

Let's Streamline: Sourcing & Delivering Green Data via Auto-Population

PANELISTS



Meg Garabrant,
Dir Mktg & CMN,
NEREN® MLS



Chris Haran, CTO, MRED



Greg Moore, VP Tech Systems, RMLS



Matt Casey, President & CEO, CRS



SPEAKER



Meg Garabrant, NEREN

Meg Garabrant is the Director of Marketing & Communications for the NEREN® MLS with over 10,000 users throughout New England and is the primary MLS for the states of NH and VT.

Meg oversees third party integrations, product, member training & education, and is responsible for ensuring RESO field compliance. Meg is a member of RESO, CMLS, is Chair of the CMLS Green Section Council and a member of the NAR Sustainability Advisory Group.



The benefits of Green Data Auto-Population

- Green Data = Home Performance Indicators (HPIs)
- Consumer Experience (Agents & Appraisers & their customers)
- More Comprehensive Data
- Reduction of Data Inaccuracies
- Risk Management



NEREN® MLS PV Data Auto-Population Pilot

- PV Learning Network
- The data found us
- Vermont Solar Power Installation data (Photovoltaics)
- Launched 10/3/17



Consumer Experience

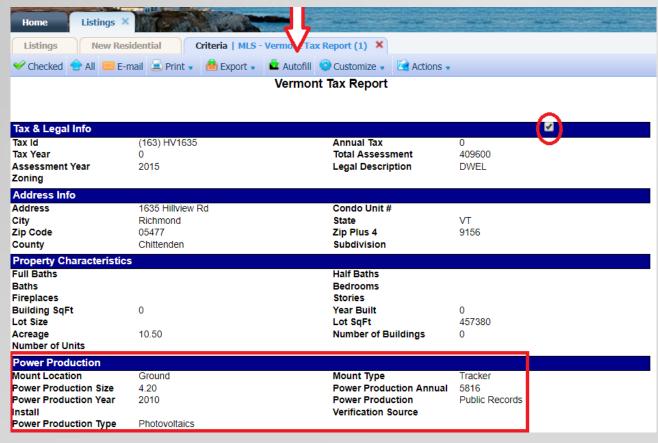
Incorporated Vermont PV data into Public Records
Database

- Already had auto-pop process in place in LIM
- RESO Standard fields –
 Power Production

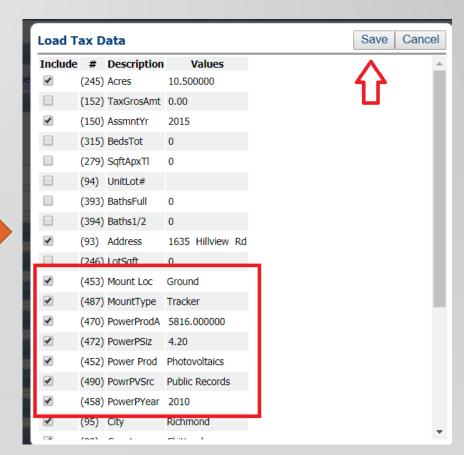
Listings New Residential	Criteria X			
Open All 🕝 Close All 🚾 Tax Switcher (Vermont Tax Autofill)				
Please search for a property to use with autofill or click <u>here</u> to add the listing manually.				
NOTE: To get a Count or Search results, you must enter a County AND at least a Street Name -OR- Owner Last Name.				
ax Search		٥		
County R	Chittenden×	P		
Street Number	1635×	?		
Street Name	Hillview×	?		
Street Type		?		
City	Richmond×	P		
Owner First Name		?		
Owner Last Name		?		
SPAN#		?		



