



Pearl Certification

Enhancing Consumer
Engagement through the
ENERGY STAR Home
Upgrade Program



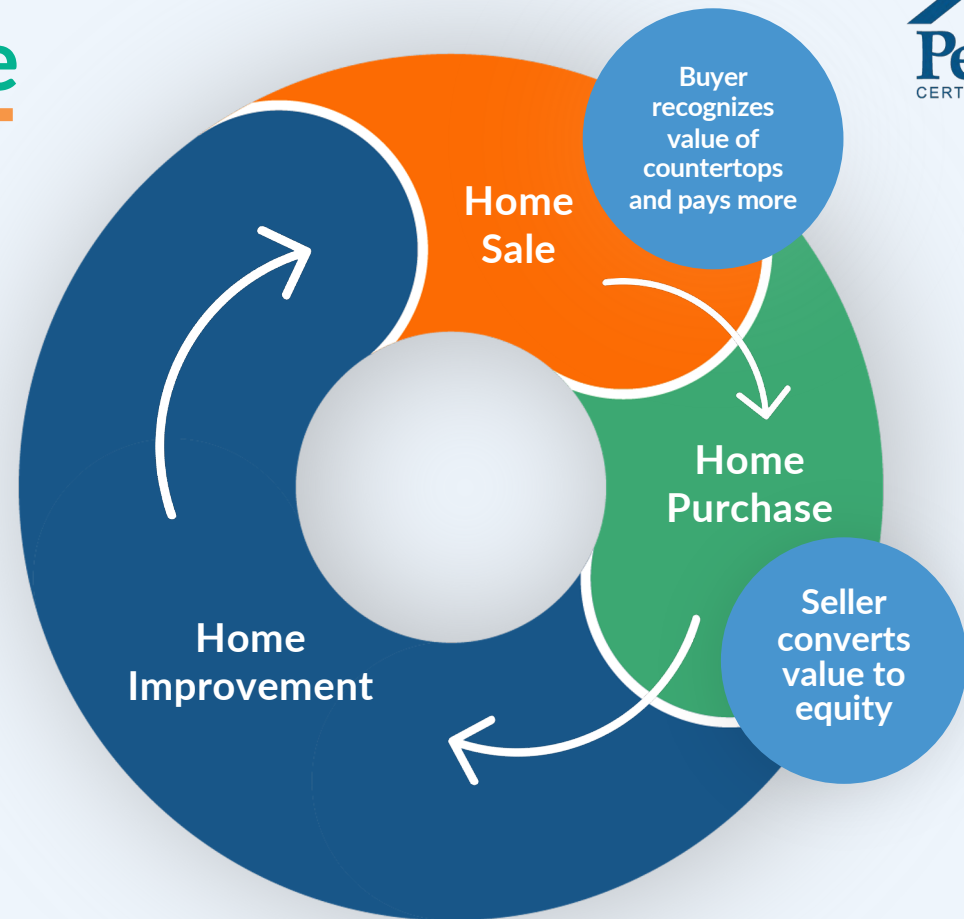


Our Mission

Pearl Certification makes our global community a better place by giving homeowners tools to improve the health, comfort, efficiency, resilience, and *value* of their homes.

