

2025 REALTORS® RESIDENTIAL SUSTAINABILITY REPORT



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REALTORS®

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Table of Contents

3	REALTOR® Sustainability Program
3	Residential Executive Summary
4	Summary of Survey Responses
24	NAR Survey Respondents
24	Methodology

REALTOR® Sustainability Program

The National Association of REALTORS® (NAR) is a leader in the dialogue on real estate sustainability among real estate agents, brokers, trade associations, and consumers. Identifying the growth of sustainability in real estate, the REALTOR® Sustainability program conducts outreach to members, trade associations, and agencies to raise awareness and engagement in NAR sustainability efforts. The program coordinates association benefits and resources for its members. It also introduces corporate social responsibility and triple bottom line concepts into NAR's decision-making practices, allowing NAR to educate and support sustainability in real estate through environmental, social, and economic contexts.

Vision Statement: REALTORS® thrive in a culture of sustainability that promotes viability, resiliency, and resource efficiency.

Member Mission: Provide leadership and strategies on sustainability topics that benefit members, REALTOR® associations, and communities.

To find out more, visit nar.realtor/sustainability.

Residential Executive Summary

In April 2025, NAR surveyed its residential-focused members about sustainability issues facing the industry. The findings are as follows:

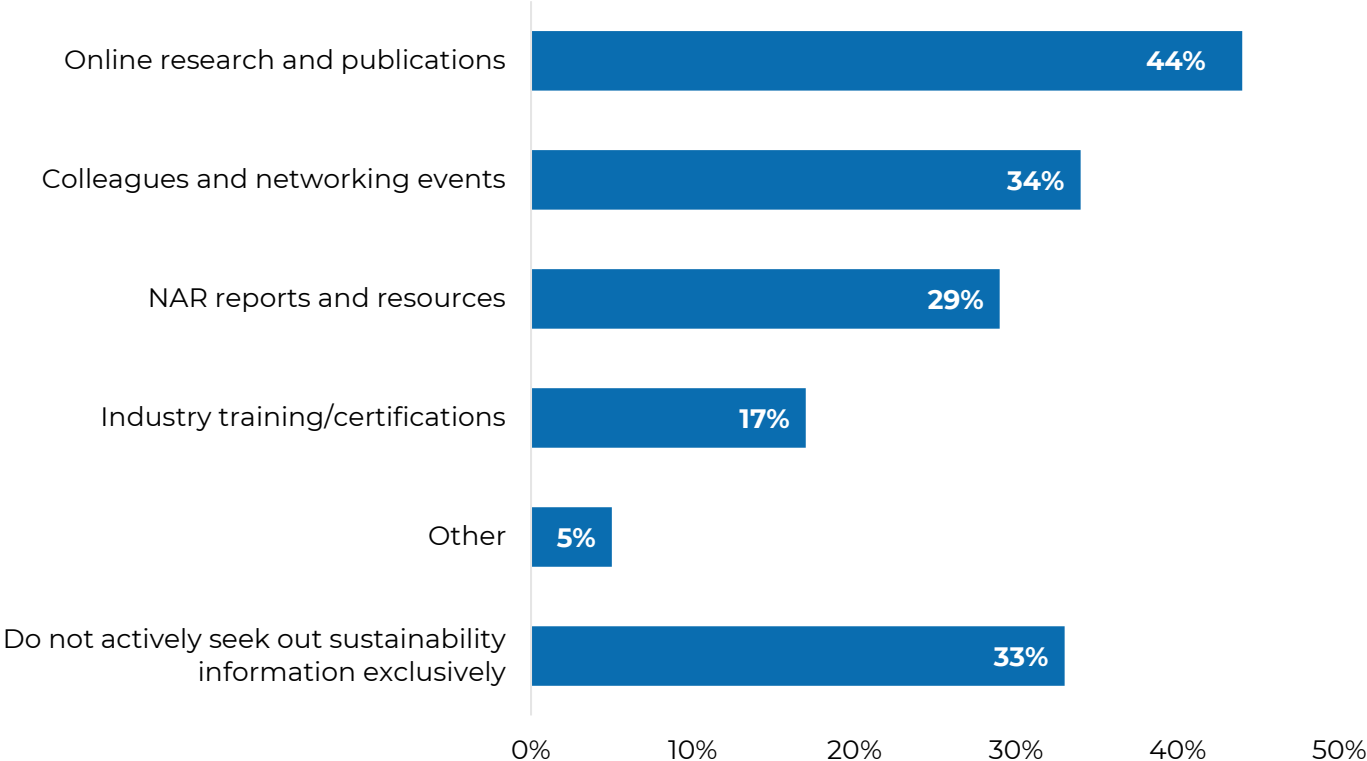
Residential Highlights

- **Client interest in energy efficiency is increasing.** Forty-two percent said clients rarely ask about energy upgrades, a steep rise from seven percent in 2024. Those reporting that clients never ask declined from 57 percent to 29 percent.
- **Green MLS data is underutilized.** Forty-four percent said their MLS includes green data fields, but nearly half (47%) of those with access do not use them.
- **The most important green home features for clients are windows, doors, and siding,** with 37 percent rating them as very important.
- **Transportation convenience matters to clients.** Thirty percent rated proximity to frequently visited places as very important, followed by commute time (29%) and highway access (26%).
- **Appraiser awareness is uncertain.** Seventy-three percent of respondents were unsure whether local appraisers were properly educated on the value of sustainability features, and 56 percent were unsure whether appraisers recognize the value of these features in valuations.
- **The most cited sustainability knowledge challenges** were understanding how solar panels impact transactions (58%) and valuing homes with solar panels (52%).
- **Financial incentives drive demand.** Nearly half of respondents (47%) said financial incentives such as tax credits or rebates would increase demand for sustainable homes the most, followed by higher resale value (31%) and consumer awareness of energy cost savings (30%).
- **Climate risk is rarely considered.** The majority (58%) of respondents reported that fewer than one-fourth of their clients consider climate or environmental risk during purchase decisions.
- **More than two in five REALTORS® worked with green properties.** Forty-two percent of respondents had been involved with a property with green features in the past 12 months.

Summary of Survey Responses

Sustainability Trend Information Sources

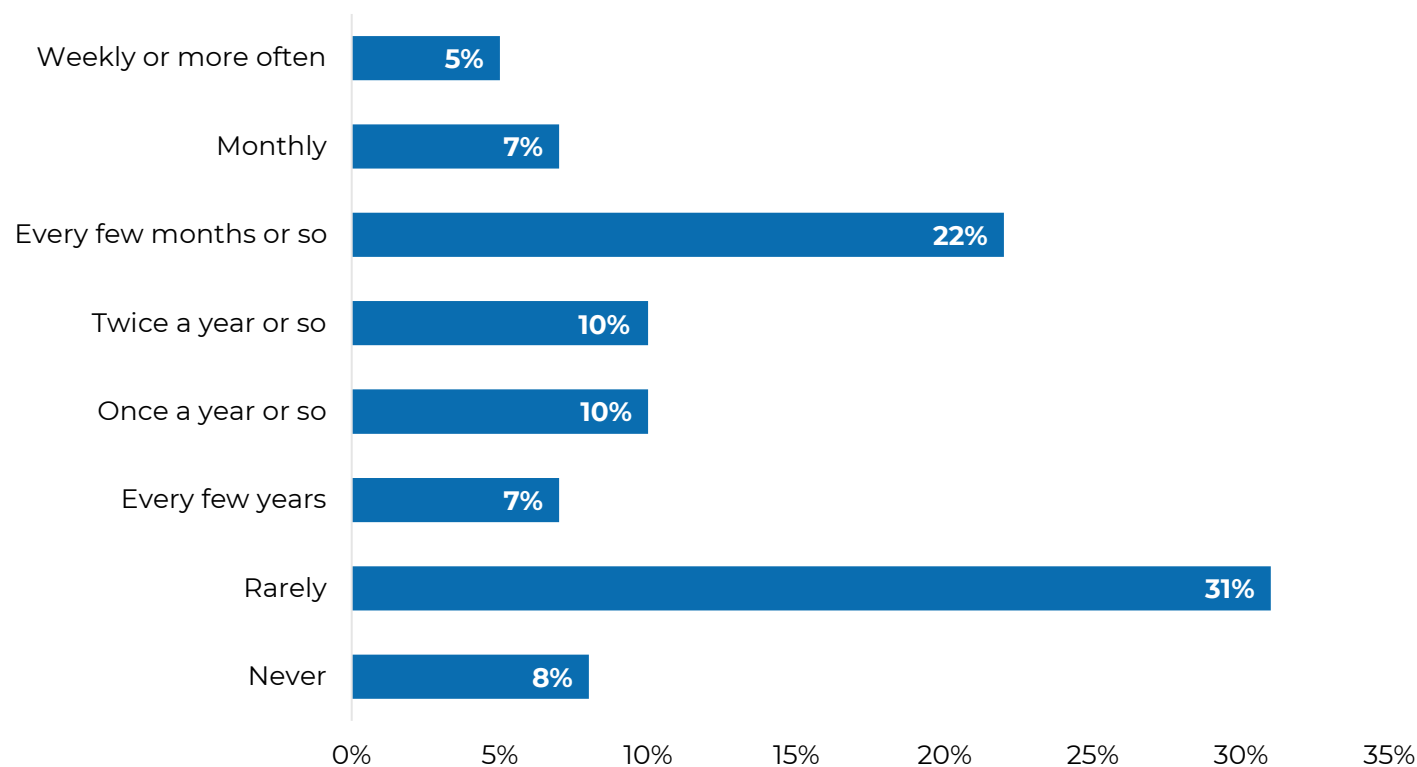
- Online research and publications were the most common source of sustainability information (44%) for REALTOR® respondents, followed by colleagues and networking events (34%), and NAR reports and resources (29%).
- About one-third of respondents (33%) reported they do not actively seek out sustainability information exclusively.



