



Greening the MLS for Business Intelligence

Margaret O'Sullivan
RealEstate Business Intelligence
July 10, 2012

Goals and Objectives

- Cross Industry Team
- Data Integrity
- Quality
- MLS Platform
- Educate, Communicate
- Market Trends for Decisions

Source: greenthemls.org

Progress

- RETS Standard
 - Green Features
 - Certifications
- Source of Data
 - Agents
 - Other

Green Features

ENERGY EFFICIENT:

- Construction
- Insulation
- Windows
- Doors
- Roofing
- Exposure/Shade
- Appliances
- HVAC
- Thermostat/Controllers
- Water Heater
- Electrical/Lighting
- Incentives & Other

ENERGY GENERATION:

- Solar
- Wind
- Geothermal

SUSTAINABILITY:

- Recycled Materials
- Renewable Materials
- Recyclable Materials
- Biodegradable Materials
- Conserving Materials/Methods

WATER CONSERVATION:

- Landscaping
- Flow Control
- Reclamation

INDOOR AIR QUALITY:

- Filtration
- Ventilation
- Contaminants
- No or Low VOC Materials

LOCATION:

- Walkability
- Transportation Proximity

Green Specific

HVAC:

- HVAC (16 SEER+)
- Geothermal HVAC
- ENERGY STAR Air-Conditioning
- ENERGY STAR Heating
- Geothermal heat (Closed Loop)
- Energy Recover Ventilator
- High Efficiency Furnace
- Zoned Air-Conditioning

CONSTRUCTION:

- Adv. Framing/Concrete Const.
- ICF - Insulating Concrete Forms
- Straw Bale
- Trombe Wall
- Sun Space
- Radiant Barrier
- Sealed Combustion Fireplace/Woodstove
- Sealed Crawl Space

WINDOWS:

- Double Pane Windows
- Multi-Pane Windows
- Triple Pane Windows
- ENERGY STAR Windows
- Low Emittance Doors/Windows
- Insulated Glass Windows
- Storm Windows
- Sunscreen(s)

RETS/RESO Standard

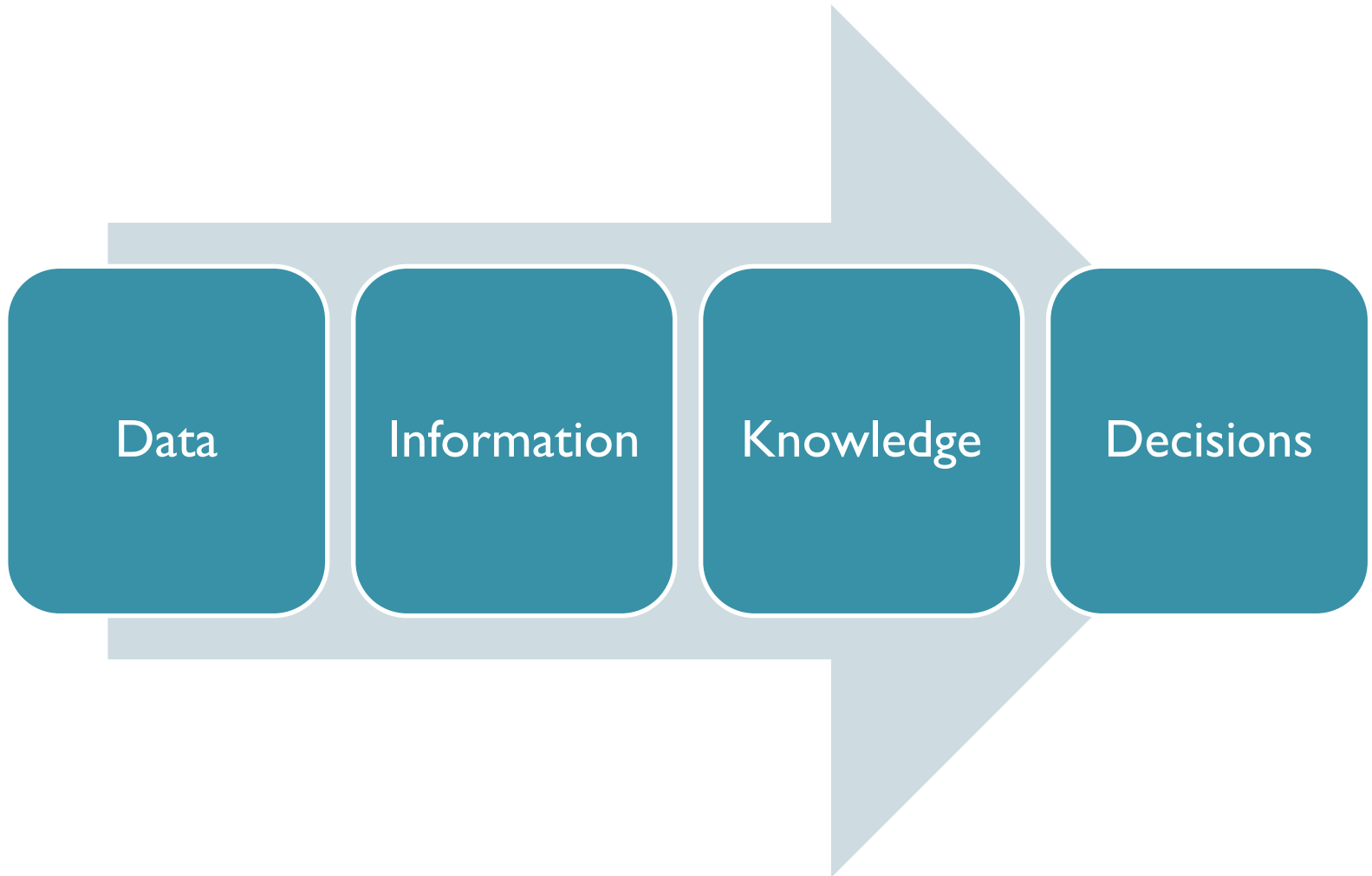
- Energy Efficient
- Energy Generation
- Sustainability
- Water Conservation
- Indoor Air Quality
- Location
- Certification Information