The Home Value Cycle

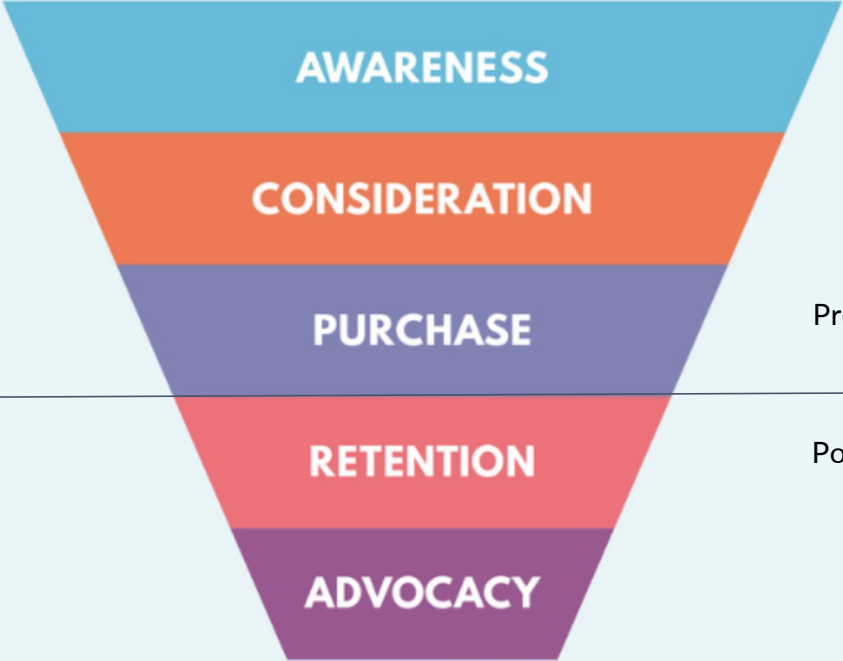
- ✓ Home **BUYER** “sees” high-performing features in Pearl’s Certification Report and marketing materials.
- ✓ Home **SELLER** captures the value of the investment in the sale price.
- ✓ **DEMAND** for High-Performing Homes drives more improvements, completing the cycle.



Homeowner Engagement



FIVE STAGES OF YOUR CUSTOMERS' BUYING JOURNEY:



Pre-Initial Purchase

Post-Initial Purchase

Homeowner Engagement



Messaging High-Performing Homes:

Awareness: Benefits of a high-performing home

Consideration - products like ENERGY STAR, services like home audits

Purchase - importance of quality contractors, access to rebates

Retention - importance of maintenance and documentation, next steps on their journey including purchasing more ENERGY STAR and WaterSense products

Advocacy - during time of sale and refinance, celebrate ENERGY STAR products and labels

Awareness, Consideration, Purchase: ENERGY STAR Products and Labels



Jul 13 2023

Home Certification 101: What Is the WaterSense Label?

[Read more](#) →



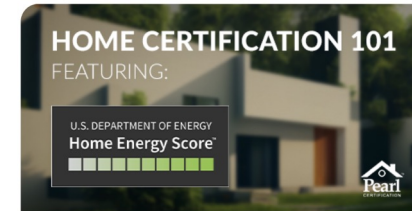
Jun 29 2023

Home Certification 101: What Is the HERS Index?



Jun 19 2023

Home Certification 101: Understanding ENERGY STAR® Certification



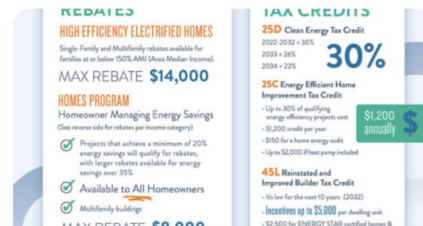
Jun 15 2023

Home Certification 101: What's a Home Energy Score?



Mar 21 2023

The Green Door Guide to Home Electrification Rebates and Tax Credits



Sep 19 2022

The Homeowner's Guide to the Inflation Reduction Act

[Read more](#) →



Jul 11 2023

How to Create an All-Electric Home

[Read more](#) →



Aug 31 2023

Green Door Presents: The Homeowners' Definitive Guide to Heat Pumps

[Read more](#) →

Capturing the Value of ENERGY STAR Products



Retention

Advocacy: Real Estate

Advocacy: Appraisers

1. 3600 ENERGY STAR Dishwasher Systems recorded.
2. 2826 ENERGY STAR Washing Machine Systems recorded.
3. 1082 ENERGY STAR Clothes Dryer Systems recorded.
4. 6562 ENERGY STAR Cooling Systems recorded.
5. 5856 ENERGY STAR Heating Systems recorded.
6. 3986 ENERGY STAR Heat Pump Systems recorded.
7. 59 ENERGY STAR Certified Homes recorded.
8. 539 Pearl-Sponsored HPwES Homes recorded.
9. 4976 NON-Pearl-Sponsored HPwES Homes recorded.

Capturing the Value of ENERGY STAR Products



10011 Kaylorite Street, Dunkirk, MD 20754 Verified MLS Green Fields Listing Sheet (MRIS Green Fields Report)

This property's home performance features map to the MLS fields below. Please see accompanying Pearl Home Certification Report for documentation of the features' technical specifications.

