



Track: Residential Natural Gas
Unit # 12: Influencing Home Builders and Realtors®
Ideas and Strategies to Overcome Hurdles
Eric Burgis, Energy Solutions Center

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Topics

Builders

- Natural Gas Industry Challenges
- Consumer Preference
- HERS scores
- Home Affordability
- Tools
- Misc Items to Influence Builders

Realtors®

- Creating Partnerships & Educating Realtors
- Incremental Cost Example



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Natural Gas Industry Challenges

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Appliances in New Construction Housing

Natural Gas

Furnace: \$3,800 - \$10,000

Water Heater: \$700 - \$2,670

Total: \$4,500 - \$12,670

Electric

Furnace: \$2,000 - \$7,000

Water Heater: \$620 - \$1,177

Total: \$2,620 - \$8,177



2025 Furnace Cost Estimates according to Carrier, include installation
Water heater costs include installation, pricing according to AO Smith.



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Appliances in New Construction Housing

But we know:

- Gas is 3x more efficient on a source vs site basis
- Gas appliances have much lower operating costs
- Gas heats homes up faster and is more comfortable than a heat pump
- Gas water heaters have larger First Hour Ratings
- Gas water heating has a faster recovery rate
- Gas is better for the environment



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Gas Heat & Electric Water Heaters in New Homes

- Most builders install a condensing furnace
 - This furnace has PVC venting
 - No B-vent or chimney is required
- An atmospheric gas tank water heater would be tied into the vent for the atmospheric furnace



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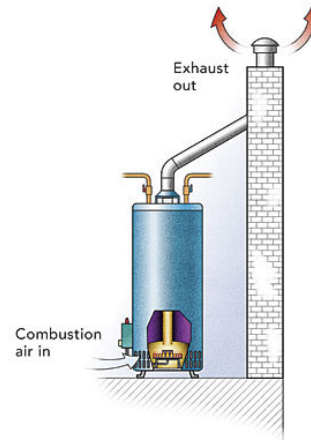
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Gas Heat & Electric Water Heaters in New Homes

- The new furnace uses PVC venting
- No chimney or existing B-vent for the atmospheric water heater
- Builder considers a Power Vent water heater
- Builder saves \$600 - \$1,100 by installing an electric tank model versus a natural gas water heater



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Consumer Preference

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Existing Studies

Customer Preference Study
2,000 online survey in the US and 400 in
Canada



What Home Buyers Want Report, NAHB,
CEDIA & Anderson Windows
3,682 respondents
&

NAHB Special Report on Price Differential of
Gas versus Electric Home

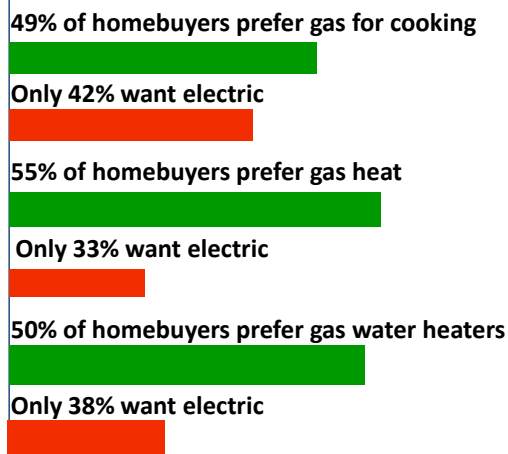


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Consumer Preference Sparks Research – Consumer Preference Study

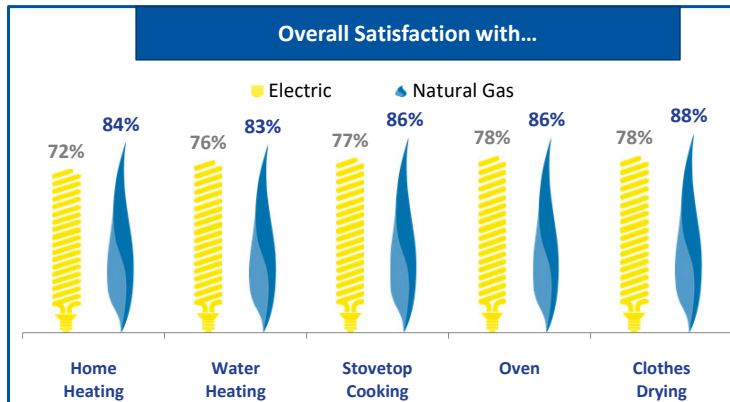


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Overall Satisfaction



U.S. Natural Gas users tend to be more satisfied with their energy source.



* 2025 Consumer Preference Study – Sparks Research

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Consumer Preference Sparks Research – Consumer Preference Study

31% of homebuyers prefer gas for cooking



63% want electric



53% of homebuyers prefer gas heat



Only 36% want electric



46% of homebuyers prefer gas water heaters



Only 42% want electric



* 2025 Consumer Preference Study – Sparks Research

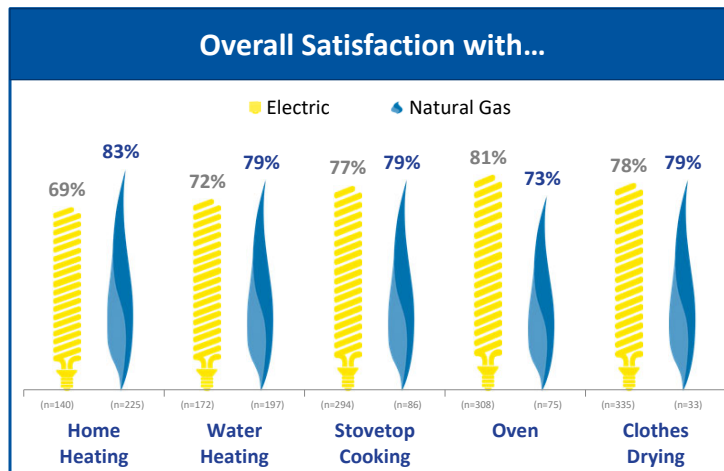
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* 2025 Consumer Preference Study – Sparks Research

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Overall Satisfaction



Canadian Natural Gas users tend to be more satisfied with their **Home Heating and Water Heating** sources.



