



Selling Solar Homes Becomes Simple with Pearl Certification



Pearl's Solar Certification and Marketing Package gives buyers peace of mind when purchasing a home with this innovative technology. Pearl's Solar Certification helps ensure the homes with solar get fair market value at the time of resale.

The Pearl Solar Certification Report comes with:

-  A completed Appraisal Institute Green and Energy Efficiency **Appraisal Addendum** along with customized letters for the lender, buyer, and appraiser
-  A **marketing package** that includes a "highlights" page, post for social media, and placard to highlight the solar features of the home



Help customers capture the value of their solar investments.



Market your listing as Pearl Certified to showcase the high-performing features buyers will pay more for.



Left: Lender Letter.
Right: Home Highlights Page

GET STARTED TODAY

<https://pearlcertification.com/agentpartner/solar-certification-resale/>

Contact **Joseph Gentile** with questions. • joseph.gentile@pearlcertification.com





Just follow these steps to provide Pearl with the documentation we need for solar certification success!

1

Collect solar documentation.

First, have your seller confirm the system is owned and not leased. Pearl only certifies owned systems at this time.



2

Collect solar photos.

Collect the following photos: front of house, solar panels, and more, depending on the home.



3

Upload the information.

Fill out a simple information gathering form and send to Pearl to process. It's as easy as 1-2-3.



4

Market your Solar Certified listing.

The Pearl Certification Report and special Appraisal Addendum ensures the solar assets are properly valued.



About Pearl Certification

Pearl showcases the features of a home that matter most to buyers — heating and cooling, solar, smart home devices, resilient features and much more. Pearl's Certification drives demand for these improvements by capturing their value for resale and appraisal. Pearl Certified homes can sell for 5% more when marketed properly.

Pearl is proud to work in partnership with:



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Institute®
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Real Estate Solutions



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