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What is an Epic Certificate?

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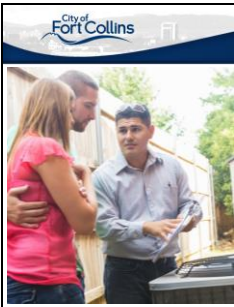
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What is an Epic Certificate?

- Verifies the energy efficient asset features.
- Provides an annual energy cost estimate.
- Allows homes to be comparable in the market.
- Include in the MLS listing when selling.

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Why an Epic Certificate?

- Allows for local market to recognize energy efficiency upgrades.
- Differentiate and make homes stand out.
- Quality assurance from working with preferred contractors.

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An Epic Home is energy efficient:

- Provides greater comfort
- Ensures a healthier living environment
- Is more durable and resilient
- Costs less to operate
- Less waste

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1 Sign up for an assessment.

2 Choose which upgrades you want to complete.

3 Easy, streamlined loans are available.

4 You may be contacted to participate in an indoor environmental quality study (IEQ).

5 Claim your Epic Certificate.

# EPIC HOMES

A streamlined, affordable approach for home and rental property energy efficiency upgrades.

City of Fort Collins

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City of Fort Collins

## Requirements

**To Get an Assessment:**

- Be a Fort Collins Utilities residential electric customer
- Occupy a single-family detached home or an attached townhouse that is more than one year old

**To Get a Rebate and Certificate:**

- Complete assessment
- Work with Efficiency Works Homes preferred contractors

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Get an Assessment



- Discounted \$60 Home Performance Assessment (a \$600 value)

Assessments include:

- Inspection & testing of home assets
- Detailed report with recommended improvements

[fcgov.com/epichomes](http://fcgov.com/epichomes)

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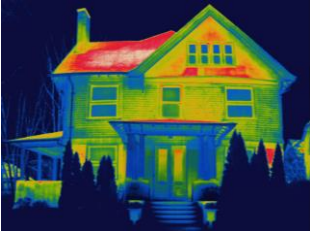
Your Advisor

**Streamlined Path**

- Create good / better / best packages using standardized pricing

**Standard Path**

- Contractor referral
- Review Bids with you
- Project check-in



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Streamlined Path



Top-tier contractor to complete the work

- Trained and mentored to building science best practices
- Standardized pricing (skip the bidding process)
- Rebates applied upfront
- 100% quality assurance

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City of Fort Collins

Standard Path

Homeowner selects contractor

- Insulation & air sealing
- Windows
- HVAC upgrades
  - Air conditioners
  - Furnace
  - Hot water heater
  - Whole house fan
  - and more

Full list available at: [efficiencyworks.org](http://efficiencyworks.org)



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City of Fort Collins

Epic Loans



Pay upfront or finance through Fort Collins Utilities with easy payments on your monthly utility bill.

- No money down
- Covers 100% of costs
- Available for up to \$25,000
- Attractive interest rates
- Simple, streamlined and easy to qualify

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City of Fort Collins

Epic Certificate

After you've completed *Efficiency Works Homes* upgrades:

- Showcase the added value of your efficiency investments to your home with the Epic Certificate.



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City of Fort Collins

Claim your Epic Certificate

[fcgov.com/utilities/epiccertificate](http://fcgov.com/utilities/epiccertificate)



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City of Fort Collins

Initial Epic Certificate



Assessment = Certificate

Report reflects as-is condition of home.

Existing energy features reflected in score and energy costs.

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City of Fort Collins

Energy Costs



THIS HOME'S ESTIMATED ENERGY COSTS

\$2,226

PER YEAR

HOW MUCH ENERGY IS THIS HOME LIKELY TO USE?

Electric 11,461 kWh/yr.....	\$1,318
Natural Gas 833 therms/yr.....	\$908
Other:.....	\$0
Solar Generation:.....	(\$0)
<b>TOTAL ENERGY COSTS PER YEAR</b>	<b>\$2,226</b>

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## 21

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City of  
Fort Collins



### The Epic Certificate

Leverage Epic Homes to become a trusted ally for your clients.

Real Estate Training  
Meg Garabrant, Green Building Registry

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City of  
Fort Collins



### Vision – Bottom Line For You

Epic Homessets you apart from the pack!

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City of  
Fort Collins



### How homebuyers ask for "Energy Efficiency" without saying the words

Everyone wants to be healthy.

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How homebuyers ask for  
"Energy Efficiency" without saying the words



Everyone wants  
comfort.

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How homebuyers ask for  
"Energy Efficiency" without saying the words



Everyone wants  
quality.

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How homebuyers ask for  
"Energy Efficiency" without saying the words



Everyone wants  
to make a smart  
investment.