Appliances

- ENERGY STAR Clothes washer
- ENERGY STAR Dishwasher
- ENERGY STAR Refrigerator

Windows / Doors

- Double Pane Windows
- ENERGY STAR Qualified Windows
- Low-E Windows

Construction Materials

- Batt Insulation
- Blown Insulation
- Rigid Insulation

Cooling System

- Heat Pump
- Programmable thermostat

Advocacy: Real Estate



10011 Kaylorite Street,
Dunkirk, MD 20754

Certified on August 28, 2022
Pearl Platinum Certificate | Pearl Score: 1101



Clothes Washer: Very efficient

Every appliance has two price tags: the one you pay to the store and the one you pay to the utility company. Pay less every month with ENERGY STAR.

ENERGY STAR certified clothes washers use about 25 percent less energy and 40 percent less water than regular washers.

Capturing the Value of ENERGY STAR Products



<p>AI Reports® Form 820.05*</p>	Client File #:	Appraisal File #:
	Residential Green and Energy Efficient Addendum	
	Client:	
	Sut:	
	City: Granite Falls	State: North Carolina Zip: 28630
<p>Additional resources to aid in the valuation of green properties and the completion of this form can be found at http://www.appraisalinstitute.org/education/green_energy_addendum.aspx</p>		
<p>The appraiser hereby certifies that the information provided within this addendum:</p> <ul style="list-style-type: none"> Has been considered in the appraiser's development of the appraisal of the subject property only for the client and intended user(s) identified in the appraisal report and only for the intended use stated in the report. Is not provided by the appraiser for any other purpose and should not be relied upon by parties other than those identified by the appraiser as the client or intended user(s) in the report. Is the result of the appraiser's routine inspection and inquiries about the subject property's green and energy efficient features. Extraordinary assumption: Data provided herein is assumed to be accurate and if found to be in error could alter the appraiser's opinions or conclusions. Is not made as a representation or as a warranty as to the efficiency, quality, function, operability, reliability or cost savings of the reported items or of the subject property in general, and this addendum should not be relied upon for such assessments. 		
<p>Green Building: The practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's lifecycle from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classic building design concerns of economy, utility, durability, and comfort (US EPA). High Performance Building and green building are often used interchangeably.</p>		
<p>Six Elements of Green Building: A green building has attributes that fall into the six elements of green building known as (1) site, (2) water, (3) energy, (4) materials, (5) indoor environmental quality, and (6) maintenance and operation. The energy and water elements are the most measurable elements of green or high performance housing. Appraisers need savings amounts to develop an income approach to support energy efficient contributory value.</p>		
<p>THIRD-PARTY VERIFICATIONS (See types defined in glossary).</p>		
<p>The following verified items are considered within the appraisal analysis of the subject property:</p>		
<p>Green Certification Certifications attest that the home meets certain minimum thresholds.</p>	Environmental Protection Agency (EPA):	<input checked="" type="checkbox"/> Indoor airPLUS <input type="checkbox"/> WaterSense <input checked="" type="checkbox"/> ENERGY STAR
	Energy Department (DOE):	<input checked="" type="checkbox"/> Zero Energy Ready Home (ZERH)
	Home Innovation Research Labs NGBS Home Remodel:	<input type="checkbox"/> Bronze <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Emerald
	Home Innovation Research Labs NGBS New Home:	
	Living Building Challenge (LBC):	<input type="checkbox"/> Living Building Certified <input type="checkbox"/> Petal Certification
Passivhaus Standard:	<input type="checkbox"/> PHI Low Energy <input type="checkbox"/> EnerPHit <input type="checkbox"/> Passive House	
Passivhaus Institute US:	<input type="checkbox"/> PHIUS+ 2015	
USGBC LEED:	<input type="checkbox"/> Certified <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Platinum	
Other:	Pearl Certification	
Date Verified: 09/18/2023	Certificate of Efficiency Improvements Version: Organization URL: <input checked="" type="checkbox"/> Other: www.pearlcertification.com	ABOVE VALID ONLY IF CHECKED: <input type="checkbox"/> Verification reviewed on site <input checked="" type="checkbox"/> Verification attached to this report
<p>Energy Label Labels disclose the state of the home's energy assets.</p>	RESNET's HERS Rating (0 to 150): 44 <input checked="" type="checkbox"/> Sampling Rating <input type="checkbox"/> Projected Rating <input checked="" type="checkbox"/> Confirmed Rating	Estimated energy savings for this home: \$ /year (kWh rate dated Energy Savings includes electricity, heating & cooling). Score below 100 indicates energy costs are expected to be lower than average code-built home. HERS Index Report occupancy estimates energy cost based on number of bedrooms plus one. Only a "confirmed rating" is diagnostically tested.
	DOE's Home Energy Score Score (1 to 10): <input type="checkbox"/> Official Score <input type="checkbox"/> Unofficial Score	Estimated energy savings for this home: \$ /year (kWh rate dated Energy Savings includes electricity, heating & cooling). Score above five indicates energy costs are expected to be lower than average local home. Home Energy Score estimates energy cost based on state average energy rates and the home's energy features.
	Other Energy Score: Pearl Score Range (0 to 1200): 1077	Estimated energy savings for this home: \$ /year (kWh rate dated Describe energy label system. Pearl's score is approved for use in the Department of Energy's Home Performance with ENERGY STAR program.
	Date Verified: 09/18/2023 Score or Rating Version: Organization URL: <input checked="" type="checkbox"/> www.resnet.us <input type="checkbox"/> www.homeenergyscore.gov <input checked="" type="checkbox"/> www.pearlcertification.com	
<p>Verified Energy Improvements Only include</p>		
<p>Explain energy-related improvements: Detailed in attached "Pearl Home Certification Report" Cost of improvements: \$</p>		



