



# The Green Resource

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# Meet the 2024 EverGreen Award Winners

We are excited to announce **Ashley Rummage** and **Amy Taylor** as the 2024 recipients of the CRD EverGreen Award. This prestigious award recognizes individuals who demonstrate exceptional dedication to sustainable building design, green practices and advancing sustainability in the real estate industry.

## Leadership in Sustainability

After years of advocating for a sustainable community, Ashley and Amy's commitment to sustainability reached new heights in 2023 through their work with the Raleigh Regional Association of REALTORS® (RRAR). They organized a groundbreaking Sustainability Summit, educating members on listing, marketing and valuing solar PV homes. The event also featured expert insights on high-performance homes and eco-friendly building practices, and a vendor fair showcasing green products.

## Paving the Way for a Sustainability Committee

Following the summit's success, Ashley and Amy helped in forming the Sustainability Exploration Task Force, advocating for a permanent Sustainability Committee at RRAR. As Chairs, they defined the committee's mission, structure and funding, while facilitating discussions on key sustainability topics including the NAR Sustainability Toolkit, appraiser training, local partnerships, and grant opportunities. Industry leaders Craig Foley and Matt Fowler provided expert guidance, helping to shape the committee's direction.

## Comprehensive Sustainability Plan

**Under their leadership, the task force developed a comprehensive plan that included:**

- Collaborations with local universities, businesses and organizations focused on sustainability education
- Promotion of the Green Designation Course
- Appraisal certification and training
- A Net Zero/Energy-Efficient Homeowners Panel
- A High-Performance Home Tour
- Ongoing TMLS training
- Resource guide for our members
- A repeat of the Annual Sustainability Summit
- Future mentor programs
- Cross-committee collaborations (House Affordability, DEI)
- Ongoing outreach with local government to advance policy and legislation

## Lasting Impact

This June, their task force's findings led to the unanimous approval of a 2025 Sustainability Committee. This initiative will benefit over 10,000 RRAR members and the broader community.

Congratulations to Ashley Rummage and Amy Taylor for their outstanding contributions and well-deserved recognition! 🏡



Ashley Rummage



Amy Taylor

## Green Future

The Sustainability Exploration Task Force's findings were presented at RRAR's June board meeting, and the establishment of a Sustainability Committee in 2025 was unanimously approved.

This new committee will continue to build on Ashley and Amy's vision, benefiting over 10,000 members, as well as their clients and the broader community.



# NAR Sustainability Summit 2024



The NAR Sustainability Summit continues to be a premier event for Green designees, blending inspiration with actionable insights, and this year in Minneapolis was no exception.

The event featured a forward-looking agenda, with discussions on groundbreaking innovations, including:

- the potential of fusion power to address global energy challenges
- geoengineering as a climate solution
- advancements in prefabricated and 3D-printed housing

The summit also provided practical tips for incorporating green practices into your business, including:

- helping clients increase access to green improvements via the [Inflation Reduction Act](#)
- attracting buyers for whom sustainability is a priority
- providing exclusive knowledge on trends and consumer preferences

## Green Knowledge and Competitive Advantage

Your knowledge as a Green designee can provide invaluable consumer education. You can help homeowners understand the value and importance of sustainable products and practices when it comes to buying or selling their home. Educate clients on:

- renewable energies like solar panels and wind turbines
- the benefits of Green certifications
- energy-efficient appliances
- green communities and locations
- smart home technology

Some clients may not be aware of what it takes to make a property more sustainable and efficient, so providing this key information will add value to their experience of working with you.



## TIPS

Visit [Rewiring America](#) to keep updated on the latest in green practices and IRA impact.

The NAR [Sustainability Grant](#) provides funding for projects and programs, including education, to raise awareness of sustainability. Projects could include establishing a sustainability committee or hosting community events.



## NAR Sustainability Summit 2024

### Guide Clients to Overcome Barriers

Despite increasing awareness and news-focus on environmental issues, there can be barriers to consumers fully embracing energy efficiency solutions. Cost is typically a large barrier. Green designees can help clients think through these barriers in a number of ways. For example, you can:

- educate on the long-term financial benefits of sustainable practices, for example, reduced energy bills and increased property value
- make them aware of government incentives and tax credits they may qualify for
- connect to contractors who specialize in sustainable building

### Be the Voice in Your Community

Another way to take advantage of your special knowledge as a Green designee is to advance sustainability through political advocacy. Here are a few ideas to help embed yourself in the local conversation:

- Attend community and government meetings to offer insights on zoning and building codes to mitigate climate risks.
- Get involved in projects that enhance walkability, bike-ability and community health and well-being.
- Post your marketing materials in public places to showcase your Green credentials.

