



2025 REALTORS® COMMERCIAL SUSTAINABILITY REPORT



**NATIONAL
ASSOCIATION OF
REALTORS®**

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REALTOR® Sustainability Program

The National Association of REALTORS® (NAR) is a leader in the dialogue on real estate sustainability among real estate agents, brokers, trade associations, and consumers. Identifying the growth of sustainability in real estate, the REALTOR® Sustainability program conducts outreach to members, trade associations, and agencies to raise awareness and engagement in NAR sustainability efforts. The program coordinates association benefits and resources for its members and is responsible for the implementation of NAR's Sustainability and Resilience Plan. It also introduces corporate social responsibility and triple bottom line concepts into NAR's

decision-making practices, allowing NAR to educate and support sustainability in real estate through environmental, social, and economic contexts.

Vision Statement: REALTORS® thrive in a culture of sustainability that promotes viability, resiliency, and resource efficiency.

Member Mission: Provide leadership and strategies on topics of sustainability that benefit members, REALTOR® associations, and communities.

To find out more, visit nar.realtor/sustainability.

Commercial Executive Summary

In August 2025, NAR surveyed its commercial-focused members about sustainability issues facing the industry. The findings are as follows:

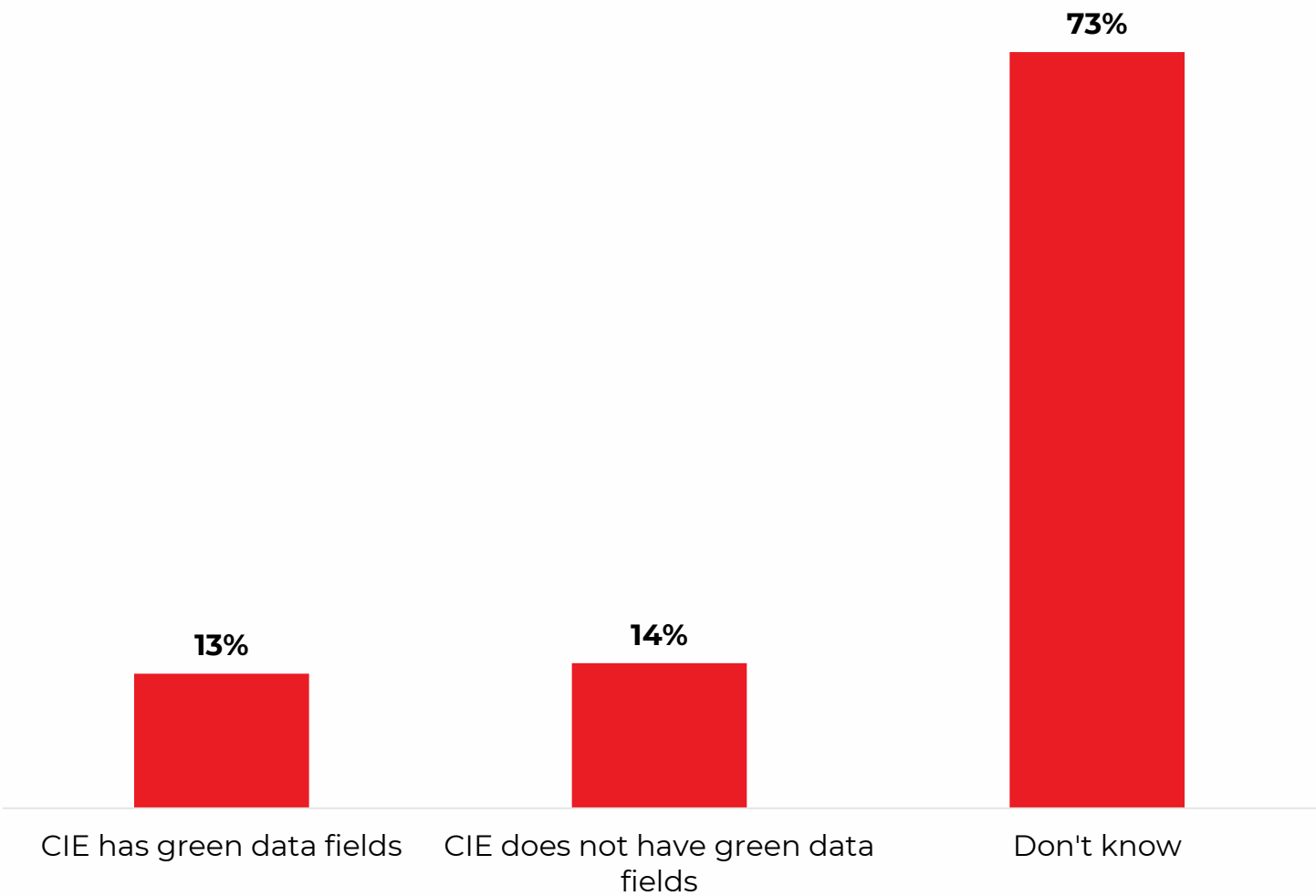
Commercial Highlights:

