



May 11, 2021

Epic Homes for Rentals
Real Estate
Professional Training

Carolyn Conant
Kim DeVoe
Kirk Longstein




1




Introductions

2


Kim DeVoe
Energy Services Engineer



Kirk Longstein
Energy Services Project Manager



Carolyn Conant
Energy Services Project Manager



2

1. Epic Homes Overview
2. What is an Epic Rental?
3. What are the benefits to property owners?
 - Making the business case for Epic Rentals
4. How do I market an Epic Rental?
 - Epic Certificate
 - Renter's Guide
5. Questions and discussion



3

Epic Homes sets you apart from the pack!

- Retain tenants
- Stay competitive
- Get ahead of deferred maintenance



4

- Cities identified innovative solutions to solve challenging issues facing their community.
- 300+ cities, 8 winners, each awarded \$1M to implement their idea.
- Epic Homes won the Bloomberg Mayors Challenge for its proposal to bring together **energy efficiency and easy financing** options with an emphasis on **health and well-being** for Fort Collins homes.
 - It also focuses on improving home comfort for low- to moderate-income renters by incentivizing rental property owner participation.



It's not about the home, it's about the people living in the home.

5

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.

6

6

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



7

**Discounted \$60 Home Performance Assessment (a \$600 value) include:**

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

fcgov.com/epichomes

8

Streamlined Path

- Create good/better/best packages using standardized pricing

Home Checkup: Standard Path

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



9

**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

10

Homeowner selects contractor

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

Full list available at efficiencyworks.org



11

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 \$50,000
- Attractive interest rates
- Simple, streamlined and easy to qualify



12

fcgov.com/epiccertificate



13

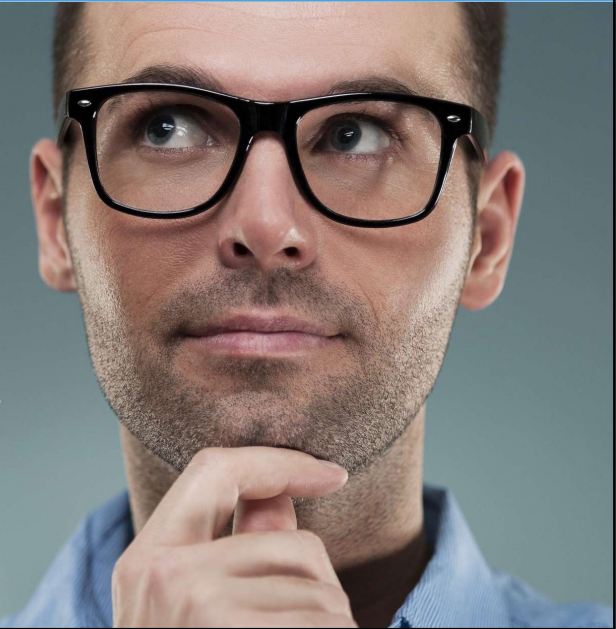
14

QUESTIONS?

14

City of Fort Collins

What is an Epic Rental? 15



Your renters are our customers


Epic Homes for Rentals benefits property owners *and* renters

15


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Fort Collins Rental Market 16







- Over 45% of housing units are rentals
 - That's 32,670 rental units
- Population trends:



Renter proportion



Demand for energy efficiency & greener options

16

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Benefits: Stay Ahead of Maintenance | 17

- Avoid emergency maintenance needs
- Improve the performance and extend the life of your heating and cooling equipment
- Save money with rebates

Energy Efficiency Projects in Epic Rentals

Project Type	Percentage
Air Sealing & Insulation	40%
HVAC	52%
Windows	8%

17

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Benefits: Retain Tenants | 18

Energy Efficiency

Better Indoor Environmental Quality

Improved Comfort & Wellbeing

“The indoor comfort has increased tremendously. No more drafty house, or inability to sleep at night.”
- Janet

“This particular rental was the cleanest, most comfortable place we have lived in Fort Collins. I believe the home efficiency improvements contributed to that.”
- Matt

“Our house is noticeably more comfortable. There are no longer areas that are not usable at certain times of the year.”
- Maia

18

Since 2019:

- Energy assessment requests for rentals have increased by 183%
- Energy efficiency upgrades for rentals have increased by 88%



19



Everyone wants
to be healthy.