Summary of Survey Responses

Frequency of Working with Sustainability Elements

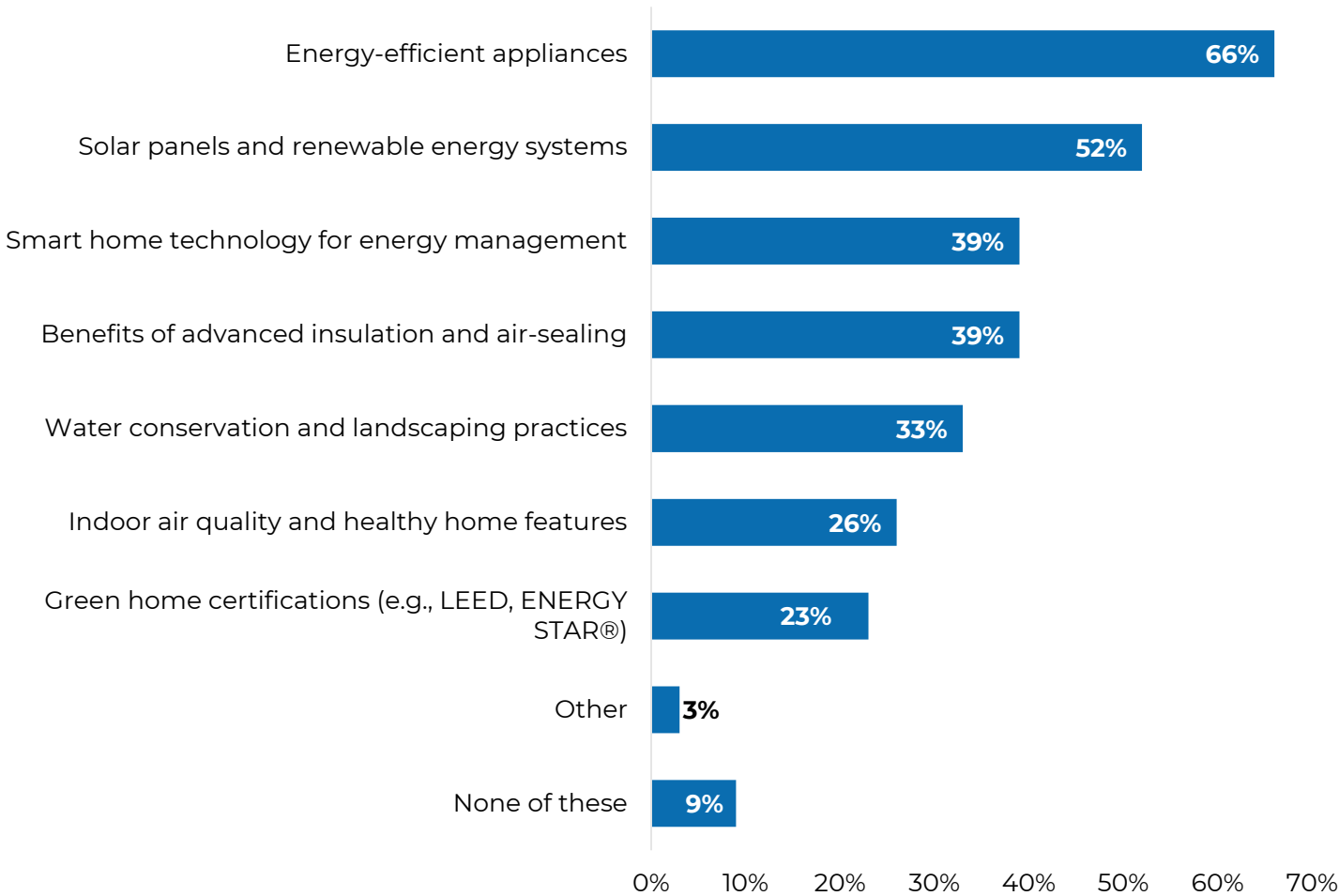
- REALTORS® most often reported that they rarely work with homes featuring sustainability elements (31%); however, more than one-fifth reported that they work with these homes every few months or so (22%).



Summary of Survey Responses

Knowledge of Sustainability Topics

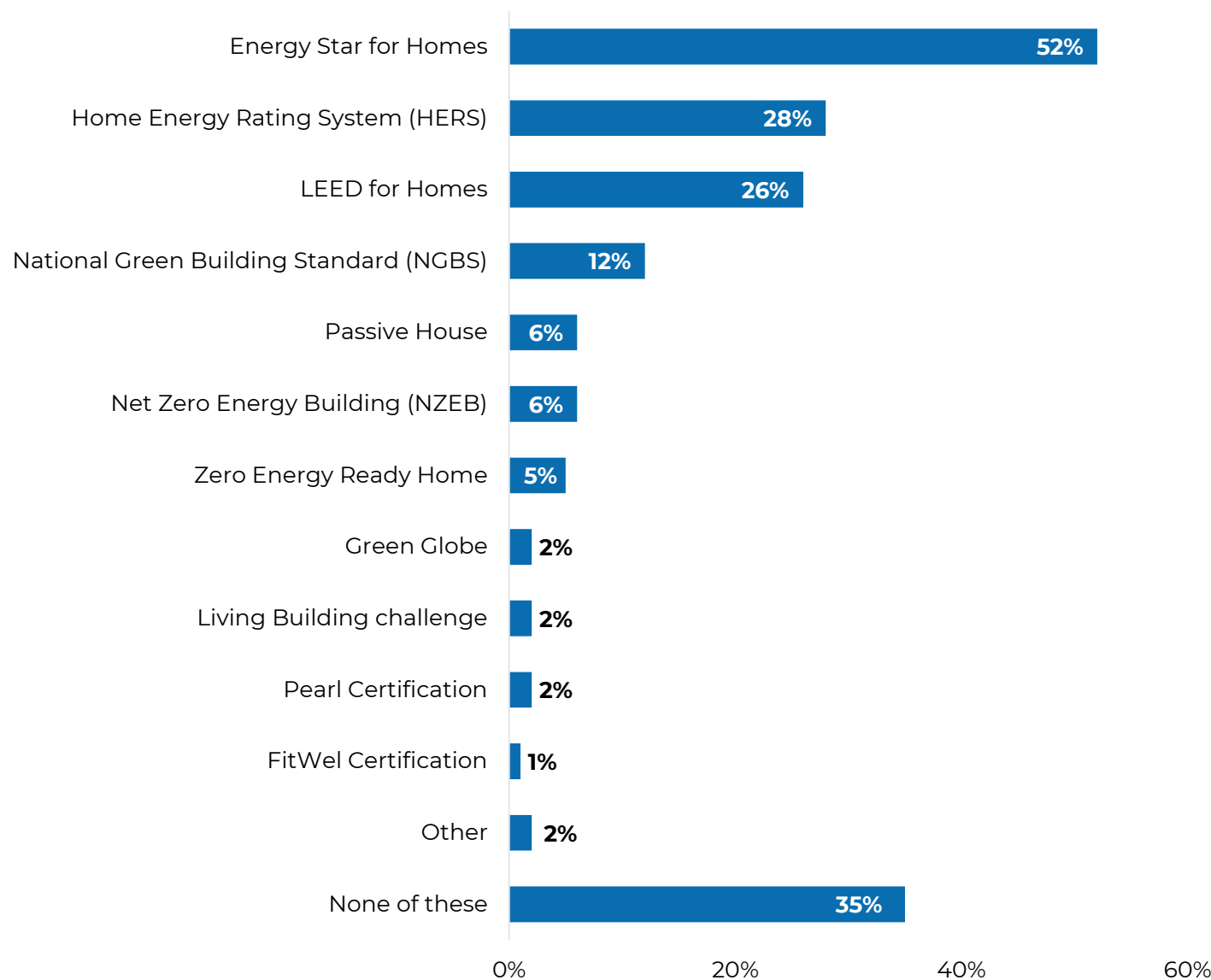
- REALTORS® were most knowledgeable about energy-efficient appliances (66%) and solar panels/renewable energy systems (52%).
- Roughly two-fifths respondents cited familiarity with both smart home technology for energy management (39%) and the benefits of advanced insulation and air-sealing (39%).



Summary of Survey Responses

Familiarity with Certifications and Ratings

- REALTOR® respondents indicated they are most familiar with Energy Star for Homes (52%), followed by Home Energy Rating System (HERS) (28%), and LEED for Homes (26%).
- Thirty-five percent of respondents were unfamiliar with any certifications or ratings listed.

