



EDUCATION CATALOG

2016



**CLASSROOM  
TRAINING**



**SITE VISITS**



**ONLINE  
TRAINING**



**SEMINARS**



## 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, seminars and other content to help real estate professionals stay informed on the latest trends in the built environment.

## Appraisers

Accredited Green Appraiser is the nationally recognized accreditation for residential appraisers across the country. We provide training for appraisers and lenders in both the residential and commercial markets in order to ensure that green and high performance buildings are properly valued in the market.

## Builders & Home Inspectors

Sustainable Homes Professional is the premier accreditation for builders, architects, and engineers 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. Our technical courses are built on our combined 100 years of experience in residential green building and will soon be available online.

## Consumers

We offer foundation seminars that support regional energy efficiency programs as well as other consumer facing organizations 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.





### 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.



### How Homes are Performing Better and Better

Gain a basic 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.



### Leveraging EPS® as a Sales Tool

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.



### Client Considering a Fixer-Upper?

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

1 - 4 hours

1 - 1.5 hours

1 - 1.5 hours

Live Classroom & Online

Live Classroom

Live Classroom

Live Classroom

Live - 14 CEs for Brokers in OR; 14 CEs for OR CCB; 13 CEs for Brokers in WA  
Online - 8 CEs for Brokers in OR; 8 CEs for OR CCB; ARELLO Approved Both Live & Online are approved to fulfill the 'Green 100' course requirement towards the NAR Green Designation

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

1 - 1.5 CEs for Brokers in OR; 1 CE for OR CCB

1 - 1.5 CEs for Brokers in OR



### Green Home Site Visits

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



### All About ADUs (+ADU Specialist designation)

This class is intended for brokers who are looking to increase their knowledge about Accessory Dwelling Unit (ADU) development in the City of Portland.

**Partner: Kol Peterson of Accessory Dwelling Strategies LLC**



### How Millennials are Changing Real Estate

The discussion 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

Live Site Visit

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

4 hours

Live Classroom

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

1 - 1.5 hours

Live Classroom

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

1.5 hours

Live Classroom & Online

Online - 1.5 CEs for Brokers in OR; 1.5 CEs for OR CCB  
Live - 1 - 1.5 CEs for Brokers in OR; 1 - 1.5 CEs for OR CCB





### Are You Ready for Solar?

What could be more natural than using the sun to generate clean, renewable energy for your home? Join Energy Trust as they introduce you to 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 as well as the benefits of working with Energy Trust.

1 hour

Live Classroom

1 CE for Brokers in OR



### Zero Energy Homes for Brokers

Examine the future of homebuilding, Net Zero or Zero Net Energy Homes. The discussion will include the most recent data on the net zero market, what makes a home net zero, types of certifications and features related to this segment.

1 - 2 hours

Live Classroom

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



### Getting the Most Out of Green Appraisal

Can a broker assist an appraiser on a green home assignment and stay out of trouble? Not only is the answer yes, but if brokers want to see the value for green homes being recognized, they need to know specifically the information relevant to appraisers on assignment and how to package that information.

**Partner: Fiona Douglas-Hamilton, SEEC.**

2 - 3.5 hours

Live Classroom

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



### Comparing High Performance Heating Choices for Home Upgrades

A practical guide through the world of high performance heating 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

Live Classroom

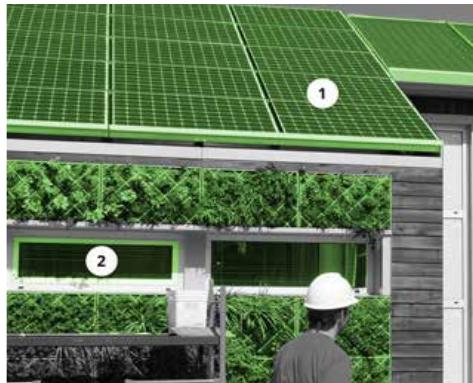
3.5 CEs for Brokers in OR, WA, ID, and MT and Appraisers in WA, ID, and MT

## 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.



### Identifying Green Features & MLS Fields

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

**Partner: Fiona Douglas-Hamilton, SEEC.**

## 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.**



### 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.

**Partner: Fiona Douglas-Hamilton, SEEC.**

3.5 hours

3.5 hours

15 - 21 hours (3-day series)

1 - 2 hours

Live Classroom

Live Classroom

Live Classroom & Online

Live 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)

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

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



## APPRAISERS



### Valuing the Sun

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.**

3 hours

Live Classroom

3 CEs 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 your home inspections.

7 hours

Live Classroom

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



## 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 hours

Live Classroom

1 CE for Brokers in OR



## 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

Live 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.



### 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.**



### 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.



### 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 - 1.5 hours

Live Classroom & Online

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

2.5 hours

Live Classroom

2.5 CEs for Appraisers in OR  
(pending approval)

1 - 2 hours

Live Classroom

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

1 - 2 hours

Live Classroom

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



## EDUCATION DELIVERY PARTNERS



**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.



**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**



**5,000+**  
Professionals Trained

## Providing Key Knowledge to Building Industry Professionals

Earth Advantage's mission is to provide knowledge to more professionals to meet future demand. Real estate and building industry professionals are finding it increasingly necessary to gain the knowledge and skills to design and build or market and sell 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.

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