



Eco Training and Marketing Program Guide

- **Become a specialist in eco-friendly real estate**
- **Market your expertise using RE/MAX Green**

Get the training and visibility you need to compete in the growing eco-conscious market. Become a RE/MAX Green Specialist.

The RE/MAX Green program helps agents attract and assist buyers and sellers who value homes that are energy-efficient and environmentally friendly. Increasingly, consumers see green as a way of saving money on such things as energy usage while protecting the environment. And that's just a starting point for exploring sustainable communities, green remodeling and quality of life.

MORE INFORMATION

RE/MAX Green
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Created by RE/MAX International, the RE/MAX Green program consists of two parts:

- **Green training:** Earn the National Association of Realtors' new Green professional designation through RE/MAX University. Classes are broadcast on the RE/MAX Satellite Network or mailed on DVD. You must have one of five green designations recognized by RE/MAX International in order to use the RE/MAX Green logo and marketing materials.
- **Green marketing:** The RE/MAX Green logo and other tools enable you to market your green expertise.

Everything you need to know about RE/MAX Green is here. Time to add green to your RE/MAX colors.

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RE/MAX Green Citizenship

As part of our philosophy of Premier Community Citizenship, RE/MAX is committed to the sustainability and environmental well-being of the communities worldwide in which our real estate professionals work and live. RE/MAX International offers training programs so participating agents can learn to counsel builders and homeowners in eco-friendly housing. RE/MAX International encourages our affiliated offices to conserve resources by reducing the use of paper and energy.





Step one to becoming RE/MAX Green: Earn an eco professional designation

Earning an eco designation equips you to advise and guide consumers in buying and selling properties that are energy-efficient and eco-friendly.

There are five designations that qualify for the RE/MAX Green program:

GREEN designation

Unveiled in late 2008, this designation was developed by the National Association of Realtors and can be earned through RE/MAX University by viewing the courses on the RE/MAX Satellite Network and passing the written test for each course.



NAR's sustainable property designation

The Green Core Course and Residential elective are offered by RE/MAX University.

Topics covered by the two-day Core Course include:

- Adapting listing and buyer presentations to address the concerns of green-generation customers



- Recognizing and responding to obstacles – including building codes, zoning, costs and perceptions – that can impede green development
- Using the Green Designation and course materials as marketing tools

This course is also good for one elective credit toward the Accredited Buyer Representative designation.

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The one-day Residential Elective course gives you knowledge and awareness of green building principles. It helps you successfully market eco-friendly homes as well as guide buyers in their purchase of such homes. You'll also be able to counsel homeowners wishing to remodel their homes.

For offerings through RE/MAX University and to register; visit RE/MAX Mainstreet.

Four other eco designations are recognized by RE/MAX International. [See page 3.](#)

MORE ►





Step one to becoming RE/MAX Green: Earn an eco professional designation

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Agents with the EcoBroker designation helps clients market or purchase properties with green features, save money and live comfortably through energy efficiency and environmentally-sensitive choices.

<http://www.ecobroker.com/eb/default.aspx>

Accredited Green Agent designation **Accredited Green Broker designation**

The Canada-based National Association of Green Agents and Brokers offers these two designations that address home energy conservation, whole home environmental health, sustainable renovation and construction practices. Recognized by the Canadian Real Estate Association. www.nagab.org

LEED-Accredited Professional

The Leadership in Energy and Environmental Design Accredited Professional designation requires a thorough understanding of green building practices and principles. Offered by the Green Building Certification Institute in association with the U.S. Green Building Council. www.gbci.org

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Marketing your green credentials

The RE/MAX Green program offers several ways to attract consumers who are eco-conscious.

Help consumers and other agents find you on the RE/MAX Web Roster. Add your green designation to your Associate Profile:

- From any RE/MAX Mainstreet page, select the “My User Profile” link on the top right.
- Click “Update Your Associate Profile.”
- Under “Designations,” check the applicable box or boxes.

Add RE/MAX Green to your marketing materials: If you hold one of the five eco designations recognized by RE/MAX International, you can use the RE/MAX Green logo and other materials.

The logo can be downloaded from RE/MAX Mainstreet in JPG and EPS formats. To access the logos, use the key words “RE/MAX Green.”

Agent use of the RE/MAX Green logo and “Green Specialist”: The logo may be incorporated into a qualified



agent’s marketing materials, along with the words, “RE/MAX Green Specialist” or “Green Specialist.” Follow the requirements stated in sections 35 (logos) and 45 (business cards) of the 13th edition of the RE/MAX Trademark and Graphic Standards manual (download from Mainstreet using the key words “trademark manual”).

General guidelines include:

- The RE/MAX Green logo and “Green Specialist” title may be used on personal promotion cards, brochures and Web sites.
- The words “Green Specialist” may be used on the standard business card in the achievements line below the agent’s title. The logo cannot be used on the standard business card.

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-The RE/MAX Green logo and “Green Specialist” wording do not pertain to property, but only to a RE/MAX agent with a qualifying eco designation. The logo and phrase cannot be used on yard signs or riders.

Office use of the RE/MAX Green logo: An office in which one or more agents hold an eco designation recognized by RE/MAX International can use the RE/MAX Green logo. To comply with the intent of the RE/MAX Green program, the office must route eco-related inquiries generated by the logo to an agent holding a recognized eco designation.





Attracting Buyers

Being green is not just the right thing to do. It's the smart thing to do.