EFFICIENCY FEATURES (Water, Energy, and Environmental. See types defined in glossary).			
The following items are considered within the appraisal analysis of the subject property:			
Insulation	<input checked="" type="checkbox"/> Fiberglass Blown-In <input checked="" type="checkbox"/> Foam Insulation <input type="checkbox"/> Cellulose <input type="checkbox"/> Fiberglass Batt Insulation <input checked="" type="checkbox"/> R-Value Wall R-38 Ceiling R-60 <input checked="" type="checkbox"/> Other R-24 Conditioned basement		
Building Envelope	Envelope Tightness: 1.8 Unit: <input type="checkbox"/> CFM25 <input type="checkbox"/> CFM50 <input checked="" type="checkbox"/> ACH50 <input type="checkbox"/> ACH natural Instructions: Insert the rating as a number that could be 0.5 to 7ACH50 or higher. The lower the number, the more air tight the envelope. Building Codes for area show maximum Envelope Tightness allowed based on the climate zone. Not all areas have adopted a building code. http://bcap-energy.org/		
Windows	<input checked="" type="checkbox"/> ENERGY STAR®	<input checked="" type="checkbox"/> Low E	<input type="checkbox"/> High Impact <input type="checkbox"/> Storm <input checked="" type="checkbox"/> Double Pane <input type="checkbox"/> Triple Pane <input type="checkbox"/> Tinted <input type="checkbox"/> Solar Shades
Day Lighting	<input type="checkbox"/> # of Skylights:	<input type="checkbox"/> # of Solar Tubes:	<input type="checkbox"/> Other (Describe): % of lighting LEDs: 100
ENERGY STAR® Appliances	ENERGY STAR®: <input checked="" type="checkbox"/> Dishwasher <input checked="" type="checkbox"/> Refrigerator <input checked="" type="checkbox"/> Washer/Dryer <input checked="" type="checkbox"/> Other Both Washer and Dryer are ENERGY STAR Energy Source: <input type="checkbox"/> Propane <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas <input type="checkbox"/> Other (Describe): Note: ENERGY STAR® appliances do not result in an ENERGY STAR® Home.		
Water Heater	<input checked="" type="checkbox"/> ENERGY STAR®	Size: >55 gallons <input type="checkbox"/> Tankless	<input type="checkbox"/> Solar (next page) <input checked="" type="checkbox"/> Heat Pump <input type="checkbox"/> Coil
HVAC & Related Equipment Describe in	<input type="checkbox"/> High Efficiency HVAC SEER Efficiency Rating % AFUE* %	<input checked="" type="checkbox"/> Heat Pump Efficiency Rating: COP: HSPF: 9.5	Thermostat/Controllers? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Programmable Thermostat? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Auxiliary Heat Source? <input type="checkbox"/> Yes <input type="checkbox"/> No Radiant Floor Heat? <input type="checkbox"/> Yes <input type="checkbox"/> No

