



earth
advantage.

EDUCATION CATALOG

2016



Brokers:

Earth Advantage Broker serves as the core accreditation for real estate professionals who want to obtain an in-depth education in the design, features, and benefits of green and high performance homes. We also offer a wide variety of classes, site visits, online courses and other content to help real estate professionals stay informed on the latest trends in the built environment.



Appraisers:

Accredited Green Appraiser is a nationally recognized accreditation that provides residential appraisers with the data and tools necessary to value green homes. We also offer a variety of training on specific valuation topics for appraisers and lenders in both the residential and commercial markets in order to ensure that green and high performance buildings are properly valued.



Builders & Home Inspectors:

Sustainable Homes Professional is the premier accreditation for builders, architects, and verifiers who want the skills to build high performance homes. In addition we offer specialized courses for home inspectors, giving them a toolkit for inspecting high performing homes.



Consumers:

We offer foundational seminars that support regional energy efficiency programs as well as other consumer facing entities like real estate broker firms or banks. The consumer courses are designed to give homebuyers and home sellers a background in the features and benefits of green and high performance homes in their area.

Four core professional segments and four ways to deliver training



ONLINE



SITE VISITS



CLASSROOM



WEBINARS

BROKERS



Earth Advantage Broker

The EA Broker (formerly S.T.A.R.) accreditation course provides real estate professionals with a comprehensive understanding of what makes a green or high performance home, as well as a designation and competitive edge in communicating the benefits in their market.



Anatomy of a Green Home

Gain an understanding of what green, energy efficient and high performance means in today's building industry by examining the leading regional green home certification and energy efficiency programs available for new and existing homes in the Pacific Northwest.



Help Your Clients Make Energy Efficiency Decisions

The Energy Performance Score (EPS) and other resources provided by the Energy Trust of Oregon are available to help real estate professionals answer customer questions surrounding home energy efficiency, health and comfort. This presentation will provide attendees with a working knowledge of these programs so they can empower new and existing home clients, and ultimately, drive sales.



Making Savvy Energy Upgrades

What are the incentives for energy efficiency, home health, and solar upgrades in Oregon? With a working knowledge of these programs, you can empower clients to close on older homes.

14 hours (Classroom) & 8 hours (Online)

1 - 4 hours

1 hour

1 - 1.5 hours

Classroom & Online

Classroom & Online

Classroom

Classroom & Online

Live - 14 CEs for Brokers in OR;
14 CEs for OR CCB
Online - 8 CEs for Brokers in OR;
8 CEs for OR CCB;
ARELLO Approved;
Fulfills the 'Green 100' course requirement
towards the NAR Green Designation

1 - 4 CEs for Brokers in OR;
1 - 4 CEs for OR CCB

1 CE for Brokers in OR;
1 CE for OR CCB

1 - 1.5 CEs for Brokers in OR

BROKERS



Green Home Site Visits

Join us as we visit under-construction, or recently completed, new and/or remodeled projects and gain the opportunity to explore the features and benefits of certified green homes first-hand.



Intro to ADUs & All About ADUs

This class is intended for brokers who are looking to increase their knowledge about Accessory Dwelling Unit (ADU) development and earn the ADU Specialist designation in order to respond to increasing client demand for properties with ADU potential.

Partner: Kol Peterson of Accessory Dwelling Strategies LLC



How Millennials are Changing Real Estate

Recent data shows that nearly 50% of millennials support green building, nearly twice as what was reported by Baby Boomers. This course will include the most recent data on millennials, their buying habits, their approach to "green" and high performance, and their impact on the real estate market.



Demystifying the Green Home

This class provides an in-depth look at the current state of the green housing market-trends, features and market segments- and provides brokers with the information they need to talk with clients about "energy" and "green".

1 - 2 hours

Site Visit

1 - 2 CEs for Brokers in OR;
1 - 2 CEs for OR CCB

1 - 4 hours

Classroom & Online

1 - 4 CEs for Brokers in OR;
1 - 4 CEs for OR CCB

1 - 1.5 hours

Classroom & Online

1 - 1.5 CEs for Brokers,
1 - 1.5 CEs for OR CCB

1 hour

Classroom & Online

1 CE for Brokers in OR;
1 CE for OR CCB

BROKERS



Understanding Solar Energy Options

Learn the basics of solar energy systems including solar PV installations and what solar ready means for a homeowner and your transaction. After this presentation, you will have a better understanding of solar options and how sell renewable energy systems.

1 hour

Classroom

1 CE for Brokers in OR



What Makes a Home Zero Energy?

