

# OAKLAND | BERKELEY

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## ASSOCIATION OF REALTORS®

Jenny Berg, Mabell Paine, Lisa Schmidt  
Residential Sector Subcommittee Co-Chairs  
California Energy Efficiency Coordinating Committee

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On behalf of Oakland/Berkeley Association of REALTORS® (OBAR), I am writing to urge all energy efficiency Program Administrators in California to prioritize investments in real estate industry engagement as a means of advancing the state's residential energy efficiency goals. In particular, OBAR supports increased investment in:

- **Professional Training.** Enhance, expand and coordinate training opportunities for real estate professionals in California so they can better understand, communicate and act on the market value of green and energy efficiency building characteristics.
- **Building Labeling.** Support green and energy-efficient home label programs that can be delivered at low cost without disrupting the sales process and that are based on consistent national protocols and standards.
- **Information Infrastructure.** Improve the accuracy and accessibility of energy efficiency and green home data by utilizing national data sharing protocols to auto-populate MLS green fields with energy efficiency and green building data.
- **Incentives and Financing.** Provide financial incentives such as rebates, tax credits and mortgage match benefits to increase public demand for residential asset ratings.

OBAR is a professional trade organization representing over 1800 REALTOR® and Affiliate members engaged in the real estate business in Albany, Berkeley, El Cerrito, Emeryville, Kensington, Oakland, and Piedmont. We are thus keenly aware of the instrumental role real estate professionals can play in connecting their home buying clients with the resources necessary to make smart upgrade decisions. As of September, 2016, OBAR is also the sole owner of East Bay Regional Data Inc.(EBRD), a regional real estate subscriber-based Multiple Listing Service (MLS) for brokers and agents in Alameda and Contra Costa counties. As an MLS provider, we understand the potential for green premiums to spur additional home owner investment in green and energy efficient home upgrades.

Interest in green real estate is not merely a Bay Area phenomenon. Prior to stepping into the CEO role at OBAR in August 2015, I served as the CEO for the Palm Springs Regional Association of REALTORS®. In that capacity, I was instrumental in establishing the Coachella Valley Green Resource Committee and I brought the National Association of REALTORS® Green Designation training and certification to more than 120 Coachella Valley real estate professionals. Real estate professionals around the state are tuning into the business opportunities that green building presents but coordinated public investment is needed to turn the promise into reality.

Sincerely,



DaVina Lara