

# BE THE REAL ESTATE AGENT WITH ALL THE ANSWERS

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Talk the talk with today's informed  
homebuyer

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# CONTINUING EDUCATION UNITS FOR REAL ESTATE PROFESSIONALS



PHOTO: DELTEC HOMES

## PROBLEM

Real Estate Professionals are constantly having to keep up with homeowners - smarter homeowners who are increasingly educated about homes and who seek homes that offer benefits beyond aesthetics.

## SOLUTION

Rise is bringing its valuable homeowner resources to the real estate classroom with online courses that will make real estate professionals as sharp as the homeowner when it comes to the sustainability of the home.

## VALUE

Get factual, objective, and unbiased information on products, materials, build quality, and overall sustainable home improvement - and being able to offer that guidance to homeowners as a key differentiator.



PEOPLE WANT A HOME THAT  
REFLECTS THEIR VALUES,  
BENEFITS THEIR HEALTH, THEIR  
WEALTH, AND THE PLANET

As a Real Estate Professional, are you prepared to meet the increasing home buyer demand for sustainable, healthy, energy efficient, and comfortable homes? In 2016, the Shelton Group conducted a survey that found 81% of people who expect to buy a new home in the next two years say higher energy efficiency would cause them to choose one home over another and that they would be willing to pay more for a healthier home.



LEARN HOW TO MARKET  
YOURSELF AS A  
SUSTAINABLE PROFESSIONAL

The relationship between a home buyer or seller and their real estate agent is a trusted one, and clients rely on their agents to provide guidance. However, a 2017 report by the National Association of REALTORS® shows that only 39% of REALTORS® are comfortable answering clients' questions about energy efficiency. Become a Rise Sustainable Real Estate Professional and continue to exceed your homebuyer's expectations with information and recommendations. As a Rise Sustainable Real Estate Professional, you are ahead of the curve and understand how homes are changing. You will be able to discuss sustainable features and benefits and recommend the best ways to upgrade.



PHOTO: ICON 3D TECH



Knowledge checks throughout



Interactive stories, text, graphics, and video

# COURSE OUTLINE

MODULE

01

- **What is a Sustainable Home?**
- **Certification Programs**
  - LEED
  - Passive House
  - Net Zero
  - RELi
  - Living Building Challenge
  - NGBS
  - HERS
  - Energy Star
  - R-2000
  - BuiltGreen

MODULE

02

- **5 Pillars of a Sustainable Home**
  - Energy & Water Efficiency
  - Indoor Air Quality
  - Home Comfort (Heating & Cooling)
  - Responsible Material Use
  - Land Stewardship

MODULE

03

- **Sustainable Products and Impactful Upgrades**
  - Home Appliances - Guide to Energy Ratings
  - Countertops
  - Roof Options
  - Solar
  - Electrification

MODULE

04

- **Homeowner Resources**
  - Financing Energy Efficient Upgrades
  - Lower Homeowners Insurance for Sustainable Homes
  - The Starter Guide to a Sustainable Home



# WHO WE ARE

Rise's expert content team has education and experience in environmental design, sustainability, permaculture, earthen construction, LEED accreditation, and more. They're skilled writers and fervent researchers who are passionate about home sustainability. They strive to develop unbiased, accurate content that gives each homeowner the knowledge they need to have a home they can believe in.



PHOTO: DAVID CHARLEZ DESIGN



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# WITH OVER 1.5M VISITORS IN THE PAST 12 MONTHS...

...Rise is fast becoming the trusted online resource in sustainable home improvement, renovation, and building. Our web-based platform educates and inspires homeowners to make better, more sustainable home choices. Homeowners can access free resources on [www.buildwithrise.com](http://www.buildwithrise.com) like daily articles, energy rebates, inspiring home project photos, and more.





# MAKE THE COURSE AVAILABLE IN YOUR REGION

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