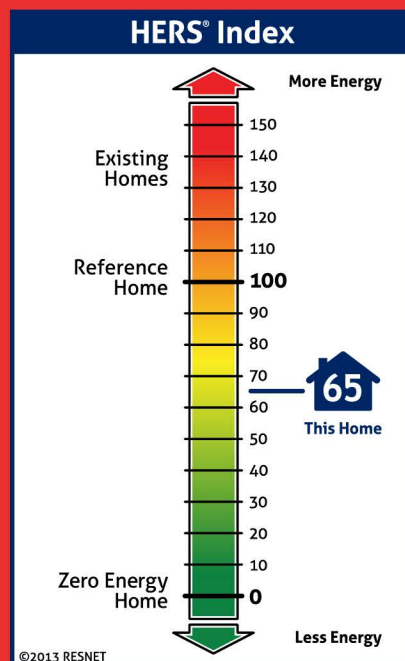


Be an Energy Smart Builder Have Your Homes HERS Rated

The Zillow Group's Consumer Housing Trends Report lists the top ten features that buyers of new homes want most, and one of those features is that the "home must be energy efficient".

ENTER THE HERS INDEX SCORE

- ✓ One number tells consumers everything about a **HOME'S TOTAL ENERGY PERFORMANCE**
- ✓ Developed and introduced by RESNET in 2006
- ✓ **THE INDUSTRY STANDARD** by which a home's energy efficiency is measured
- ✓ Easy to understand



HOW THE HERS INDEX WORKS

- ✓ A certified RESNET Home Energy Rater assesses the energy efficiency of a home
- ✓ The home is assigned a **HERS INDEX SCORE** based on its overall energy performance
- ✓ **The lower the score, the more energy efficient the home and the less your buyer pays in energy bills**

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REGARDED AS A HOME'S MPG FOR ENERGY EFFICIENCY

✓
Over 227,000
homes are HERS-rated annually

✓
Over 2 million
homes HERS rated to date

✓
Appraisers increasingly taking HERS Index Scores into account when appraising home values

MPG

ADVANTAGES OF HAVING YOUR HOMES HERS RATED

- ✓ Lower HERS scores command better home sales price (2017 North Carolina Energy Efficient, Green and High Performance Home and Building Inventory Report)
- ✓ Catch the growing consumer demand for energy efficient new homes
- ✓ Have the overall energy performance labeled in a readily understandable way
- ✓ Promote the fact that your home was independently inspected and labeled following national industry standards
- ✓ Opportunity to have higher appraised value for your homes
- ✓ Being able to market your homes as having lower utility costs
- ✓ Have fewer comfort call back complaints

