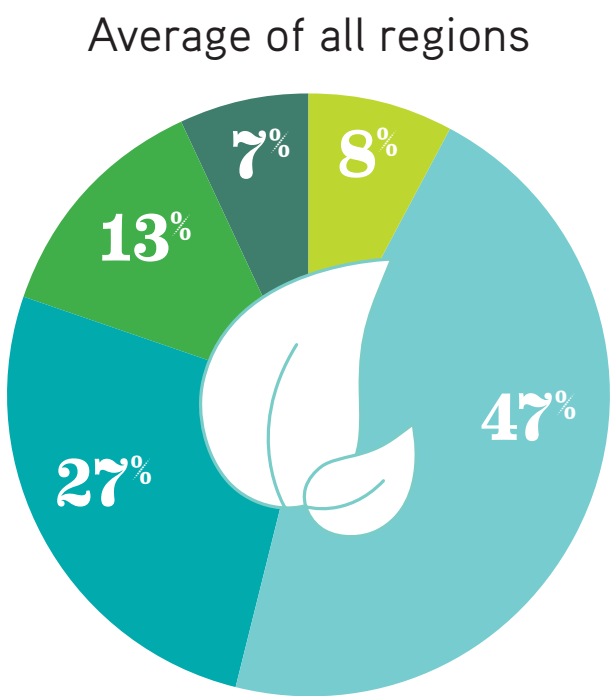




# 2021 REALTORS® & sustainability report

Source: NAR

## CONSUMER INTEREST



On average, agents and brokers found that **47% of consumers were somewhat interested** in sustainability, and **8% were very interested**.

### REGIONAL BREAKOUTS

REGION:	NORTHEAST	MIDWEST	SOUTH	WEST
Very interested	7%	6%	8%	9%
Somewhat interested	48%	44%	44%	50%
Neither interested or uninterested	29%	30%	26%	25%
Somewhat uninterested	11%	13%	14%	11%
Very uninterested	5%	7%	8%	6%

## AGENTS' PERCEPTION

### HIGH-PERFORMANCE HOME IMPACT ON DOLLAR VALUE

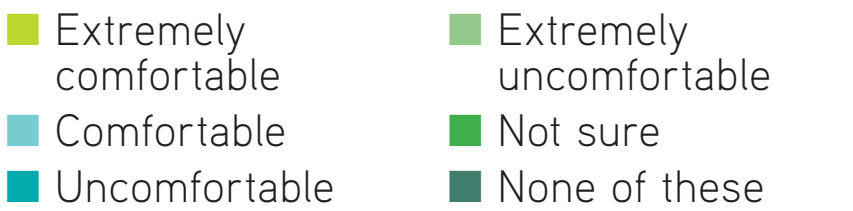
**13%** of respondents said that high-performance homes received offers **1%–5% higher** than similar homes.

**6%** of respondents said that high-performance homes received offers **6%–10% higher**.

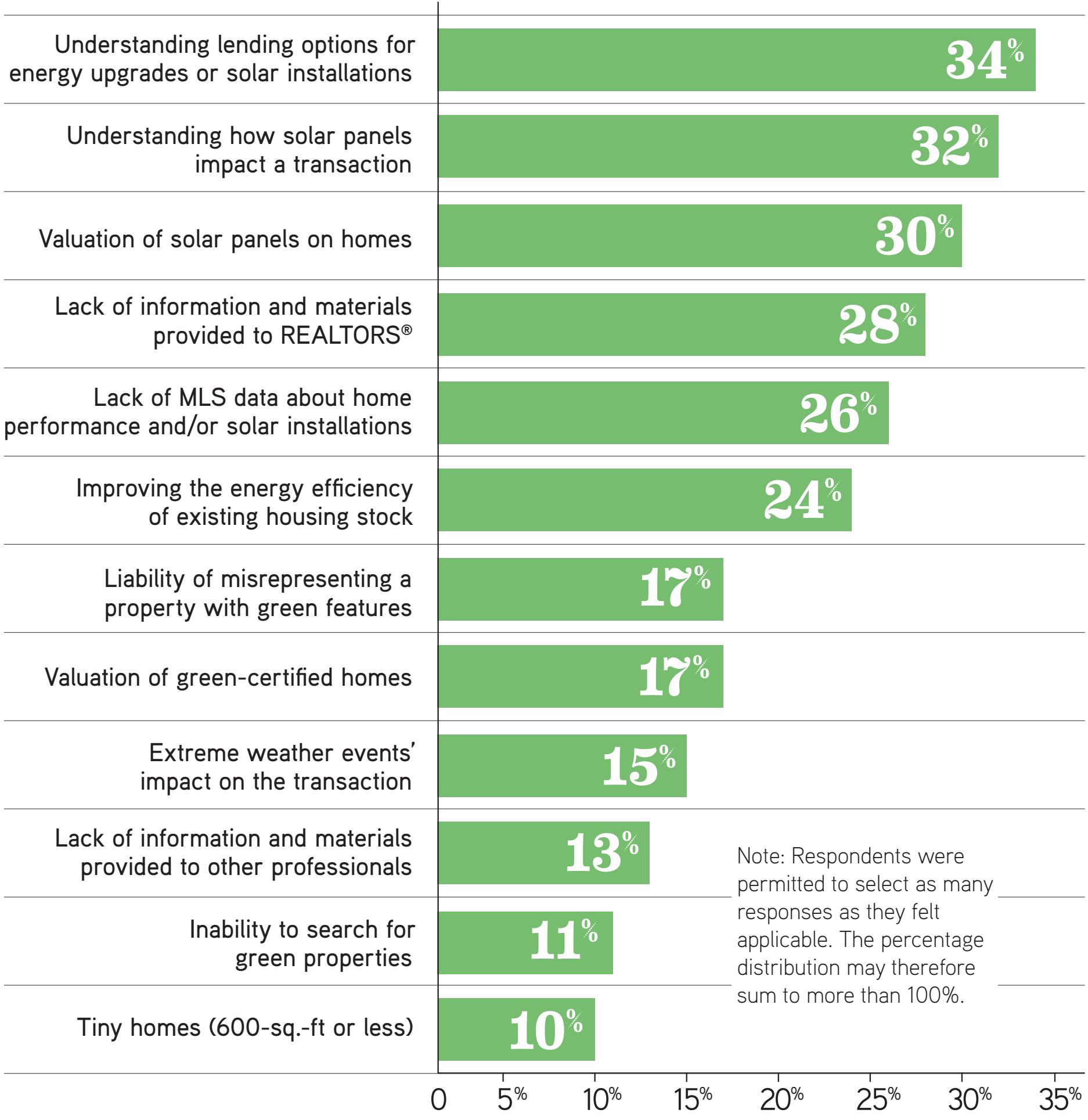
**57%** were **not sure of the impact on dollar value** that a high-performance home had compared to other similar homes.



### COMFORT ANSWERING CLIENTS' QUESTIONS ABOUT HOME PERFORMANCE



## AGENT MARKET CONSIDERATIONS



## PERCEIVED TIME ON MARKET FOR HOMES WITH GREEN CERTIFICATIONS (compared to homes without certifications)