ENERGY STAR Home Upgrade



Pearl's Electrified Home Badge, as well as the accredited contractors who can deliver the six high-impact, energy-efficiency improvements, complement the ENERGY STAR® Home Upgrade program.

When completing an ENERGY STAR Home Upgrade, homeowners can store their ENERGY STAR Home Upgrade Declaration Sheet in their [Green Door account](#).

Earn the badge →

Pearl is proud to promote and educate homeowners about the ENERGY STAR Home Upgrade program. The ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy-efficiency improvements for a home. Designed to work together to deliver significant energy and cost savings, these upgrades can also help transition from fossil fuels for a cleaner, healthier, and more comfortable home.

<https://pearlcertification.com/energy-star-home-upgrade>



ALL ENERGY STAR HOME UPGRADES

-  HEATING & COOLING
-  WATER HEATER
-  SMART THERMOSTAT
-  ATTIC INSULATION
-  WINDOWS
-  ELECTRIC READY

Education: Blog Series to Launch in October, 2023



Quality Installation Series:

Systems, appliances, and fixtures and their benefits.

Banner of “electrification” and validates benefits with ESHU.

Driven by keyword search volume (indicator of homeowner curiosity)

Distributed on blog, monthly homeowner newsletter (20k+ recipients), and organic/paid social campaigns

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ENERGY STAR <small>U.S. DEPARTMENT OF ENERGY EFFICIENCY & ENERGY ASSISTANCE</small>		Home Improvement Expert™ Checklist Attic Air Sealing and Insulation	
<p>The U.S. Department of Energy checklist includes important specifications that can contribute to a complete and quality installation. All work shall comply with these specifications, all relevant codes and standards, and all manufacturer installation instructions. The contractor shall check each box on the checklist below and sign and date at the bottom to certify the work is completed.</p>			
PREPARATION			
<input type="checkbox"/>	The attic shall be inspected for water leaks and moisture, structural, or pest damage. A list of all needed repairs shall be provided to the homeowner before attic work begins or remediation can be fully addressed, as necessary.		
<input type="checkbox"/>	The attic shall be inspected for sufficient attic ventilation (e.g., ridge vents, soffit vents). Ventilation issues shall be addressed before proceeding with attic air sealing or insulation.		
<input type="checkbox"/>	Where in-attic duct and tube entry points exist in the attic, insulation shall not be installed until wiring is replaced or properly boxed. Work shall not proceed if existing insulation is vermin-like, which may contain asbestos.		
<input type="checkbox"/>	All exhaust fans shall be modified as required to vent to the outside, not into the attic.		
<input type="checkbox"/>	A combustion safety test shall be performed if any natural draft combustion equipment exists in the home to ensure there is no backdrafting or spillage of combustion emissions. Any combustion safety issues shall be addressed before proceeding with attic work.		
<input type="checkbox"/>	The contractor shall state whether existing insulation is to be removed or moved aside for air sealing.		
INSTALLATION: ATTIC AIR SEALING AND AIR BARRIERS PRIOR TO INSULATION			
<input type="checkbox"/>	All gaps, cracks, seams, and penetrations between conditioned and unconditioned spaces (such as gaps around lighting fixtures, HVAC duct leaks, electric wiring, plumbing pipes, and fans) shall be sealed with sealants (e.g., caulk, foam, aerosol sealant) if the gaps are narrow enough or with rigid blocking material sealed in place with sealants, per the sealant manufacturer's instructions. Fibrous insulation is not an air barrier and shall not be used for air sealing.		
<input type="checkbox"/>	The seams where drywall attaches to the top plate at all interior and exterior walls shall be sealed from the attic side with a caulk, spray foam, or spray-applied sealant.		
<input type="checkbox"/>	Larger gaps and openings (such as uncovered dropped soffits and openings under knee walls) at the top of balloon-framed gable walls shall be closed off using a solid material such as rigid foam or OSB that is sealed at the edges with caulk, sealant, or mastic.		
<input type="checkbox"/>	Gaps around masonry chimneys or gas appliance vents shall be sealed with high-temperature-rated caulk or foam and insulation dams shall be constructed around them as needed using heat-stable materials in accordance with building code requirements.		
<input type="checkbox"/>	Attic access panels, doors, and drop-down stairs shall be insulated with a minimum of R-10 rigid foam insulation and gasketed (not caulked) to provide a continuous air seal when closed.		
<input type="checkbox"/>	All non-ICAT recessed light fixtures shall be boxed with a solid material such as drywall or rigid foam that is sealed at all seams with a sealant such as caulk, mastic, or spray foam.		
<input type="checkbox"/>	Before installing finished attic floor insulation, baffles shall be installed at all attic eaves adjoining vented soffits to prevent air flow through the insulation and to provide a path for ventilation air from the soffit vents to the ridge vents. The baffles shall extend at least 6 inches above the height of the attic insulation.		