20

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How Renters Ask for "Energy Efficiency" Without Saying the Words 21



Everyone wants **comfort**.

21

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How Renters Ask for "Energy Efficiency" Without Saying the Words 22




Everyone wants **quality**.

22

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How Renters Ask for "Energy Efficiency" Without Saying the Words 23



Everyone wants to make a smart choice.

23

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How Renters Ask for "Energy Efficiency" Without Saying the Words 24



With Epic Homes, everyone can be an informed consumer!

24

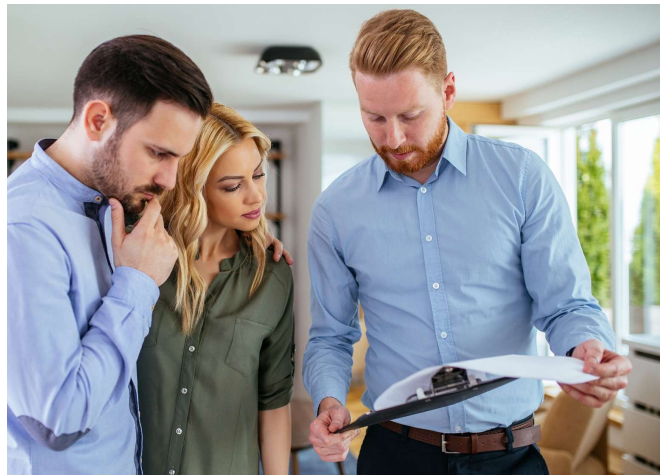
- Epic Certificate
- Renter's Guide
- Green Leasing
- Marketing toolkit
 - Rental listings



25

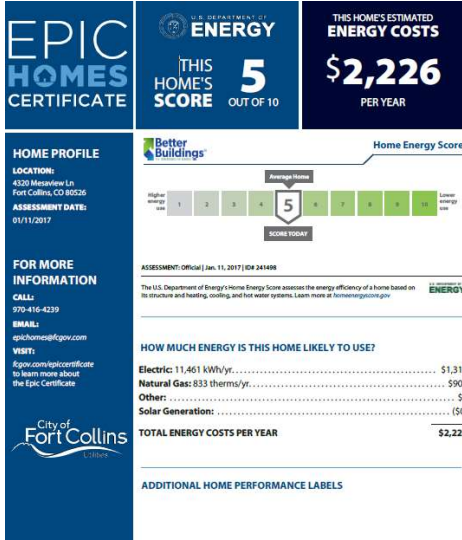
After you've completed *Efficiency Works Homes (EWH)* upgrades:

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



26

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Initial Epic Certificate 27



EPIC HOMES CERTIFICATE

U.S. DEPARTMENT OF ENERGY
THIS HOME'S SCORE **5** OUT OF 10

THIS HOME'S ESTIMATED ENERGY COSTS
\$2,226 PER YEAR

Better Buildings Home Energy Score

HOME PROFILE
LOCATION: 4320 Mesaview Ln, Fort Collins, CO 80526
ASSESSMENT DATE: 01/11/2017

FOR MORE INFORMATION
CALL: 970-416-4239
EMAIL: epic@cityoffortcollins.com
VISIT: epic.cityoffortcollins.com

City of Fort Collins

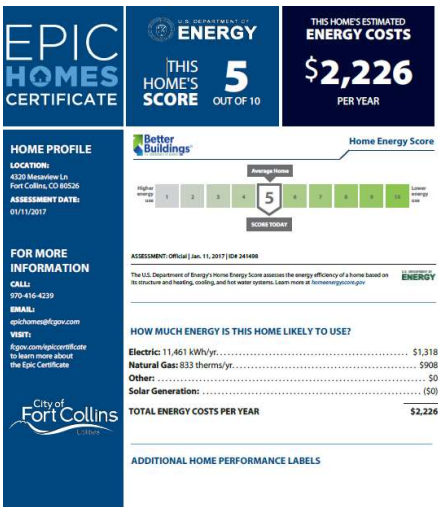
Assessment = Initial Certificate

Report reflects as-is condition of home.

Existing energy features reflected in score and energy costs.

