

# Market Transformation for Connecticut's IRA Programs

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# Our Mission

Healthier, **higher-value** homes for families and residential energy efficiency **at scale**.

Pearl's is a national public benefit corporation whose mission is to give homeowners the tools to improve their homes' health, comfort, efficiency, resilience, and value. By tying energy-efficient home improvements to increased home value, Pearl incentivizes homeowners to make sustainable, energy-saving changes and scale decarbonization of the housing market, which is responsible for 20% of U.S. carbon emissions.

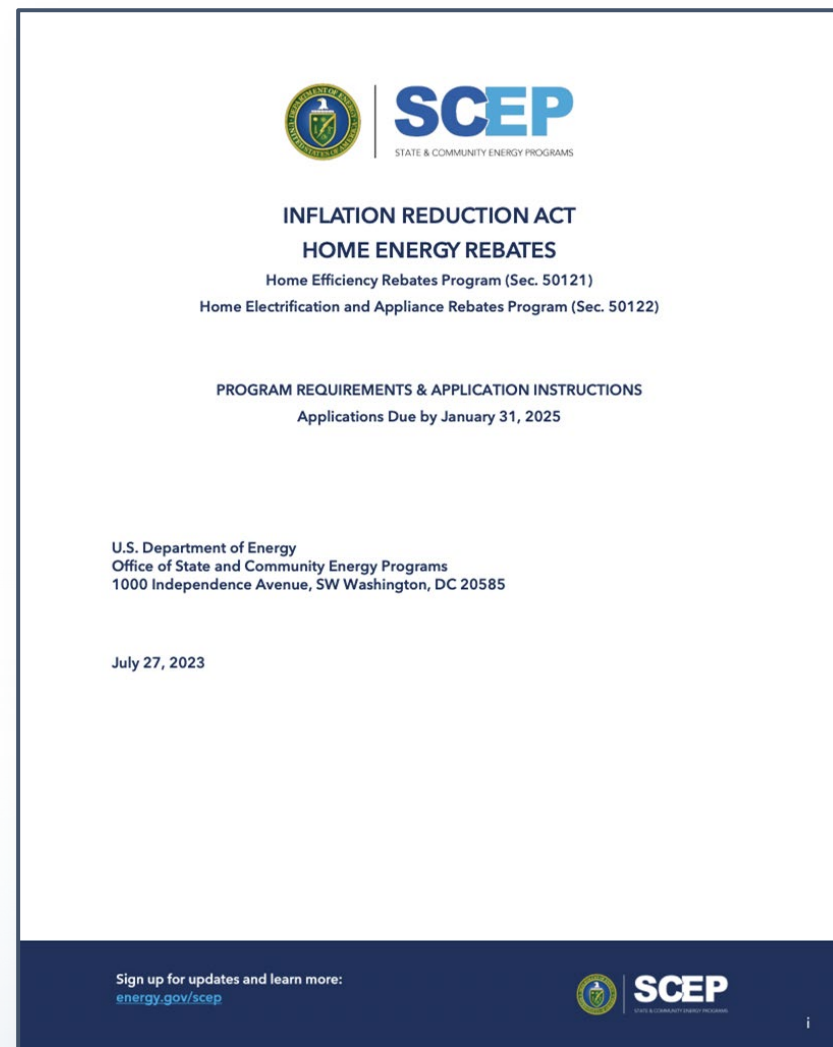


# IRA Market Transformation Requirements

DOE approved Market Transformation Plans *unlock 45% of the available funding for HOMES (50121) & HEEHR (50122)\**

§ 3.3.1, 4.3.1 “Describe how the State program will enable the market to recognize the value of homes that have been upgraded through the Home Energy Rebates, including at time sale/rental. At a minimum, the plan must include a strategy for aggregating home data from the home assessment (as described in 3.2.1) and/or home certification (as described in section 3.2.5) and making such data available to real estate stakeholders.”

\*DOE approved Market Transformation Plans are required to unlock the third tranche of funding and serve as a milestone beyond which sits 45% of a state's total funds.