As a RE/MAX Green Specialist, your expertise in eco-friendly real estate will appeal to a growing number of environmentally conscious homebuyers. These buyers realize that green homes can be both good for the pocketbook as well as for the environment.

Having one of the recognized green designations means you know the basics – and then some – about green building and materials, energy efficiency, cost savings, and carbon footprint. Several of the eco designations recognized by RE/MAX International include marketing materials for buyers. The NAR Green designation course work covers “Green Buyer Case Studies.”

One way of attracting eco-conscious buyers is with the RE/MAX Web Roster. Accessible to consumers through “Find an Agent” on remax.com, it enables you to:

- Show that you have one or more of the qualifying green designations.

- Select as Civic Activities either “Environmental Awareness” or “Environmental Concerns.”
- Add to the Personal Summary field a sentence or two about your green expertise.

See [“Marketing Guidelines.”](#)

Tools for Buyers

Add a [Green Home Guide badge](#) to your Web site or blog that lets consumers know you care about green homebuilding. Provided by the U.S. Green Building Council.

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Use the logo: If you hold one of the five eco designations recognized by RE/MAX International, you can use the RE/MAX Green logo. It can be downloaded from RE/MAX Mainstreet in JPG and EPS formats. To access the logos, use the key words “REMAX Green.” (Use quotation marks.)

On Design Center: Several editions of consumer newsletters have a green topic, including “How Happy Are Green Homeowners?” Go to “RE/MAX Library” folder, then “Newsletters” folder, then “Fixed Content” folder.

Consider this

Green homes are expected to make up 10% of new home construction by 2010, the U.S. Green Building Council reports.



Attracting Sellers

Eco-conscious sellers who've taken steps to green their home need an agent who understands the advantages the property has in the marketplace.

Several of the eco designations recognized by RE/MAX International include marketing materials for sellers. The NAR Green designation course work covers "Listing and Marketing the Green Home."

A powerful tool for touting your green credentials is the RE/MAX Web Roster. Accessible to consumers through "Find an Agent" on remax.com, it enables you to:

- Show that you have one or more of the qualifying green designations.
- Select as Civic Activities either "Environmental Awareness" or "Environmental Concerns."
- Add to the Personal Summary field a sentence or two about your green expertise.

See ["Marketing Guidelines."](#)

Tools for Listing

Incentives: Many local and state governments, utility companies and other entities across the United States offer rebates, tax breaks and other incentives for adding eco-friendly elements to a property.

<http://greenhomeguide.org/resources/incentives.html>

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On Design Center: Several editions of consumer newsletters have a green topic, including "How Happy Are Green Homeowners?" Go to "RE/MAX Library" folder, then "Newsletters" folder, then "Fixed Content" folder.



Poster: Download the RE/MAX Green poster from Mainstreet. Key words: "RE/MAX Green." (Use quotation marks.)

Consider this

A green renovation project doesn't have to cost more than a typical home remodeling project, especially with the growth of green products and green contractors driving costs down.



Green Resources

RESOURCES

The Green Home Guide: From the U.S. Green Building Council, green home profiles, renovations and know-how.

Energy and Green Building is the subject of this Web section of the National Association of Home Builders.

Working with ENERGY STAR as a Real Estate Agent: Tips on selling ENERGY STAR homes.

ENERGY STAR Program: The EPA makes it easy for you to include ENERGY STAR in your sales message to homebuyers.

Household emissions calculator

Vehicle Emissions Calculator (Metric): Calculate the emissions from your vehicle for one month

APPROVED SUPPLIERS

Bank of America: Consumers who purchase a new home that is ENERGY STAR-qualified are eligible for up to \$1,000 credit in mortgage closing fees.

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Frequently Asked Questions

Q: What is the purpose of the RE/MAX Green program?

A: To give RE/MAX Associates access to eco training and resources, and tools for using their green expertise to differentiate themselves in yet another way from the competition.

Q: How does this program help my business?

A: In a time of dwindling resources, more and more people are expanding their environmental consciousness. Agents who qualify as green specialists will become the professionals of choice for this growing segment of the market.

Q: What are the requirements to participate in the RE/MAX Green program?

A: An agent must earn one of five eco designations recognized by RE/MAX International. See the [list of designations](#).

Q: Can I use the RE/MAX Green logo if I don't have an eco designation recognized by RE/MAX?

A: No. To ensure that use of the logo is meaningful, it is intended for use only by Associates who have a recognized eco designation, and by offices that have at least one such Associate.

Q: Can I use the RE/MAX Green logo in my marketing materials?

A: Yes. The logo and the title “Green Specialist” can be used. See [“Marketing Guidelines.”](#)

Q: Can an office use the RE/MAX Green logo?

A: An office in which one or more agents hold one of the eco designations recognized by RE/MAX International can use the RE/MAX Green logo. To comply with the intent of the RE/MAX Green program, the office must route eco-related inquiries generated by the logo to an agent holding a recognized eco designation.

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Q: Is the RE/MAX Green program for residential agents only?

A: No. Commercial agents can also use the program. The NAR Green designation, for example, has a Commercial Elective and a Property Management Elective. Visit greenresourcecouncil.com for a schedule of green commercial classes.

Q: Is the RE/MAX Green program for U.S. agents only?

A: No. Most of the recognized designations are available to agents in various countries. Two of the designations – the Accredited Green Agent and Accredited Green Broker – are Canadian-based.

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