



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

Upcoming Course Date:

**June 11th, 2009
9:00 am - 3:00 pm**

Coldwell Banker Residential Brokerage
4 Church Circle Annapolis, MD 21401
410-263-8686

Cost: \$89

Speakers:

Kent Baake
Continuum Energy Solutions
A Solar Company

Frank Lee
Terra Logos Green Home Services
Home Energy Inspections

Wesley Tower
Coldwell Banker Home Loans
Energy Efficient Mortgages

Frank Biba
Chief, Environmental Programs
Dept. of Neighborhood and
Environmental Programs
Annapolis LEEDS requirements

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 \$89.00 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

**Virginia, Maryland, and DC agents will earn 4 "CE" credits plus the
designation. Register at <http://www.energysmartrealestatespecialists.com>
\$25 off Solar Site Analysis, plus one free \$150 Solar Site Analysis**

10% Discount on an Energy Audit