27

City of Fort Collins
Home Energy Score (HES) Asset Based Energy Costs 28



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City of Fort Collins

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)
TOTAL ENERGY COSTS PER YEAR	\$2,226

28



Certificate After Improvements

29

- Back page of Certificate lists upgrades completed through participating EWH or Residential Solar program contractors:
 - energy efficiency
 - indoor air quality
 - HVAC
 - residential solar PV
- Shows before and after HES
- Displays HES generated asset based annual energy savings

Original score:	Score today with current improvements:	Estimated savings with current improvements:
5	8	\$440
		PER YEAR



EFFICIENCY WORKS™ HOMES IMPROVEMENTS			
FEATURE	IMPROVEMENTS	DATE COMPLETED	CONTRACTOR
INSULATION & AIR SEALING	Professional Air Seals - 20% Reduction	03/30/2019	Ward Insulation
	Att. blown-in attic cellulose	03/30/2019	Ward Insulation
	Att. Over Wall Insulation	03/30/2019	Ward Insulation
	Door Gaps - Door Seal Insulation	03/30/2019	Ward Insulation
HVAC	Replacement Heat - Strip Gas Furnace - 27% AFUE	04/30/2019	American Heating and Air
	Replacement Air Conditioner - 15 SEER	04/30/2019	American Heating and Air
	Replacement Gas Water Heater - Space Saver Combination Tank	04/30/2019	American Heating and Air
	Whole House Fan - Self Sealing Insulation/Storm Windows/Doors	03/30/2019	Ward Insulation
INDOOR AIR QUALITY	Sealing to Reduce Air Sealing	03/30/2019	Ward Insulation
RENEWABLES			

WHEN YOU ARE READY TO SELL YOUR HOME, FOLLOW THESE STEPS:


- Claim your updated Epic Certificate at us.greenbuildingregistry.com or contact us at: epichomes@fcgov.com
- Find a local real estate professional with an Epic designation.
- Ask your real estate agent to include the Epic Certificate when advertising your home on the MLS.
- Ask your lender to use an Appraisal Institute accredited Green Appraiser.

HOW TO IMPROVE YOUR SCORE:

- Redo the recommended improvements on your Efficiency Works™ Homes energy assessment.

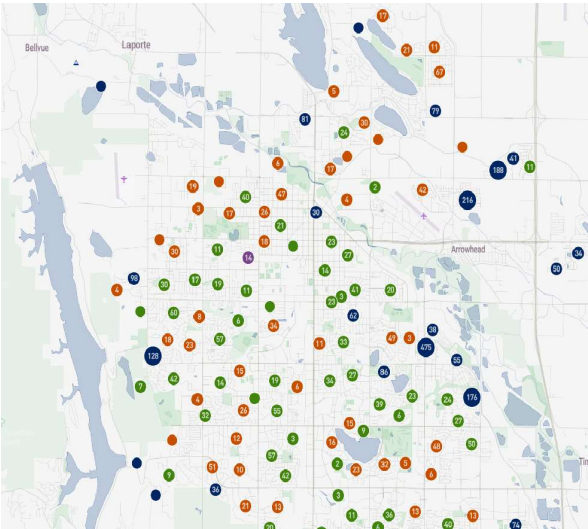



29



Find Epic Homes in Green Building Registry

30



430 W Myrtle St
Fort Collins, CO, 80521

1929 Sq. Ft. 1910 Year built

HERS NONE

HES Private Data: To request access please contact: epichomes@fcgov.com

SOLAR 11.8 KW DC

OTHER NONE

[Need more information? Visit our definitions.](#)

Estimated annual energy costs of this home ?

The calculated estimated energy cost may be lower due to this home's green certification(s)


\$5,000
 Typical cost based on size, age, and location

Important Appraisal Information

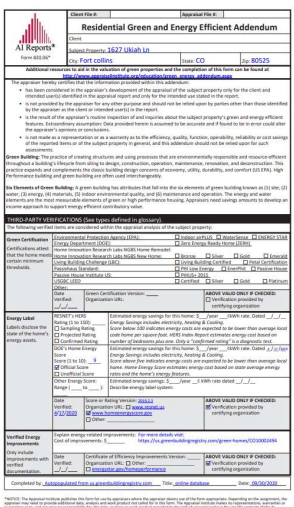
*NOTICE: This Residential Green and Energy Efficient Addendum lists relevant, public data from the GBR. It is generated with the permission of the Appraisal Institute®. Click the link below to download the form. This form may be provided to an appraiser, and the appraiser may deem use of this form appropriate in developing an opinion of the value

us.greenbuildingregistry.com

30



Green Appraisal Addendum in Green Building Registry 31




Residential Green and Energy Efficient Addendum
Form 820.06*

Client File #:	Appraisal File #:		
Residential Green and Energy Efficient Addendum			
Client:			
Subject Property: 1627 Ukiah Ln			
City: Fort Collins		State: CO	Zip: 80525
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			