Consumer Experience



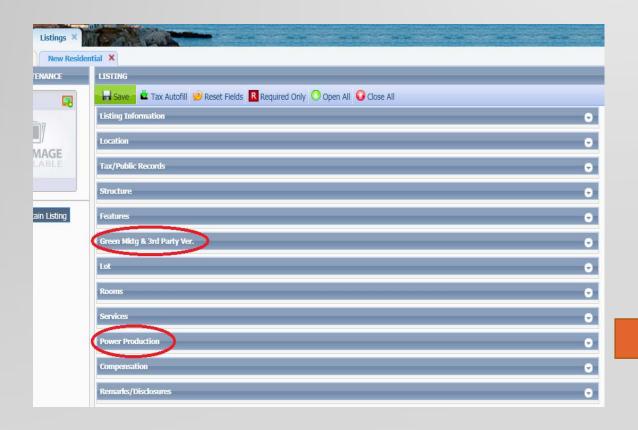
Review Available Data



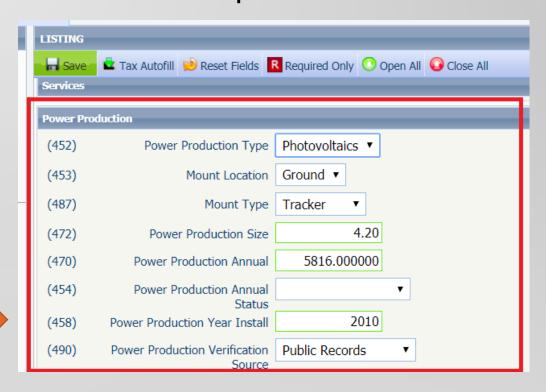
Data Auto-Selected



Consumer Experience



More Comprehensive Data



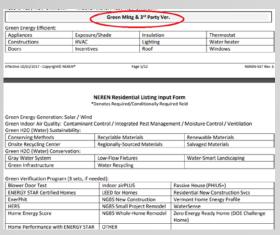
Risk Mitigation – Source: Public Records



Share Across the Marketplace

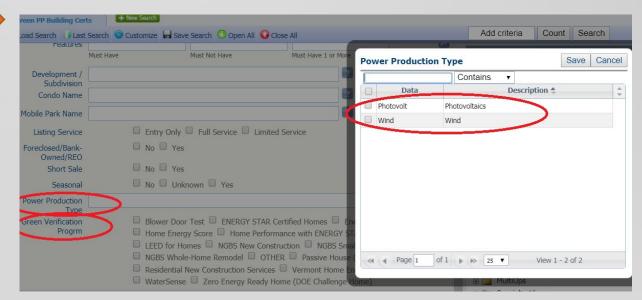
Listing Input Forms





Search







Share Across the Marketplace

Property Reports

```
Green Verification Progrm OTHER
                                                                                   Power Production Type Photovoltaics
Green Verification Body Passive House Institute Quality Approved
                                                                                   Mount Location Roof
Green Verification Status Preliminary
                                                                                  Mount Type Fixed Rack
Green Verification Year 2016
                                                                                   Power Production Size 123,560000
Green Verification Rating Vermont High Performance Home
                                                                                   Power Production Annual 123.560000
Green Verification Metric 9999Z
                                                                                    ower Production Annual Status Partially Estimated
Green Verification Source Contractor/Installer
                                                                                     ower Production Year Install 2000
Green Verification New Construction No
                                                                                    ower Production Verification Source Builder
Green Verification URL http://012345678901234567890123456789green.com
                                                                                   Power Production Type 2 Wind
Green Verificatn Progrm 2 LEED for Homes
                                                                                   Mount Location 2 Ground
Green Verificatn Body 2 DOE
                                                                                   Mount Type 2 Pole
Green Verificatn Status 2 Official
                                                                                   Power Production Size 2 123.56
                                                                                   Power Production Annual 2 123,560000
Green Verificatn Year 2 2017
Green Verificatn Rating 2 Certified
                                                                                   Power Production Annual Status 2 Estimated
Green Verificatn Metric 2 9999Z
                                                                                    ower Production Year Install 2 2010
Green Verification Source 2 Program Sponsor
                                                                                     wer Production Verification Source 2 Contractor/Installer
Green Verificatn NewCon 2 Yes
                                                                                 Green Energy Efficient Exposure/Shade, HVAC, Incentives
Green Verificatn URL 2 http://012345678901234567890123456789green.com
Green Verificatn Progrm 3 ENERGY STAR Certified Homes
                                                                                  Green Energy Generation Solar, Wind
                                                                                  Green Indoor Air Quality Contaminant Control, Moisture Control
Green Verificatn Body 3 EPA
                                                                                   Green H2O Sustainability Recyclable Materials, Regionally-Sourced Materi, Salvaged
Green Verificatn Status 3 Preliminary
Green Verificato Year 3 2015
                                                                                   Green H2O Conservation Green Infrastructure, Low-Flow Fixtures, Water Recycling
Green Verificatn Rating 3 Vermont High Performance Home
Green Verificatn Metric 3 9999Z
Green Verification Source 3 See Remarks
                                                                                 ROW - Parcel Access Yes
Green Verificatn NewCon 3 No
                                                                                  ROW - Length 1500
Green Verificatn URL 3 http://012345678901234567890123456789green.com
                                                                                 ROW - Width 75
                                                                                  ROW to other Parcel Unknown
```

Data Distribution









The Future and Best Practices at NEREN® MLS

Evaluate & Improve

Local Green Verification Programs Power
Production data
onto CRS reports

Power Production data searchable in CRS

NH, MA, ME, RI, CT PV Data

HELIX Data Auto-Population



SPEAKER



Chris Haran, MRED

As Chief Technology Officer for MRED, Chris Haran is responsible for driving the strategic vision through technology, and bringing together people, ideas and resources to be innovators.