Source: rets.org

Building Certifications

- Green Building Certifications
- Certifying Body
- Year Certified
- Rating/Score
- Documentation Management

Business Intelligence



Current Trends

Average Days on Market | Mid-Atlantic
By Bank-Mediated Type

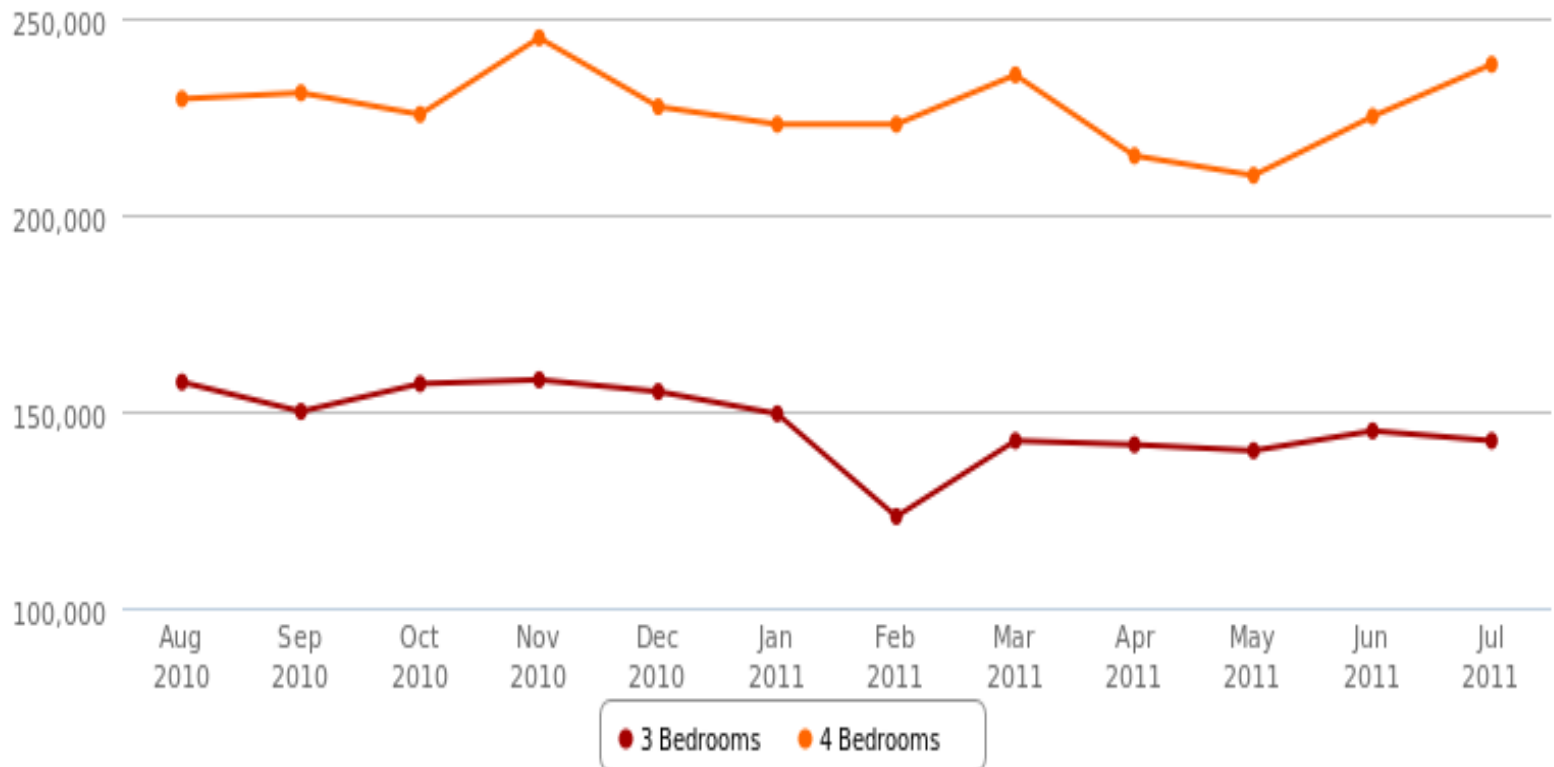


© 2012 RealEstate Business Intelligence. Data Provided by MRIS as of Mar 5, 2012

Current Trends

Median Sale Price | Chesterfield County, VA

By Number of Bedrooms

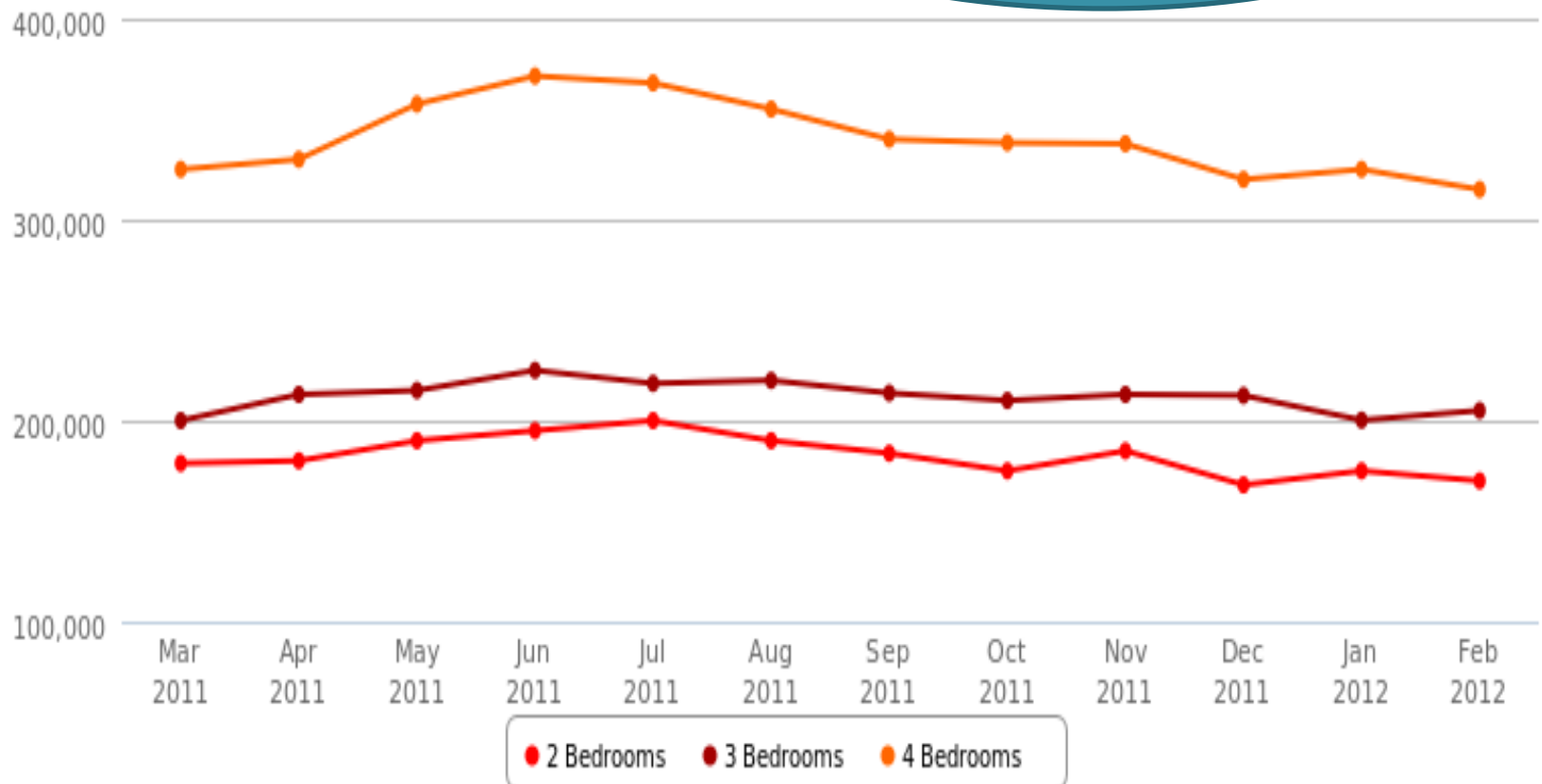


© 2011 RealEstate Business Intelligence, LLC. Data Provided by CVR MLS as of Aug 7, 2011

Future

Filter by Energy Efficiency, Scores or Features

Median Sale Price | Mid-Atlantic
By Number of Bedrooms



© 2012 RealEstate Business Intelligence. Data Provided by MRIS as of Mar 5, 2012

Goals and Objectives

- Cross Industry Team
- **Data Integrity**
- **Quality**
- **MLS Platform**
- **Educate, Communicate**
- Market Trends for Decisions

Source of the Data

- Agents
 - Education
 - Accuracy
 - Timely
 - Complete
- Other
 - RETS Update (Input) Transaction

Questions?

- Contact Information
 - margaret@rbintel.com
- Useful Sites
 - GreenTheMLS.org
 - RETS.org