



HOME ENERGY SCORE AND PEARL CERTIFICATION: BETTER TOGETHER

Pearl and Home Energy Score Overview

Homeowner Engagement

Home Energy Score:

- Is an easily understood energy consumption label, akin to a car's "mile per gallon" rating
- Enables homeowners to compare the energy consumption of their home with that of other homes

Pearl Certification:

- Educates homeowners on the features and benefits of high-performing homes in accessible, engaging language;
- Provides information about non-energy high-performance features of the home, including health and water efficiency features;
- Provides a powerful overview of the energy and performance benefits of the home that captures buyers' interest and results in higher sales prices;
- Provides homeowners with access to a free app, Green Door, where they can access a wide range of resources to continue improving their home, as well as their certification documentation

Real Estate Industry Engagement

Home Energy Score:

- Provides an energy consumption score that is recognized by the Real Estate Standards Organization (RESO) as a "green field"

Pearl Certification:

- Provides an home certification that is recognized by the Real Estate Standards Organization (RESO) as a "green field"
- Delivers a Real Estate Marketing Package to listing agents, helping them communicate a home's features and benefits, including a home's energy score, that regularly results in higher sales prices
- Provides a list of (or integrates directly to auto-populate) additional MLS fields that are tied to the home's high-performing features to ensure that the home's features are represented in the MLS;
- Facilitates the transfer of information from seller to buyer through the homeowner portal Green Door, empowering the new homeowner to continue the home's energy upgrade journey
- Partners with critical market actors such as the National Association of Realtors and Elevate to educate agents and drive market transformation

Appraiser Engagement

Home Energy Score:

- Provides appraisers with information about energy consumption to help them form their opinion of value when the Subject Property and other comparable properties all have a Home Energy Score

Pearl Certification:

- Delivers a completed Appraisal Institute Green and Energy Efficiency Addendum that provides appraisers with energy consumption information and feature level information, such as insulation levels, mechanical equipment, and a home's solar or home battery systems
- Partners with critical market actors such as the Appraisal Institute to educate appraisers and drive market transformation



PEARL PROUDLY WORKS IN PARTNERSHIP WITH:



IRA Compliance for HOMES

Pearl Certification provides a set of flexible software solutions to states and implementers that comply with HOMES statutory and policy requirements for certification.

Pearl Certification provides:

- Certification that is proven to **increase home values** and is valued and used by market actors;
- **Real estate training: in house** and coordinated with Elevate (Chicago-based national non-profit) and NAR;
- **Data integrations with Multiple Listing Services;**
- **Real estate agent network** and programs for real estate agents and brokerages;
- **Appraiser training** provided in partnership with the Appraisal Institute;
- **Homeowner portal** demonstrated to **motivate homeowners to continue making energy efficiency improvements** through the life of the home;
- **Integration with best-practice Home Performance with ENERGY STAR** contractor network
- **Contractor training: in house** and coordinated with workforce development entities, distributorships, and other industry training organizations
- **Engagement with major manufacturers** and distributorships to accelerate the market share of high-efficiency products and services
- **Certification that works in both new construction and existing home services**

Pearl is a Comprehensive Market Transformation Solution

Providing an energy score like HES or HERS and providing certification project-level data is an important best practice, but not sufficient component of market transformation.

Quick Program Start-Up for Home Energy Score

For states and implementers that don't currently have a Home Energy Score program, Pearl provides Home Energy Score Mentorship to quickly set up local delivery of Home Energy Score quality assurance services

Pearl is a Home Energy Score Partner that:

- Can generate a Home Energy Score through our software and display it in our certification;
- Provides remote quality assurance compliant with HES program requirements
- Provides recruitment and training for qualified professionals to become certified Home Energy Score Assessors

