Beyond the Dictionary: Taking Green Data to Users and Data Consumers

Green Section Council, Council of MLS

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Council of Multiple Listing Services

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- Change management expert in the real estate, energy efficiency, and technology industries over the past 25 years
- Project lead for the CMLS Green Data Best Practices
- Serves on the RESO Data Dictionary Work Group and National Association of REALTORS® Sustainability Advisory Group

Speaker Bio | Laura Stukel Marketing | Council of MLSs

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Beyond the Dictionary: Taking Green Data to Users and Data Consumers

- **Starts with RESO Data Dictionary**

- **Builds off Home Energy Info Guide**

- **Quick Start: Guide to Green MLS Fields**
  - Released April 19

- **CMLS Green Data Best Practices**
  - Data feeds
  - Change management
  - Metrics and continuous improvement

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Starts with RESO Data Dictionary

ddwiki.reso.org

Data Dictionary Wiki / ... / GreenBuildingVerificationType Lookups

Zero Energy Ready Home

Created by RESO DD Workgroup on Jun 13, 2016

Lookup Value[?]: Zero Energy Ready Home

From Lookup Field[?]: GreenBuildingVerificationType Lookups

> ℹ **Definition (May contain conditions that must apply)**
>
> DOE Zero Energy Ready Home is a set of optional construction practices and technologies (above minimum code and ENERGY STAR Certified Home requirements) that builders can follow to ensure high-performance homes so energy efficient all or most annual energy consumption can be offset with renewable energy. Guidelines are outlined in the "DOE Zero Energy Ready Home National Program Requirements."

Synonym(s)[?]:

BEDES[?]: Assessment Program = "ENERGY STAR Certified Homes"

References[?]: RESI, RLSE, RINC, MOBI, FARM, COMS, COML

Lookup Status[?]: Active

Lookup Field ID[?]: 347000

LookupID[?]: 347012

Lookup Status Change Date[?]: Jun 21 2016

Revised Date[?]: Sep 17 2015

Added in Version[?]: 1.5.0

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Builds off Home Energy Info Guide

CMLS Essentials

**Quick Start:
Guide to Green
MLS Fields**
April 19

Getting Started

- **9** core fields with RESO green lookup values
- Implement Green Search and Marketing Group
- **6** supporting fields with RESO green lookup values

Best Practices

- Implement one set of Green Verification Group
- Implement Power Production Group: **solar**

Best In Class Practices

- Repeat Green Verification Group
- Implement Power Production Group: **wind**

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Data feeds
Change management
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RESO Data Dictionary

Listing Input Forms

Data Entered by Listing Agent

Auto-Pop Data

RESO API
Trusted 3rd Parties

Websites

Reports

Integrated Products
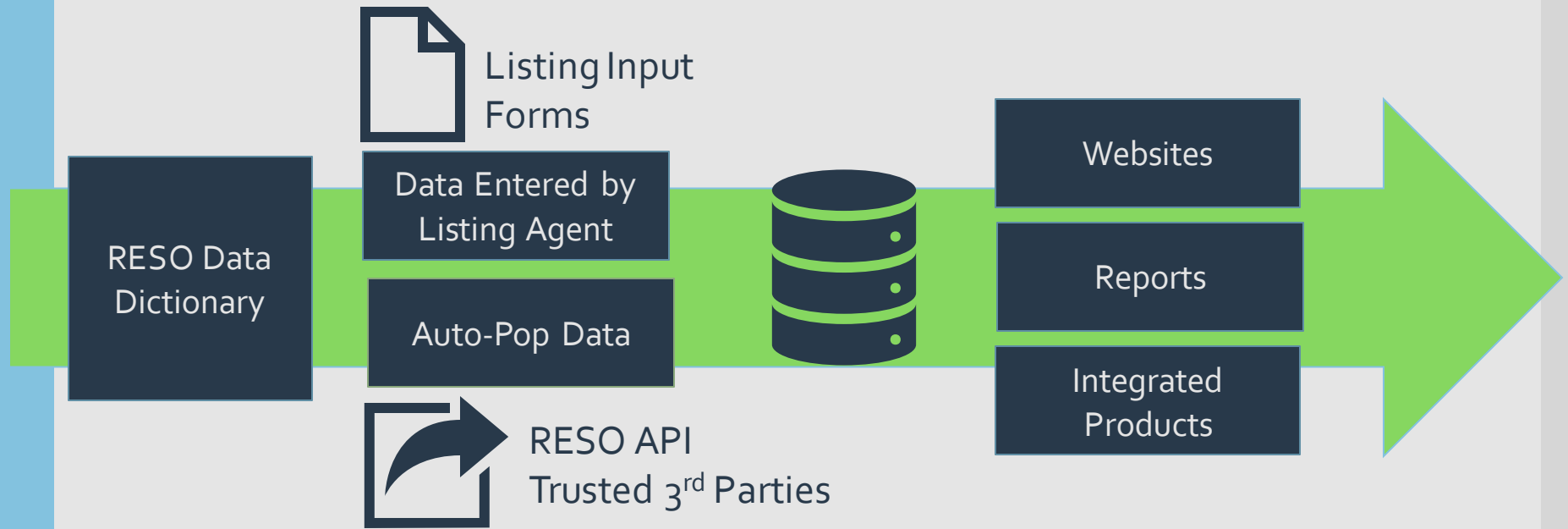
See **Partnering With Data Consumers:**
councilofmls.org/page/WhitePapers