Energy Label Labels disclose the state of the home's energy assets.	RESNET's HERS Rating (1 to 150): _____ <input type="checkbox"/> Sampling Rating <input type="checkbox"/> Projected Rating <input type="checkbox"/> Confirmed Rating DOE's Home Energy Score (1 to 10): 9 <input checked="" type="checkbox"/> Official Score <input type="checkbox"/> Unofficial Score Other Energy Score: _____ Range (_____ to _____): _____	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 local code home per square foot. HERS Index Report estimates energy cost based on number of bedrooms plus one. City of Fort Collins rating is a diagnostic test. Estimated energy savings for this home: \$ _____/year _____ kWh rate. Dated 4/17/2020 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. Estimated energy savings: \$ _____/year _____ kWh rate dated ____/____/____ Describe energy label system: _____
Verified Energy Improvements Only include improvements with verified documentation.	Explain energy-related improvement: Cost of improvements: \$ _____ For more details visit: https://us.greenbuildingregistry.com/green-homes/CO10002494	ABOVE VALID ONLY IF CHECKED: <input checked="" type="checkbox"/> Verification provided by certifying organization ABOVE VALID ONLY IF CHECKED: <input checked="" type="checkbox"/> Verification provided by certifying organization

Completed by: Autopopulated from us.greenbuildingregistry.com Title: online database Date: 09/30/2020

31



Green Leasing Resources 32

Colorado Residential Lease Agreement

www.ilrg.com/forms/lease-res/us/co

(with High Performance Lease Provisions added in green)

- Gross (aka Full Service) lease
- Utility allotments
- Cost-sharing agreements
- Electric and water fixture replacements

<https://www.fcgov.com/greenbuilding/files/sample-residential-high-performance-lease.pdf?1520366082>

32

City of Fort Collins

Renter's Guide 33

5 THINGS TO CHECK OFF ON YOUR NEXT RENTAL

THE EPIC HOMES RENTERS' GUIDE FOR COMFORT, HEALTH AND ENERGY SAVINGS

To help make sure your next rental is comfortable, has more predictable utility bills and has better indoor air quality, use this checklist for questions to ask the landlord or property manager, things to look for while touring a home and tips for after you move in.

1 WINDOWS

QUESTION: Are there double pane windows without metal frames throughout the whole home?

FACT: Window heat gain and loss is responsible for up to 30% of residential heating and cooling energy. Metal window frames conduct heat rapidly, making them a poor insulating material.

THINGS TO LOOK FOR: Signs of moisture, including icing on the inside of the window and/or water stains on the sill, can indicate that the windows are not efficient.

TIP: For inefficient windows, consider adding shades, blinds or window film to improve efficiency and comfort.

2 INSULATION & AIR SEALING

QUESTION: How old is the home? Has any insulation been added to the walls, attic or basement/crawlspace since the home was built?

FACT: Homes built before 2005 can be significantly under insulated and air sealed compared to homes built after 2005, which makes them less comfortable and cost more to heat and cool.

THINGS TO LOOK FOR: Moisture stains on walls and ceiling drywall indicates poorly insulated framing. See if doors are weather stripped and have a good seal when closed.

TIP: If weather stripping needs to be replaced, ask your landlord or property manager if they will replace it.

3 HEATING & COOLING (HVAC)

QUESTION: Will the HVAC system be serviced before moving in? How often is it serviced? Is it the tenant's responsibility?

FACT: Regular tune ups of the HVAC system are important to ensure proper functioning.

THINGS TO LOOK FOR: The HVAC company label on the furnace or air conditioner shows when the equipment has been serviced.

TIP: Change the air filter at least every three months to increase efficiency and indoor air quality.