- Free tools - DOE Home Improvement Expert Checklists
- Customized Home Investment Plans (HIPs) including ESHU recommendations
- Rebates Finder helps homeowners purchase upgrades

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Home Improvement Expert™ Checklist
Attic Air Sealing and Insulation

The U.S. Department of Energy checklist includes important specifications that can contribute to a complete and quality installation. All work shall comply with these specifications, all relevant codes and standards, and all manufacturer installation instructions. The contractor shall check each box on the checklist below and sign and date at the bottom to certify the work is completed.

PREPARATION

- The attic shall be inspected for water leaks and moisture, structural, or pest damage. A list of all needed repairs shall be provided to the homeowner before attic work begins or remediation can be fully addressed, as necessary.
- The attic shall be inspected for sufficient attic ventilation (e.g., ridge vents, soffit vents). Ventilation issues shall be addressed before proceeding with attic air sealing or insulation.
- If there is active mold and tube entry present in the attic, insulation shall not be installed until wiring is replaced or properly boxed.
- All exhaust fans shall be modified as required to vent to the outside, not into the attic.
- A combustion safety test shall be performed if any natural draft combustion equipment exists in the home to ensure there is no backdrafting or spillage of combustion emissions. Any combustion safety issues shall be addressed before proceeding with attic work.
- The contractor shall state whether existing insulation is to be removed or moved aside for air sealing.

INSTALLATION: ATTIC AIR SEALING AND AIR BARRIERS PRIOR TO INSULATION

- All gaps, cracks, seams, and penetrations between conditioned and unconditioned spaces (such as gaps around lighting fixtures, HVAC duct boots, electric wiring, plumbing pipes, and fans) shall be sealed with sealants alone (e.g., caulk, foam, cement sealant) if the gaps are narrow enough or with rigid blocking material sealed in place with sealants, per the sealant manufacturer's instructions. Fibrous insulation is not an air barrier and shall not be used for air sealing.
- The seams where drywall attaches to the top plate at all interior and exterior walls shall be sealed from the attic side with a caulk, spray foam, or spray-applied sealant.
- Larger gaps and openings (such as uncovered dropped soffits and openings under knee walls or at the top of balloon-framed gable walls) shall be closed off using a solid material such as rigid foam or OSB that is sealed at the edges with caulk, sealant, or mastic.
- Gaps around masonry chimneys or gas appliance vents shall be sealed with high-temperature-rated caulk or foam and insulation dams shall be constructed around them as needed using heat-stable materials in accordance with building code requirements.
- Attic access panels, doors, and drop-down stairs shall be insulated with a minimum of R-10 rigid foam insulation and gasketed (not caulked) to provide a continuous air seal when closed.
- All non-ICAT recessed light fixtures shall be boxed with a solid material such as drywall or rigid foam that is sealed at all seams with a sealant such as caulk, mastic, or spray foam.
- Before installing finished attic floor insulation, baffles shall be installed at all attic eaves adjoining vented soffits to prevent air flow through the insulation and to provide a path for ventilation air from the soffit vents to the ridge vents. The baffles shall extend at least 6 inches above the height of the attic insulation.