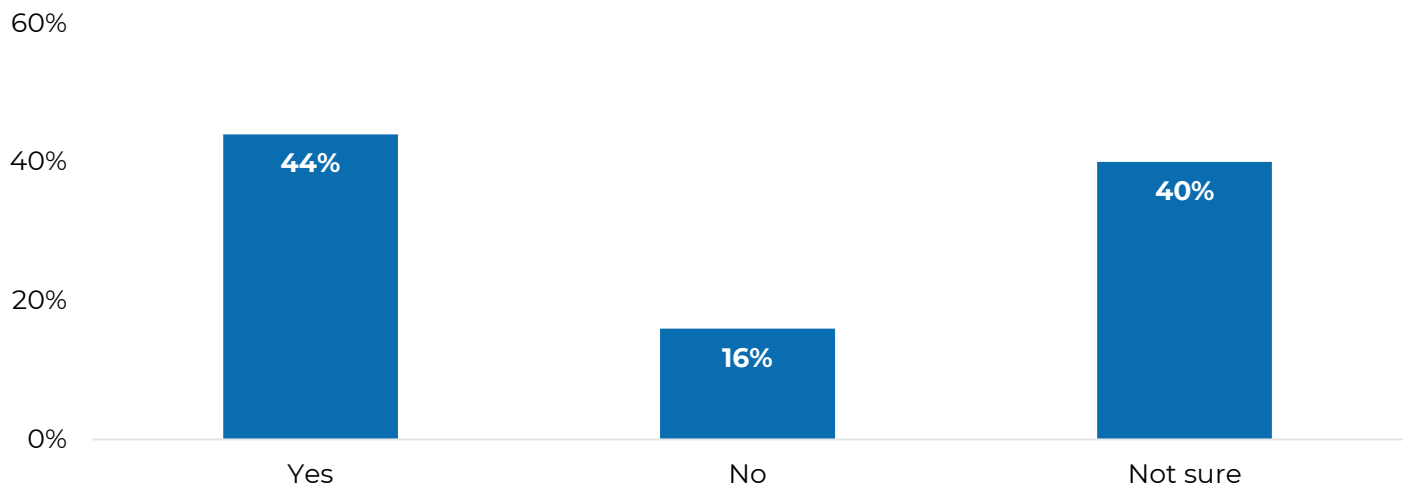


Summary of Survey Responses

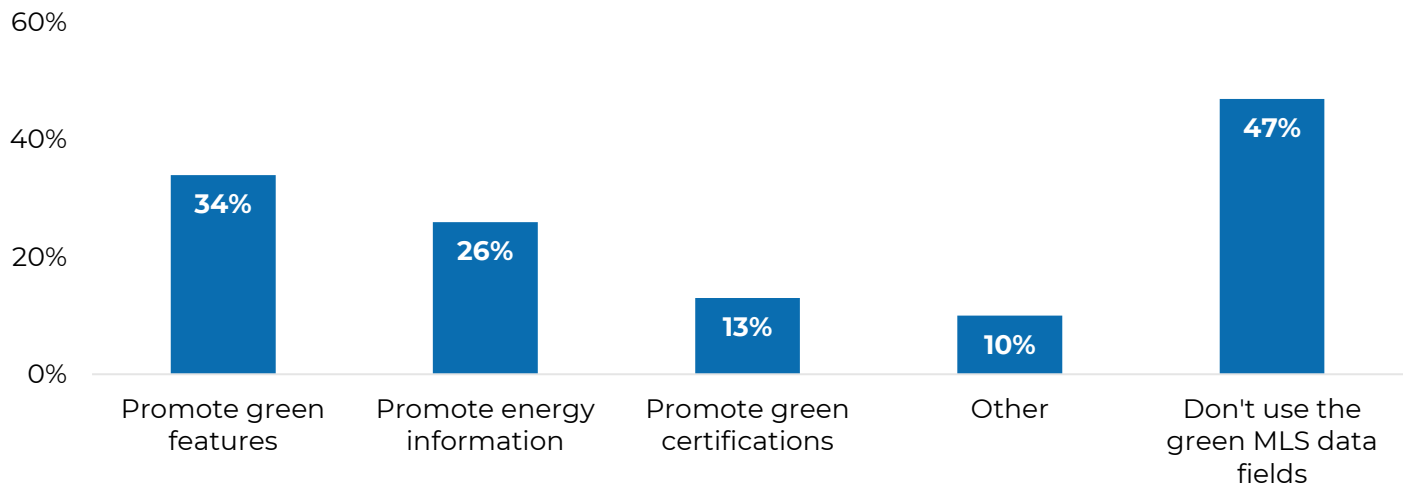
Multiple Listing Service

- Forty-four percent of REALTORS® reported that their Multiple Listing Service (MLS) currently includes green data fields in listings, while forty percent were not sure.
- Among respondents who have MLS green data fields, the most common uses were to promote green features (34%), promote energy information (26%), and to promote green certifications (13%).
- Nearly half of respondents with access to green data fields said they do not use them (47%).

MLS Green Data Fields



Uses of MLS Green Data Fields

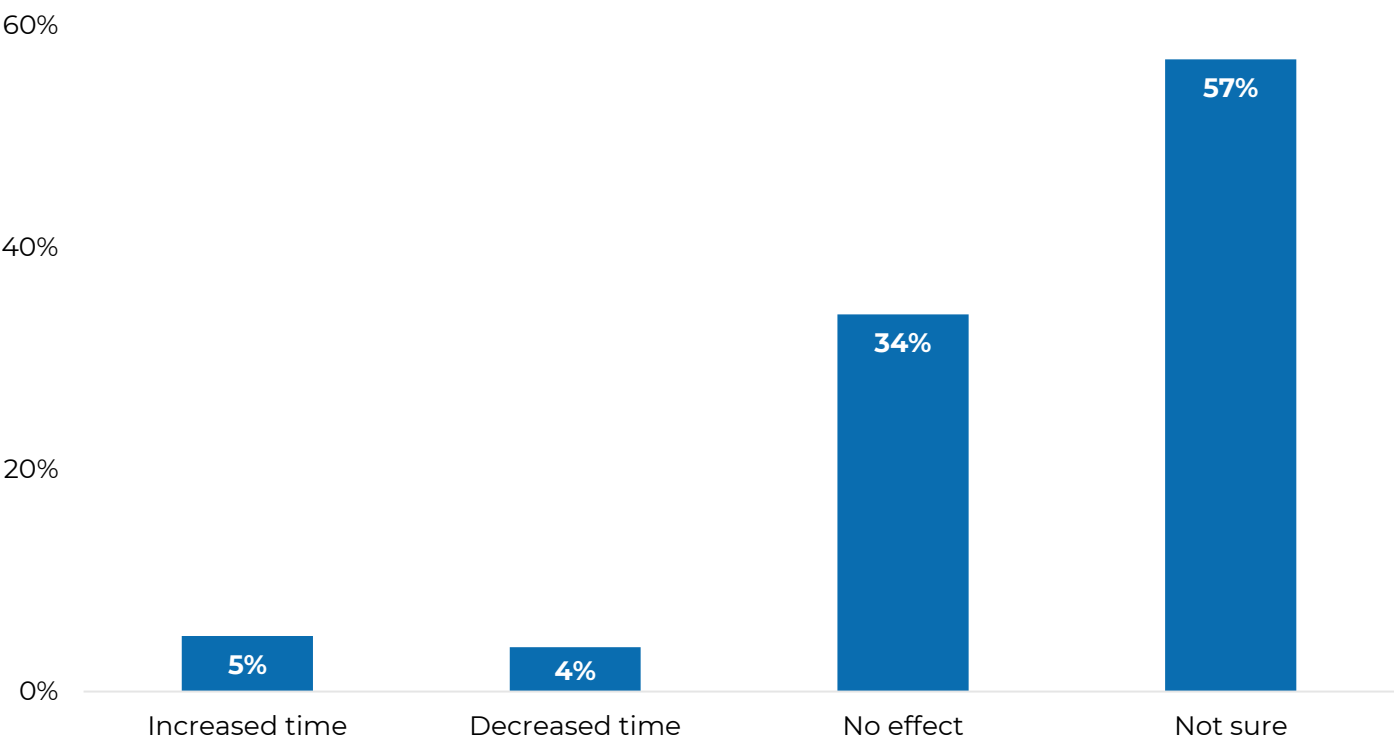


Note: Respondents were permitted to select as many responses as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

Summary of Survey Responses

Time on Market – Homes with Green Certifications

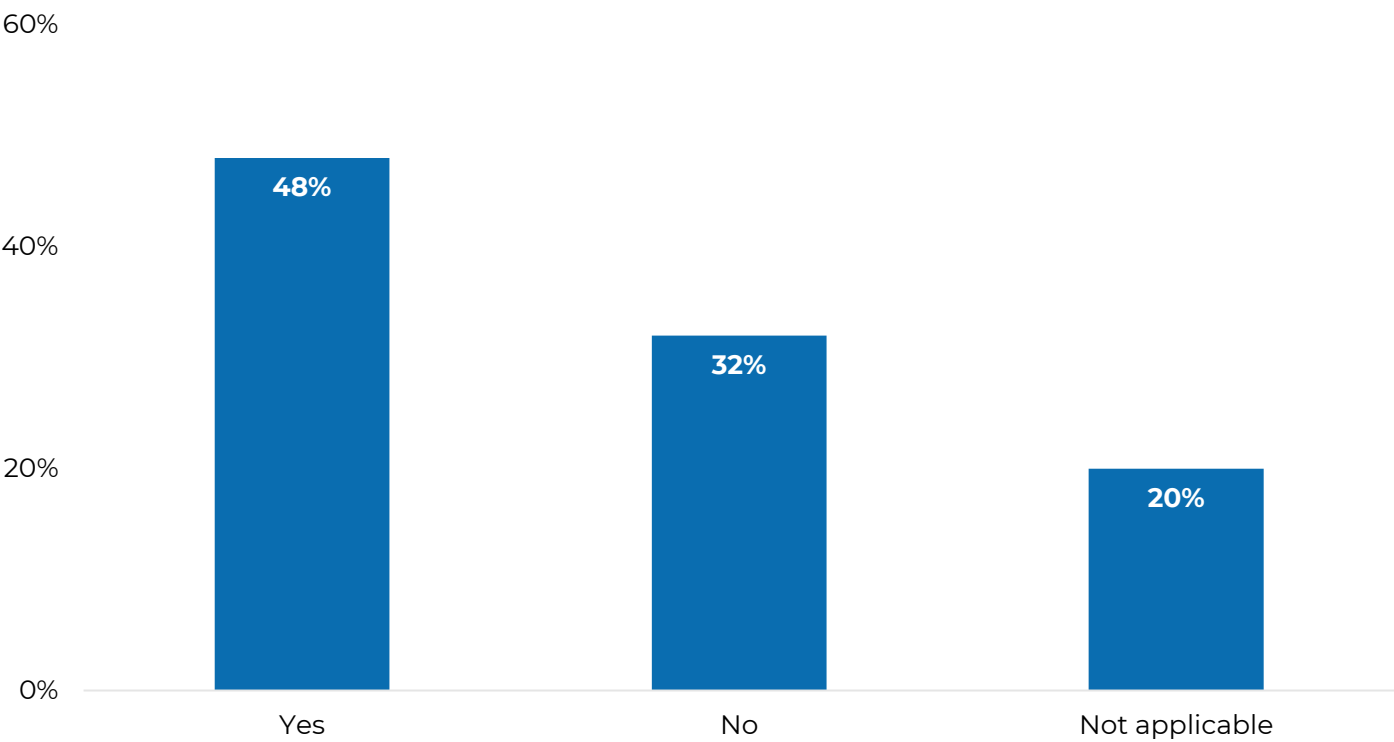
- Thirty-four percent of respondents said they believed homes with green certifications, such as LEED, Energy Star, or NGBS, spent neither more nor less time on the market.
- Very few respondents thought these certifications had an impact, with five percent reporting increased time and four percent reporting decreased time on the market.



