



earth
advantage®



Earth Advantage® Broker

An education solution that meets the growing demand for
real estate knowledge of high performance homes.



Why Accreditation Matters

Our Earth Advantage Broker (EA Broker) training provides professionals with the opportunity to earn a credential that both bolsters and promotes an individual's qualifications.

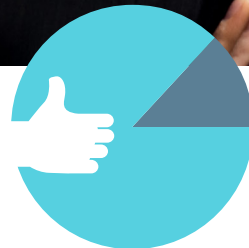
Becoming an EA Broker means maintaining continuing education credit requirements every two years. Thus, licensing the fully accredited option provides your organization with a continuous touch pathway to ensure that local brokers are regularly updated of industry changes. We invite you to submit any relevant coursework to Earth Advantage at any time for continuing education credit approval.



9 out of 10

Homebuyers would rather buy a home with energy efficiency features than one without, even with **2% - 3% lower** costs.

2012 National Association of Home Builders—
"What a Home Buyer Really Wants"



87%

Homebuyers who are much more satisfied with their high performance homes than with previous, traditional ones.

2008 McGraw-Hill Construction
Survey of Green Homebuyers



1 in 3

Homebuyers are willing to pay a \$20,000 or more premium for a high performance home.

2008 McGraw-Hill Construction
Survey of Green Homebuyers

"I just completed an amazing training with Earth Advantage – wow! This was one of the clearest, most practical, easiest to digest, and most fun certification courses ever! I will be able to apply the content directly to my work as a REALTOR®.... Thank you Earth Advantage for a crystal clear view into home energy efficiency and the world of sustainable building. It was a pleasure!"

— Tracey Lockwood, EA Broker | Green Lynx Realty (Roanoke, VA)

Provide real estate professionals with the knowledge to remain competitive in the growing green housing market.

A GROWING MARKET

High performance and green building is expected to account for a minimum of 30% of the housing market over the next two years. In the coming years, real estate professionals ill equipped to answer home buyer questions about green certifications and green features will find themselves with a distinct competitive disadvantage.

OUR EXPERIENCE

Since 2006, Earth Advantage and its partners have trained over 1,100 brokers in Oregon and another 800 across 9 more states, allowing EA Broker to be the most thorough and up-to-date course of it's kind in the U.S. Our expertise in home certification, energy efficiency, and building science has positioned us to train real estate professionals with the most up to date knowledge available in the market and keep them at the forefront of the industry. In delivering this course, you will have the opportunity to reach professionals hungry for quality information and training about the growing green building market. Our program provides you will all the tools you'll need to successfully setup, market and run one of the nation's best green building courses for real estate agents and brokers.

THE DETAILS

The Earth Advantage Broker curriculum provides real estate professionals with the knowledge and skills to communicate with clients about the value and benefits of a new or remodeled high performance home. The two-day course provides an overview of different home energy rating systems/ certification programs and offers participants a hands-on exploration of high performance building techniques and products through home site visits. Participants will be able to identify which home features and building attributes provide greater energy, water, and resource efficiency and create a healthier living environment for their clients.

COURSE STRUCTURE

Module 1: Green Building Overview (+ Guest Speaker)

Module 2: Marketing Methods (+ Site Visits)

PARTNERSHIP SERVICES

Curriculum customization (manual, PowerPoint presentation, activities, resources)

State approval for continuing education

Marketing templates

Administrative checklists

Registration management

Training for trainers

Training delivery

Course evaluation

Accreditation follow up: logos, online profile and marketing support



earthadvantage.
Better Buildings Now

CONTACT

Ryan LaPoma
Education Program Manager
503.968.7160 x25
rlapoma@earthadvantage.org

ABOUT

Earth Advantage is a Portland-based nonprofit whose mission is to accelerate the creation of better buildings. We provide knowledge to building professionals and information to consumers through certification, research, education, and product development to move the building industry towards more sustainable practices.

earthadvantage.org

OTHER COURSES

Sustainable Homes
Professional (SHP)

Accredited Green
Appraiser (AGA)

Building Science Toolkit
for Home Inspectors

Marketing for Green Homes

Deconstruction and
Materials Reuse

Course Features

BENEFITS

- > Earth Advantage® Broker professional designation and use of logo
- > EA Broker course manual and resource guide
- > Tours of high performance homes
- > Personalized profile listing on the Earth Advantage website and marketing support
- > Network of over 1,900 EA Brokers nationwide
- > Affiliation with a third-party certifier of high performance homes

OUTLINE

- > What is Sustainability?
- > What is a High Performance Home?
- > High Performance Homes at a Tipping Point
- > Five pillars of green building: Energy, Health, Land, Materials and Water
- > Certification Programs
- > Energy Auditing and Energy Labeling
- > High Performance Home Financing, Appraisal, & Insurance
- > Meet the Homeowner
- > Marketing the High Performance Home
- > Marketing Yourself as a Sustainable Real Estate Professional

ONLINE OPTION

- > EA Broker Online can be offered by our partners in a revenue sharing capacity (ARELLO certified for 8 credit hours).

LEARNING OBJECTIVES

1. Identify the five pillars of high performance building & the benefits of each pillar
2. Analyze various building certification standards
3. Translate sustainable features of a home into benefits
4. Explain the purpose of home energy assessments and performance metrics
5. Identify strategies for improving indoor air quality
6. Distinguish between conventional materials and their more sustainable alternatives
7. Articulate water efficiency and water-saving strategies to a homeowner
8. Identify resources available for financing, appraising and insuring high performance homes
9. Target marketing messages to consumers with varying attitudes and needs
10. Articulate what a building envelope is and strategies used to improve it

CREDITS AVAILABLE

Approved for continuing education in OR, WA, AL, VA. EA can seek approval in other states.

FRAMEWORK

Two days (14 credit hours) total.
Typically hosted from 9 a.m. to 5 p.m.