

# HOMESMARTS

Feb 7, 2013

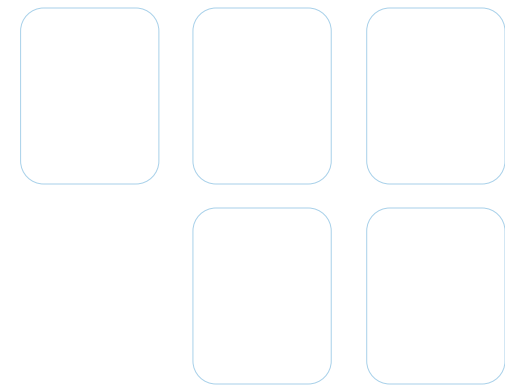


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serving calgary and area REALTORS<sup>®</sup>

# AGENDA

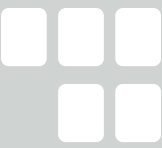
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- ABOUT CREB® AND “GREEN”
- GO GREEN TRANSFORMS TO HOMESMARTS
- HIGHLIGHTS
- COOL NEW STUFF
- RESULTS
- LOOKING FORWARD



- A not-for-profit membership organization providing a full range of services to its 5,100 plus licensed real estate brokers and associates
- Commitment to bring the “green” conversation to the resale real estate transaction started in 2009 with concept work on our “Go Green Challenge”
- Pilot program launched in 2010, assessed in 2011 and re-envisioned in 2012
- Commitment remains strong with focus on making “green” in resale real estate meaningful for REALTORS®, sellers and buyers



## Summer 2010

Go Green challenge introduced providing REALTORS® the opportunity to enhance their listings with Energuide ratings



## Spring 2012

Go Green transforms to HomeSmarts providing REALTORS® the opportunity to enhance their listings with multiple energy efficient features



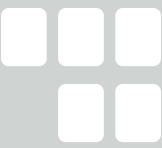


## Smart messages:

- Bring sustainability to the resale real estate transaction
- Reduce the impact of Calgary homes
- Ease of marketing a home's green features
- Ease of finding a home with green features

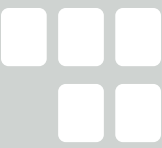
## Smart options:

- Water (low flow plumbing)
- Energy (lights, furnace, thermostat)
- Appliances (energy star)
- Energuide rated homes



- Sleek new website - [www.creb.com/homesmarts](http://www.creb.com/homesmarts) - with fun options
- Find a REALTOR® with a green designation from an accredited real estate program
- Something as simple as swapping light bulbs can create efficiency and save money

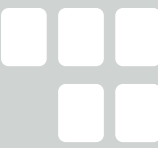




## Surpassing our objectives



Programmable thermostat is the most used feature



- Drive greater REALTOR® adoption through ongoing communication and awareness building
- Bring greater visibility to green education designations
- Research and assess potential additions to our current options





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QUESTIONS?