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How People Respond to Change
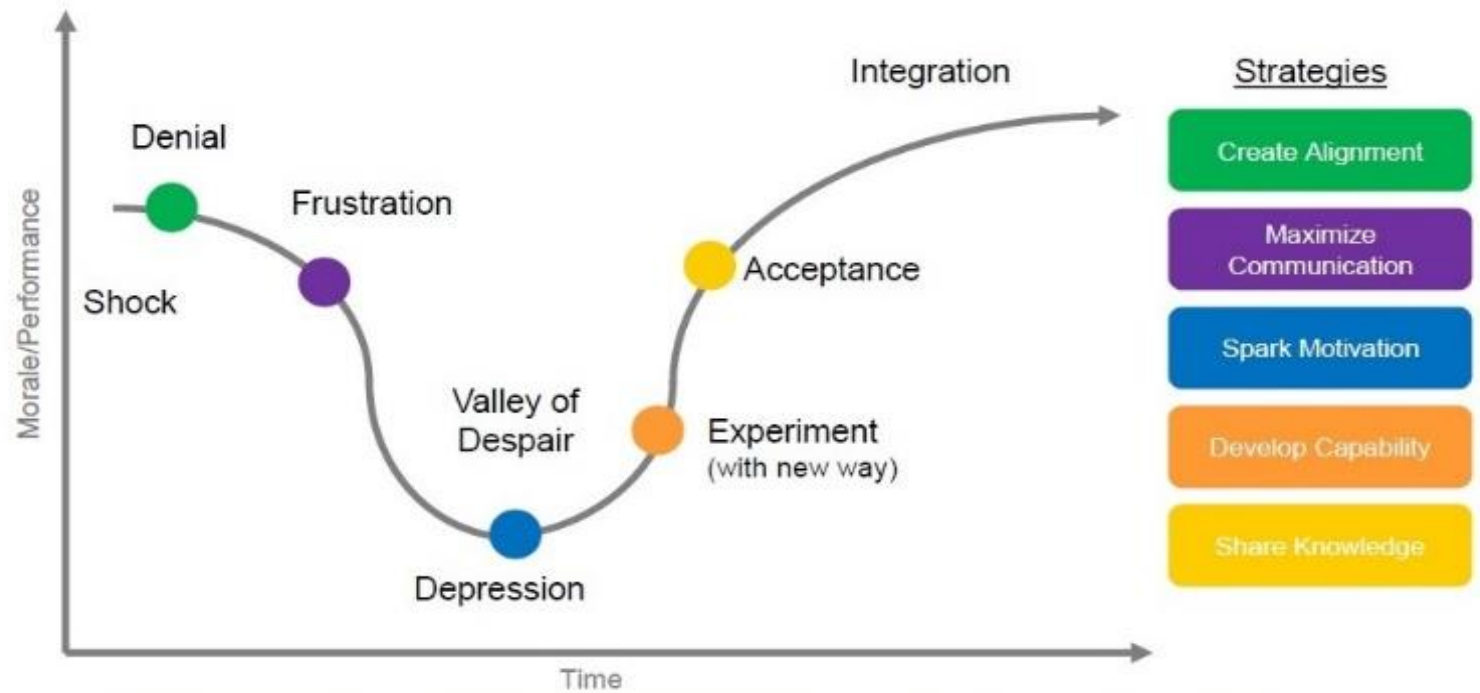
Rutgers University change model.