Examine the future of homebuilding, Zero Energy or Zero Energy Ready homes. The course will explain what makes a home zero energy, provide recent market data, and discuss the types of certifications and programs available.

1 - 2 hours

Classroom

1 - 2 CEs for Brokers in OR;
1 - 2 CEs for OR CCB



Water Wise for Homes & Landscapes

This class provides brokers with essential information and helpful cost-saving resources for both outdoor and indoor environments that can be passed along to their clients.

2 - 3.5 hours

Classroom & Online

2 - 3.5 CEs for Brokers and Appraisers in OR or WA



"Earth Advantage Broker was definitely one of the best courses I have taken and it greatly enhanced my knowledge about energy and water efficiency, indoor air quality, and more. I am very excited about being able to share this information with my clients who want to learn more, whatever their level of interest, and to be able to provide them with the resources they desire!"

Cheryl Gill
Principal Real Estate
Broker at Keller Williams
Realty Professionals

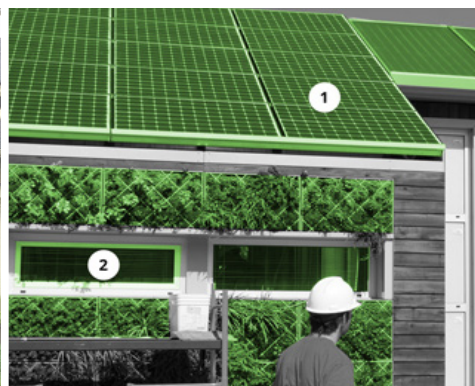
BROKERS & APPRAISERS



Energy Performance Scores - Valuing Energy Improvements

Walk through an EPS® assessment, examine data and case studies for completed energy improvements. Understand the importance of energy efficiency from the perspectives of homeowners, homebuyers, lenders and appraisers.

Partner: Fiona Douglas-Hamilton, SEEC.



Discover the Sales Benefits of MLS Green Fields

This class will allow brokers and appraisers to explore SEEC's MLS Green Features Guide, learn how to identify green features, develop custom MLS searches, and translate green features into homeowner benefits that sell.

Partner: Fiona Douglas-Hamilton, SEEC.



For What It's Worth: Understanding the Appraisal Process

This training provides insight into real estate valuation that will make brokers more knowledgeable and effective when working with appraisers. Learn to better determine home value, inform clients, and best work with appraisers on a daily basis to ensure accurate valuation.



Latest & Greatest in Heating, Cooling & Hot Water Systems

A practical guide through the world of high performance mechanical systems - no drowning in technical knowledge, just what works, when, the benefits, along with comparative costs and the savings.

Partner: Fiona Douglas-Hamilton, SEEC.

3.5 hours

3.5 hours

2 - 3.5 hours

1 - 3.5 hours

Classroom

Classroom

Classroom

Classroom

3.5 CEs for Brokers and Appraisers in OR or WA,
Approved: NAR GRC alternative credit towards NAR Green designation.

3.5 CEs for Brokers and Appraisers in OR or WA;
4 CEs for Brokers in MT and ID (pending approval)

2 - 3.5 CEs for Brokers and Appraisers in OR or WA

1 - 3.5 CEs for Brokers in OR, WA, ID, and MT and Appraisers in WA, ID, and MT

APPRAISERS



Accredited Green Appraiser

The Accredited Green Appraiser (AGA) course series provide professionals with the opportunity to learn the differences between "green" and "code" built homes, as well as gain the data and tools needed to apply adjustments to appraisal assignments.

Partner: Taylor Watkins, Watkins & Associates.



Appraising Properties with ADUs

Few forms of housing have caused as much excitement among planners and social advocates, and as much consternation among appraisers and other real estate professionals, as accessory dwelling units. Learn how to define qualities of ADUs and properly value these complex properties.

Partner: Taylor Watkins, Watkins & Associates.



Valuing the Sun: Appraising Residential Solar PV

This interactive class will provide appraisers with the opportunity to learn and implement the proper residential solar PV valuation methods through a real-life case study.

Partner: Taylor Watkins, Watkins & Associates.



Latest Trends in Appraising

Gain insight into the direction that residential valuation is heading by analyzing green/high performance valuation data through a comprehensive review of the latest studies and reports.

