

# DYNAMIC RE



## GREENLIGHT GREENPAPER

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Conducted a home energy audit with FOR energy, documented the process in an educational video, and created an Ebook that listed **11** DIY home improvements that reduce energy consumption.

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Dynamic RE worked with GreenLight Solutions in the past on projects to make the real estate industry more sustainable. They contacted us because they wanted to create a tool that could make information about energy audits and energy efficiency accessible. This information would educate their clients and help them implement sustainable energy practices in their homes.

Our team conducted a home energy audit with FOR Energy at the Dynamic home office and documented the process in a video case study. Our goal was to collect **15** clips that could be used in the final video to show what a homeowner can expect when they schedule a home energy audit and inform viewers on cost-effective ways to reduce their energy bills. Our team exceeded our goal and collected **34** clips. Next, we compiled a list of **11** DIY home improvements that reduce energy costs and created an Ebook that can be downloaded by Dynamic clients from their website.

### **Benefits to the Project Partner**

Now, Dynamic RE has an additional resource on its website that clients can use to learn more about home energy efficiency and the energy audit process. This readily available information contributes to their goal of providing access to information for property owners to embrace sustainability.

### **Benefits to Solutioneers**

Our team gained hands-on experience in home energy audits. We also learned the most notable areas of the home where energy is wasted and what solutions are available to prevent energy waste.

### **Benefits to the Community**

Making a home more energy efficient can be a daunting task, especially considering the high cost that most companies charge to make improvements. This project took the guesswork out of the process and gave Dynamic's clients clarity on what the energy audit and implementation process looks like, and gave easy and cost-effective solutions to help property owners everywhere make an impact.