* 2025 Consumer Preference Study – Sparks Research

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Consumer Preference: NAHB - Special Report on Price Differential of Gas versus Electric Home

- Homes built with natural gas sell for at a 6% premium
- Highly likely that a prospective home buyer will request natural gas appliances



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Consumer Preference

NAHB - What Home Buyers Want Study

- 89% - would select an Energy Efficient home
- 94% - want Energy Star appliances
- 91% - would like the entire home Energy Star rated
- Energy Efficient Features influence purchase decision



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Consumer Preference - Summary

- Homeowners / Homebuyers prefer natural gas appliances
- Cost prevails in the builder decision making process.
- Gas Utility sales reps need to re-enforcing that consumers want natural gas appliances in the home they are considering purchasing



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Home Energy Rating System (HERS)

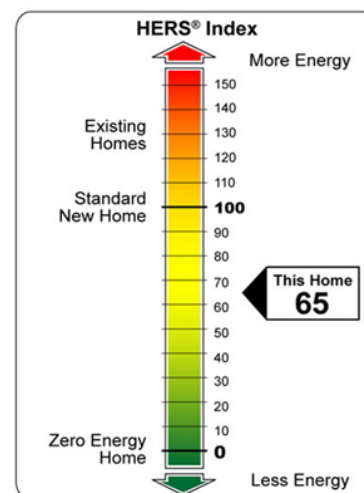
A lower HERS rating can be used to help customers obtain a mortgage, or help qualify as an ENERGY STAR home or achieve LEED certification

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What is The HERS Index?

- HERS – Home Energy Rating System
- Created and maintained by RESNET to rate homes for Mortgage Industry
- A home built to 2006 IECC standards = 100
- Lower score is better
- Every number = 1% savings
- HERS score of 0 means the home is Zero Net Energy



<http://www.resnet.us/>

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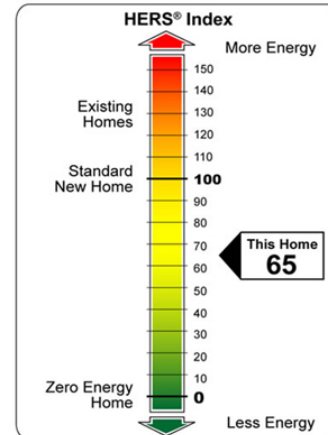
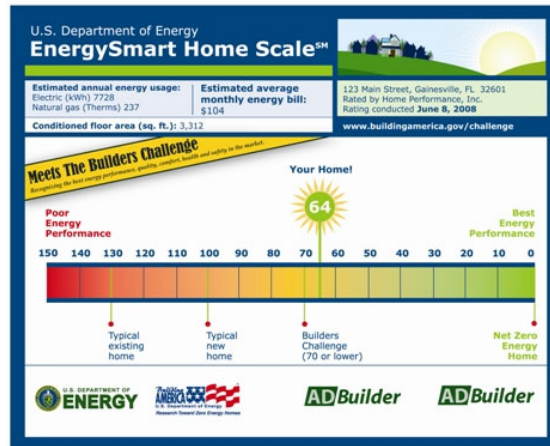
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HERS Index & Label



Customers Understand

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Benefits of a HERS Rated Home

- Lower home ownership costs
- Can qualify for a larger mortgage due to lower energy costs
- Healthier indoor air
- Better home comfort
- Peace of mind
- Higher resale value
- Better for the environment
- Boost the economy



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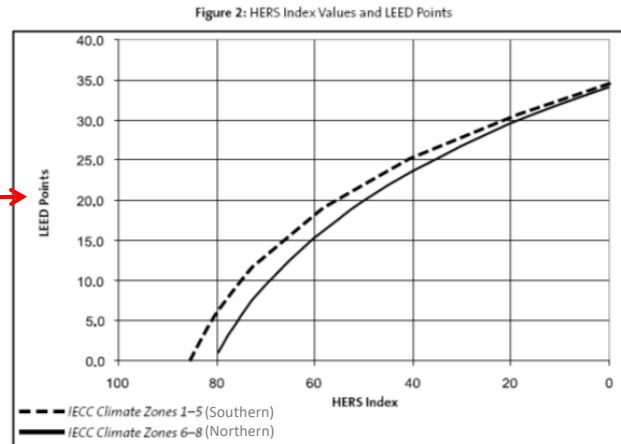
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LEED Certification: Points awarded for Exceeding HERS index

The lower
the HERS
rating the
more LEED
points
earned



South: LEED points = $\{[\text{Log}(100 - \text{HERS Index})] / .024\} - 48.3$
North: LEED points = $\{[\text{Log}(100 - \text{HERS Index})] / .021\} - 60.8$



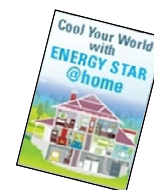
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ENERGY STAR

- A joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE)
- The objective: “helping us all save money and protect the environment through energy efficient products and practices”



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Facts about ENERGY STAR Qualified Homes

- Homes built to ENERGY STAR standards are at least 10% more energy efficient than homes built to the minimum code
- ENERGY STAR qualified homes achieve a 20% improvement on average
- The ENERGY STAR program does not include levels like other programs. If a home is qualified it earns the ENERGY STAR label.