- **Prevalence of Green Data Fields Remains Low.** Only 13 percent of respondents reported that their Commercial Information Exchange (CIE) had green data fields to promote sustainable property features. However, among those who do have CIE green data fields, the majority (54 percent) do utilize them.
- **Thirty-seven percent of respondents have completed some form of training on commercial property sustainable elements,** such as energy-efficient appliances, renewable energy systems, or eco-friendly building materials.
- **Agents and brokers are seeing the value in promoting energy efficiency,** as 55 percent report that energy efficiency promotion in listings is very or somewhat valuable.
- **Green building certifications may increase property values but have little impact on time on market.** Thirty percent of REALTORS® report increased property values from these certifications, while only nine percent report that it shortens time on the market.
- **With changing needs and uses for commercial spaces, 32 percent of brokerage firms have experience working with commercial building repurposing.**
- **Hard costs are most important to consumers;** the sustainable building feature that REALTORS® believe is most important to clients when deciding where to buy or lease is utility and operations costs (32 percent).
- **Improving existing buildings is an emphasis;** the sustainability market issue most often cited by REALTORS® was improving energy efficiency of existing buildings (38 percent).
- **Building tenants most often ask about whether a building has energy efficiency features** (58 percent) or has a vehicle charging station (52 percent).

Summary of Survey Responses

CIE Green Data Fields

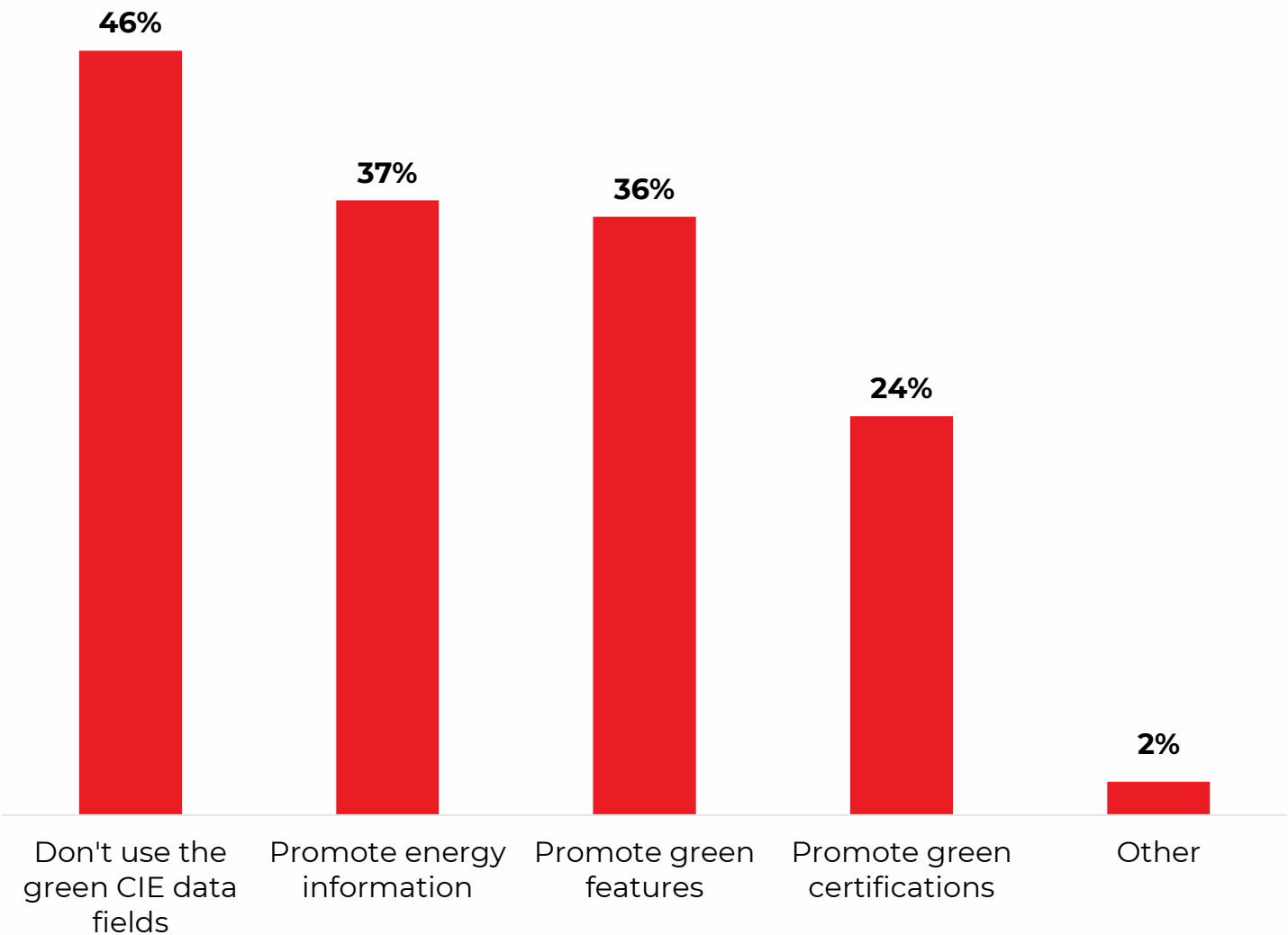
- Only 13 percent of respondents reported that their Commercial Information Exchange (CIE) had green data fields to promote sustainable property features.



Summary of Survey Responses

Uses of CIE Green Data Fields

- Among those respondents who do have CIE green data fields, 37 percent use them to promote energy information, 36 percent to promote green features, and 24 percent to promote green certifications.