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How homebuyers ask for "Energy Efficiency" without saying the words



With Epic everyone can be an **Informed Buyer!**

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Next steps & resources

- ✓ Ask **sellers** if they've made any home energy upgrades that can be featured in the home sale
- ✓ Encourage **buyers** to value energy efficiency in their home purchasing decisions
- ✓ Support **all clients** looking to make energy upgrades pre- or post-purchase



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The market is changing fast

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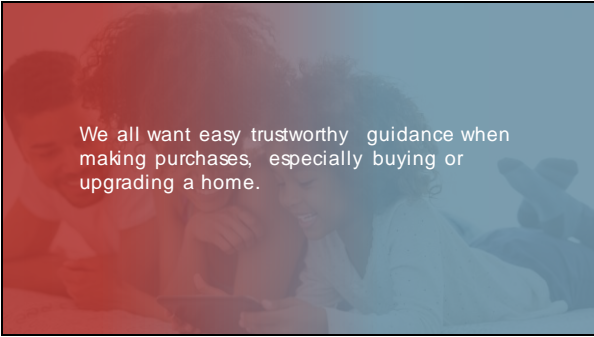
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What's in it for ALL homeowners?

- **Living in healthier and more comfortable home**  
Achieve better indoor air quality and year-round comfort
- **Lower operating costs**  
More affordable (total cost of ownership) and more disposable income (higher purchase price and/or home upgrades)
- **Benefits future generations and community goals**  
Sense of pride and good feeling by reducing waste
- **Third party validation from Epic Certificate**  
Increase salability

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Find Epic Homes in Green Building Registry



<https://us.greenbuildingregistry.com/>

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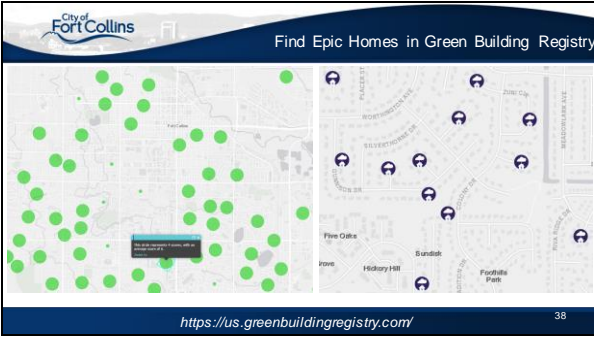
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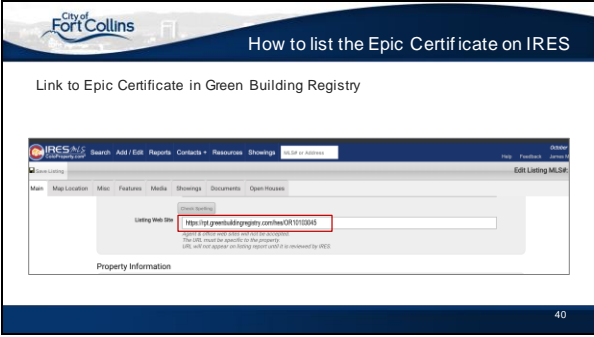
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City of Fort Collins

How to list the Epic Certificate on IRES

Select 'Energy Rated' and other energy efficiency features

Search

ADD / Edit

Reports

Contacts

Resources

Showings

MLS or Website

Map

Feedback

Other

Account

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

Map Location

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

Map Location

My Listings

My Profile

My Settings

My Reports

My Contacts

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My Showings

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My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

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City of Fort Collins

IRES Green Disclosure

Extra Credit: Add/attach Epic Certificate to back of Green Disclosure and upload to IRES

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

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My Profile

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My Resources

My Showings

My MLS or Website

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City of Fort Collins

'Greening the MLS'

Future Opportunities

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

My Resources

My Showings

My MLS or Website

Home

My Listings

My Profile

My Settings

My Reports

My Contacts

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My Resources

My Showings

My MLS or Website

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City of Fort Collins

FL

Epic Certificates: Appraisal tips

To promote Epic certificates, the home seller, builder or Realtor should communicate with the **lender and appraiser**:

1. Inform of energy efficient features and special property
2. Request a 'competent' valuation of sustainable buildings appraiser:
  - Appraisal Institute's [Valuation of Sustainable Buildings: Residential](#)
3. Provide Epic Certificate and any additional supporting info to the appraiser.



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City of Fort Collins

FL

Join the Epic Real Estate Ally Network

**Your opportunity to join the Epic Real Estate Ally Network**

- The Epic Real Estate Ally Network is open to real estate agents/brokers.
- Epic Real Estate Allies are trained and knowledgeable about all components of Epic Homes, especially the Epic Certificate and how to use it to sell homes.
- Epic Real Estate Allies will be listed on a Network Directory



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Benefits for Epic Real Estate Allies

As a **real estate ally**, you can be the bridge between **your clients** and the **energy information** they want.



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Market yourself as an Epic Real Estate Ally

**Epic Real Estate Ally Network**

When you become an Epic Real Estate Ally, you can help provide energy efficient solutions to homebuyers and sellers while strengthening your own business.

- Access free materials and content to help market energy efficient home upgrades to customers.
- Stand out as a designated energy efficiency champion on the Network Directory.
- Gain customer leads through the Epic Real Estate Ally webpage and Efficiency Works Homes participating contractors.
- Leverage the Epic Certificate to sell newly updated homes.
- Use the Epic Homes branded content for emails, newsletters, listing services and marketing collateral.

