

Defining Sustainable Real Estate: How & Why

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AHWD



NAR's Definition

SUSTAINABILITY: Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

RESILIENCE: The capacity to prepare for disruptions, recover from shocks and stresses, and adapt and grow from a disruptive experience.



About Christopher

- Proud Georgia native & resident
- Prior career in marine biology field
- Sustainability advocate
- EV Driver since 2014
- Still on the sustainability journey
- Member, NAR Sustainability Advisory Group
- Director, Georgia Solar Energy Association



What to Expect

This is NOT:

- The typical sustainability presentation
- Full of graphs and white papers (but resources are provided)
- Lecturing

This Is:

- A practitioner's lived experience with sustainability in the Deep South
- Discussion on adding sustainability to your business operations and in serving client needs
- Informative & possibly fun
- A resource for action items you can begin implementing now



Somewhere in Georgia, 10 years ago...



The 100% Switch to Electric



**REALTOR[®]
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APRIL 5-6, 2022
PHOENIX, ARIZONA



The WHY

As discovered during our own home purchase, the Atlanta real estate market was unaware of the existence of housing with sustainable features, the existence of interested buyers, or the process to serve this population.

Even more importantly the market was unaware of the business opportunity this population presented.



A Goal Being Realized

- Today, I am known by my community and the public as an expert on EVs, sustainable living, & sustainable housing
- Brokers and agents call when they have a question about sustainable real estate
- Sustainability, much like DEI, is a golden thread and conversation in my local association
- Agents call when they have an upcoming listing with green features
- Cities, non-profits, and advocacy groups collaborate and put me in front of their audience
- Top 2% in 2020 sales for my company of 2200+ agents (\$0 advertising)
- I am on stage with y'all today



The HOW

- Having a defined “Why”
- Leading by living, and taking risks
- Consistency
- Being able to speak to the entire sustainability experience
- Empathy
- Always stay curious



Sustainability & Resilience in Your Operations

- Create consistent content on sustainability topics
- Create a culture of sustainability in your brokerage through leading by example
- Recruit agents interested in green
- Offer green education classes to your agents
- Hire Sustainability Staff



Sustainability & Resilience for Your Building

- Complete an energy audit on your building
- Check utility provider for green energy or TOU plans
- Increase building efficiency & comfort
- Add renewable energy generation on site
- Add EV charging stations for agent and/or customer use
- Reduce or eliminate waste
- Explore resiliency improvements such as water management, fire and/or impact resistant roofing, and keeping debris cleared that could increase fire chances



Helping Clients Navigate Sustainability

- Great way for your firm, and agents, to stay in touch with clients
- Does your local MLS have green fields? Use them for interested clients
- Have a preferred list of green-competent vendors, focused on building science
- Be aware of green-certified appraisers and green lending options
- If you don't know something, seek the answer from someone who does