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- Customized Home Investment Plans (HIPs) including ESHU recommendations
- Rebates Finder helps homeowners purchase upgrades

ENERGY STAR® HOME UPGRADE

The ENERGY STAR Home Upgrade is a carefully crafted set of high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. These upgrades can also help you transition from fossil fuels to a cleaner, healthier and more comfortable home. Energy supply in the U.S. is getting cleaner and more renewable every day. Congratulations on taking action now to help you prepare for a clean energy future while enjoying a more comfortable home today.

www.energystar.gov/homeupgrade

Customer Name: _____

Customer Address: _____

ENERGY STAR® Certified Heat Pump

Date of Install: _____
Manufacturer: _____
Model Name/Number: _____
Efficiency Criteria (SEER and HSPF): _____

ENERGY STAR® Certified Heat Pump Water Heater

Date of Install: _____
Manufacturer: _____
Model Name/Number: _____
Uniform Energy Factor (UEF): _____

ENERGY STAR® Certified Smart Thermostat or Certified Heat Pump with Recommended Control

Date of Install: _____
Manufacturer: _____
Model Name/Number: _____

ENERGY STAR® Certified Windows or Storm Windows

Date of Install: _____
Installer Company: _____
Manufacturer Name: _____
of Windows Installed: _____

Well-Insulated and Sealed Attic

Date of Install: _____
Installer Company: _____
Brand and Type of Insulation: _____
Amount Installed (inches or new R-Value): _____

Electric Ready

Date of Install: _____
Size of electrical panel (AMPs): _____

Products that earn the U.S. Environmental Protection Agency's ENERGY STAR label are independently certified to save energy, save money and help protect the climate. Visit www.energystar.gov/about/federal_tax_credits/look_business_energy_property_tax_credits for more information.

- Retain documentation in Green Door
- Maintenance reminders
- Store docs for:
 - 25C and 25D
 - Eventual refi or sale
- Take next steps

The High-Performing Home Value Cycle



ENERGY STAR® HOME UPGRADE

The ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. These upgrades can also help you transition from fossil fuels to a cleaner, healthier and more comfortable home. Energy upgrades in the U.S. are getting easier and more convenient every day. Consider taking action now to help you prepare for a clean energy future while enjoying a more comfortable home today.

www.energy.gov/energystar/homeupgrade

Customer Name: _____

Customer Address: _____

ENERGY STAR Certified Heat Pump

Date of Install: _____
 Manufacturer: _____
 Model Name/Number: _____
 Efficiency Criteria (SEER and HSPF): _____

ENERGY STAR Certified Heat Pump Water Heater

Date of Install: _____
 Manufacturer: _____
 Model Name/Number: _____
 Uniform Energy Factor (UEF): _____

ENERGY STAR Certified Smart Thermostat or Certified Heat Pump with Recommended Control

Date of Install: _____
 Manufacturer: _____
 Model Name/Number: _____

ENERGY STAR Certified Windows or Storm Windows

Date of Install: _____
 Installer Company: _____
 Manufacturer Name: _____
 # of Windows Installed: _____

Well-Insulated and Sealed Attic

Date of Install: _____
 Installer Company: _____
 Brand and Type of Insulation: _____
 Amount Installed (cubes or new R-Value): _____

