and rebate opportunities for heat pump systems.
3. Windows: Is the window single pane, double, triple?
Is there condensation present?
4. Fireplace: Older fireplaces could be a significant source of heat-loss
5. Attic Insulation: One cost effective way to improve thermal comfort could be through increasing attic insulation. Always balance the options with the client's budget and the funding/ rebate opportunities available

Note: there are four videos on the VIREB.com/REEP web-site which speak to each of these areas. REALTORS® are welcome to share the videos with their clients, on social media or through their regular marketing channels.

Interactive Session

The interactive session is an opportunity to engage REALTORS® and discuss some of the benefits and barriers to promoting home energy efficiency during the buying and selling process. The session will be divided into a selling section and a buying section; questions will be posed to the participants and they will have the opportunity to think of solutions and scenarios and discuss them amongst themselves and with the CEA.

WHEN SELLING A HOME:

I'd like you to imagine you are working with a client trying to sell a home.

REALTOR® Poses Questions:

1. What did you learn in this training so far that you think could help you with the sale of a home?
2. What information could you and your clients obtain from the home energy evaluation that would be useful?
3. What challenges and opportunities do you see if the home you represent has a low EnerGuide® rating?
4. What additional information may you and your client need to help facilitate a successful sale?
5. What other challenges do you think you may face when trying to explain or promote home energy efficiency to potential buyers?

WHEN BUYING A HOME

Now I'd like you to imagine you are helping a client to purchase a home.

REALTOR® Poses Questions:

1. Would you request information about EnerGuide® ratings or energy features of a home when looking at properties? Why and why not?
2. Can you think of any reasons why buyers should consider the energy performance of prospective homes? What are they?
3. What information or assistance related to home energy efficiency do you think you may need to help buyers make purchase decisions?



Interactive Session - Cont'd

KNOWLEDGE REVIEW & WRAP UP

Following the discussion, hand out the knowledge review for the participants to complete. Give the participants five minutes to complete the review and then go over the answers with the participants.

REALTOR® or REEP Coordinator

- Ask the participants if they have any questions
- Access to the assessments will be provided following the session and should be reserved through the REEP co-ordinator
- Participants will receive the current list of rebates and incentives, REEP logo and ROI calculator via email
- Participants will receive an evaluation electronically – encourage completion and feedback
- Final Reminder to sign the sign-in sheet
- THANK YOU to participants, home owner and host community

References

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9. http://www.lung.ca/protect-protegez/pollution-pollution/indoor-interieur/radon-radon_e.php
10. <http://www.nrcan.gc.ca/energy/efficiency/housing/house-improvements/5005>



REEP Training Agenda

1. WELCOME & INTRODUCTIONS

2. ENERGY FACTS

2.1 Review of Energy Use and Energy Efficiency Facts

3. ROLE OF CEA AND HOME ENERGY EVALUATION

- EnerGuide® Overview
- Role of a Certified Energy Advisor
- Mock Home Energy Evaluation and Walk Through
- EnerGuide® Process
- Incentive and Rebate Programs

4. WORKING ENERGY EFFICIENCY INTO THE SALES PROCESS

- Understanding the client's needs
- Telling your story to connect with the client
- Conducting a Walk Through with Energy Conservation in Mind
- Five Key Focus Areas:
 - Crawl Space
 - Heating System
 - Windows
 - Fireplace
 - Attic Insulation

5. INTERACTIVE SESSION

6. KNOWLEDGE REVIEW, COMMENTS AND WRAP UP

- Knowledge Review
- Questions and Comments
- Next Steps and Wrap Up

Knowledge Review

Please complete the following knowledge review.

1. What do you call an energy professional that can perform an EnerGuide evaluation? Where can you find them?
 Certified Energy Advisor.
 Local CEAs are listed on VIREB/REEP and RDN Home Energy Assessment Rebate website. Other CEAs can be found through City Green and Canadian Home Builders Association of BC.

2. Name at least three energy related incentives that could benefit your clients.
 REEP energy assessment incentive;
 HERO program for home energy improvements;
 CHMC mortgage insurance premium refund;
 RDN Home Energy Assessment Rebate;
 Community specific rebates
 more on VIREB/REEP website.

3. Name at least two places that you can call or visit to find information about most energy related incentives offered in the central Vancouver Island area.
 VIREB/REEP website, RDN, City Green

MULTIPLE CHOICE

1. Which of the following areas affect a home's energy performance as well as thermal comfort?
 a. Space heating b. windows c. hot water use d. renewable energy generation e. air leakage f. appliances

2. What category of a home's energy use is the highest in BC?
 a. Space heating b. space cooling c. lighting d. air leakage

3. Which of the following organization offers energy related incentive?
 a. Canadian Home Builders Association
 b. RBC Royal Bank
 c. Real Estate Foundation of BC
 d. Canadian Mortgage and Housing Corporation (CMHC)

4. What can a CEA tell you and your clients?
 a. How much energy does a house may consume
 b. Information on rebates and incentive programs
 c. What improvements can be made
 d. How much the improvements will cost
 e. Estimated annual energy savings for improvements
 f. Where the air leakage might be