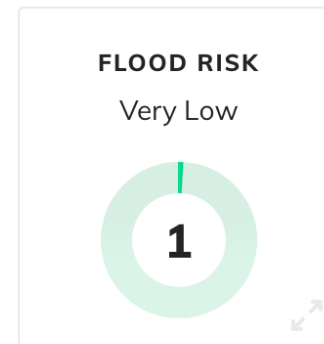
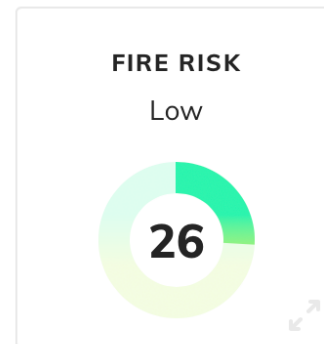
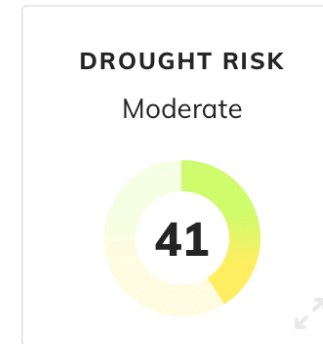
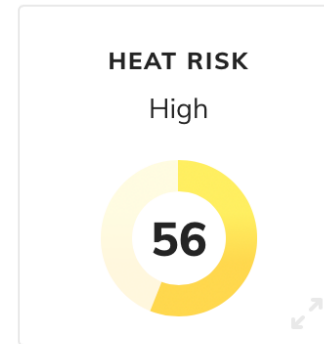
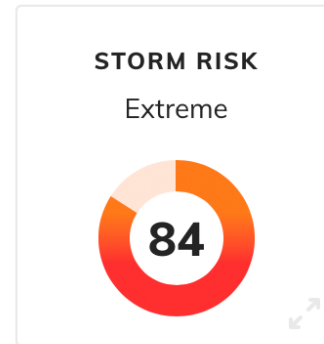
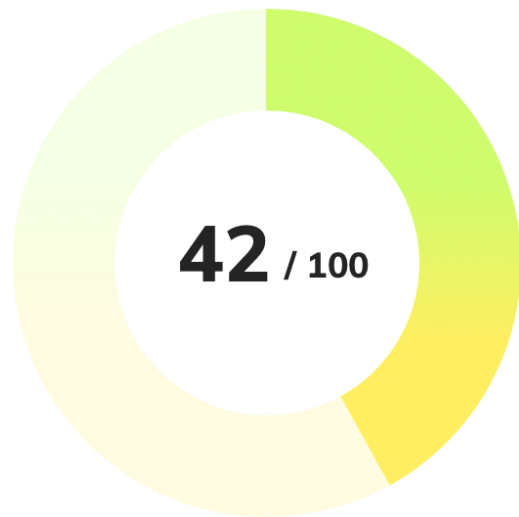
Resiliency Risks

- [Climate Check](#)
- [Flood Factor](#)



Climate Check

Moderate risk



About This Rating

ClimateCheck™ ratings are based on historical and projected risk through 2050. Scores are relative to the contiguous United States. A rating of 1 represents the least extreme change, and 100 is the most extreme. [See our methodology for details.](#)



Flood Factor

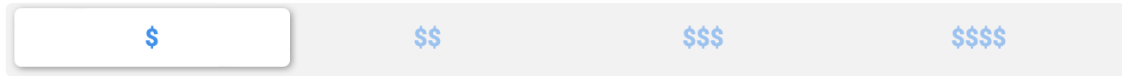


████████████████████ DeKalb County,
Georgia

There are solutions to protect your property.

Just an inch of flooding can cost **\$25,000** or more, yet typical homeowners insurance does not cover flood damage. [Learn more about solutions](#) to protect your home, business, and community.

- Summary
- Community Risk
- Flood Depth Explained
- Flood Risk Explorer
- Environmental Changes
- Personal Solutions**
- Area Risk Overview



Cleared gutters ▼

Contact city officials ▼

Coatings and Sealants ▼



Economic Development & Housing Needs

The Atlanta Journal-Constitution

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A green tech battery plant is transforming a deep-red part of Georgia

The Atlanta Journal-Constitution

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Battery recycling plant coming to existing facility near Rivian site



The Atlanta Journal-Constitution

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Georgia hitches electric vehicle dreams to Rivian plant



Hanwha Q Cells opens the largest solar factory in the Western Hemisphere

The 300,000 square foot factory in Dalton, Georgia has the capacity to produce 12,000 PV modules per day, or 1.7 GW annually – the same peak generating capacity as the Hoover Dam.

SEPTEMBER 23, 2019 **CHRISTIAN ROSELUND**

[MANUFACTURING](#) [POLICY](#) [PRODUCTS](#) [GEORGIA](#)