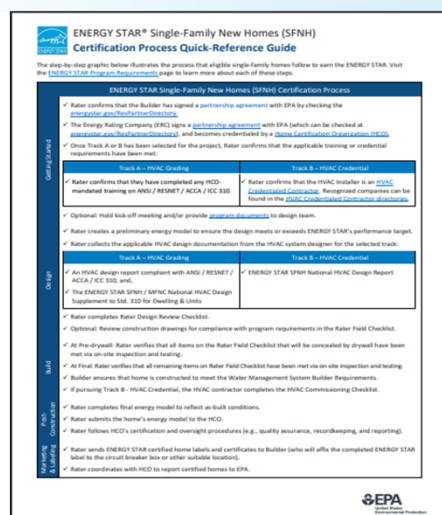


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ENERGY STAR Certification Process



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ENERGY STAR Certification Process

- Provides flexibility to select a custom combination of measures for each home that is equivalent in performance to the minimum requirements of the ENERGY STAR Reference Design Home (Exhibit #1)
- The Mandatory Requirements for All Certified Homes (Exhibit #2) are also required and impose certain constraints on the efficiency measures selected (e.g., insulation levels, insulation installation quality, window performance, duct leakage).

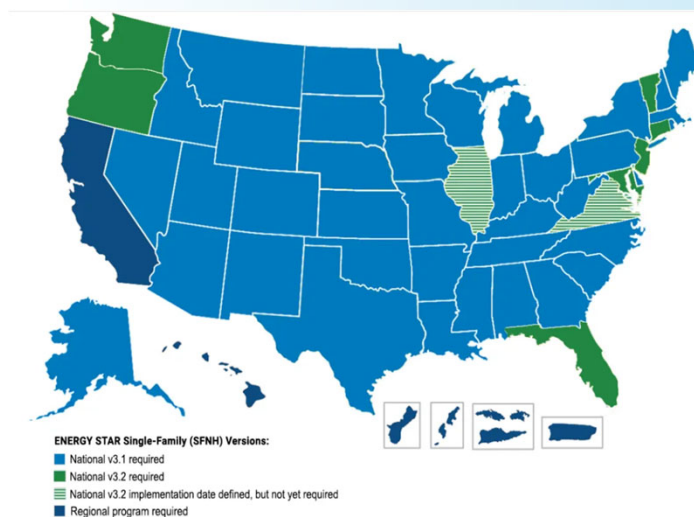


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ENERGY STAR Program Requirements



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Exhibit #1

ENERGY STAR Single-Family New Homes
National Program Requirements, Version 3.1 (Rev. 14)

Exhibit 1: ENERGY STAR Reference Design Home Summary¹⁸

The following table summarizes the key efficiency features in the ENERGY STAR Reference Design Home, which is modeled to determine the ENERGY STAR EER Target that a home must meet to be certified. While it is not mandatory to include these measures, if they are not used then other measures of equivalent efficiency will be needed to achieve the ENERGY STAR EER Target.

In addition, note that the Mandatory Requirements for All Certified Homes, Exhibit 2, contain additional requirements such as total duct leakage limits, minimum allowed insulation levels, and minimum allowed fenestration performance. Therefore, the EPA recommends that partners review the documents in Exhibit 2 prior to selecting measures.