Prior to taking on the CTO role, Haran worked his way up through various levels of the marketing and operations departments on the real estate brokerage side of the industry.



The MRED Green Journey

- Why Green Data?
 - We love the planet
 - City of Chicago made us









General

Ext. Feat.

Int. Feat.

Room Details

Utilities/Green

Tax/Assess.

Office/Sales

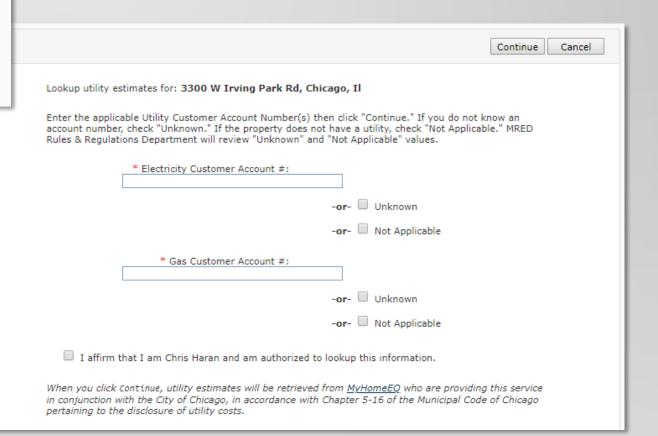
Media

Tour/Open House

Documents

Utilities/Green		
Preview Listing		
<< Previous		
*Air Conditioning:		
*Water:	₹	
	(2 max)	
*Sewer:		
	(2 max)	
Electricity:		
*Heat/Fuel:	₹	
HERS Index Score:	?	
Green Supporting Documents:	▼ ?	
Energy/Green Building Rating Source:		
Green Features:		
Equipment:		
<< Previous		

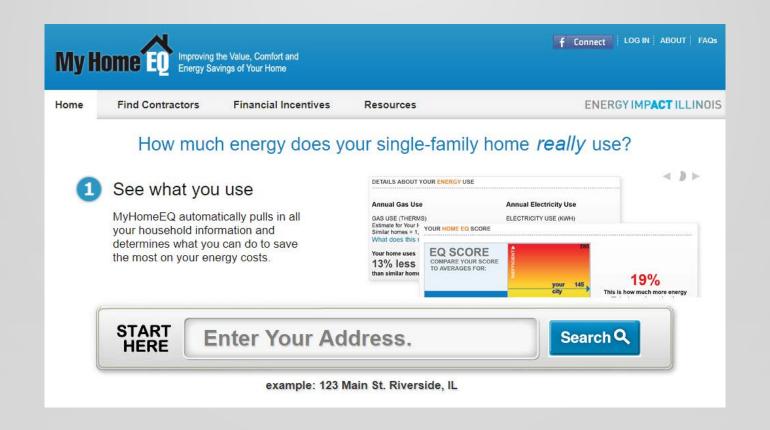
To fill-in the following fields, click the "Lookup Estimates" link and follow the instructions.			
⊕ Lookup Estimates			
*Annual Estimated Electricity Costs:			
*Monthly Estimated Electricity Costs:			
*Annual Estimated Gas Costs:			
*Monthly Estimated Gas Costs:			



The MRED Green Journey



How did we source and implement?



Is MLS Green Data available beyond the system?







