Greening Real Estate Professionals: A Model for Landowner Engagement through Effective Education for Brokers & Appraisers

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The Salish Sea’s water resources are critically affected by land development and individual land-use practices. Real estate professionals influence these land-use practices, yet some may not have a good understanding of environmental issues. In 1998, a needs assessment of environmental educators identified this audience as under-served and a high priority for water resource education. As a result, Washington State University Extension developed and implemented a Water Resource Education Program for Real Estate Professionals. In recent years, the program has focused on two primary topics: Low Impact Development/Green Stormwater Infrastructure and shoreline property management.

**OBJECTIVE**

“The program educates real estate professionals who share knowledge and resources with clients, resulting in stewardship activities that protect both property values and water resources/habitat impacted by landowner actions.”

**EVALUATION: SURVEY MONKEY**

Would a webinar have been just as useful as the workshop?

- Yes: 6%
- No: 94%

Would you recommend this training to colleagues?

- Yes: 97%
- No: 3%

**ONGOING IMPACT**

- How valuable did you find the resource binders? (In-class polling)
  - Highly valuable – 95%
- How likely are you to use them again outside of the workshop? (Survey Monkey)
  - Very likely to use again – 87%

**FUTURE ACTIVITIES**

- Longer-term evaluation – how much has it really impacted on the ground?
- Funding dependent: need to find more stable sources for program to be sustainable.

**BACKGROUND**

**WHY REAL ESTATE PROFESSIONALS?**

- Broker-Developer connection & influence
- Land transfer – educational opportunity prior to development/re-development
- Water topics intersect with broker issues of concern
- Creates connection with audience of typically “green skeptics”

**PROGRAM DESIGN**

- 1-day workshops certified by WA. Dept. of Licensing requirements that provide 7.5-clock hours of continuing education credits to licensed real-estate brokers & appraisers
- Multiple engaging instructors with diverse areas of knowledge
- Mix of classroom lecture, activities & outside field trip
- Audience engagement via in-class “clicker” data collectors
- Follow-up Survey Monkey program evaluation with cash incentives for completion

**POPULAR FEATURES**

- Field Trips
- Detailed resource binders
- Follow-up materials and online links
- Networking opportunities