**Presented by Tori Cheatham, Director of Outreach and Education**

# Renew Missouri

Renew Missouri is a 501(c)(3) founded in 2006 and **focused with a mission of advocating and championing for renewable energy and energy efficiency throughout the state**.

Renew Missouri spends time in the Missouri Capitol talking to lawmakers and testifying before committees on legislative matters involving utilities, particularly issues that involve clean energy.

# Pearl is Dedicated to Transforming the Housing Stock for Good.

***Pearl will improve the lives of all U.S. homeowners by:***

***Improving the performance of the U.S. housing stock; and,***
***Changing the way homes are improved, bought, and sold.***

# Home Value Cycle

Home buyer “sees” high-performing features through Pearl’s Certification Report and marketing materials.

Home seller captures the value of the investment in the sale price.

Once the fact that high-performing homes sell for more is widely recognized in the market, the expectation drives more improvements, creating the cycle.

# **The Pearl Certification Report:** Third-Party Credibility and Homeowner Engagement

Pearl CERTIFICATION

Details about installation

Explains home features in terms that interest and engage home buyers

Co-branded with contractor logo

Engagement Guide page with important information for homeowners, real estate agents, and appraisers

New state-wide PAYS program
Utility rebates
Ferguson Rebates
Rebates
Subsidized unsecured loans
Energy improvement mortgage
Finance
Real Estate trainings from MEEA and Elevate
Appraiser trainings from MEEA and Appraisal Institute
MLS engagement by Pearl Team and Earth Advantage
Real Estate
BPA-trained Energy Experts
Energy Experts
Home Services
Missouri contractor network
New Build Network
Proposed weatherization partnership
Homeowner Engagement
Consumer marketing in partnership with Renew Missouri
Official "Missouri Certificate" for Silver and Gold homes

## New Missouri High-Performing Homes Program Launches October 1, 2022!

Create an “ecosystem” of real estate agents, appraisers, builders, and contractors, with public sector support.

The overall goal is the create demand for high-performing homes by making the value of those homes visible at the time of sale/refinance.

This program is done by creating a network of trained professionals (contractors, agents, appraisers) to ensure homeowners can find qualified contractors, and have trained agents and appraisers that can market homes when they sell and allow the homeowner to capture the value of those improvements.

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# Missouri Certificate

## Missouri Home Energy Certification (MHEC) is the state certification for high-performing homes

Pearl Silver and Gold qualify for Missouri Certificate

State and Renew Missouri promote the value of Missouri Certificate

Certified **GOLD**

**Home address:**
1234 Main Street
Anywhere, MO 12345

**Home Energy Auditor:**
John Doe

**Program Provider:**
Program Name

**System and score:**
HES = 8 (or HERS = 65)

**Certificate Issued:**
June 3, 2014

**Certificate Number:**
0603141236

**The Missouri Department of Natural Resources' Home Energy Certification Program**

**This home has achieved a superior level of energy performance and includes the following home energy components:**

- Energy Star heat pump with SEER of 14.5
- R-49 insulation installed on attic floor
- R-15 insulation installed in conditioned basement band joist wall cavity
- Thermal envelope testing of 3ACH50

Craig Redmon
Director, Division of Energy

The Missouri Home Energy Certification (MHEC) Program is designed to provide for a voluntary approach to promote energy efficient homes through a clear and meaningful recognition program. For more information regarding the program go to energy.mo.gov/mhec.

# Missouri Contractor Network

## Missouri contractors join the Pearl Network

### Access the benefits of the Missouri program

Ability to offer state certificate
Marketing / public education
Home Performance with
ENERGY STAR branding

# How Real Estate Agents Benefit from Pearl:

- Pearl has built a network of certified high-performing homes that will require qualified agents to properly market and sell those homes at the premium they deserve.
- Pearl provides a done-for-you sales kits for all Pearl-certified homes that effectively markets high-performing features that command a higher sales price. *(Supported by third party appraisal study.)*
- Pearl is driving demand for high-performing homes in MO through state and non-profit partnerships.
- Pearl connects highly-qualified contractors and Real Estate agents with homeowners to drive cross-promotion and lead generation.

# Certified Homes In Missouri

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# Where Are We Now?

- Building out the Missouri contractor network.
- Creating a marketing plan for Renew Missouri Homes
- In talks with the utilities to see how they can support the program.
- Utilizing Renew Missouri relationships to uplift the program statewide.

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# Questions? Contact me!

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