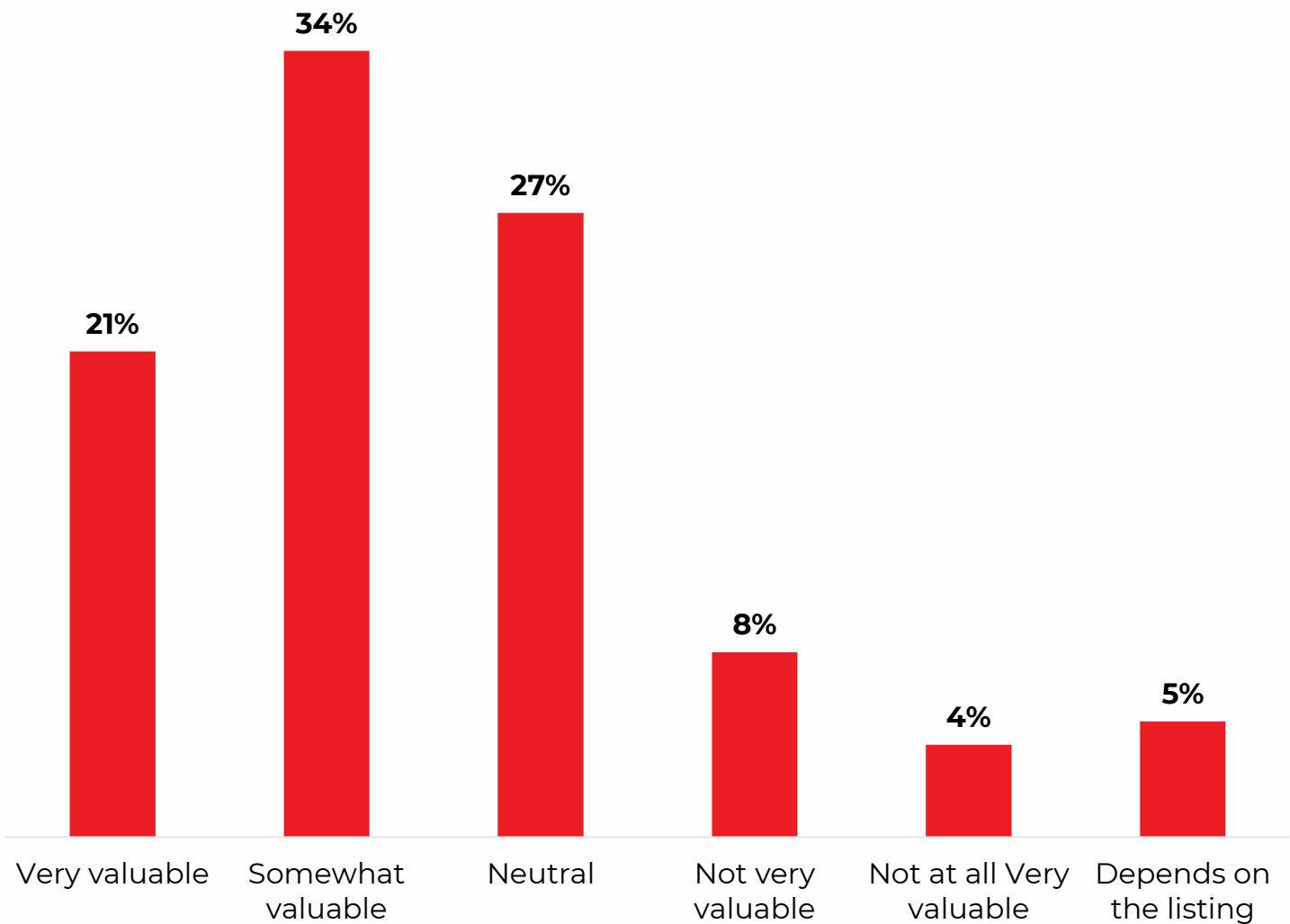


Note: Respondents were permitted to select as many responses as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