| Climate Zone Type | Hot and Mixed Climates | | | | Cold Climates | | | |
|---|--|----------|----------|----------|---------------|----------|------------|------------|
| 2012 IECC Climate Zone ¹⁹ | 1 | 2 | 3 | 4 | 4C | 5 | 6 | 7 |
| Thermal Enclosure | | | | | | | | |
| Ceiling, Wall, & Floor Insulation Grade | 1 | | | | | | | |
| Ceiling Insulation | R-30 | R-38 | R-38 | R-45 | R-40 | R-40 | R-40 | R-40 |
| Wall Insulation: Cavity + Continuous | R-13 | R-13 | R-20 | R-20 | R-20 | R-20 | R-20 + R-5 | R-20 + R-5 |
| Frame Floor Insulation | R-13 | R-13 | R-19 | R-19 | R-20 | R-20 | R-30 | R-38 |
| Slab Insulation & Depth | None | None | None | R-10.25 | R-10.25 | R-10.25 | R-10.45 | R-10.45 |
| Window U-Factor | 0.40 | 0.40 | 0.30 | 0.30 | 0.27 | 0.27 | 0.27 | 0.27 |
| Window SHGC | 0.25 | 0.25 | 0.25 | 0.40 | 0.40 | 0.40 | 0.40 | 0.40 |
| Door U-Factor / SHGC | Slipper: U-Factor: 0.17 / SHGC: Any; 5% Glaze Door: U-Factor: 0.25 / SHGC: 0.25; 1% Glaze Door: U-Factor: 0.30 | | | | | | | |
| 1% Glaze Door (SHGC) | 0.25 | 0.25 | 0.25 | 0.40 | 0.40 | 0.40 | 0.40 | 0.40 |
| Heating and Cooling Systems | | | | | | | | |
| Air Conditioning (SEER2) | 14.2 | 14.2 | 14.2 | 12.3 | 12.3 | 12.3 | 12.3 | 12.3 |
| Gas Furnace (AFUE) | 80 | 80 | 80 | 95 | 95 | 95 | 95 | 95 |
| Oil Furnace (AFUE) | 80 | 80 | 80 | 85 | 85 | 85 | 85 | 85 |
| Gas Boiler (AFUE) | 80 | 80 | 80 | 90 | 90 | 90 | 90 | 90 |
| Oil Boiler (AFUE) | 80 | 80 | 80 | 85 | 85 | 85 | 85 | 85 |
| Heat Pump (HSPF2 / SEER2) | 8.1/14.2 | 8.1/14.2 | 8.1/14.2 | 7.8/14.2 | 7.8/14.2 | 7.8/14.2 | 8.0/14.2 | 7.8/15.2 |
| HVAC Grade | Attic Grade: R, Wall Duct Efficiency Grade: R, Refrigerant Grade: R | | | | | | | |
| Thermostat Type | Programmable | | | | | | | |
| Duct Location, Leakage, & Insulation | Location: 100% Conditioned Space; Leakage to Outside: 0 CFM; Insulation: Not Present | | | | | | | |
| Infiltration | | | | | | | | |
| Infiltration Rate (ACH50) | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Water Heating | | | | | | | | |
| Gas Capacity (Gal./h Efficiency (SEF)) | 30 / 0.62, 40 / 0.58, 50 / 0.57, 60 / 0.55, 70 / 0.53, 80 / 0.51 | | | | | | | |
| Electric Capacity (Gal./h Efficiency (SEF)) | 30 / 0.43, 40 / 0.42, 50 / 0.42, 60 / 0.41, 70 / 0.41, 80 / 0.40 | | | | | | | |
| Oil Capacity (Gal./h Efficiency (SEF)) | 30 / 0.53, 40 / 0.51, 50 / 0.48, 60 / 0.46, 70 / 0.44, 80 / 0.42 | | | | | | | |
| Lighting & Appliances | | | | | | | | |
| Lighting | 90% CFL Lighting | | | | | | | |
| Refrigerators, Dishwashers, Ceiling Fans | Efficiency Equal to ENERGY STAR Product (labeled product recommended, but not required) | | | | | | | |



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Exhibit #2

Exhibit 2: Mandatory Requirements for All Certified Homes

| Party Responsible | Mandatory Requirements |
|--|---|
| Requirements Applicable to Track A & B | |
| Rater | <ul style="list-style-type: none"> Completion of SFNH National Rater Design Review Checklist, Version 3.1 / 3.2 / 3.3 Completion of SFNH National Rater Field Checklist, Version 3.1 / 3.2 / 3.3 |
| Requirements Only Applicable to Track A - HVAC Grading¹² | |
| HVAC System Designer | <ul style="list-style-type: none"> Completion of an HVAC design report compliant with ANSI / RESNET / ACCA / ICC 310, plus the SFNH / MFNC National HVAC Design Supplement to Std. 310 for Dwellings & Units, All Versions. |
| HVAC Installing Contractor | <ul style="list-style-type: none"> While the HVAC contractor plays a critical role in properly installing and commissioning a system, the Rater is the party responsible for assessing its installation quality, per ANSI / RESNET / ACCA / ICC 310. However, the installing contractor may be required to provide documentation to support the Rater's assessment (e.g., regarding the refrigerant system). |
| Requirements Only Applicable to Track B - HVAC Credential | |
| HVAC System Designer | <ul style="list-style-type: none"> Completion of SFNH National HVAC Design Report, Version 3.1 / 3.2 / 3.3 |
| HVAC Installing Contractor | <ul style="list-style-type: none"> Completion of SFNH National HVAC Commissioning Checklist, Version 3.1 / 3.2 / 3.3 |



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What is an Energy Efficient Mortgage (EEM)

- Accounts for the energy efficiency of the home
- The more efficient the home the lower the monthly utility bills
- Can allow for better debt to income ratios
- That means more money can be spent on the purchase of the home!



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Types of Energy Mortgages

- Energy Efficient Mortgage:
Finances energy upgrades in a newly constructed home
 - Energy Improvement Mortgage:
Finances energy upgrades to an existing home
- Both types of mortgage increase buying power



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How an Energy Improvement Mortgage Works

- Covers 100% of the cost of energy efficient improvements, up to 15% of the home's value once improvements have been made
- Can be rolled into the mortgage
- Paid over the life of the mortgage
- Home's value is increased by the value of the improvements



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What Homes Qualify?

- Single family, owner-occupied residences
- PUD's
- Condominiums



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Who Benefits from an EEM? (Energy Efficient Mortgage)

Buyers

- Higher debt - to - income ratio
- Larger loan amount
- Lower utility bills
- Increased potential resale value



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More Buying Power

Standard Home Purchase:

- Buyer monthly income \$5,000
- Max monthly payment with 29%
debt-to-income ratio \$1,450
- Maximum mortgage allowed **\$201,410**

Energy Efficient Home Purchase:

- Buyer monthly income \$5,000
- Max monthly payment with 36%
debt-to-income ratio \$1,800
- Maximum mortgage allowed **\$258,957**

An increase of over \$57,000!