Being active and present in the local community will get your name and business in front of homeowners as a leader on the subject of green real estate. 🏡



**Did you miss the Summit?**  
**Check out the recap and highlights on the [NAR Events website](#).**

# SAVE THE DATE!

The 2025 Sustainability Summit will take place June 24–25 in Nashville, Tennessee.



# 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**



# Member Benefit

## Unlock Exclusive Perks with Free Pearl Certification

As a Green designee, you can access exclusive benefits and tools through Pearl Certification to seamlessly integrate home performance and efficiency into your business, enhancing the value of your listings.



Join the  
Pearl  
Real Estate  
Network

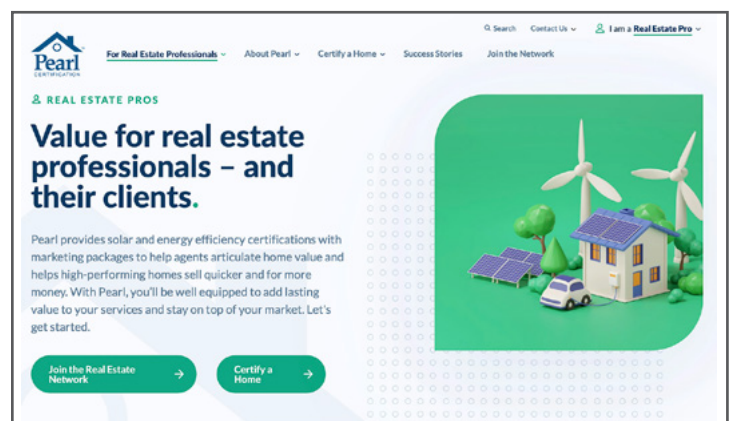
### Exclusive Discounts for Green Designees:

- Free Virtual Pearl Certification on your first order (\$99 value)
- 30% off all Pearl Solar Certifications

### Get Access to:

- *The Spark*: Pearl's portal for agents to network and access a library of listing materials and resources
- Virtual Home Certification Training for expert guidance on leveraging Pearl Certification in your listings

Join Pearl's free network today to unlock these exclusive perks for real estate agents. 🏡





# Staging Strategies to Highlight Sustainability

Staging a home to highlight its green features can be a valuable differentiation for your clients. A major research study conducted by [Zillow](#) (reporting on 3.1 million home sales in 2020/2021) reported that homes with eco-friendly features sell about 10 days faster than homes without.



Here are some of the features you should showcase to focus the attention on the sustainable aspects of the property:

## **Efficient and smart features**

Smart thermostats, LED lights and energy-efficient appliances are all important to eco-conscious buyers. Highlight them and their cost savings.

## **Solar energy**

Out of all today's renewable energy options, solar stands out as the best for home use, offering the ability to generate, convert and even store solar energy for use in case of a blackout. According to the International Energy Agency, solar is now the cheapest energy in history, making it an appealing and cost-effective home feature.

## **Minimize VOCs in paints and finishes**

Staging can often mean a fresh coat of paint. Using paints and finishes with low Volatile Organic Compounds is not only better for the environment but also healthier for home inhabitants, and well worth calling attention to.

## **Add indoor plants**

Indoor plants not only add life and color to a staged home but also improve indoor air quality. They are a natural and eco-friendly way to enhance the aesthetic appeal of a space.

## **Resilience to natural disasters**

According to the [2021 Zillow report](#), homes that have features to protect against natural disasters can sell for as much as 2.4 percent more than expected. Call attention to steel-frame construction, reinforced foundations, storm shutters, tornado shelters, rain gardens, drought-resistant landscaping and so on.

## **At-home vehicle charging**

With more people owning electric or plug-in hybrid vehicles, where and how to charge them is becoming a considered feature, and a highly promotable part of home staging. 🏠

# MEMBER ONLY EVENTS

## Green Virtual Networking Event

Don't miss out on the last virtual networking event of the year, where Green designees discuss successful strategies for expanding their network and marketing their business.

**SEPTEMBER 26, 2024 | 10AM CT | ZOOM**

[Secure Your Spot](#)

## NEW—Green Knowledge Exchange Making Sustainability and Climate Risk Part of Your Buyer Presentation

Join Green Knowledge Exchange, an exclusive series for Green designees covering key topics in sustainable real estate. Engage in Q&A, network, and boost your expertise.

In this session, Stacey Alcorn and Craig Foley, CEO and CSO of LAER Realty Partners, will showcase their tools for agents promoting sustainable homeownership and addressing climate risk. Learn how to enhance your value to home buyers.

Plus, receive a complimentary Canva template for a sustainable buyer presentation

**OCTOBER 24, 2024 | 10AM CT | ZOOM**

[Secure Your Spot](#)