Summary of Survey Responses

Value of Energy Efficiency Promotion

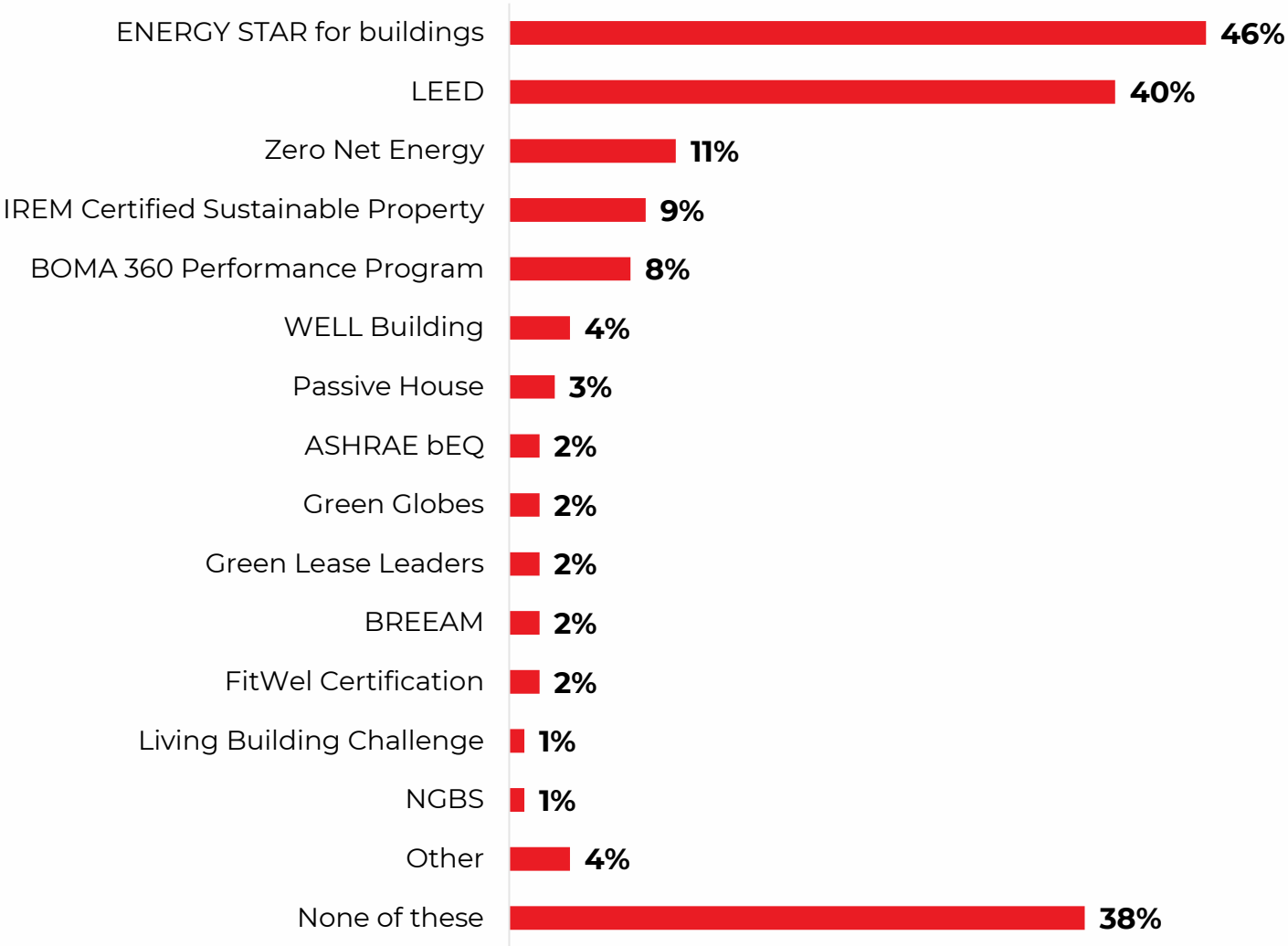
- Agents and brokers are seeing the value in promoting energy efficiency, as 55 percent report that energy efficiency promotion in listings is very or somewhat valuable.



Summary of Survey Responses

Familiarity With Green Building Certifications

- Respondents are most familiar with ENERGY STAR for buildings (46 percent) and LEED (40 percent), followed by Zero Net Energy (11 percent), and the IREM Certified Sustainable Property certification (nine percent).
- Among these green building certifications, respondents typically have the most experience working with LEED (17 percent) and ENERGY STAR for buildings (17 percent).

