

## How can I become an NAR Green Designee?

Through these steps, you'll learn the benefits of resource-efficient homes and the skills to share the knowledge with sellers and buyers:

### 1. Attend two one-day courses:

- *Resource-Efficient Homes: Retrofits, Remodels, Renovations, and New Home Construction*
- *Representing Buyers and Sellers of Resource-Efficient Homes*

### 2. Submit your GREEN designation application

- ### 3. Maintain an active membership
- with the Green Resource Council (\$98.50 annually) and the National Association of REALTORS®.

### Become the advisor in:

- 🏠 Discussing the benefits of resource-efficient homes
- 🏠 Connecting clients with green DIY resources
- 🏠 Using smart home technologies
- 🏠 Retrofitting and replacing systems
- 🏠 Advising clients on effective remodels
- 🏠 Building green from the ground up

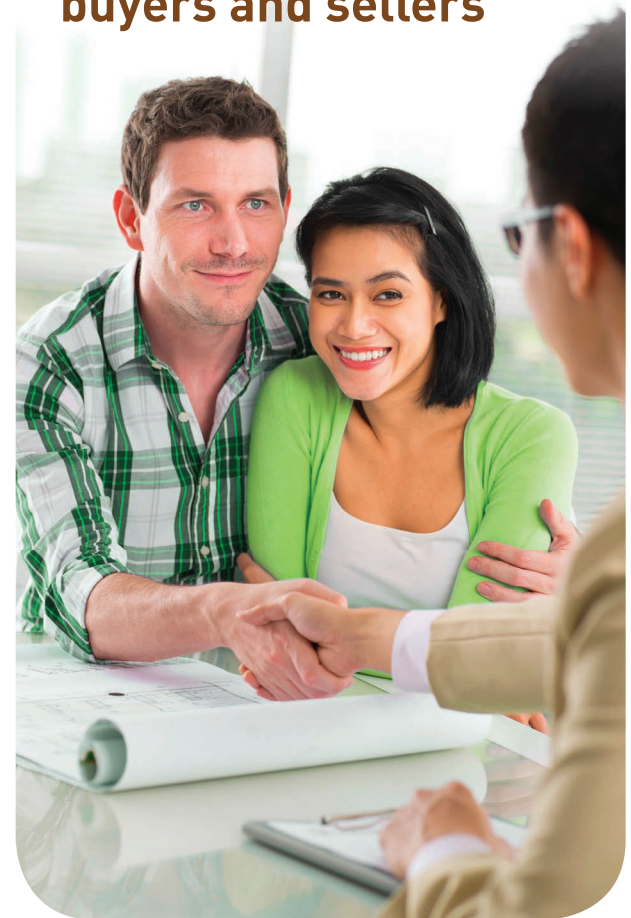
Learn more at  
[GreenResourceCouncil.org](http://GreenResourceCouncil.org).

For more information on NAR's Green Designation visit [GreenResourceCouncil.org](http://GreenResourceCouncil.org) or call: **800-498-9422**



# NAR's Green Designation:

## The new standard for working with home buyers and sellers



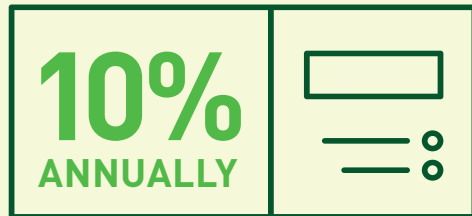
## Did you know?

LEED CERTIFIED HOMES COULD POTENTIALLY SEE ENERGY REDUCTIONS OF

Source: [www.usgbc.org/articles/benefits-green-homebuilding](http://www.usgbc.org/articles/benefits-green-homebuilding)



A PROGRAMMABLE THERMOSTAT CAN SAVE YOU



ON YOUR ENERGY BILLS.

Source: [www.goodhousekeeping.com/life/money/advice/g217/save-money-megaflip/](http://www.goodhousekeeping.com/life/money/advice/g217/save-money-megaflip/)

HOMEBUYERS ARE PAYING

9-13%  
MORE



FOR HIGH-PERFORMANCE HOMES.

Source: [www.ncommerce.com/news/press-releases?udt\\_4733\\_param\\_detail=12474](http://www.ncommerce.com/news/press-releases?udt_4733_param_detail=12474) and [www.usgbc.org/articles/benefits-green-homebuilding](http://www.usgbc.org/articles/benefits-green-homebuilding)



## Green priorities for new and existing homes

Resource efficiency is a top consideration with new construction, but existing homes are about 90% of the market\*. Through this designation you'll learn to identify client preferences that align with the benefits of resource efficiency. You'll also learn how to **guide clients to make greener choices** when upgrading existing homes, and how new construction homes can meet and exceed green standards.

## Green homes are here to stay

**Gain the knowledge that distinguishes you as a source for resource-efficient homes.** This designation features content that focuses on the needs and preferences of today's homebuyer, such as cost savings, home health, and security.

Discover the most effective ways of positioning a resource-efficient home on the market. The ability to bring the green aspects of a home to the forefront will make you an **invaluable advisor to sellers.**

## NAR's GREEN Designation Member Benefits

- 🏠 **Online Directory Profiles** – connect with potential clients through visibility on multiple online profiles.
- 🏠 **Social Engagement Platform** – share relevant green content through ready-to-send posts for Facebook, Twitter, and your blog or website.
- 🏠 **Green MLS Initiatives** – work with your MLS to incorporate appropriate information about high performance homes.
- 🏠 **Green Client Handouts** – help your clients understand the benefits of resource-efficiency with a variety of 2-sided, customizable flyers.
- 🏠 **Green News** – Stay up-to-date with information through monthly Webinars and the REsource e-Newsletter.

Grow your business and meet the needs of the expanding real estate market.

**Earn NAR's Green Designation today.**

\*American Housing Survey, U.S. Census Bureau, [www.census.gov/hhes](http://www.census.gov/hhes)