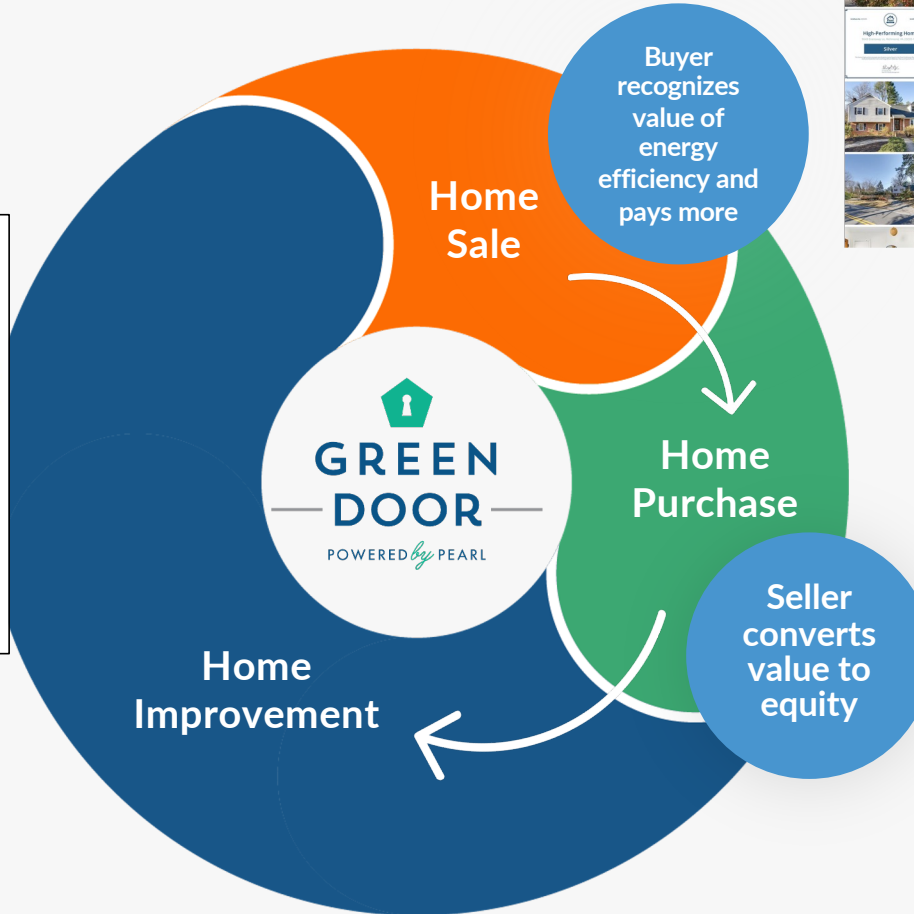
Electric Ready

Date of Install: _____
 Size of electrical panel (AMP): _____

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HOME ASSET DETAILS Heating and Cooling

Heat Pump	
Type	Mini-split Heat Pump
HSPF	8.9
SEER	18
Outdoor Unit Manufacturer	Great Heat Pump Mfg
Outdoor Unit Model Number	25KHP18A0L
Indoor Unit Manufacturer	Great Heat Pump Mfg
Indoor Unit Model Number	CCC5KHP18AAX
Compressor	Variable-speed



Zillow Save Share More

4 bed 3 ba 2,214 sqft
 9643 Evansway Ln, Richmond, VA 23235
 Sold: \$340,000 Sold on 04/16/21 | Zestimate®: \$341,520
 Est. ref. payment: \$1.51/mo Refinance your loan

Home value Owner tools Home details Neighborhood details Similar homes

Overview

Solar powered by Sigora (a VA based company) and Pearl Certified energy efficient home in the Huguenot area! Conveniently located on a large lot behind the new Southside Trader Joe's, this quad level provides plenty of space and midcentury charm. This 4 bedroom, 2.5 bath home features hardwood floors throughout, a bay window and built-ins in the living room, a wood burning fireplace in the den, brand new appliances in the kitchen, new roof 2020, solar panels 2020 (netto \$7 power bill), mature fruit trees in the back yard, new privacy fence, a circular paved driveway with extra parking, extra large yard perfect for gardening, all in a very convenient location close to parks and the

Read more

Listed by:
 Angie Cooper
 River Fox Realty LLC
 Anousheh Khalili
 River Fox Realty LLC

Pearl Home Certification Report
 The detailed Pearl Home Certification Report captures the value of a Subject

Home Registry
 Visit our Home Registry to search by city and state or browse the map to view all of the Pearl Certified homes in

Appraisal Addendum
 The Pearl Home Certification Report includes a completed Appraisal Institute Green and Energy Efficient

Online Resource Center
 Pearl appraisers gain access to our online Resource Center, featuring a



B2B2C Campaign Efforts in 2024



As trusted source of information for their clients, help them message the ESHU program

Incorporate ESHU messaging in their consumer outreach

Ensure appraisers consider the energy savings for Subject Properties

How to convert X% savings into contributory value



We look forward to transforming the
market.... together!