Summary of Survey Responses

Perceived Selling Difficulty of Homes with Solar Panels

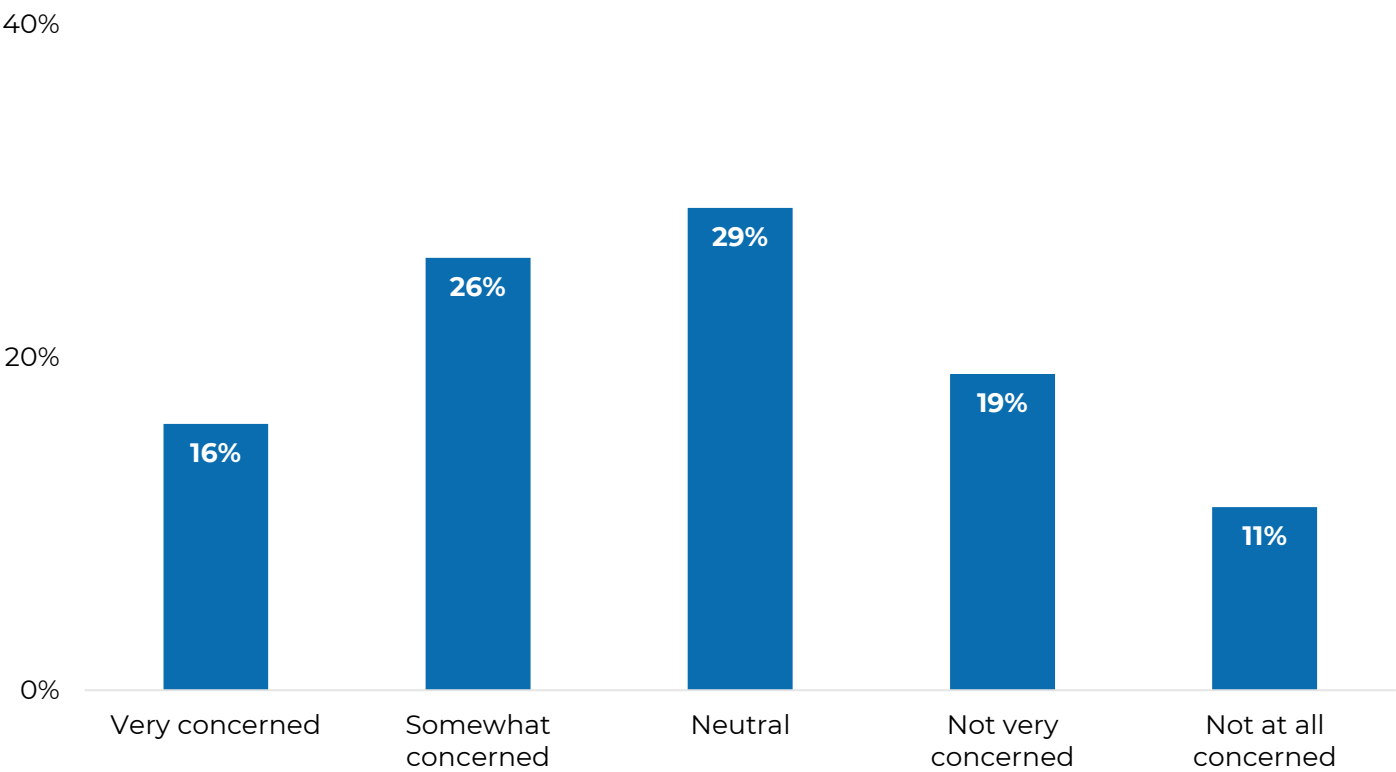
- Nearly half of REALTORS® (48%) said they believe having solar panels makes it more difficult to sell a home.
- About one-third (32%) did not view solar as a selling difficulty.



Summary of Survey Responses

Impact of Environmental Events on Market

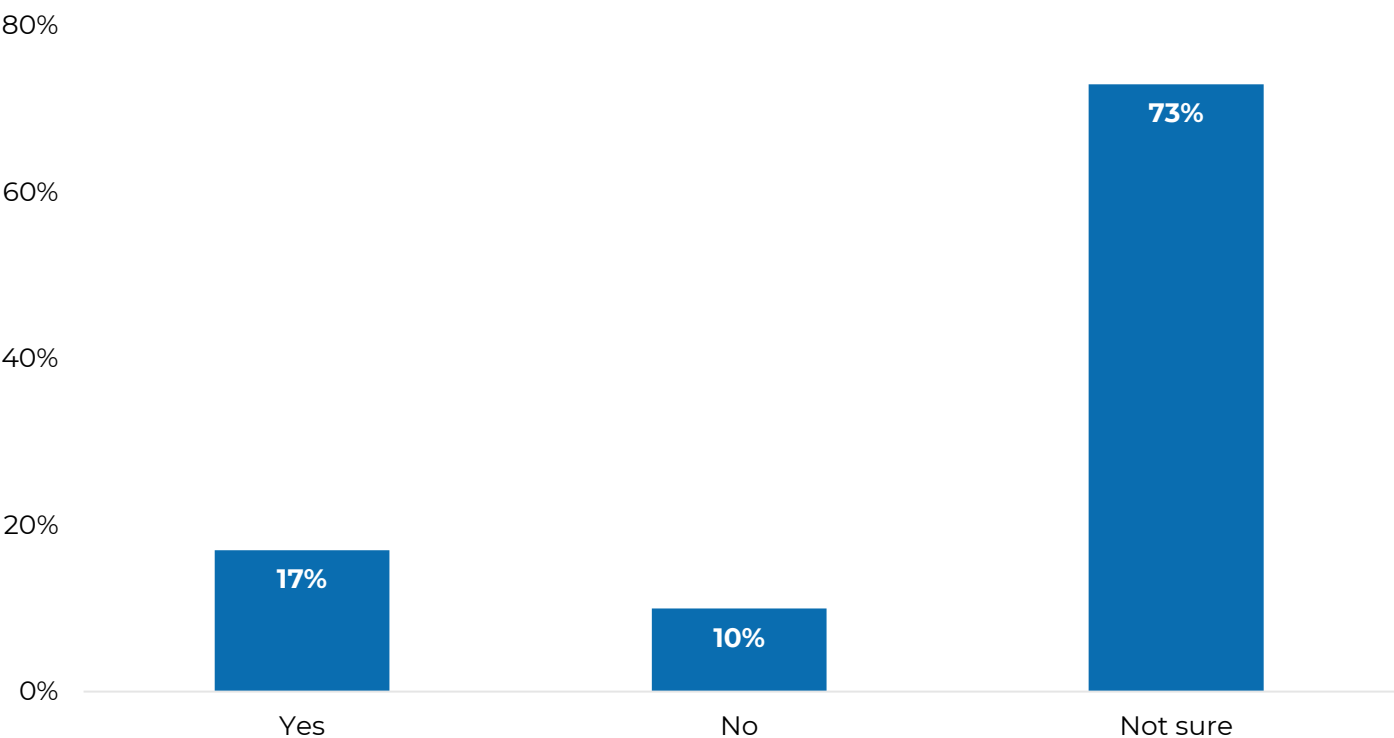
- Forty-two percent of REALTORS® were somewhat or very concerned about the effects of environmental events on real estate transactions in their market.
- Contrastingly, 30 percent of respondents were not very concerned or not at all concerned.



Summary of Survey Responses

Local Appraisers Educated on Value of Sustainable Home Features

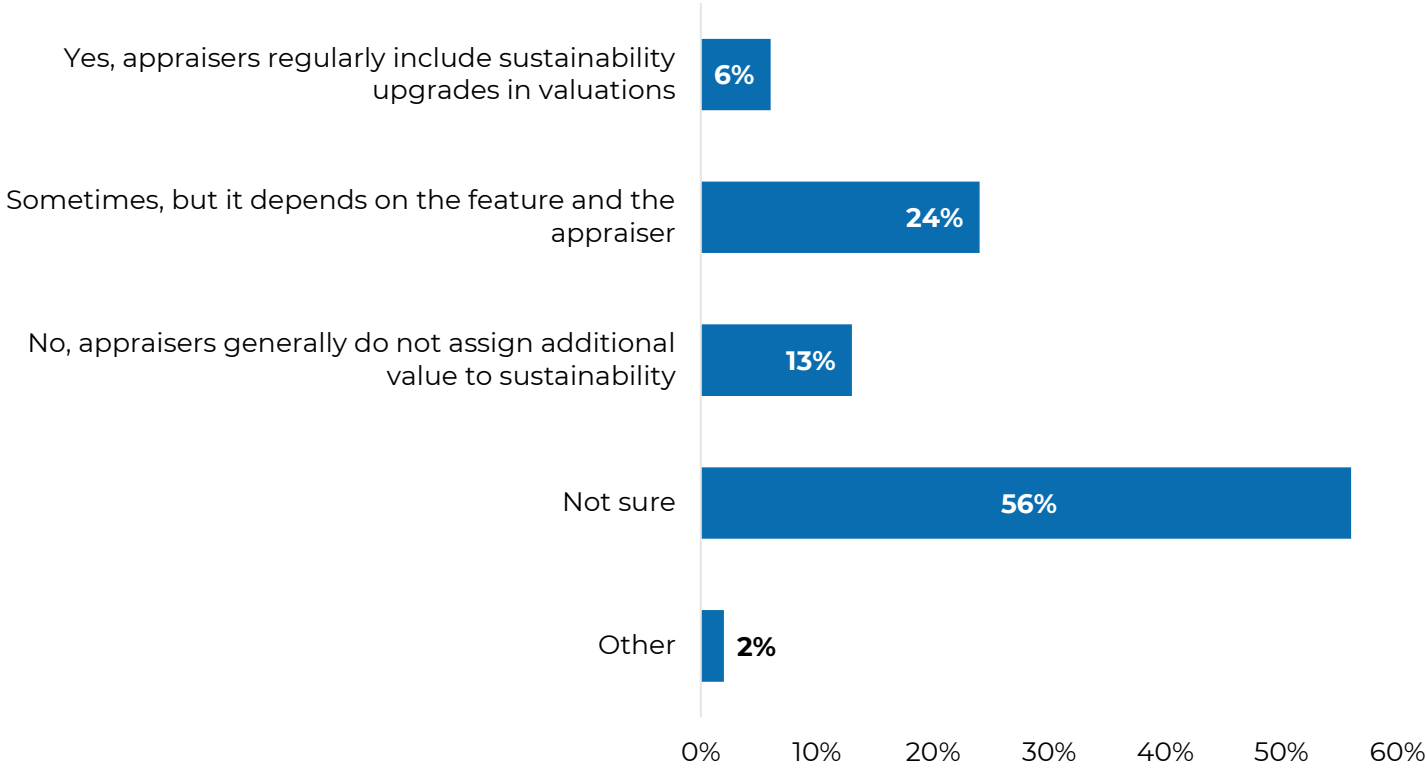
- The majority of REALTORS® (73%) said they were not sure whether appraisers in their area are educated on the added value of sustainability features in home valuations.
- Only 17 percent reported that appraisers in their area were educated on the value-add of sustainability features.