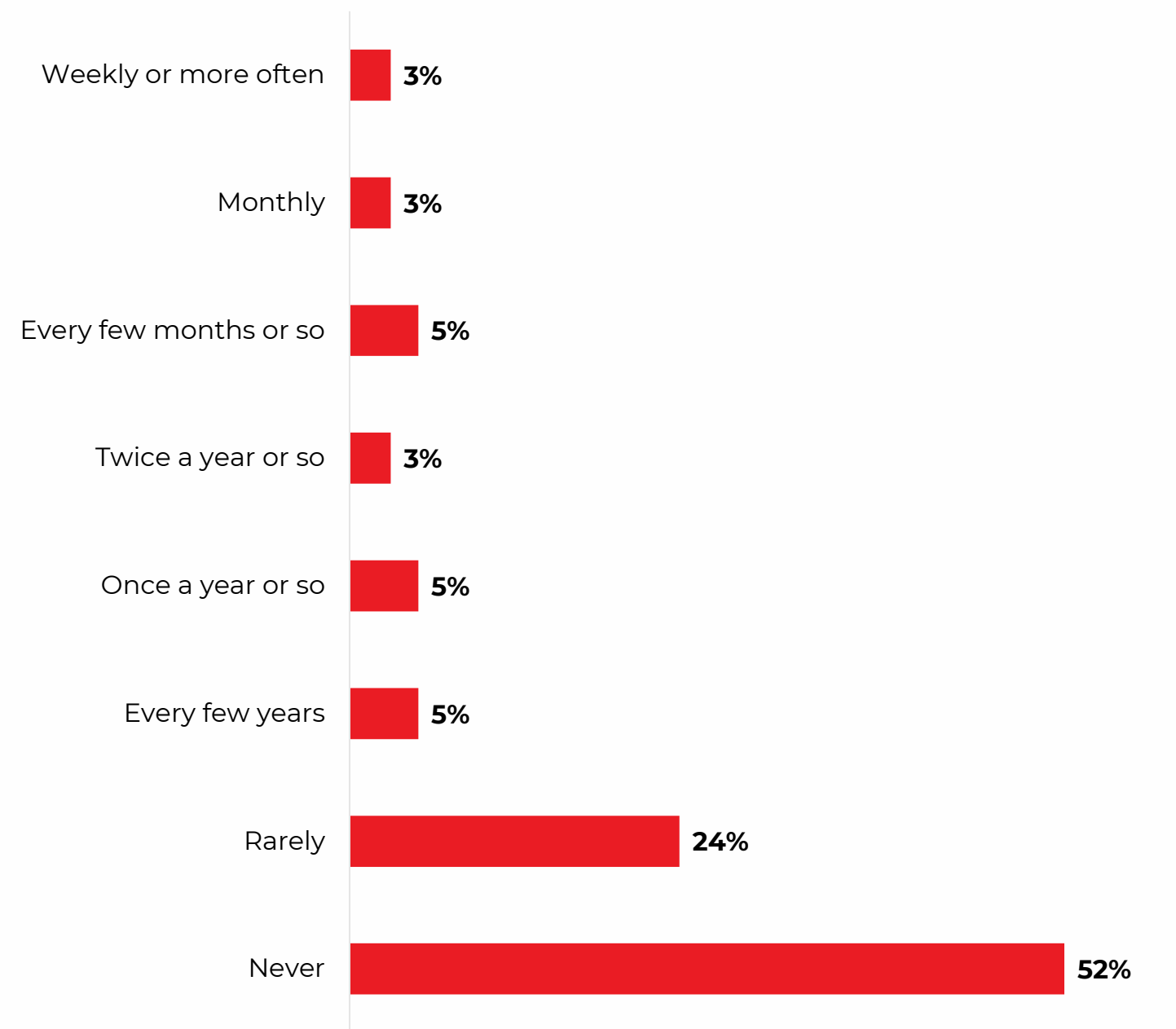


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Summary of Survey Responses

Frequency Working with Buildings featuring Sustainable Elements

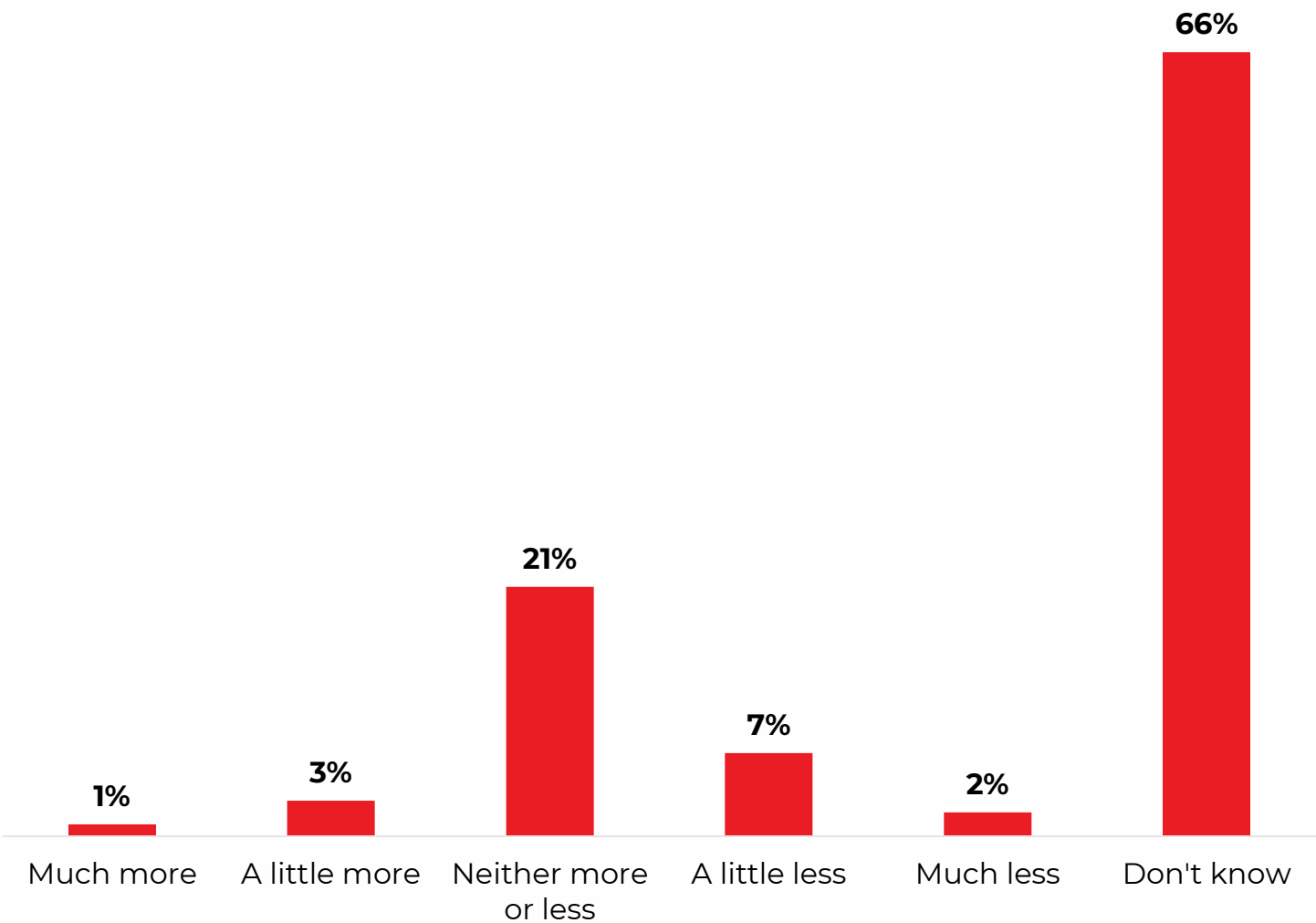
- The majority of respondents (52%) report that they never work with buildings featuring sustainable elements, such as energy-efficient appliances, renewable energy systems, or eco-friendly building materials.
- Nineteen percent report that they work with commercial properties with sustainable features at least once a year.