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Who Benefits from an EEM?

Builders Benefit Also!

- Makes homes affordable
- Allows them to stand out among the competition
- Sells homes faster
- Attract more buyers
- Increases market value of homes



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Increase Home Value

Reduction in
energy cost:
\$1,000/Yr

Additional
amount buyer is
willing to pay
for the home:
\$9,292



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What Builders Need to Understand

- How to sell higher efficiency upgrades
- The home buyer can afford a higher monthly payment if their energy costs are lower
- The buyer may be able to handle a larger mortgage payment based on these lower energy costs



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Natural Gas Industry Tools for Builders

ESC's Residential Consortium

- Energy & Emissions Calculator
- Information sheets & Tip sheets
- Other shared tools by various utilities



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Residential Energy Use and CO2 Calculator



Builders may use this tool to get a quick snapshot of energy use, cost, and emissions for various appliances

Available at:
www.escenter.org



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Smart Sales Tools for You

Residential Consortium Information Sheets with the specific benefits of gas for homebuyers



Training materials and information on the benefits of gas



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Miscellaneous Items to help Influence Builders

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Gas Homes are Green

Natural Gas:

- ✓ Instrumental in meeting green building certification guidelines
- ✓ Lowers a home's carbon footprint and overall energy use
- ✓ Efficient, dependable, comfortable, abundant, and domestically available

Incentives for Building Green

- Potential local, state, & federal rebates
- Green Home Loans
- Tax Credits
- Your Local Utility

Appliances that can be used to meet green building guidelines:

- High-efficiency gas furnaces and boilers
- High-efficiency gas tank water heaters
- Gas tankless water heaters



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Green Building Certifications

- Builders have seen trends come and go
- There are several Green Building Certification programs available
- Today's homebuyer is more educated



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Green Building Certifications

- Help builders navigate the “Green Building” maze
- Show them how natural gas can help to differentiate them in the marketplace
- Explain how natural gas helps sell homes more quickly
- Have HERS raters as part of your list of contacts



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Green Building Certifications

- U.S. or Canada Green Building Council 
- Leadership in Energy and Environmental Design (LEED™) 
- National Association of Home Builders (NAHB) 
- National Green Building Program 
- ENERGY STAR® 
- Canada R-2000 
- EnerGuide 

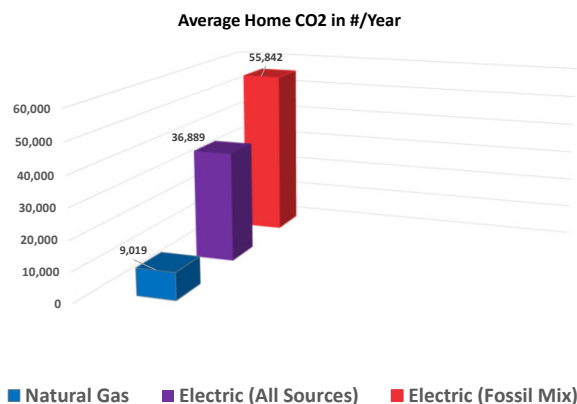


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Your Carbon Footprint is Lower with Gas Appliances



Assumptions:

2,000 Sq Ft Home
4 Occupants
8 loads of laundry/week
eGRID 2024 emissions data
All sources of power generation



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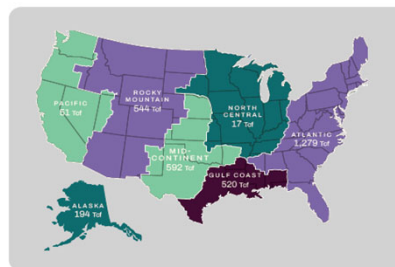
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Natural Gas Supply Is Stable for the Long Term

REGIONAL NATURAL GAS Resource Assessment

3,353 TRILLION
CUBIC FEET

The United States has 3,353 trillion cubic feet of technically recoverable natural gas resources.



More than 100
Years Supply!



Source: AGA 2025 Playbook

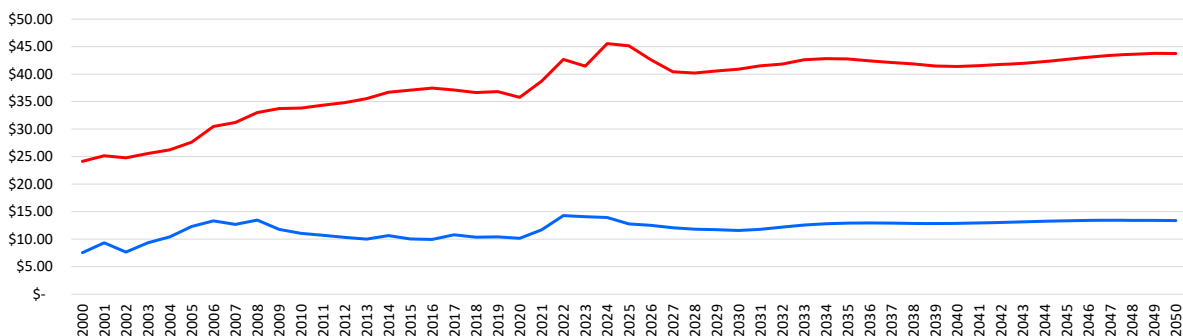
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Residential Retail Energy Price Outlook EIA/Annual Energy Outlook