Summary of Survey Responses

Local Appraisers Recognize Added Value of Sustainable Home Features

- The majority of respondents (56%) said they were not sure if appraisers in their area recognize the added value of sustainable home features.
- About one-fourth (24%) responded that appraisers sometimes account for sustainability, depending on the feature and the individual appraiser.

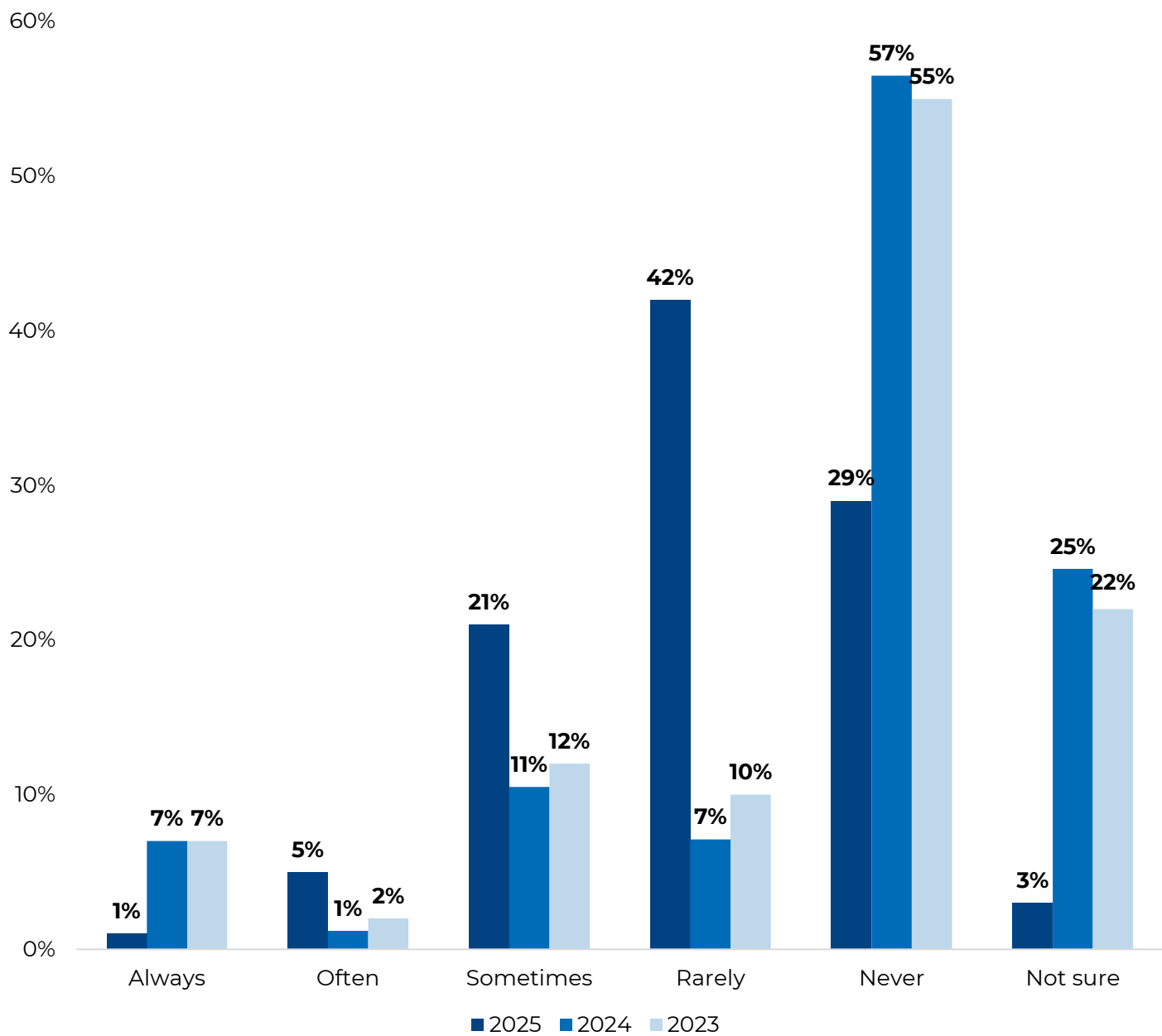


Summary of Survey Responses

Clients Ask for Advice About Energy Efficiency Upgrades

- In 2025, six percent of respondents said clients asked for advice on energy efficiency upgrades always or often, while 21 percent said sometimes.
- The largest share of respondents (42%) in 2025 reported that clients rarely asked for such advice, a significant increase from 2024 (7%) and 2023 (10%).
- Compared to prior years, the share of clients rarely asking increased in 2025 (42% vs 7% in 2024), while those reporting never being asked declined (29% vs 57% in 2024).

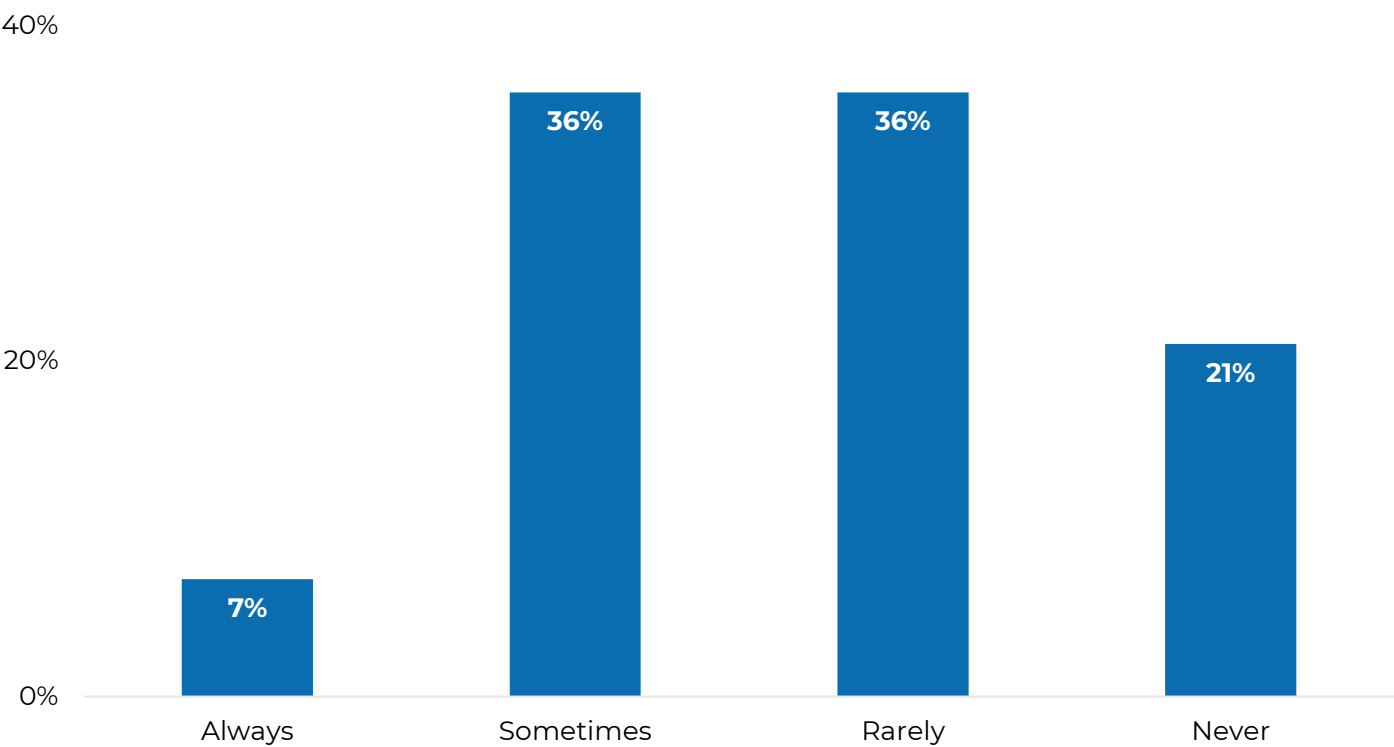
Ask For Advice About Energy Efficiency Upgrades