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Epic Real Estate Ally Toolkit

- Epic Real Estate Ally graphic
- Epic Certificate overview
- Epic Consumer flyer
- Epic Call-Out Cards (for marketing certificate features)
- Epic Homes program hashtags
- Epic Real Estate Ally client email templates
- Epic REA Toolkit Explainer



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Epic Real Estate Ally Toolkit

- **Epic Real Estate Ally graphic**
- Epic Certificate overview
- Epic Consumer flyer
- Epic Call-Out Cards (for marketing certificate features)
- Epic Homes program hashtags
- Epic Real Estate Ally client email templates
- Epic REA Toolkit Explainer



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City of Fort Collins

Epic Real Estate Ally Toolkit

- Epic Real Estate Ally graphic
- **Epic Certificate overview**
- Epic Consumer flyer
- Epic Call-Out Cards (for marketing certificate features)
- Epic Homes program hashtags
- Epic Real Estate Ally client email templates
- Epic REA Toolkit Explainer



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City of Fort Collins

Epic Real Estate Ally Toolkit

- Epic Real Estate Ally graphic
- Epic Certificate overview
- **Epic Consumer flyer**
- Epic Call-Out Cards (for marketing certificate features)
- Epic Homes program hashtags
- Epic Real Estate Ally client email templates
- Epic REA Toolkit Explainer



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City of Fort Collins

Epic Real Estate Ally Toolkit

- Epic Real Estate Ally graphic
- Epic Certificate overview
- Epic Consumer flyer
- **Epic Call-Out Cards (for marketing certificate features)**
- Epic Homes program hashtags
- Epic Real Estate Ally client email templates
- Epic REA Toolkit Explainer



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City of Fort Collins

Epic Real Estate Ally Toolkit

• Epic Real Estate Ally graphic

• Epic Certificate overview

• Epic Consumer flyer

• Epic Call-Out Cards (for marketing certificate features)

• **Epic Homes program hashtags**

• Epic Real Estate Ally client email templates

• Epic REA Toolkit Explainer

#EpicCertificate

#EfficiencyWorksHomes

#FortCollinsEpicHomes

#FortCollinsUtilities

#HomeEnergyScore

#EnergyEfficiency

#SavingEnergy

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City of Fort Collins

Epic Real Estate Ally Toolkit

• Epic Real Estate Ally graphic

• Epic Certificate overview

• Epic Consumer flyer

• Epic Call-Out Cards (for marketing certificate features)

• Epic Homes program hashtags

• **Epic Real Estate Ally client email templates**

• Epic REA Toolkit Explainer

**Epic Homes Real Estate Ally - Client Email Templates**

Hi [Name],

As part of the City of Fort Collins Epic Homes program, you have been selected to receive a free energy audit and a \$1000 rebate on your energy bills. This is a great opportunity to save money on your energy bills and improve the energy efficiency of your home.

To learn more about the program and how to schedule your audit, please visit the Epic Homes website at [epichomes.com](#). You will also receive a link to the Epic Homes app, which you can use to track your energy usage and receive alerts when your bills are due.

If you have any questions, please contact the Epic Homes team at [epichomes@cityoffortcollins.com](#) or call 970-225-5000.

Thank you for participating in the Epic Homes program!

**Rebate - Refer a friend to the program**

Hi [Name],

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**Rebate - Offer a rebate to a friend**

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Thank you for participating in the Epic Homes program!

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City of Fort Collins

Epic Real Estate Ally Toolkit

• Epic Real Estate Ally graphic

• Epic Certificate overview

• Epic Consumer flyer

• Epic Call-Out Cards (for marketing certificate features)

• Epic Homes program hashtags

• Epic Real Estate Ally client email templates

• **Epic REA Toolkit Explainer**

**Epic Homes Real Estate Ally - Marketing Toolkit Explainer**

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If you have any questions, please contact the Epic Homes team at [epichomes@cityoffortcollins.com](#) or call 970-225-5000.

Thank you for participating in the Epic Homes program!

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# Benefits for Epic Real Estate Allies

- Customer satisfaction
- Define your value & differentiate
- Trusted & influential guidance
- Inform and showcase cost effective home energy upgrades
- Improve client comfort, health & energy savings
- Potentially sell homes for more, faster
- Access home improvement loans
- Support accurate appraisals



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City of Fort Collins  
Marketing yourself as an Epic Real Estate Ally

Promote your Epic expertise on email signatures & business cards:

Jo McRealtor  
Principal Broker, Real Estate Company  
Epic Real Estate Ally  
email: jo@realtor.com | phone 555-555-5555

City of Fort Collins | EPIC HOMES  
REAL ESTATE ALLY

MARIA VASQUEZ  
Real Estate Agent

Real Estate Company  
516-123-9876  
connect@mvvasquez.com  
www.mvvasquez.com  
45 Main St, Suite 100  
Andover, MA 01810  
516-123-9877

Facebook Instagram LinkedIn  
Equal Housing Opportunity

Real estate is independently owned and operated.

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