Past & Future Retail Residential Natural Gas & Electric Prices (\$/MMBTU)



eia
Independent Statistics & Analysis
U.S. Energy Information
Administration

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Energy Costs

| Type of Energy | Cost per Million BTU |
|-------------------|----------------------|
| Natural Gas | \$12.76 |
| No. 2 Heating Oil | \$24.62 |
| Propane | \$25.68 |
| Electricity | \$45.13 |

Source: EIA Annual Energy Outlook

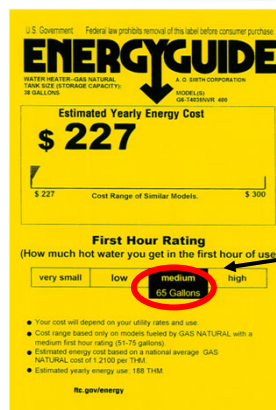


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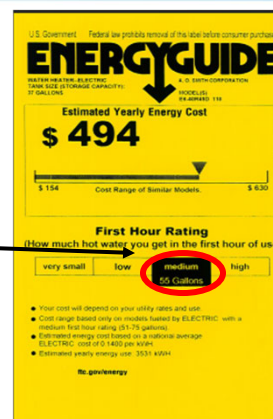
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Water Heater Comparison



40 Gallon Gas Water Heater

- First Hour rating = 65 Gallons
- Recovery rate = 38 GPH



40 Gallon Electric Water Heater

- First Hour rating = 55 Gallons
- Recovery = 21 GPH

Must be the
same bin size
to compare



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What does this mean?

- Gas Hot water heaters versus electric water heaters:
 - Provide more hot water
 - Recover faster
 - Less expensive to operate

It means homebuyers are happy with their gas water heater – especially those w/soaker tubs

It means they will talk positively about the builder to friends and family



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Working with Realtors

Creating Partnerships and Educating Realtors

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Creating a Partnership with Realtors®

- NAR reports almost 1,600,000 members in the U.S.
- The Canadian Real Estate Association represents members in excess of 160,000
- Realtors® look to differentiate themselves among the competition
- Help Realtors® by providing information that makes their job easier
- Realtors® help you by sharing the benefits of natural gas with buyers and sellers



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Realtors® are Still a Key Component

The Internet has **NOT** changed how involved Realtors® are in the home buying and selling process.

- 88% of home buyers purchased their home through a Realtor®
- 5% of buyers purchased directly from a builder or builder agent
- 5% of buyers purchased directly from the previous owner



Source: 2024 NAR Profile of Home Buyers and Sellers

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The Home Search Process

- 43% of buyers stated the first step in the home buying process was to look for a home on the internet
- 21% of buyers contacted a real estate agent as step one in the process
- 86% of all buyers used the services of a real estate agents



Source: 2024 NAR Profile of Home Buyers and Sellers

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The Goals of a Realtor®

- Appear knowledgeable on a number of topics, anything from school systems to heating systems
- Explain the home selling process to sellers
- Understand what the potential buyer wants in their home



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How Can You Help?

- Become an information source for Realtors® on the topic you know best – the benefits of natural gas
- Offer to provide handouts that can be shared with Realtors'® clients showing why natural gas is the preferred fuel
- Remember, a picture is worth 1,000 words; charts and graphs will go a long way to explain the benefits



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How Can You Help?

- 24% of buyers are first-time buyers
 - they will request a ton of information
- The typical seller has lived in their home for 10 years
 - They may not have sold a home before and will also need to be educated on the process
- In return, Realtors® will help you sell the natural gas!



Source: 2024 NAR Profile of Home Buyers and Sellers

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Key Facts to Share with Realtors®

Based on a special report completed by the NAHB, Realtors® will want to know that:

- Homes built with natural gas sell, on average, about 21% more than a comparable electric home
- The average sales price of a home with gas was higher across all regions of the country
- **Homes built with natural gas cost less to operate and have fewer maintenance calls**

That leads to more money in a Realtor's® pocket in less time!



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Real Estate and Sustainability

- The NAR (National Association of Realtors®) conducted a survey of its members in March 2023
- The goal was to explore sustainability issues within the Residential Real Estate industry



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MLS Green Data Fields

- 32% of respondents report using green data fields in their MLS listings
- Highlights a property's eco-friendly features and energy information
- Allows Real estate professionals to empower their buyers



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Energy Efficiency is a Selling Point!

- 63% of respondents felt there was a value in promoting energy efficiency in property listings
- As a buyer's awareness of environmental issues increases their priority of energy efficient features also increases
- Buyers prioritize features that can reduce their carbon footprint and also lead to cost savings



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Interest in Sustainability

- 48% of respondents commented that their clients have expressed varied levels of interest in sustainability
- This is a major shift in consumer preference
- A larger number of buyers are expressing an interest in eco-conscious properties



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Green Features

- 34% of Realtors reported that solar panels had a positive impact on property value; renewable energy sources are important to buyers
- Essential green features include windows, doors, siding, proximity to frequented places, and comfortable living spaces
- 50% of respondents have been involved with properties that had green features on both the buying and selling sides.



