

Pamela Brookstein



About

Pamela Brookstein works at Elevate, a nonprofit that is dedicated to equity through climate action and is blazing trails in energy efficiency programs nationwide. With her passion for sustainability and a knack for educating the real estate community, Pamela champions the idea that real estate agents can be trusted advisors and partners in energy efficiency and solar matters. By doing so, they boost their business and maintain a pivotal role in transactions in this rapidly changing market.

Part of Pamela's role at Elevate is to conduct homebuyer research to discover what they would like from their agents and what messages resonate with them around high-performing homes. In an era where homebuyers increasingly prioritize indoor air quality, overall home ownership costs, comfort, and eco-conscious living, real estate professionals have an exciting opportunity to take the reins and shape the future of housing. Pamela wants to empower agents to spearhead positive change and thrive in this evolving landscape, ensuring they are well-equipped to meet the needs of buyers and sellers!

“Pamela's classes are filled with humor, which creates an enjoyable learning atmosphere, while her expertise at providing clear explanations and relatable examples engages her students. She provides an excellent learning experience with practical applications that can be immediately put to use. Pamela is approachable and easy to collaborate with. I would highly recommend working with her!”

Karen Dunn, St. Louis REALTORS®

“Pamela is a dynamic instructor. She creates an encouraging, engaging environment while providing truly interesting and content-rich classes.”

Lanora Tollivar, Chicago Association of REALTORS®

“Pamela exudes an undeniable passion for educating and inspiring her students! She engages her audience by fostering a learning experience that is insightful, thought-provoking, and above all, lively and fun! It was an absolute pleasure working with Pamela.”

Meghan Hare, South Bend Area REALTORS®

“Pamela is fantastic to work with! We've had the opportunity to work together across multiple course offerings, and we receive nothing but positive feedback from our members each time. She is incredibly knowledgeable and is eager to connect content to related local or state initiatives. I would highly recommend her as a speaker for any Realtor associations looking for an engaging instructor on sustainability, energy-efficiency, and all things GREEN.”

Megan Flewellyn, Iowa City Area Association of REALTORS®

Course Menu

Stand Out from the Crowd: High-Performing Homes
(three-hour class)

High-performing homes, whether existing properties or newly constructed, offer superior comfort, health benefits, and energy efficiency. They're in almost every neighborhood nationwide and boast features that enhance owners' living experiences. Best of all: they command price premiums when marketed correctly. Currently, as part of the Inflation Reduction Act (IRA), there's a \$9 billion pool of federal rebates and tax credits to help households make their homes high-performing. Your members can be the source of information on efficiency incentives and the home features that will increase property value.

Solar for Real Estate Agents
(three-hour class)

In 2023, residential solar installations set another annual record and grew 13% compared to the previous year, according to the U.S. Solar Market Insight Report. And in 2022, a record 700,000 homeowners embraced solar power. As solar-equipped homes become increasingly common in the real estate market, agents must skillfully navigate the intricacies of this technology and its impact on real estate transactions. Understanding the value of solar energy systems is crucial: sellers can maximize returns on their investment, while buyers can feel assured of fair market value. Agents must grasp both the benefits and the potential drawbacks of solar power to stay ahead. This class equips real estate professionals with the necessary knowledge and resources.

National Association of REALTORS® GREEN Designation

The newly updated GREEN Designation Course, People, Property, Planet, Prosperity, covers the distinguishing characteristics that make a high-performing home. The course examines how consumer demand for these homes is increasing and provides a detailed accounting of how high performance features work. The course prepares real estate professionals to provide advice and sources of information to help homeowners improve the performance of their homes, from budget-friendly improvements and DIY projects to retrofits and replacing systems, big-budget remodeling projects and new constructions.

Elevate your education now!

Pamela loves working with real estate agents to help them grow their business with the information obtained from her classes.

Because of her extensive knowledge and true love of energy efficiency and high performance technologies, her classes are informative, engaging, full of resources, and fun.

All classes are customized for the market in which she's teaching.

Contact



Scan the QR code or visit
ElevateNP.org/education-for-real-estate-agents



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