4 OVEN & STOVE TOP

QUESTION: Do the oven and stove top use natural gas or electricity? Is there a range hood or microwave above it that is vented to outside?

FACT: Unvented gas stoves and ranges are a source of carbon monoxide and combustion byproducts and contribute to poor indoor air quality from cooking.

THINGS TO LOOK FOR: A range hood above the stove top that vents to outside is ideal for gas ranges and to remove cooking pollutants. Microwaves are commonly installed above electric ranges and can be used to remove cooking odors and smoke if vented to outside.

TIP: Keep burners clean and use an exhaust fan while cooking. Never use a gas range or stove to heat your home.

BONUS THINGS TO LOOK FOR: For homes with natural gas, make sure there is a carbon monoxide detector in the home.

5 RADON

QUESTION: Has there been a recent radon test? What were the results?

FACT: Radon is an invisible, odorless, radioactive gas created during the natural decay of uranium in the soil. It is drawn into homes through cracks and openings in basements, crawl spaces and slabs. The EPA action level is 4 pCi/L or above.

33

City of Fort Collins

Rental Listings 34

This home has gone through the Fort Collins Utilities Epic Homes program for improved energy efficiency. View the [Epic Certificate](#) here. We have completed the following upgrades to increase the comfort of this rental:

- Air Sealing
- Insulation
- New Gas Furnace
- New Air Conditioner
- New Gas Water Heater
- Whole House Fan

THIS IS AN
EPIC
HOME

City of Fort Collins
Utilities

34

EPIC HOMES RENTALS

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



"It was easy. We were told, 'Here are the top improvements you could do right now to save money and increase comfort.' We thought, 'If we're going to be comfortable, why not do the same for our tenants?' Then, we could tell them that they'll benefit from our investment."
— Mark and Wendy S.

Epic Homes for Rentals can help you stay competitive in the rental market, keep good tenants longer and maintain your investment with easy energy efficiency upgrades.

Did you know?

Turning over a rental property costs an average of \$2,500. Keeping your tenants comfortable in a healthy living environment with stable utility bills is a win for everyone.

Is your rental underperforming?

Do your tenants notice drafts? Do certain rooms always seem too hot or cold? For some, an entire level of the home fails to reach the right temperature – no matter how often the furnace or air conditioner runs.

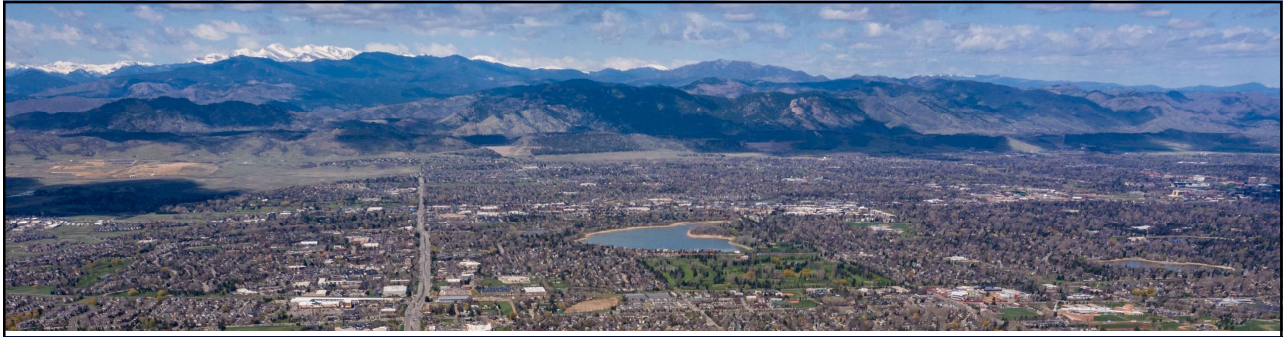
What are the risks?

An underperforming home can have higher utility bills. Additionally, homes with excessive air leakage may allow pollutants to enter the living space, contributing to health and safety risks.

Epic Homes helps your single-family rental achieve maximum performance.

fcgov.com/epicrentals

QUESTIONS?



THANK YOU!