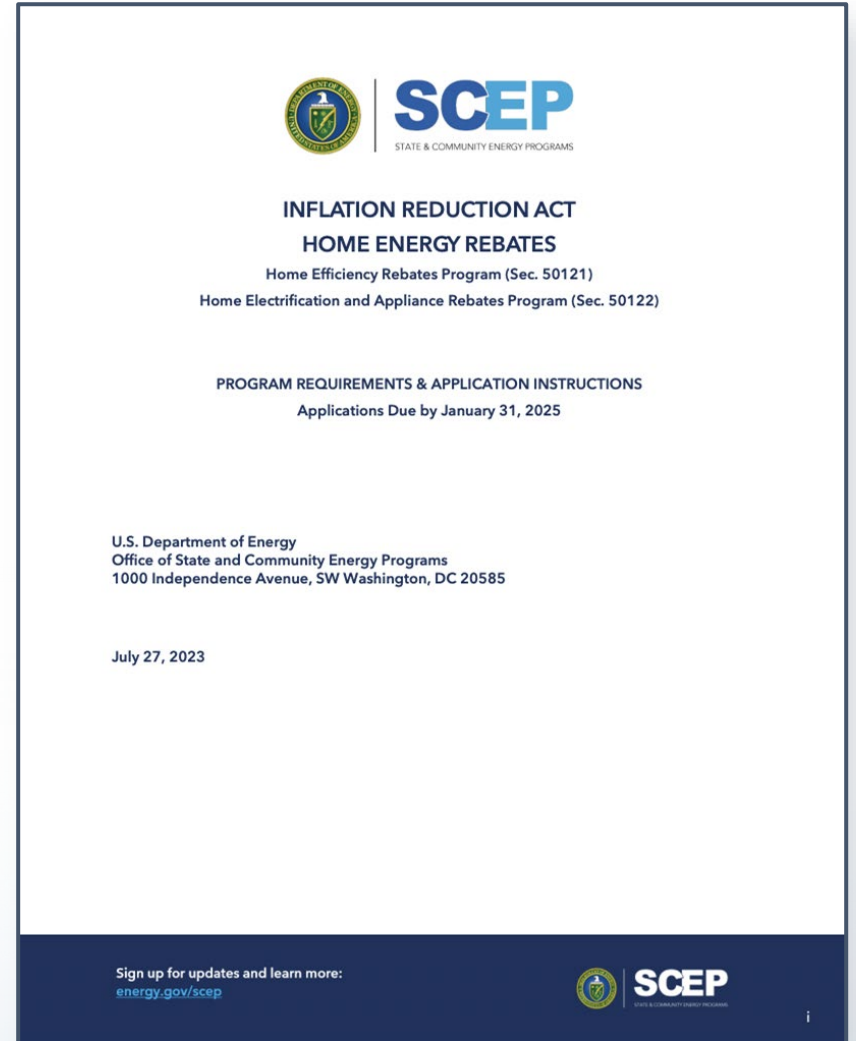
# IRA HER Certification Requirement

§ 3.2.6 “States must provide a post-installation project certificate to the household that has been certified by a qualified third party to confirm quality monitoring and accurate valuation of the upgrade.

States *must ensure a certificate:*

- Is completed and certified by a qualified third party.
- Is provided to the household.
- Details the work performed, equipment and materials installed, projected energy savings or energy generation to support accurate valuation of the upgrade.”

Note: The HOMES certification requirement is NOT an audit requirement or a certification of the contractor.



# Features of a transformed market

More homeowners understand all the benefits of efficient homes



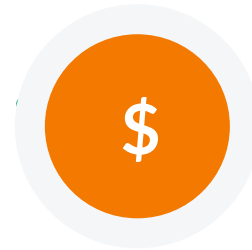
More real estate agents are engaged in the efficient home market



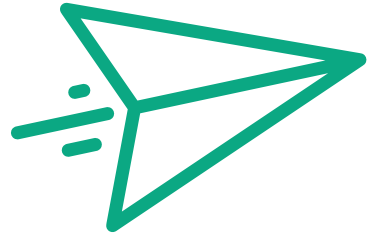
Efficient homes are valued more accurately and for more.



