

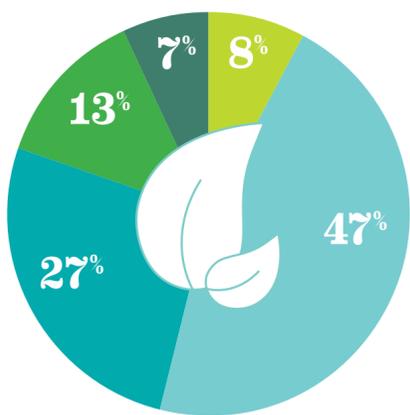


2021 REALTORS® & sustainability report

Source: NAR

CONSUMER INTEREST

Average of all regions



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

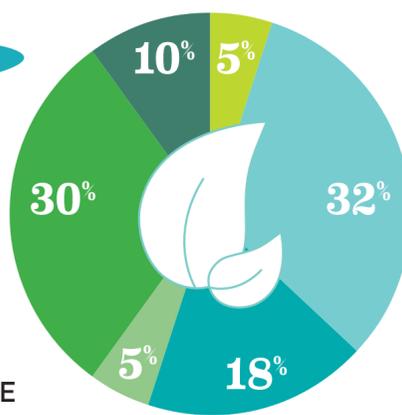
13% of respondents said that high-performance homes received offers **1%-5% higher** than similar homes.

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.

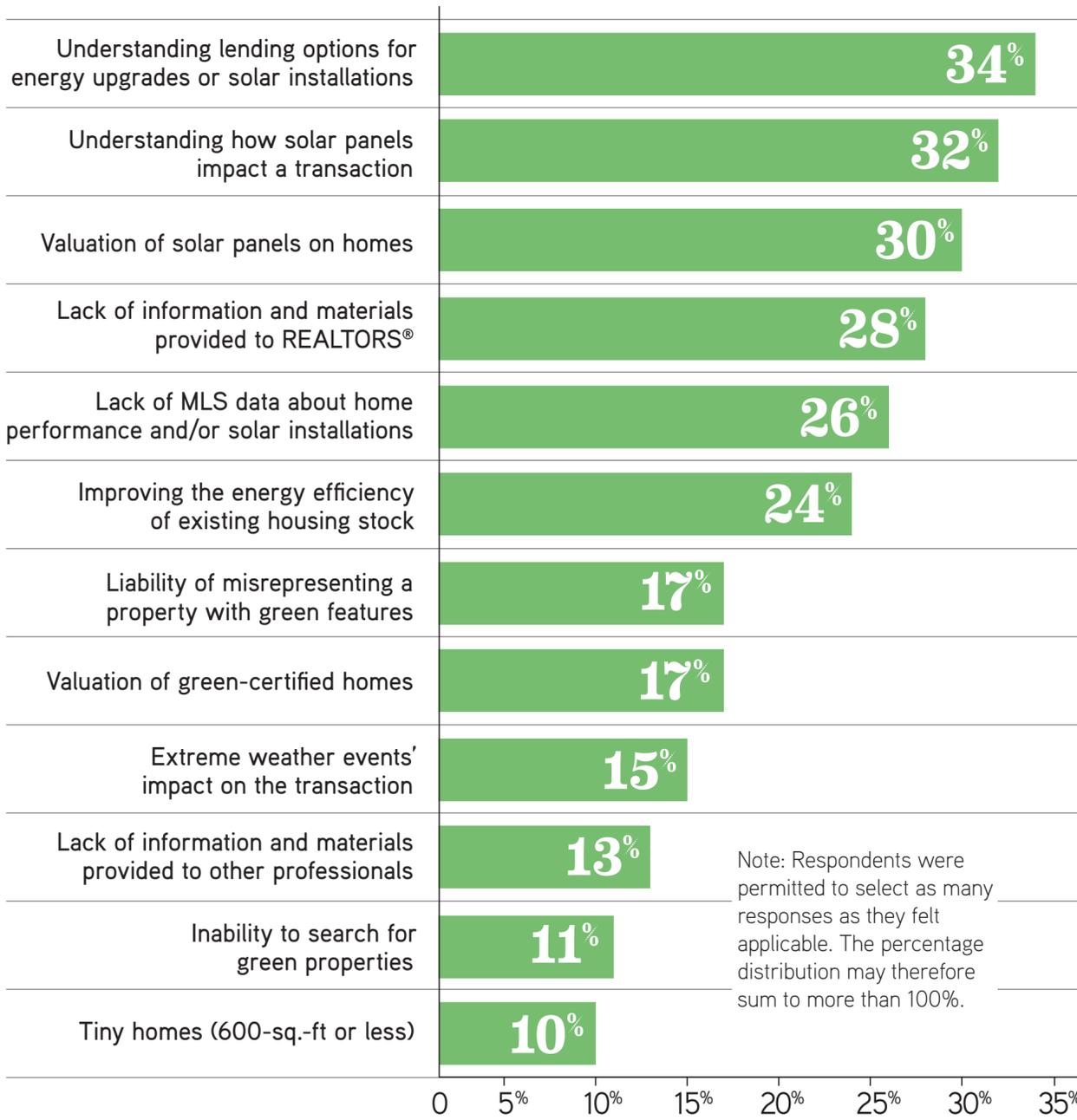


COMFORT ANSWERING CLIENTS' QUESTIONS ABOUT HOME PERFORMANCE



Extremely comfortable
 Comfortable
 Uncomfortable
 Extremely uncomfortable
 Not sure
 None of these

AGENT MARKET CONSIDERATIONS



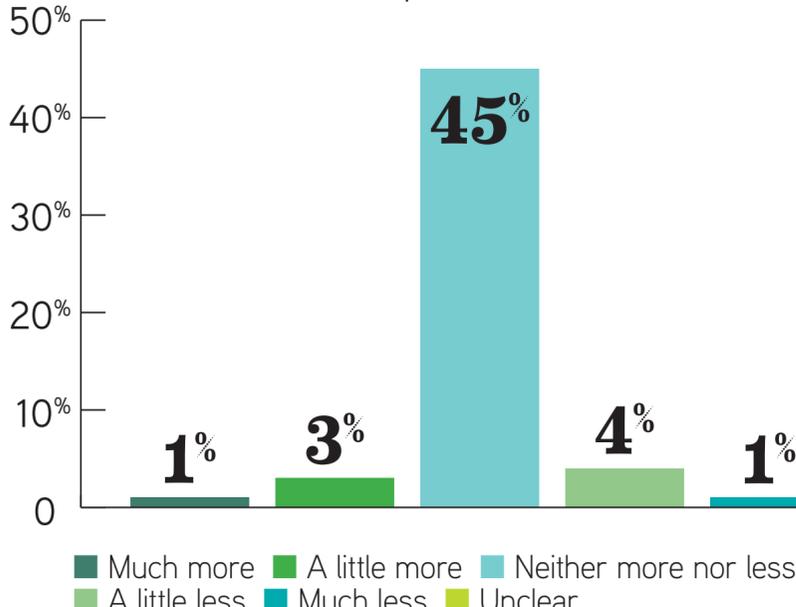
Note: Respondents were permitted to select as many responses as they felt applicable. The percentage distribution may therefore sum to more than 100%.



83% of respondents said properties with solar panels were available in their market.

40% said properties with solar panels increased the perceived property value.

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



For more information, access the 2021 NAR REALTORS® & Sustainability Report - Residential at [NAR.realtor](https://www.nar.realtor).