



# NAR Green Designation Training

Gain a competitive advantage and learn how to become your clients' go-to resource for buying or selling a more efficient, money-saving, healthy home.



## NAR Green Designation Training

February 23-24 | 9:00 a.m. - 5:00 p.m.



Location: ZOOM

[Register here](#)

## Help Your Clients Buy or Sell a Green Home

Recent studies show that 94% of home buyers rate energy efficiency as an important part of their home buying decision. Are you prepared to address their questions about green features and improvements?

Join us for a two-day training to learn green real estate concepts, principles, practices and benefits—in a way that makes sense to you and your clients. Stand out from the crowd by earning the only green designation for real estate agents conferred by the National Association of REALTORS®.



The Bay Area Regional Energy Network (BayREN) is a collaboration of the nine counties that make up the San Francisco Bay Area. Led by the Association of Bay Area Governments (ABAG), BayREN provides regional-scale energy efficiency programs, services, and resources. BayREN is funded by utility ratepayer funds through the California Public Utilities Commission, as well as other sources, drawing on the expertise, knowledge, and proven track record of Bay Area local governments.

BayREN provides trainings specifically for real estate professionals to enable market recognition of the value of a green home during real estate transactions. Trainings also help real estate professionals understand the basics of an energy efficient home and available resources, such as incentives for upgrades and assessments offered through BayREN.

This program is administered by BayREN, through a contract awarded to Franklin Energy. Customers who choose to participate in this program are not obligated to purchase any additional services offered by the contractor. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements may apply.



## Expand Your Knowledge—And Your Client Base

Strengthen your knowledge of green real estate and help your clients:

- Find and transform a fixer-upper into a more comfortable home with lower utility and maintenance costs
- Make the right upgrades before selling to boost their home's value
- Navigate the cash rebates, incentives, green certifications and green financing necessary to achieve their goals

You'll also learn how to market green and grow your business to attract new customers.

## Earn the NAR Green Designation

To earn the NAR Green Designation, you must attend both days of training.

### Green Day 1: February 23

The Resource-Efficient Home—Retrofits, Remodels, Renovations and New Home Construction

### Green Day 2: February 24

Representing Buyers and Sellers of Resource Efficient Homes

## Demand for Green Homes Is Growing

Green real estate is not a fad, but a fundamental change in the market. Nearly 40% of home buyers consider high-efficiency heating and cooling to be “very important,” and two-thirds of state governments have implemented green building policies. Furthermore, a 2012 study found that green certified homes—with labels such as ENERGY STAR® or GreenPoint Rated—sold for up to 9% more than homes without a green label.

People have different motivations for going green. Some want to reduce their impact on the environment; others want to save money, reduce waste or create a healthier home for their children. Our trainings will provide you with the education to support your clients' green endeavors no matter their objective.



## Questions?

Contact Franklin Energy's Education Team at [education@franklinenergy.com](mailto:education@franklinenergy.com) or (510) 590-3360 x603.

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