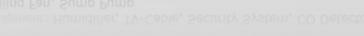
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Next >> Chicago, IL 60647 Client-Friendly \$524,888 Access Utilities/Green Lease Expiration Date: Estimated Occupancy Date: Air Conditioning: Central Air Existing Basement/Foundation: Water: Public Waterfront: No Sewer: Sewer-Public Zoning Type: Electricity: Circuit Breakers Style of House: Contemporary Heat/Fuel: Gas, Forced Air New/Proposed Construction Options: HERS Index Score: Exposure: E (East) Green Supporting Documents: Area Amenities: Energy/Green Building Rating Source: Energy Star Homes Disability Access and/or Equipped: No Green Features: Low flow commode, Low flow fixtures Disability Access/Equipment Details: Equipment: Humidifier, TV-Cable, Security System, CO Detectors, Directions: West on Cortland or Armitage, turn onto Springfield Ceiling Fan, Sump Pump Utility Costs: Elec. - \$879.36/yr,\$73.28/mo; Gas - Unknown

Property Reports

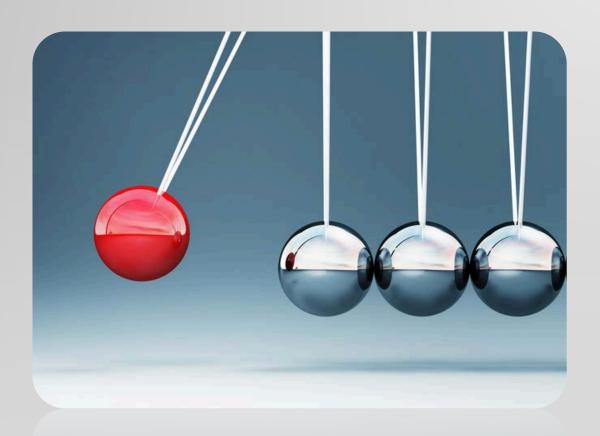
- RETS
 - All Green fields **Exterior Features** except City of Chicago Utility Costs, which are only for internally generated reports

Exterior Features





The Future and Best Practices



- Require fields when possible
- Seek out financial benefits for seller/buyer
- Partner with local energy firms/consultants for education
- Learn from others (RESO, CMLS, etc.) in the industry

SPEAKER



Greg Moore, RMLS

Greg began his Real Estate technology career in 1986 at the Santa Barbara Board of REALTORS and Multiple Listing Service to install and manage an in-house MLS system. After 6-years he moved on to East Bay Regional Data (EBRD) for 7-years to manage operations and technology for a 10,000 member, 6-MLS regional. He then spent 2-years with HomeSeekers.com developing and deploying one of the first Internet-based MLS systems.

Greg has been at RMLS for over 16 years. As Vice President of Technical Systems, he provides leadership and general oversight of RMLS' technological goals and activities. He facilitates the technical requirements for data processing, hardware services, network communications, and management information services to accomplish the company's goals and objectives.



RMLS™ Implements HES Auto-Pop

RMLS™ had worked with a local partner, Earth Advantage, to obtain and auto-populate their EPS scores into our MLS system.

In 2017 the City of Portland created a ordinance requiring all residential properties for sale, to obtain a Home Energy Score (HES) before actively marketing the property for sale. This ordinance took affect January 1st, 2018.

In developing the technical solution needed for this ordinance the City of Portland put out an RFP looking for an origination to assist them with this. Earth Advantage was selected in that process. In order to assist RMLS™ subscribers in assisting their seller(s) in meeting this mandate, RMLS™ worked closely with Earth Advantage on utilizing the API they built to provide the City of Portland's Home Energy Score (HES) data and report URLS. The API function is called when the Listing Agent clicks a button in the listing input module.



Listing Load Integration

When a listing is added with the city name of Portland
The Green Supplement Form with the Load From Green Building Registry button is available.

Listing Load: No	ew Listing - Step 2 PHelp	Delete Save * Finish Later Publish
Form Form Ale	rts	MLS#: 18698870 Area: 144 Property Category: Residential
Listing Information	Green/Energy Supplement Form	include ⊻
General Information	Green Verification Type	
Residence		
Remarks	Load From Green Building Registry	
Approximate Room	Auto-populate Home Energy Score (HES) and report URL	
Sizes and Descriptions Features	Type 1: ▼	