Summary of Survey Responses

Promoting Sustainability

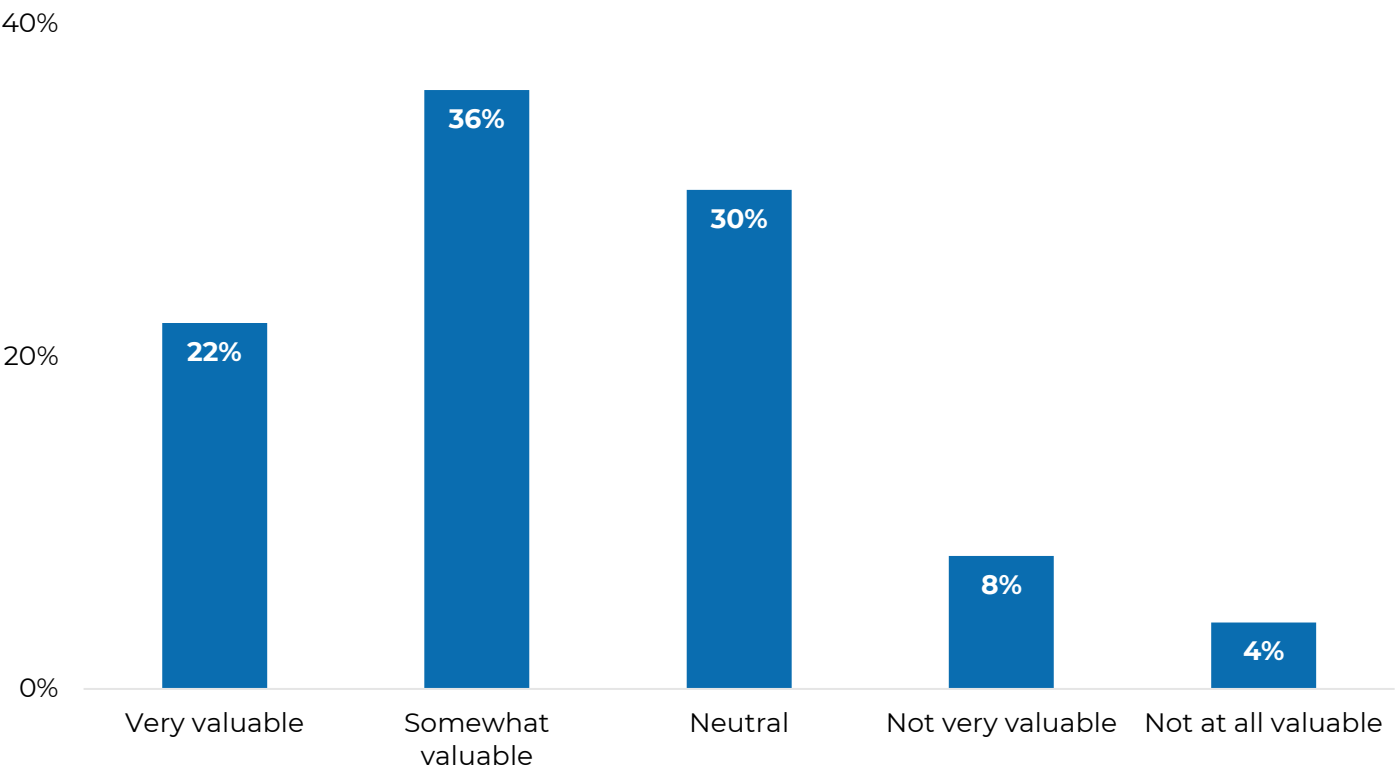
- REALTORS® were evenly split when reporting that they sometimes (36%) or rarely (36%) educate clients about the benefits of sustainable home features.
- About one in five (21%) said they never discuss sustainability with clients, and less than one-tenth (7%) reported that they always actively promote sustainability in their client conversations.



Summary of Survey Responses

Value of Energy Efficiency Promotion in Listings

- Nearly three in five (58%) respondents reported that promoting energy efficiency in listings is very or somewhat valuable.
- Nearly one-third (30%) remained neutral on the value of energy efficiency promotion in a home listing.

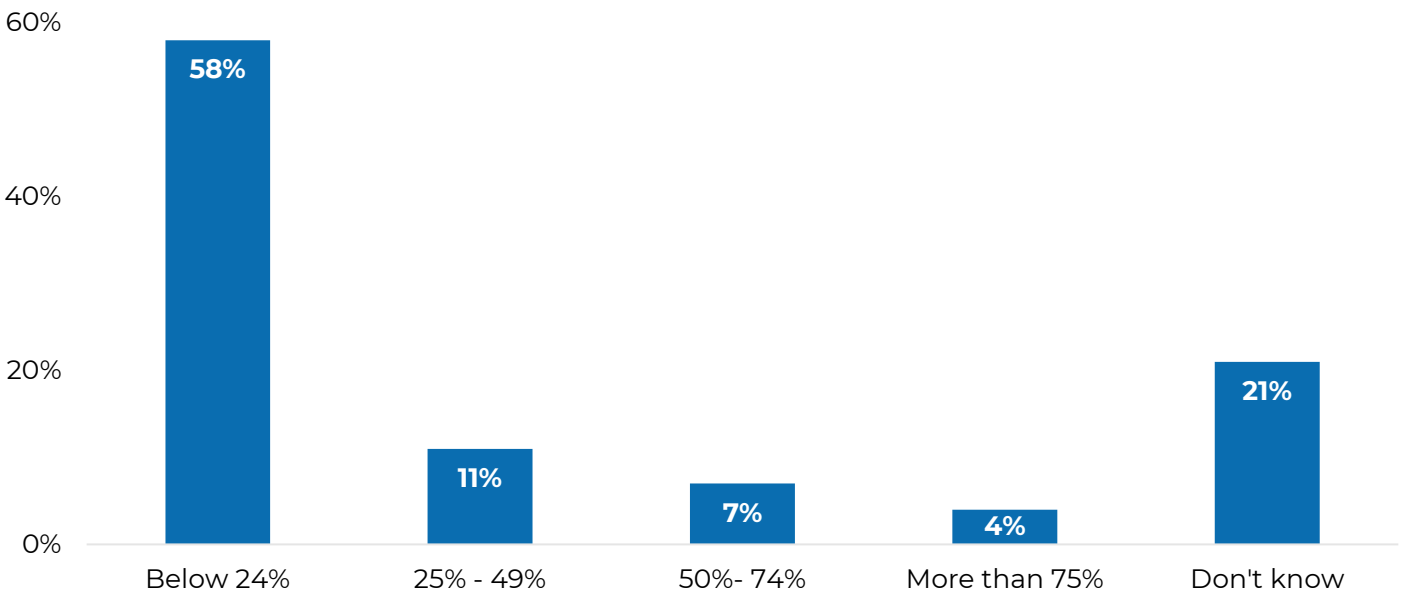


Summary of Survey Responses

Consideration of Climate or Environmental Risk in the Purchase Process

- The majority of REALTOR® respondents (58%) said that fewer than one-fourth of their clients consider climate or environmental risk in their purchase decisions.
- One in five respondents (21%) were unsure of their clients' consideration of climate and environmental risks.

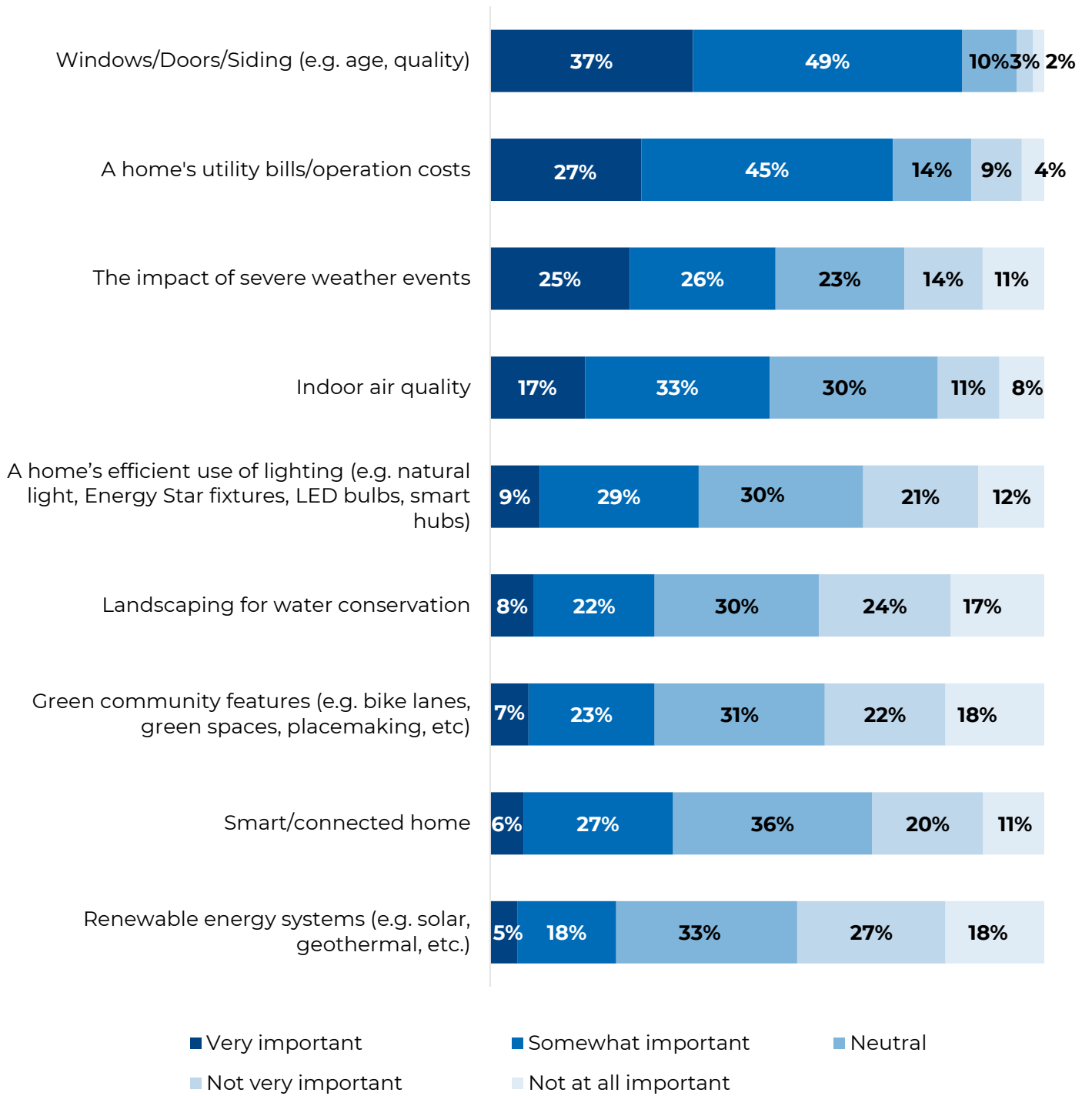
Percent Of Clients Who Consider Climate And Environmental Risk



