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Jonathan Field

Smart Energy Consumer Collaborative
(770) 833-6026
jonathan.field@smartenergycc.org

Study: 84% of Homebuyers Seek Energy Efficiency, Yet Rarely Receive Adequate Guidance

New report from the Smart Energy Consumer Collaborative finds home energy information absent from the buying process, presenting untapped engagement opportunities for utilities

ATLANTA – June 17, 2026 – The [Smart Energy Consumer Collaborative](#) (SECC), a nonprofit organization that studies consumer behaviors, interests and concerns in the energy transition, today released the findings from the “Home Buying in the Energy Transition” report, which analyzed the roles energy efficiency and clean energy technologies play in the home-buying process.

Conducted in partnership with the National Association of REALTORS® and [257](#), an intelligence platform that profiles the property and energy characteristics of every U.S. home, the “Home Buying in the Energy Transition” research involved three steps:

1. An analysis of 143 million real estate listings nationwide from 1995-2025 for mentions of energy efficiency and clean energy features and their impact on sale prices.
2. A survey of over 1,500 real estate professionals who have more than one year of experience and have been involved in at least two transactions over the past year.
3. A 10-minute online survey conducted in late March among 1,027 Americans who have purchased a home in the last five years.

Together, these research inputs show that while consumers highly value energy efficiency, they rarely receive the information they need when evaluating homes. This engagement gap provides an opportunity for electricity providers to empower real estate agents and build relationships with residential customers, while advancing energy efficiency and the adoption of distributed energy resources (DERs) that can help lower bills and improve grid reliability.

According to [the report](#), an analysis of U.S. homes sold between 2024-2025 found that although most real estate listings didn’t advertise the energy-efficient assets present, those that did were rewarded with higher purchase prices:

- Homes with solar panels sold for 2% more, or the equivalent of \$10K on a median sales price of \$557K, when the listing mentioned solar.
- Homes with heat pumps and heat pump-inclusive listings sold for up to 1% more, or \$3.9K on a median sales price of \$399K.

- A third of homes with solar present didn't mention it in the listing, and heat pumps – one of the fastest-growing home energy technologies in America – were referenced just 8% of the time.

In addition, the survey of real estate agents revealed that while 84% of agents say they are familiar with energy efficiency, many lack confidence discussing specific technologies, incentives or environmental benefits. Nearly 60% cite limited client interest as a barrier, a perception contradicted by both the sales price findings and the consumer survey, which found strong interest in information on energy-efficient systems, smart home features and clean energy technologies.

The report closes with several opportunities for electricity providers to engage in the home-buying journey, including real estate agent training, co-branded educational materials, bill estimation tools and partnerships with home inspectors and contractors. These interventions can help ensure that buyers understand the long-term energy implications of their purchase and can take advantage of available incentives and relevant programs.

“Buying a home is one of the most important financial decisions people make,” SECC’s President & CEO Nathan Shannon said. “It’s also a moment when consumers could be highly receptive to energy guidance, particularly as they increasingly face affordability challenges. Electricity providers that step into this space with the right programs and messaging can create real value for both their customers and for the grid.”

The “Home Buying in the Energy Transition” report is available for [download here](#) for members and the industry at large. We are also hosting a [one-hour webinar](#) on the research on Thursday, June 25 at 1 p.m. (ET) with speakers from E Source, 257 and the National Association of REALTORS®.

About the Smart Energy Consumer Collaborative (SECC)

The Smart Energy Consumer Collaborative (SECC) is a 501(c)(3) nonprofit organization that works to learn the wants and needs of energy consumers in North America, encourages the collaborative sharing of best practices in consumer engagement among industry stakeholders, and educates the public about the benefits of smart energy and energy technology. Learn more at smartenergycc.org or follow us on [LinkedIn](#).