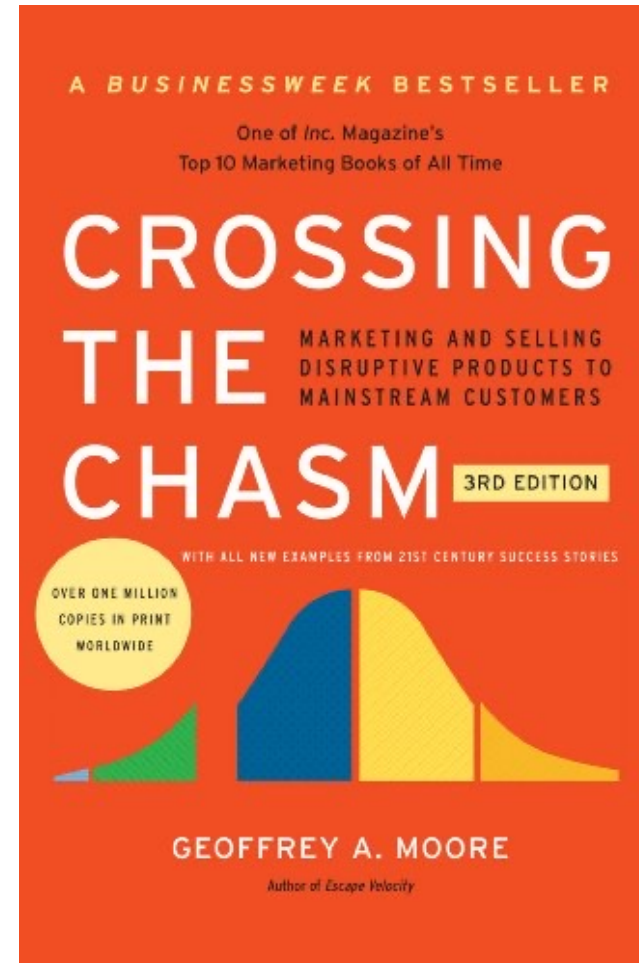
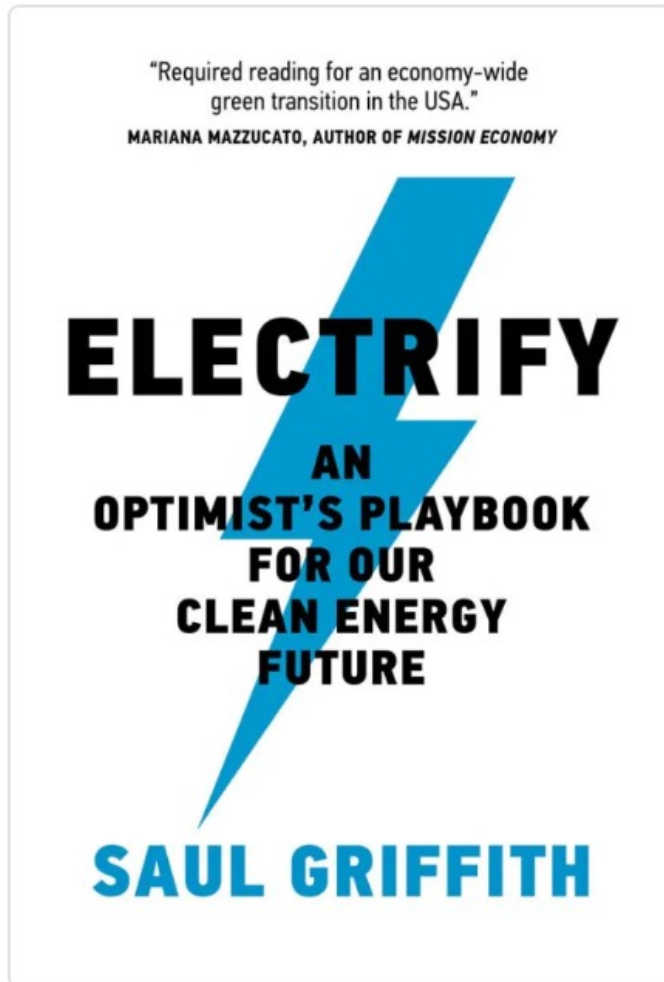


NAR Resources

- [NAR's Sustainability Resources Page](#)
- [NAR's Inaugural ESG+R Report](#)
- [NAR's 2021 REALTORS® & Sustainability Report](#)
- [NAR & NAHB Collab: Home Performance Counts](#)
- [NAR Green Designation](#)



Book Recommendation



Additional Resources

- [US Green Building Council](#)
- [DSIRE](#) Find Local Rebates & Incentives
- [Rewiring America](#)
- [Nate Adams - Nate the House Whisperer](#)
- [Plugshare](#) EV Charging App & Website
- [Electric Kitchens](#) by Building Decarbonization Coalition
- [Laer Realty's Sustainability Initiative](#)



Find Me on Social

- [LinkedIn](#)
- Instagram @matos_rogers
- [GreenHomesATL.com](#)
- Google “Christopher Matos-Rogers”
- Email CMR@MatosRogers.com



Under all is the land...

Most importantly, sustainability benefits our people and planet.