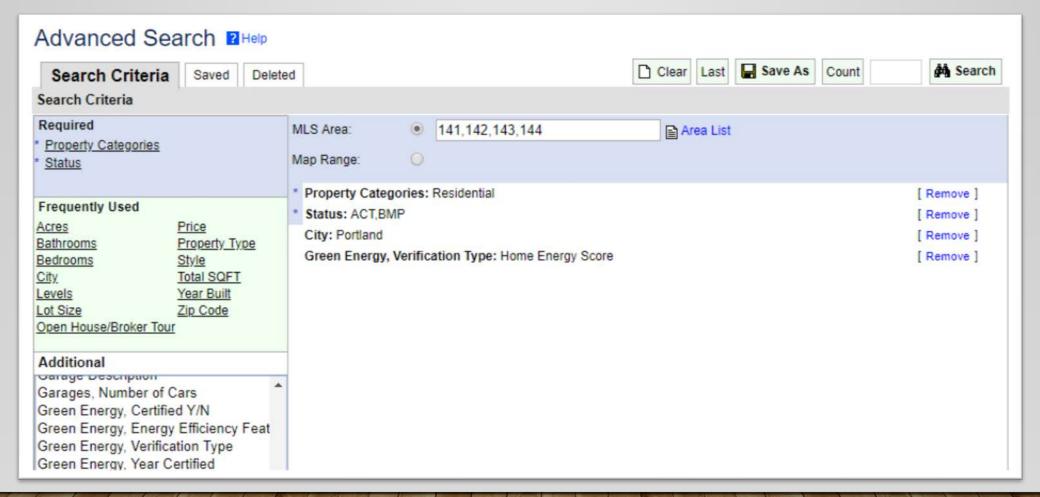


Implementation

- When the button is clicked the call is initiated; RMLS™ sends the address information to the API and receives a RESO compliant data set in return.
- The API call returns:
 - Address fields (Street Number, Street Direction, Street Name, etc.)
 - HES Score Value
 - HES Score Date
 - HES Report URL
- The score, date and URL are stored and displayed on the Listing Load form
- The fields are not editable by the user, if a refresh is needed the listing load button (the call) must be utilized.



Search





Reports

GREEN / ENERGY SUPPLEMENT

Green Verification Obtained Rating Year Version Score Date

Type 1: HES 4 7/20/2018

https://api.greenbuildingregistry.com/report/hes/OR10003449-20180720

Type 2:

Reach Code: Solar Panel:

Energy Eff:

Public:



Data Feeds

Part of the ordinate requires that any advertisement of a property for sale in Portland that is required to have an HES score, must make the score and the HES Report available. To assist with this requirement the score and report URL would be appended to the end of the public remarks in various data feeds.

Example: About This Home

Nicely Updated! Newer Kitchen Cabs, Counter, Sink, Faucet, Stainless Steel Fridge, Range, Dishwasher. Laminate Flooring. Crisp Paint. Zonal Heaters. 3 Bed 1.1 Baths. Gas Hot Water Heater in Garage. Washer/Dryer hook-up. Patio in fenced Back Yard. Great location, Min to I-5, Hwy 30, Downtown PDX, Parks, Columbia River & Shopping. [Home Energy Score = 4. HES Report at https://api.greenbuildingregistry.com/report/hes/OR10003449-20180720]

In addition, individual green fields are also available in various data feeds.



Take Aways

- API
 - Using an API to make a call and pull back information in a RESO standard format made the integration straight forward. It cut out a lot of extraneous analysis/data mapping work that would have otherwise been required.
- RESO Standard
 - The ability to reference the RESO Data Dictionary and standard eased the implementation effort as it made elements easier to identify and store.
- Communication
 - During the implementation both sides were able to clearly communicate the needs and wants of their efforts, and referred to the standard to resolve ambiguities.



SPEAKER



Matt Casey, President & CEO

- •Since 1989, CRS Data has put the power of clear and current property record information in the hands of real estate's leading professionals.
- •We currently provide our service to over 85 MLS' as well as other real estate related industries such as appraisal and lending.
- •We are focused on quality data, intuitive software and exceptional customer service.



Benefits of integrating Green Data and Property Record Information

- Property record services have information on all properties, not just properties with active or recent listings
- Property record services have experience with data manipulation and matching; including tools for address standardization/certification and geographical (X,Y) based matching
- Because the property record service is integrated with the MLS software, Green
 Data can be incorporated into listing auto population, without the MLS having to
 connect to additional data sources



Options for Integrating Green Data and Property Record Information

Bulk Data:

- Allows for greater data manipulation and matching
- Reduces the number of data calls during auto population and display
- Requires higher level of data integration and may present licensing issues

API:

- Provides direct access to data source
- Reduces the level of data manipulation and matching
- May be preferred from a licensing standpoint in some situations



Integration of Power Production Data

Data overview: Photovoltaic (PV / Solar) data for Vermont from the Vermont Energy Atlas