Low- and moderate-income homeowners build wealth



Contractors build efficiency into their businesses





# Barriers to market transformation

1. Knowledge of benefits
2. Valuation
3. Convenience

# Let's talk solutions

Barriers	Solutions
Knowledge of benefits	<ul style="list-style-type: none"><li>● Certification</li><li>● Homeowner engagement &amp; marketing</li></ul>
Valuation	<ul style="list-style-type: none"><li>● Certification</li><li>● Real estate &amp; appraiser engagement</li><li>● MLS integrations</li></ul>
Convenience	<ul style="list-style-type: none"><li>● Homeowner portal</li><li>● Contractor business development</li></ul>

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# Certification

## Key for:

- Communicating the benefits of energy efficiency
- Engaging real estate agents
- Solving the valuation issue

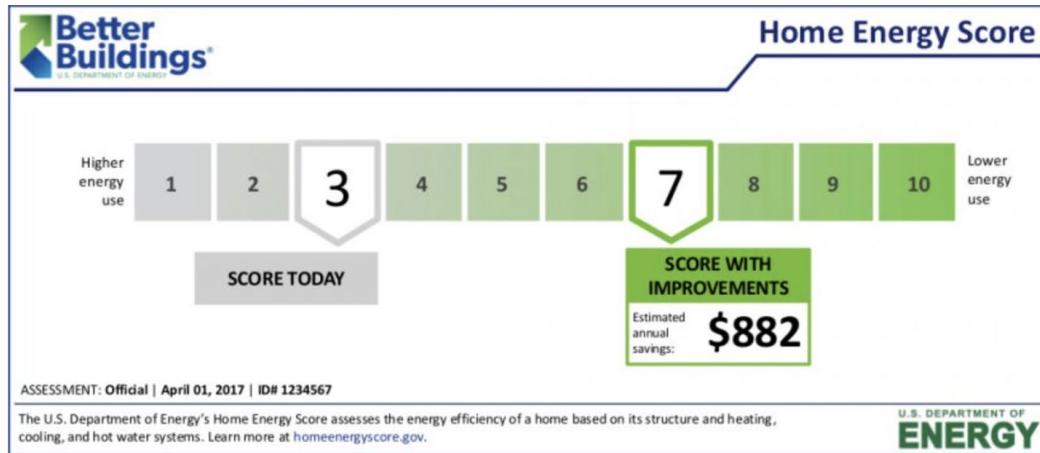
And required by IRA statute to drive market transformation



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# Better together

Label =  
energy consumption  
score (“MPG”)



Certification =  
information about all  
benefits (“Carfax”)



## Pearl Home Certification Report



### CORE INFORMATION

- What You Need to Know ..... 4
- Home Energy Overview ..... 5
- Special Performance Features ..... 6
- Next Steps in Green Door ..... 7

### ADDITIONAL

- Intro to Home Technical Specifications ..... 8
- Home Asset Details ..... 9
- What You Can Certify with Pearl ..... 10
- About Pearl ..... 11
- Appraisal Addendum ..... 12



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# Certification: program best practices

- ✓ Incorporates an energy label, e.g. Home Energy Score
- ✓ Clearly communicates the full range of energy efficiency benefits
- ✓ Is accepted and used by the real estate industry
- ✓ Has a track record of supporting higher valuation

# Summary

- ✓ Market transformation is possible
- ✓ Market transformation isn't prohibitively expensive
- ✓ A lot of it is about getting the details right

# Market Transformation Resource Center

<https://pearlcertification.com/p3/market-transformation-resource-center>

- ✓ [Market Transformation Playbook & Template](#)
- ✓ [Homebuyer Attitudes Toward High-Performing Home Features findings and recommendations to bridge the gap between the high-performing homes community and homebuyers](#)
- ✓ [Making the Value Visible: A Blueprint for Transforming the High-Performing Homes Market by Showcasing Clean and Efficient Energy Improvements](#)
- ✓ [Understanding the Gap: America's Community-Based Disparities in Energy Efficiency](#)
- ✓ [Creating Business Ecosystems to Drive Demand for High-Performing Homes](#)



# Thank you

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