



Learn from
Candace Lightner,
the President of *Energy
Smart Real Estate
Professionals* and
co-creator of the *Energy
Smart Real Estate
Specialist Course (ESRES)*
703.682.5419

Upcoming Course Date:
August 27th, 2009
9:30 am - 3:00 pm
Coldwell Banker
Residential Brokerage
Chevy Chase Office
5028 Wisconsin Ave, NW
Washington, DC 20016
Phone: 202.362.5800

Speakers:

Stan Lassiter,
Continuum Energy Solutions,
a solar company
Frank Lee,
Terra Logos Green Home Services
Home Energy Inspections
Skip Yannick,
Preferred Mortgage, 703 309 2350

Cost: \$99

Early Registration: \$89
Must sign up before August 20th

Real Estate Professionals are going "Energy Smart"!

Increase your profits and help your clients save
money at the same time.

**Earn your Energy Smart Real Estate Specialist
Designation (ESRES)**

Buyers Want Energy Efficiency!

Are you prepared to give it to them?

Less than 1% of the agents currently working
in real estate advanced their education on the
topic of "Green" building or energy
efficiency. Yet, nearly three-fourths of
homeowners in a recent National Association
of Home Builders (NAHB) and Better
Homes and garden survey stated, "that
energy-efficient features would most
influence their decision to purchase a home."



Worth \$5,000 or More to Seller

Of the more than 2,300 homeowners in the survey, 51 percent said they would
pay \$5,000 to \$11,000 more upfront for a new house if they could save on their
utility bills. Sixteen percent said they would pay more than \$11,000.

For One Day and \$99.00 You Get Everything You Need:

ESRES simplifies the "Green" concept and offers guidance on a number of
"Energy Smart" issues including:

- Factors that may impact a home's energy consumption and utility costs;
- How to help clients achieve the maximum dollar value of energy efficiency;
- The value of the Energy Star label
- How to help clients locate energy raters/home performance contractors in
their area.
- Financing for energy efficient upgrades
- Marketing techniques that will benefit you and your clients

**\$25.00 off of Solar Site Analysis plus one free \$150.00 Solar Site Analysis
10% Discount on an Energy Audit**

Virginia, Maryland, and DC agents will earn 4 "CE" credits plus the
designation.

Register at <http://www.energysmartrealestatespecialists.com>