<u>Steps</u>	<u>Results</u>
Import data and perform basic address cleaning and standardization	All records (5,958)
Match PV data to USPS database	4,648 of 5,958
	78% match rate
Match PV records with matched address to CRS parcel database	4,071 of 4,648
	87% match rate
Run GIS/Geocode based matching on unmatched records	Matched an additional 182 records

Overall: Matched 4,253 of 5,958 records for a 71% match rate



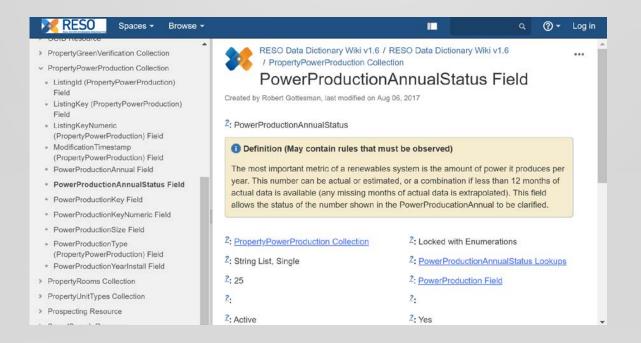
PV and Green Building Certification Data - Property Report Display





Benefits of RESO Standards

RESO Standards eliminate data schema planning, which is subjective and often time consuming and varies between installs.





I'm interested, now what?



Sourcing Green Data for Auto-Pop





Building Certification Programs ESNET | FED for Homes | Pearl Certification |



RESNET, LEED for Homes, Pearl Certification, BPI, Passive House



State Dept of Energy

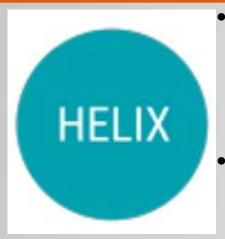




Solar Installers



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- HELIX is a database capable of automatically populating real estate listings (whether they are accessed through local Multiple Listing Services (MLS) or portals like Trulia and Zillow) with home energy information from national and regional bodies such as DOE Home Energy Score, RESNET HERS ratings and other sources when it is available and approved by the seller.
- HELIX's initial goal is to incorporate the major residential building certifications and residential solar PV information. This includes the Department of Energy's Home Energy Score, RESNET's HERS Index, the National Green Building Certification, the U.S. Green Building Council's LEED for Homes certification, Passive House and Zero Energy Ready homes as well as state-level home certification and solar installation data. HELIX will host third-party certifications from disparate data sources in a common data format that is compliant with RESO Standards. In addition to hosting data fields that fall within RESO Silver Certification, HELIX also stores data on a homes estimated energy use, production and costs.
- HELIX is available and currently adding datasets for seven Northeast States! HELIX is expanding to auto-pop solar PV data in RESO compliant format and in 2019 will be available to states beyond the pilot region.
- HELIX is first and foremost there to facilitate residential energy information for MLS' and real-estate
 data intermediaries. HELIX can also be used by real-estate agents and appraisers interested in finding
 certified or solar homes.







www.resnet.us

- RESNET just completed the development of an API that will allow the sharing of HERS rating information with MLSs. It's just in the pilot phase right now, but a full roll-out is likely in 2019. RESNET has been in talks with the HELIX folks to share it with them.
- Although the RESNET/Pearl collaboration is just in the early stages, it's possible that Pearl information could be added to this API.





https://pearlcertification.com/

- Pearl's certification system enables home buyers to see and understand the value of a
 home's high-performing assets when the home is sold. Research from across the U.S.
 shows that third-party home performance certifications like Pearl's add an average of
 4% to the sale price of high-performing homes, compared to similar homes lacking
 these assets. An appraiser authored study on Pearl Certified homes showed a 5%
 premium when the homes were marketed correctly.
- Pearl is the only private certification firm to sponsor the U.S. Department of Energy's prestigious Home Performance with ENERGY STAR program. Pearl is a National Association of Realtors (NAR) REach Accelerator company



Resources

- RESO DD Wiki https://ddwiki.reso.org/
- CMLS Resources https://www.councilofmls.org/research
- NAR GREEN Designees http://greenresourcecouncil.org/find-nar-green-designee
- NAR Green REsource Council http://greenresourcecouncil.org/
- DOE Home Energy Information Accelerator Toolkit -https://betterbuildingsinitiative.energy.gov/accelerators/home-energy-information
- Solar-Estimate https://www.solar-estimate.org/news/2017-12-10-research-shows-solar-adds-value-homes-12112017



THANK YOU!

COMMENTS OR QUESTIONS?



Cheers!

