

How Being Human Shapes our Marketing

Engaging the Real Estate Industry



Smarter Energy Use for All



We give people the resources they need to make informed energy choices.



We design and implement efficiency programs that lower costs, and protect the environment.



We ensure the benefits of energy efficiency reach those who need them most.



Why work with real estate agents?

- Help buyers understand the value of energy efficiency upgrades before buying a home
- Introduce new home owners to resources to help them make upgrades
- Talk to sellers about worthwhile upgrades to make before putting their homes on the market



My Confession

Pamela



*Energy
Efficiency*



My Audience

First and Foremost –
Real estate agents are business people



My Audience

- Real Estate Agents Want To
 - Sell homes (quickly)
 - Help buyers find their dream homes (quickly)
 - Maximize profits
 - Stand out in a crowded field
 - Center of the Real Estate Transaction

What can I do to help you accomplish those goals?



Masters of Marketing (the good ones)

- “You will love this delightful 3-story Tudor with old-world charm and breathtaking views of Beaver Lake. This 4-bedroom, 3-bathroom home has a 2-car garage—giving you 1,800 sq. ft. of spacious elegance, natural oak floors throughout, and a modern gourmet kitchen. Imagine cuddling up to a cozy fireplace with a good book. Every night, drift off to sleep to the subtle sounds of the natural lake and forest, then wake up to a spectacular sunrise over the lake. All of this situated in a convenient, friendly neighborhood with outstanding schools.”



Consider Our Actual Product



- Help real estate agents paint the energy efficiency picture even though it is looking like this:



What are the Benefits of a High Performance Home?



Cost less to heat
and cool



Are more
comfortable



Healthier for
their occupants

SOURCES: Energy Star, U.S. Department of Energy

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What are the Long-Term Benefits?

High Performance Homes can sell for a higher price and spend less time on the market.



SOURCES: Institute for Market Transformation, Elevate Energy
U.S. Green Building Council,

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High Performance Home Existentialism

- If a high performance home isn't listed as such in the MLS, is it really high performance?



Staying Realistic – Buyer Behavior

- What do homeowners want?



Good Marketers Can

Turn This



Into This

If they have the right tools and the right language



My Takeaways

- Real estate agents are business people
 - Their time is money
- Real estate agents are master marketers
 - I need to help them do their job better
- Real estate agents want to be at the center of the real estate transaction and be the most well-connected person in the room
 - I can help them do that by adding energy efficiency to their toolkit



Thank You

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