



NAR Green Designation Training

Gain a competitive advantage and learn how to become your clients' go-to resource for buying or selling a more efficient, money-saving, healthy home.



JULY 18-19
9:00 a.m. - 5:00 p.m.

LOCATION:
1150 Broadway
El Cajon, CA 92021

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Course Fee: **WAIVED** with the generous support from **SDG&E**

Help Your Clients Buy or Sell a Green Home

- ▶ Recent studies show that 94% of home buyers rate energy efficiency as an important part of their home buying decision. Are you prepared to address their questions about green features and improvements?
- ▶ Join us for a two-day training to learn green real estate concepts, principles, practices and benefits—in a way that makes sense to you and your clients. Stand out from the crowd by earning the only green designation for real estate agents conferred by the National Association of REALTORS®.



Questions?

Contact Franklin Energy's Education Team at education@franklinenergy.com or (510) 285-6225.



This program is administered by SDG&E through a contract awarded to Franklin Energy. Customers who choose to participate in this program are not obligated to purchase any additional services offered by the contractor. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements may apply.

Expand Your Knowledge—And Your Client Base

Strengthen your knowledge of green real estate and help your clients:

- ▶ Find and transform a fixer-upper into a more comfortable home with lower utility and maintenance costs
- ▶ Make the right upgrades before selling to boost their home's value
- ▶ Navigate the cash rebates, incentives, green certifications and green financing necessary to achieve their goals
- ▶ You'll also learn how to market green and grow your business to attract new customers.

Earn the NAR Green Designation

To earn the NAR Green Designation, you must attend both days of training.

COURSE OVERVIEW

NAR Green Designation Green Day 1

The Resource-Efficient Home—Retrofits, Remodels, Renovations and New Home Construction



COURSE OVERVIEW

NAR Green Designation Green Day 2

Representing Buyers and Sellers of Resource Efficient Homes



Demand for Green Homes Is Growing

Green real estate is not a fad, but a fundamental change in the market. Nearly 40% of home buyers consider high-efficiency heating and cooling to be “very important,” and two-thirds of state governments have implemented green building policies. Furthermore, a 2012 study found that green certified homes—with labels such as ENERGY STAR® or GreenPoint Rated—sold for up to 9% more than homes without a green label.

People have different motivations for going green. Some want to reduce their impact on the environment; others want to save money, reduce waste or create a healthier home for their children. Our trainings will provide you with the education to support your clients' green endeavors no matter their objective.

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