Summary of Survey Responses

Important Green Home Features

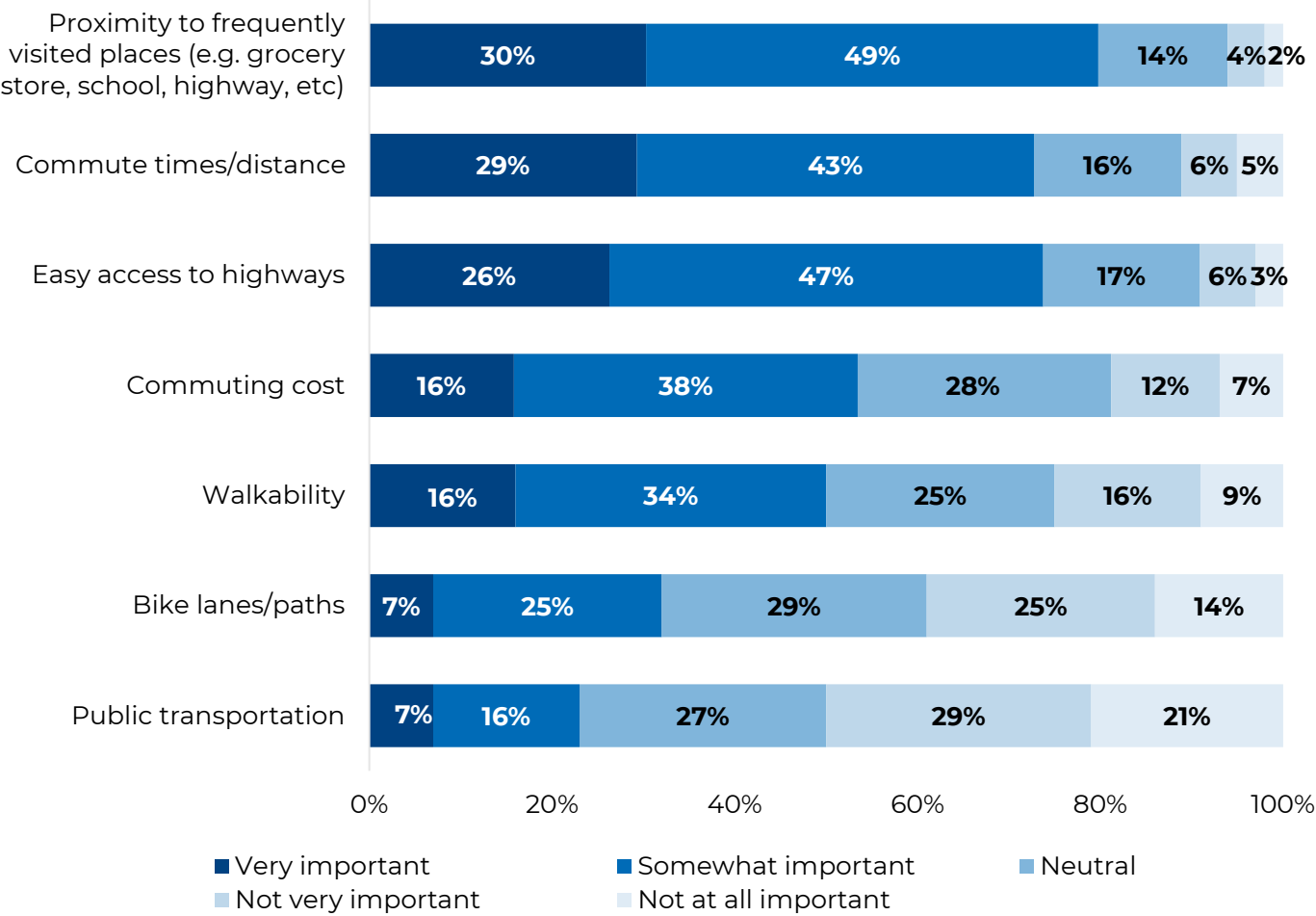
- Respondents indicated that windows, doors, and siding were the most important green home features for clients, with thirty-seven percent rating them as very important and 49 percent as somewhat important.
- Utility bills and operating costs were also a priority, as well as the impact of severe weather events.



Summary of Survey Responses

Transportation and Commuting Features

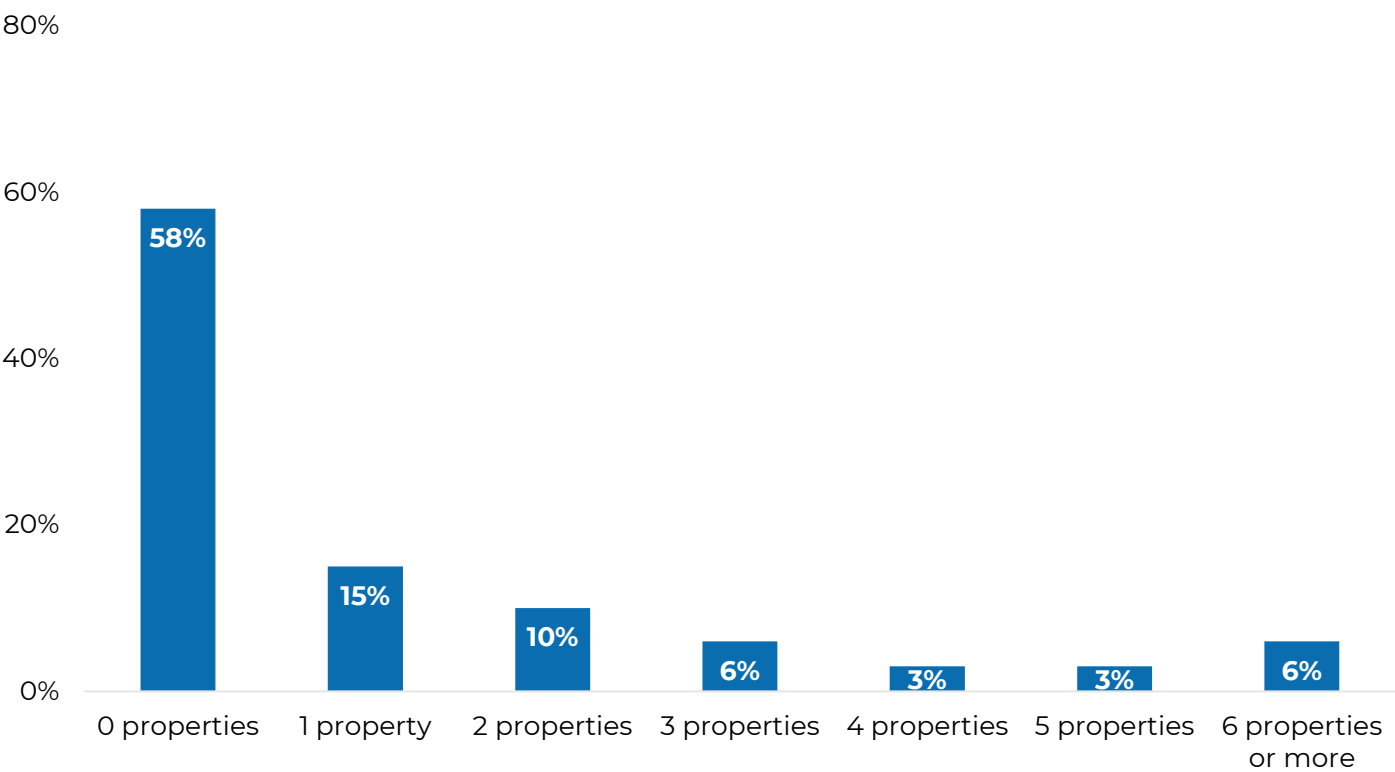
- REALTOR® respondents noted proximity to frequently visited places as a top priority for clients, with thirty percent rating it as very important and 49 percent rating it as somewhat important.
- Commute times/distance and easy access to highways also ranked as top priorities for clients.



