Meg Garabrant | NEREN

Meg is the Director of Marketing & Communications for the NEREN® MLS serving all of NH and VT with listings and members also in MA and ME. Meg oversees third party integrations, product, and member training & education. She is responsible for ensuring RESO field compliance and she has been greening the MLS since 2008. Meg is Chair of the CMLS Green Section Council.

Email: meg@neren.com
Phone: 603-228-9733
Website: www.neren.com
Laura Stukel | Consultant

Laura is a change management expert in the real estate, energy efficiency, and technology industries over the past 25 years. She is a third-generation REALTOR with L.W. Reedy Real Estate. Laura serves in national and local roles for the National Association of REALTORS®, including as lead developer for the CMLS Green Data Best Practices Guide.

Email: l.stukel@lwreedy.com
Phone: 773/251-1631
Website: laurastukel.wordpress.com
Twitter: @LauraStukel
Why create a Green Best Practices guide?

- Consumer Expectations
- Housing Inventories
- Trend has become mainstream

- 10 years of tools
- Valuable for sellers, buyers, agents
Connections are Key

Rooted in:
• 10 years of inventory stats and consumer demand
• 10 years of tools
• Value for sellers, buyers, agents
• A trend is now mainstream!
Moving from standards to utilization.

Foundation in RESO Standards

CMLS Green Data Best Practices Guide based on core RESO tools including:

- Data Dictionary
- Silver Certification fields and enumerations
- RESO Wiki
- Web API
Checklists for implementation:

- Based on Data Dictionary/RESO Wiki
- Core Green Checklist
  - Green Verification Collection
  - Power Production Collection
- Energy Star Checklist
  - <25 core fields related to resource efficiency
  - TBD - With input from USDOE Home Energy Information Accelerator partners
Home Energy Information Guide
Taking Verified Data Through The MLS To The Consumer
Core Green: Photovoltaics

Capturing the Sun:
A Roadmap for Navigating Data-Access Challenges and Auto-Populating Solar Home Sales Listings

Laura Stukel, Ben Hoen, Sandra Adomatis, Craig Foley, Laura Parsons
Lawrence Berkeley National Laboratory
LBNL-1006628

PropertyPowerProduction Collection

Data Dictionary Wiki Version: 1.6

A property might have a number of means of producing power. Whether different systems are separate resources allows for the relation of multiple power production systems to a single listing.

- ListingId (PropertyPowerProduction) Field
- ListingKey (PropertyPowerProduction) Field
- ListingKeyNumeric (PropertyPowerProduction) Field
- ModificationTimestamp (PropertyPowerProduction) Field
- PowerProductionAnnual Field
- PowerProductionAnnualStatus Field
- PowerProductionKey Field
- PowerProductionKeyNumeric Field
Next Steps

- **2017**
  - Sep: Plan/Design
  - Nov: Create Content
  - Dec: Publish + Outreach

- **2018**
  - Feb: Earth Day
MLS Green Fields Deliver

Today's hottest buyer trends include:

✅ COMFORT  ✅ SAFETY  ✅ AFFORDABILITY

More homes deliver than ever before.

MILLIONS OF HOMES

- ENERGY STAR HOMES: 1+
- SOLAR HOMES: 1.4
- ENERGY STAR SYSTEMS: 52

MLSs provide the tools to support this valuable niche.

900,000+
real estate professionals have access today!

Higher client satisfaction, Sell faster, Sell for more money

Ask your MLS about green fields today!

For more information:
Visit booth #4315 or nar.realtor/topics/sustainability

RESO
2017 Fall Conference

CMLS
Council of Multiple Listing Services

National Association of REALTORS®
QUESTIONS?
Google doesn’t answer everything!
Education on all sides of the table.
- What is cool tomorrow doesn’t exist today.
- Proliferation of Buzz Words.
  ■ AI, AR, VR, BlockChain, ICOs.
This is a Best Practice **NOT** policy
We’ve made an effort to simplify the conversation and understand that edge cases do exist.
DEFINITIONS

- Definitions for Dummies.
- The industry throws around these terms loosely because we’re all in on the joke.
- Educate the New Kids on the Block.
- Don’t get lost in translation.
DEMAND API USAGE

● APIs changed the way developers built software.
● RESO pushed MLS adoption and now the MLS should push industry adoption.
● The more vendors who start relying on APIs the better the services will become.
● There are limitations - but demand will drive innovation.
EDUCATE THE MLS

- The API is more than just policy… It’s TECH!
- Understand how an API works and why it drives business decisions.

Desire to Discover
- Buzz Words.
- Understand how technology changed another industry before it changes yours.
Delivering the right data.

IDX vs VOW vs Back Office

Both sides need to ask the right questions.
DEMAND ACTION

- A fast **NO** is better than a **LONG** maybe.
- Be responsive!
- Developers and Startups are resourceful.
  - They have a limited timeline and if they don’t get an answer from you they’ll find their answer somewhere else.
Betsy Hanson - CMLS

Dan Woolley - W + R Studios
THANK YOU EVERYONE