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Home Buyers Prefer Gas

- 2,000 online surveys
- Included both the US (1,600) and Canada (400)
- The US surveys were split evenly between the Northeast, Southeast, Central and West areas
- Surveys were conducted between March 19 – April 10, 2025

**SPARKS
RESEARCH**



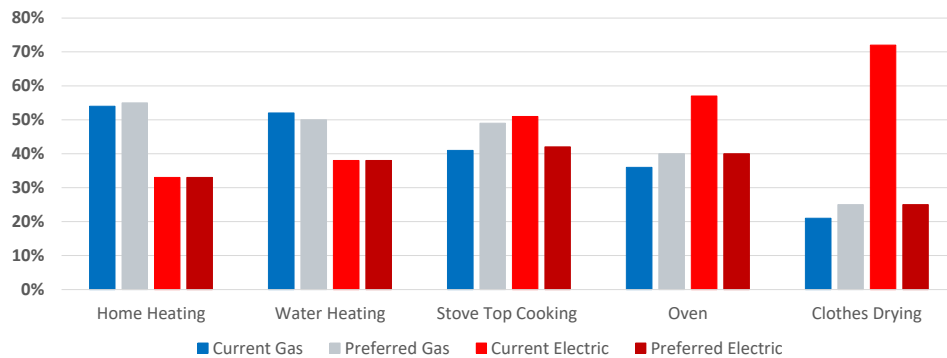
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Consumer Preference Results

National: Current vs Preferred Energy Source



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Encourage Relationship Building

Encourage Realtors® to get to know their clients before they start an in-depth home search

- They shouldn't assume clients prefer what they have at home
- They should ask the clients to list their preferences, and rank them according to "must have"

If a buyer is insistent on a particular school district, all logic goes out the window – Realtors® need to share the facts about natural gas early in the home buying process



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The Advantages of Natural Gas and Natural Gas Appliances

- You know that choosing natural gas appliances makes sense
- Realtors® also need to understand the benefits of natural gas and gas appliances, and how these benefits can improve the lives of their clients



Remember:

Happy Clients = Customer Referrals = Happy Realtor®!



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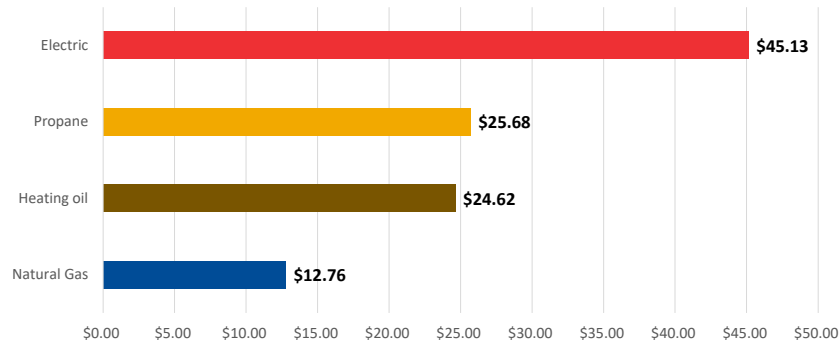
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Let Realtors® Know Why Home Buyers Prefer Gas

When compared on a BTU basis, natural gas is one-third the cost of other heating fuels

Average Residential Retail Energy Costs (\$/MMBTU)



Source: EIA Heating Fuel Short Term Outlook – November 2024

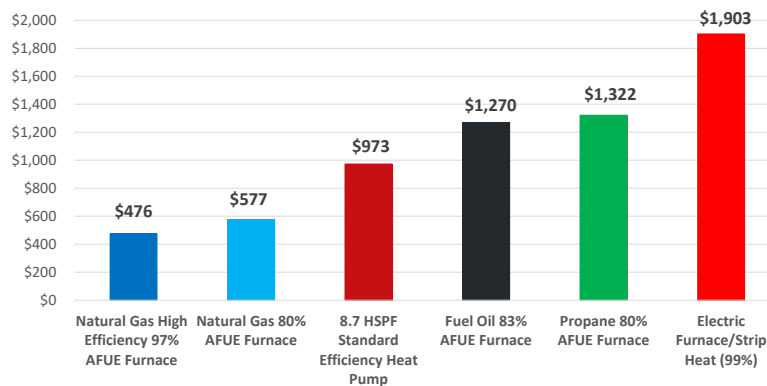
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The Benefits of Natural Gas Heating

Gas heating systems are **economical** so homeowners can spend their money on other things, like new furniture!



Costs per ESC Residential Energy and Emissions tool

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Natural Gas Heating is also...

- **Efficient:** Gas furnaces are up to 97% efficient – Oil heating systems can reach maximum efficiency levels of only 87%
- **Comfortable:** Heat from a gas furnace is delivered at around 130°F (54.4°C) which is 25°F (3.9°C) warmer than the air delivered by an electric heat pump
- **Reliable:** Natural gas furnaces last longer than any other type of heating system
 - On average, a natural gas furnace will last about six years longer than an electric heat pump and about five years longer than an oil furnace



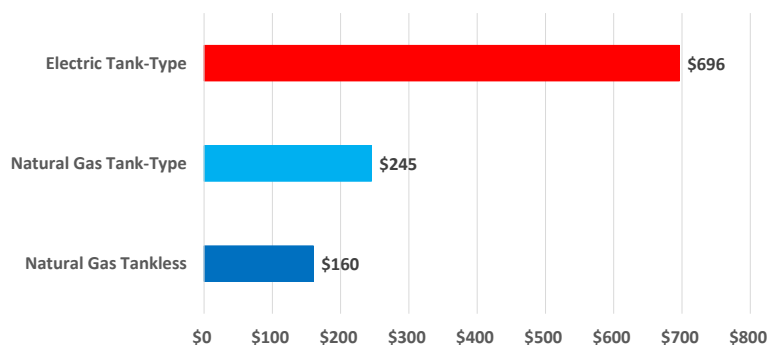
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The Benefits of Natural Gas Water Heating