Summary of Survey Responses

Properties with Green Features Involved with in Past 12 Months

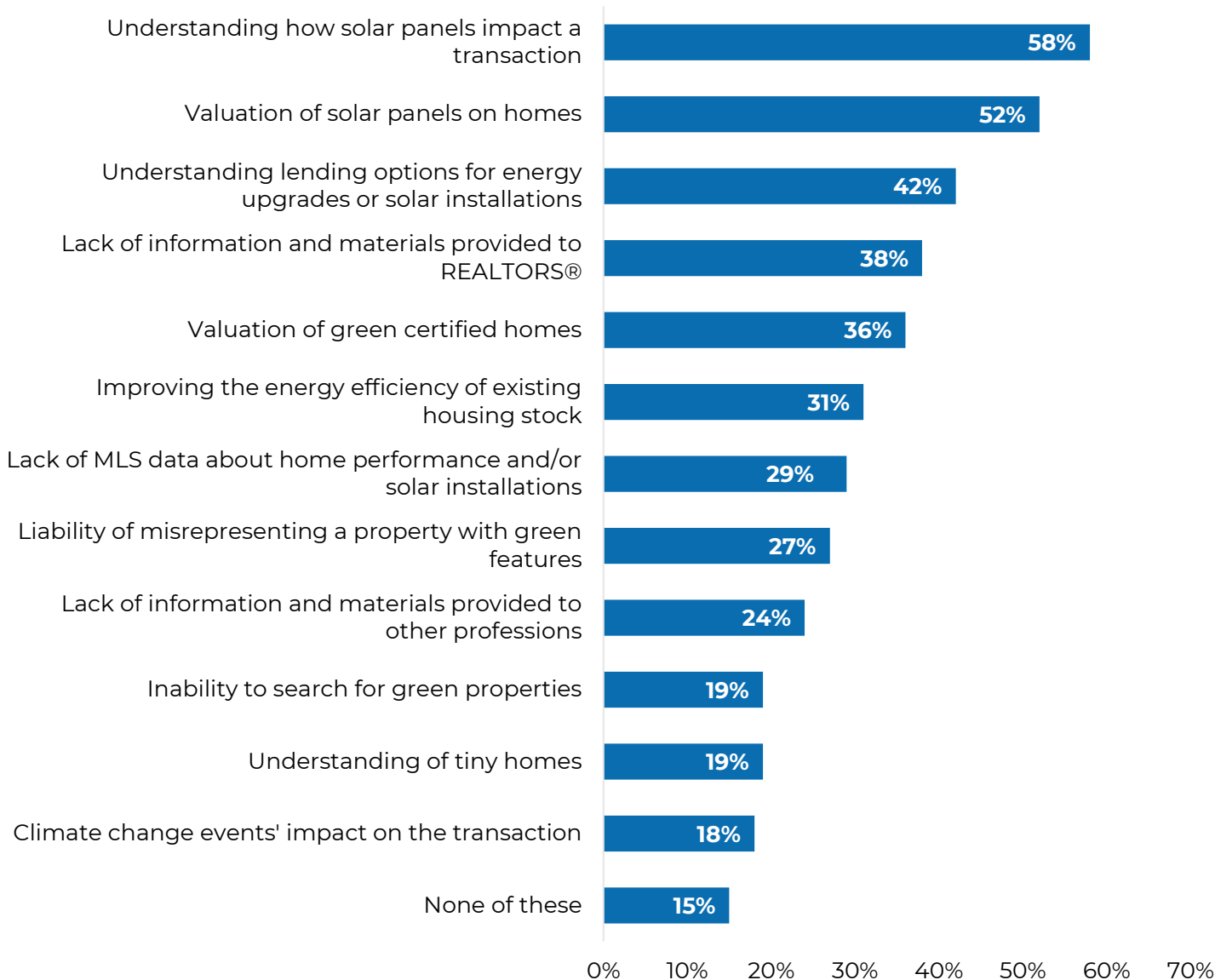
- More than two in five (42%) respondents reported they had been involved with a property featuring green features in the past twelve months.
- Fifteen percent reported involvement with one property, while 10 percent reported involvement with two properties.



Summary of Survey Responses

Challenges or Considerations

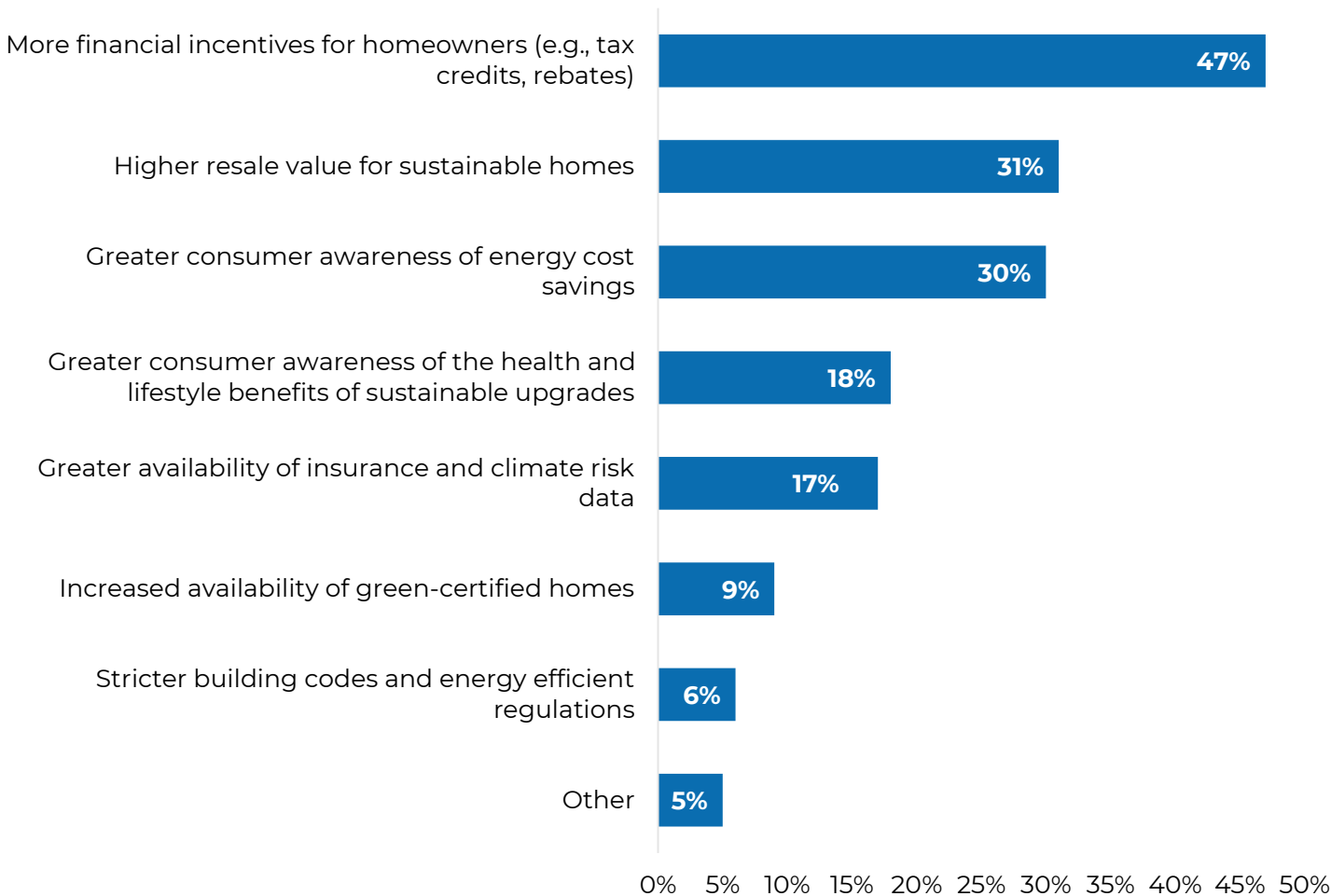
- The top challenges and/or considerations related to sustainability knowledge were understanding how solar panels impact a transaction (58%) and the valuation of solar panels on homes (52%), followed by understanding lending options for energy upgrades or solar installations (42%).



Summary of Survey Responses

Factors Increasing Demand for Sustainable Homes

- Nearly half of respondents (47%) said that more financial incentives for homeowners, such as tax credits or rebates, would increase demand for sustainable homes the most.
- Nearly one-third pointed to higher resale value for sustainable homes (31%) and greater consumer awareness of energy cost savings (30%) as key drivers.



Respondents were instructed to select the top two factors.

Summary of Survey Responses

Regional Breakouts

Level of Sustainability Training

	NORTHEAST	MIDWEST	SOUTH	WEST
Extensive training	6%	6%	4%	11%
Moderate training	25	20	21	24
Limited training	34	32	41	37
No training	35	43	35	28

Value of Energy Efficiency Promotion in Residential Listings

	NORTHEAST	MIDWEST	SOUTH	WEST
Very valuable	15%	22%	17%	29%
Somewhat valuable	41	28	39	38
Neutral	31	37	29	25
Not very valuable	10	10	9	4
Not at all valuable	3	3	6	3

Impact of Environmental Events on Market

	NORTHEAST	MIDWEST	SOUTH	WEST
Very concerned	7%	14%	15%	20%
Somewhat concerned	32	22	23	28
Neutral	35	29	32	23
Not very concerned	21	20	16	19
Not at all concerned	4	16	14	10

NAR Survey Respondents

- Among all the respondents surveyed, the median age was 60— 39 percent fell into the 18 to 24-year age bracket, 30 percent between 25 and 34, 20 percent between 45 and 54, and 10 percent between 55 and 64.
- Sales agents were the most common primary function of survey respondents, at 63 percent, followed by associate brokers at 14 percent.
- Respondents have been active as real estate professionals for a median of 16 years.
- The regional distribution of survey respondents was highest in the South (32 percent), West (31 percent), and Midwest (24 percent), and lowest in the Northeast (13 percent).
- The median number of hours worked per week among respondents is 30. Forty-two percent of survey respondents worked at least 40 hours per week.
- Fifty-seven percent of survey respondents worked in suburban areas, followed by 33 percent in urban and central city areas, 27 percent in small towns, and 26 percent in rural areas.



Methodology

In April 2025, NAR invited a random sample of 43,927 active REALTORS® to complete an online survey, developed in conjunction with members of the NAR Research Committee. A total of 814 usable responses were received. At the 95 percent confidence level, the margin of error is plus or minus 3.4 percent.

The primary measure of central tendency used throughout this report is the median – the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value.



As America's largest trade association, the National Association of REALTORS® is involved in all aspects of residential and commercial real estate. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes – from written buyer agreements to negotiating compensation – visit facts.realtor.

NATIONAL ASSOCIATION OF REALTORS®

Research Group

The Mission of the National Association of REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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NATIONAL ASSOCIATION OF REALTORS®

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