How People Respond to Change

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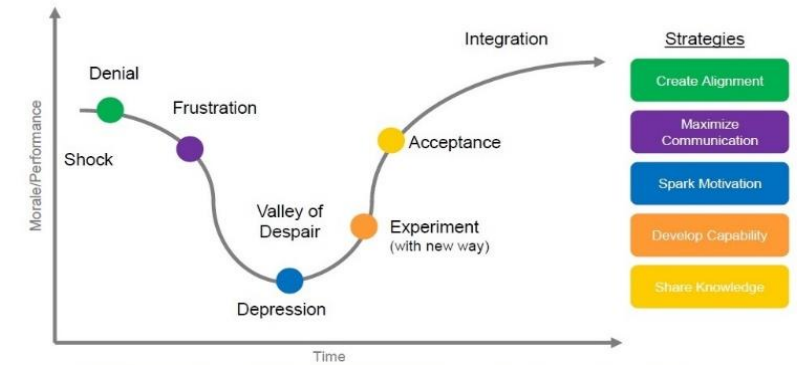
What to expect during a green data change initiative:

✓ Prolonged **denial** phase ✓ Prolonged **frustration** phase	**Why?** Confusion, perceived liability concerns, perceived thorniness
✓ **Quick rebound** upon experimentation phase	**Why?** Incremental changes to fields, forms and reports

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Data feeds
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Desired Outcome:	Priority Tactics:
Create alignment	☐ Market Statistics ☐ Compliance procedures ☐ Help Desk ☐ Context-sensitive help / Error checking
Maximize communication	☐ Resource Library ☐ Communication Campaigns
Spark motivation	☐ Embrace early adopters ☐ One-on-one coaching
Develop capacity	☐ Webinars ☐ Classroom
Share Knowledge	☐ Extended staff training & development ☐ BOR programming

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Compliance Quick-Start Guide

|	Type of Field		Group with logic?	Compliance Process	Icon Flag?	Error Check?	Hover Help?
Lookups	Existing	Intermingled			Optional 🌿		
Green Search and Marketing	New	Green Standalone	Yes				Yes
Green Verification	New	Green Standalone	Yes	Staff, Member reporting		Yes	Yes
Power Production	New	Green Standalone	Yes			Yes	Yes

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Green Data Initiatives	Getting Started	Best Practice	Best In Class
MANAGE RISKS			
Use RESO standards.	Y / N		
Align forms and data display to create a seamless listing agent data entry experience.	Y / N		
Auto-pop green data from trusted third-parties.		Y / N	
Monitor user compliance and feedback.	Y / N		
Monitor usage of key fields: Green Marketing & Search, Green Verification, Power Production		Y / N	
Measure adoption by key audience targets.		Y / N	
Report market trends.			Y / N

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Thank you!

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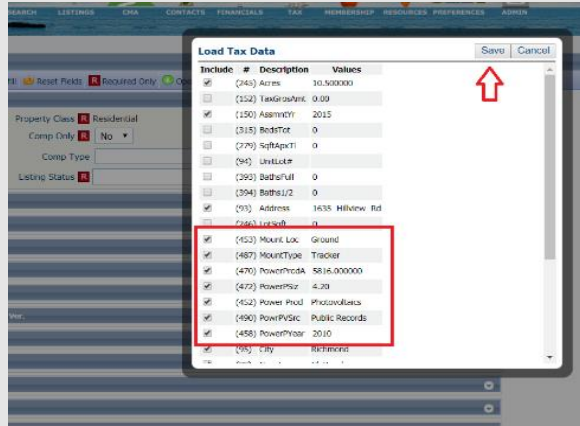
NEREN – Autopop: Solar data.

RMLS – Autopop: Green verification

MRED – Autopop: Utility data.

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