Two gas water heaters **operate for less** than one electric water heater



Source ESC Residential Energy and Emissions Tool

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Tankless Gas Water Heaters

- Provide an endless supply of hot water
- Don't heat water that sits in a tank
- Saves about 25% compared to a conventional gas tank-type unit
- Units are wall-mounted, freeing up floor space. Since there is no tank the units are smaller.
- Tankless units can last up to 20 years



Note: Realtors® may not be familiar with this technology



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The Benefits of Natural Gas Cooking

According to a recent survey of professional chefs conducted by Fryette Consulting Group, almost 90% of respondents preferred natural gas for cooking. Why? The top 4 reasons are:

- Consistent and even control of heat
- Faster than electric
- Better cooking results
- More efficient than electric

And, since natural gas is less expensive than electric, homebuyers can enjoy savings of **50% or more**



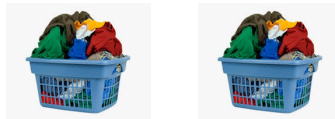
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The Benefits of Natural Gas Clothes Drying

- For the same amount of money, you can dry more than two loads of laundry with a natural gas dryer compared to one load with an electric dryer
- A natural gas dryer will heat up and dry clothes faster which will save time
- The reduced drying time is also gentler on fabrics



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What About the Premium for Gas Appliances?

- Natural gas appliances are economical but sell at a premium
- A Realtor® needs to show homebuyers that this cost does not have a large impact on monthly mortgage payments
- In fact, because gas appliances are so economical, the net payments are lower for the gas home!



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Working with Realtors Incremental Cost Example

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Example: Gas Home vs. Electric Home

Home A and Home B are located in the same development. Home A is listed for more money because of the high-efficient natural gas appliances installed in the home.



Home A
2,000 ft² home
Family of 4
All natural gas appliances
Listed for \$279,900



Home B
2,000 ft² home
Family of 4
All electric appliances
Listed for \$273,900



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Incremental Cost

How much does the premium associated with Home A affect mortgage payments?

| | Additional Mortgage Payment Per Month | | | |
|------------------------|---------------------------------------|---------|---------|----------------|
| | Interest Rate | | | |
| Additional \$ Financed | 4% | 5% | 6% | 7% |
| \$2,000 | \$9.55 | \$10.74 | \$11.99 | \$13.31 |
| \$4,000 | \$19.10 | \$21.48 | \$23.98 | \$26.62 |
| \$6,000 | \$28.65 | \$32.21 | \$35.97 | \$39.92 |
| \$8,000 | \$38.20 | \$42.95 | \$47.96 | \$53.23 |
| \$10,000 | \$47.74 | \$53.68 | \$59.95 | \$66.53 |
| \$12,000 | \$57.29 | \$64.42 | \$71.94 | \$79.84 |



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Do the Math!

Home A

Additional Cost to Buy: \$6,000

Additional Monthly Mortgage Payment*: **\$39.92**

Additional Annual Mortgage Payment*: **\$479.04**

- But, according to the American Gas Association, a home that uses natural gas for heat, cooking and clothes drying saves, on average, **\$1,132 per year** compared to a home using electricity for those appliances
- **Home A** is a much better deal – savings with natural gas pay for the increase in mortgage payments, with money left over – Plus, the homeowner gets to enjoy all the benefits associated with natural gas and natural gas appliances!



*based on current rates of approximately 7%



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More Fun with Gas!

Realtors® will want to entice their buyers by sharing with them the array of natural gas products that are available today

Natural gas products can be trendy and fun while still saving clients money!



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Natural Gas Hearth Products

- Deliver comfort and ambiance
- Burn very efficiently and are clean
- Are safe – no creosote build-up or sparks and embers
- Can be enjoyed either by flicking a switch or by touching a button using a remote



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Natural Gas Generators

- Are a desired feature for homes
- Allow homeowners to stay in their home during power outages
- Are preferred for safety and reliability-no worries about refueling or running out of fuel



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Other Natural Gas Products

Outdoor fun products include:

- natural gas grills
- patio heaters
- pool and spa heaters
- gas lights
- tiki torches
- outdoor hearth products



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Natural Gas is Good for the Planet

- It is the cleanest burning fossil fuel
- It has virtually no emissions of sulfur dioxide or particulate matter and far lower levels of "greenhouse" gases when burned
- It produces virtually no solid waste
- Almost 100% of natural gas is produced in North America
- Delivered to the customer with around 92% efficiency



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Natural Gas is Safe

According to the American Gas Association:

- More than 189 million Americans and 5.8 million businesses use natural gas because it is affordable, safe, reliable and customers per year
- The nation's most critical buildings all rely on natural gas
- Many natural gas utilities have been delivering natural gas for decades, some for more than a century – they are the experts!
- Natural gas pipelines have an outstanding safety record



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Resources

- NAHB – www.nahb.org
- Canadian HBA – www.chba.ca
- NAR – www.realtor.org
- CREA - www.crea.ca
- RESNET/HERS – www.resnet.us
- ESC – www.ESCenter.org



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Thank You

Consider taking the on-line test while
course material is fresh in your mind



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