21 hours (Classroom) & 15 hours (Online)

Classroom & Online

Live - 21 CE's for Appraisers in OR, WA, AL, MA, MD, NV & VA
Online - 14 CE's for Appraisers in OR, WA, AL, CA, NV, PA, TX & WI + IDECC Approved

2.5 hours

Classroom

2.5 CE's for Appraisers in OR

3 hours

Classroom

3 CE's for Appraisers in OR

1 - 2 hours

Classroom

1 - 2 CE's for Appraisers in OR

APPRAISERS



Energy Matters: New Training for Commercial Building Valuation

This training will assist appraisers in advancing their own expertise in analyzing energy characteristics and prepare them for upcoming trends that will affect the commercial energy market. Armed with this information, appraisers will be better equipped to competently evaluate the role that energy and building performance play in the appraisal process and in estimating market value.

7 hours

Classroom

7 CEs for Appraisers in CA, GA, IL, DC, VA, MD

CONSUMERS



How Are Homes Getting Better?

This course provides your prospective customers with basic understanding of what green, energy efficient and high performance means in today's building industry. (Non-professional, consumer-facing)

1 - hour

Classroom

1 CE for Brokers in OR

INSPECTORS



Building Science Toolkit for Home Inspectors

Identify home performance problems and energy upgrade opportunities using building science, and integrate a "house as a system" approach into home inspections. Attendees will gain tools to recognize and recommend opportunities for improving home performance to home owners.

7 hours

Classroom

7 CEs for Home Inspectors in OR; 7 CEs for OR CCB; 3 CEs for WA DOL and 6 CEs for WA DOA

BUILDERS



Sustainable Homes Professional (SHP)

Each two-day module integrates lecture and discussion, hands-on exercises, a guest speaker and two tours of certified homes. A certification exam at the end of the course allows participants to earn the designation of an accredited Sustainable Homes Professional (SHP).

14 - 84 hours

Classroom

14 - 84 CEs for AIA, BPI, CCB, CPHC, OCHI, Living Future Accreditation, OR REA, ACLB + college credit

PLANNED COURSES



Top 10 Green Resources

Energy efficiency expertise is a powerful way to define your value proposition, but you do not have to be the expert. What you need is a working knowledge, access to resources and an expert team. This top 10 list will help both new and long-time brokers bolster their green toolkit with both in-person and online sources for energy efficiency and green building info.

1 - 1.5 hours

Classroom & Online

1 - 1.5 CEs for Brokers in OR
(pending approval)



The New Healthy Home

Take an in-depth look at what makes an odor free, comfortable and healthy indoor environment, and learn why this is an emotional draw for consumers and currently the hottest topic in the building industry.

1 - 2 hours

Classroom

1 - 2 CEs for Brokers in OR
(pending approval)



A Professional's Guide to Smart Homes

Examine the growing trend toward smart homes. The discussion will include what components make up a smart home, the growing market for the "internet of things" and how it will effect home buying/selling and energy efficiency in the coming decade.

1 - 2 hours

Classroom

1 - 2 CEs for Brokers in OR
(pending approval)



EDUCATION DELIVERY PARTNERS



U.S. DEPARTMENT OF
ENERGY

U.S. Department of Energy has partnered with Earth Advantage to offer training for the commercial real estate industry to instruct on green valuation of commercial buildings.



Fiona Douglas-Hamilton is the Founder & Director of SEEC LLC, a real estate school specializing in providing continuing education courses for real estate brokers and appraisers on a broad range of topics covering high performance or green homes.



Taylor Watkins is the Founder and Certified Residential Appraiser at Watkins & Associates, a residential appraisal firm in Portland, Oregon that prides itself on being the leader in data collection and the valuation of green homes, as well as the developers of green appraisal continuing education courses.



Accessory Dwellings

Kol Peterson of Accessory Dwelling Strategies LLC is the managing editor for AccessoryDwellings.org, owns Caravan - The Tiny House Hotel, and teaches homeowners, real estate professionals, builders and designers about ADUs.



Earth Advantage education is supported in part by **Energy Trust of Oregon**



7,000+
Professionals Trained

Providing Key Knowledge to Building Industry Professionals

Earth Advantage's mission is to provide knowledge to professionals to meet future demand. Real estate and building industry professionals are finding it increasingly necessary to gain the knowledge and skills to design, build, market, and value green homes and upgrades.

Given the projected growth of the green building market, there is a tremendous opportunity for professionals to gain up-to-date knowledge on high performance and green building.

623 SW OAK ST., THIRD FLOOR,
PORTLAND, OR 97205

FOR MORE INFORMATION CONTACT:

RYAN LAPOMA
EDUCATION MANAGER
503.968.7160 X25
RLAPOMA@EARTHADVANTAGE.ORG

earthadvantage.org/education/



earth
advantage.