



# Help Your Clients Buy or Sell a Green Home

**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.**

BayREN, StopWaste, Santa Clara County Association of REALTORS®, and Build It Green present:

## **Santa Clara County Association of REALTORS® NAR Green Designation Training**

Wednesday, November 14 - Thursday, November 15, 2018 | 8:30 am - 5 pm  
Santa Clara County Association of REALTORS®  
1651 N 1st St, San Jose, CA 95112

### **REGISTER TODAY!**

[builditgreen.org/NARSJ](http://builditgreen.org/NARSJ)



### **FEE WAIVED**

thanks to generous support  
from BayREN and StopWaste

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 from the ground up—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®.



## Expand Your Knowledge—And Your Client Base

You'll increase your knowledge to act as a trusted advisor to your clients on green real estate and help them:

- Find a fixer-upper and transform it into a more comfortable home with lower utility and maintenance costs
- Make the right upgrades before a sale to boost a home's value
- Navigate the cash rebates, incentives, green certifications, and green financing necessary to achieve your clients' 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: November 14

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

### Green Day 2: November 15

*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 features 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 [training@builditgreen.org](mailto:training@builditgreen.org) or (510) 590-3360 x 603.