For More Information, Visit

fcgov.com/epichomes

epichomes@fcgov.com



37

Backup Deck

38

38

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



39

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



MARIA VASQUEZ
Real Estate Agent

Real Estate Company

516-123-9876

connect@mvasquez.com
www.mvasquez.com

65 Main St. Suite 100
Anytown, NY 11709
516-123-9877



Each office is independently owned and operated 

40

City of Fort Collins
Participation agreement | 41



Overview
Epic Homes Real Estate Allies provide energy efficiency insights for past, current and prospective homebuyers and sellers by using Fort Collins Utilities branded content for emails, newsletters, listing services and marketing collateral.

Network Benefits

- Access to free materials and content to help market energy efficient home upgrades to customers.
- Stand out as a designated energy efficiency champion.
- Gain customer leads through the Epic Homes Real Estate Ally webpage and Efficiency Works™ Homes participating contractors.
- Leverage the Fort Collins Utilities Epic Certificate to sell newly updated homes.
- Help engage past, current and prospective homebuyers and sellers, through Utilities' Epic Homes branded content.

The Epic Homes Real Estate Ally Network is open to all professionals in the real estate industry, including real estate agents/brokers, mortgage brokers, appraisers and home inspectors.

How to Join the Network

Step 1: Maintain active Real Estate licensing in the state of Colorado.
Optional: You may list your proficiency in a "green" (building/property) designation as:

- [EcoBroker®](#)
- [National Association of REALTORS® Green Designation](#)
- [LEED Professional](#)
- [HERS Associate](#)

Step 2: Attend one free Epic Homes training annually.
Epic Homes training opportunities are listed at fcgov.com/real-estate-ally.

Step 3: Enroll.
After completing the Epic Homes training, you will receive enrollment forms and be eligible to join the network.

You are required to provide your current Colorado Real Estate Agency license number or certification number appropriate to your field.

Step 4: Maintain your Network status.
To maintain your status, participate annually in an Epic Homes training and use the Real Estate Ally Network toolkit accurately and regularly in your own marketing throughout the year.

Questions? Call (970) 416-4239



Epic Homes Real Estate Ally Application

STEP 1: Provide participating company information

Company Name _____

Contact Name _____

Title _____ Office Phone _____

Cell Phone _____ Email _____

Website _____

Company Physical Address _____

City _____ State _____ Zip Code _____

Company Mailing Address _____

City _____ State _____ Zip Code _____

Years in Business _____ No. of Employees _____

Please indicate any additional services you or your company are qualified to offer Epic Homes customers related to selling/buying homes with energy efficient features.

Colorado Green Disclosure

Appraisal Institute Green Addendum

Solar system contracts

Green Leasing

Energy Efficient Mortgages

STEP 2: Attach Required Documentation

Please attach the following:

- A list of your three most recent customers with a listing that highlighted "green features." Be sure to include the customer's contact information.
- Copy of an active real estate license
- Copy of certificate of proficiency in a green designation (optional)
- Copy of certificate of Good Standing from Colorado Secretary of State (if a partnership, LLC or corporation). Accessible here: sos.state.co.us/soz/BusinessInquiryCriteria


41

City of Fort Collins
Next Steps & Resources | 42

EPIC HOMES CERTIFICATE

Fort Collins' real estate market now recognizes home energy upgrades as beneficial home features. Similar to the miles per gallon (mpg) of your vehicle, the Home Energy Score (HES) allows homeowners and buyers to estimate home energy use and compare home performance.


After you've completed Efficiency Works Homes upgrades, showcase the added value of your efficiency investments to your home with the Epic Certificate. [View a sample certificate.](#)



Claim Your Epic Certificate

Over 1,500 homes in Fort Collins have an Epic Certificate and are showcasing Home Energy Scores. Join homes across Fort Collins and claim your Epic Certificate today.


[Claim Now](#)



Epic Homes in Fort Collins

See the Epic Certificates of other Fort Collins homes. The data is verified by Fort Collins Utilities and captures the green and energy efficiency assets of a home.

[View Now](#)



Real Estate Ally Network

Epic Real Estate Allies are trained and knowledgeable about all components of Epic Homes. Are you a real estate professional interested in joining the network?

[Learn more](#)

fcgov.com/epichomes

42

- Provide greater comfort
- Ensure a healthier living environment
- Are more durable and resilient
- Have predictable utilities bills



"This particular rental was the cleanest, most comfortable place we have lived in Ft. Collins. I believe that the home efficiency improvements contributed to that."

- Matt S., Epic Rental tenant