Summary of Survey Responses

Buildings With Green Certifications Time on Market

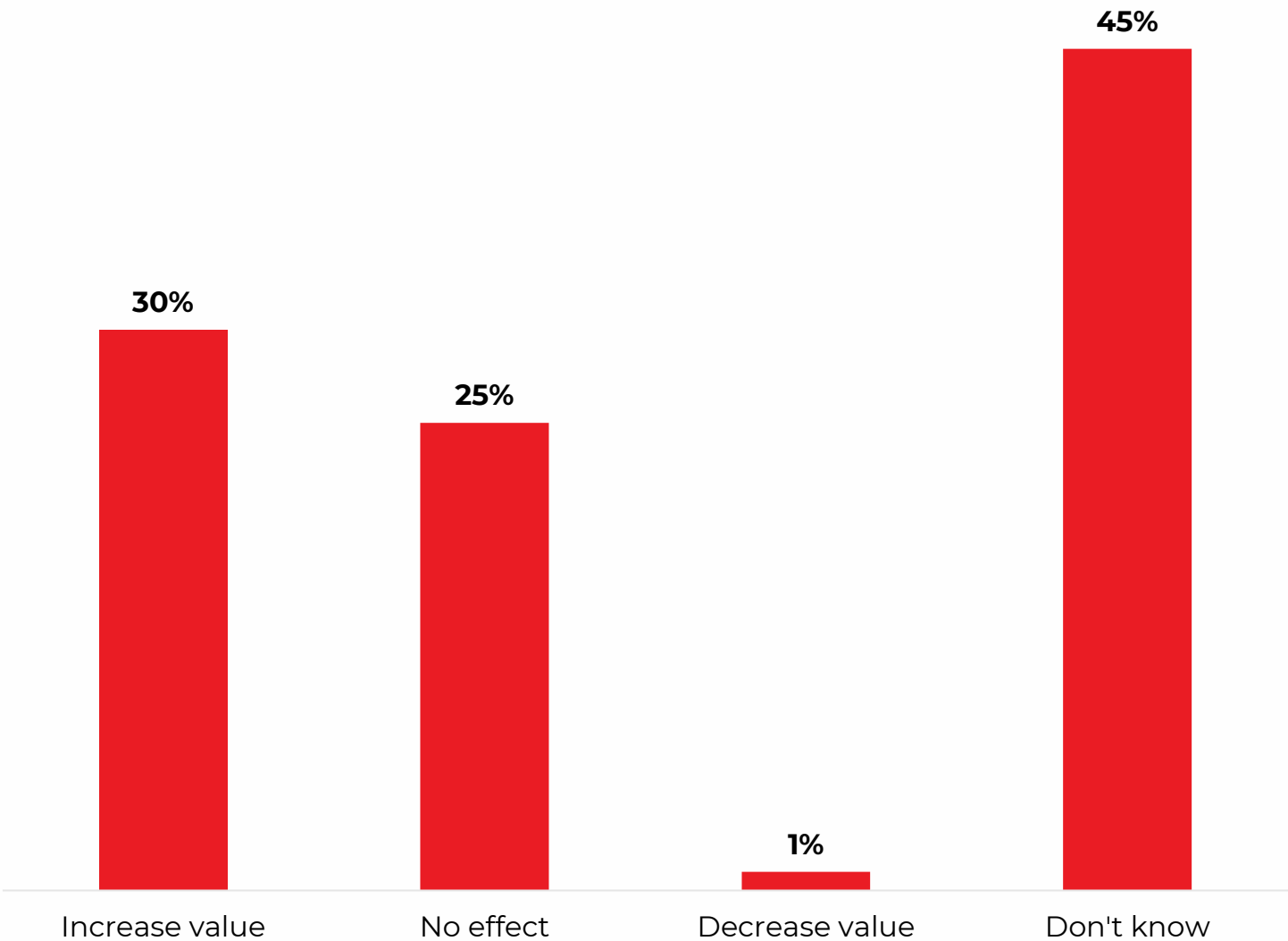
- Nine percent of REALTORS® report that buildings with green certifications spend less time on the market, while more than one-in-five (21 percent) report no impact on time on the market.
- However, awareness of this impact is low, as two-thirds of respondents (66 percent) report not knowing the actual impact of these certifications on the time properties spend on the market.



Summary of Survey Responses

Buildings With Green Certifications Property Values

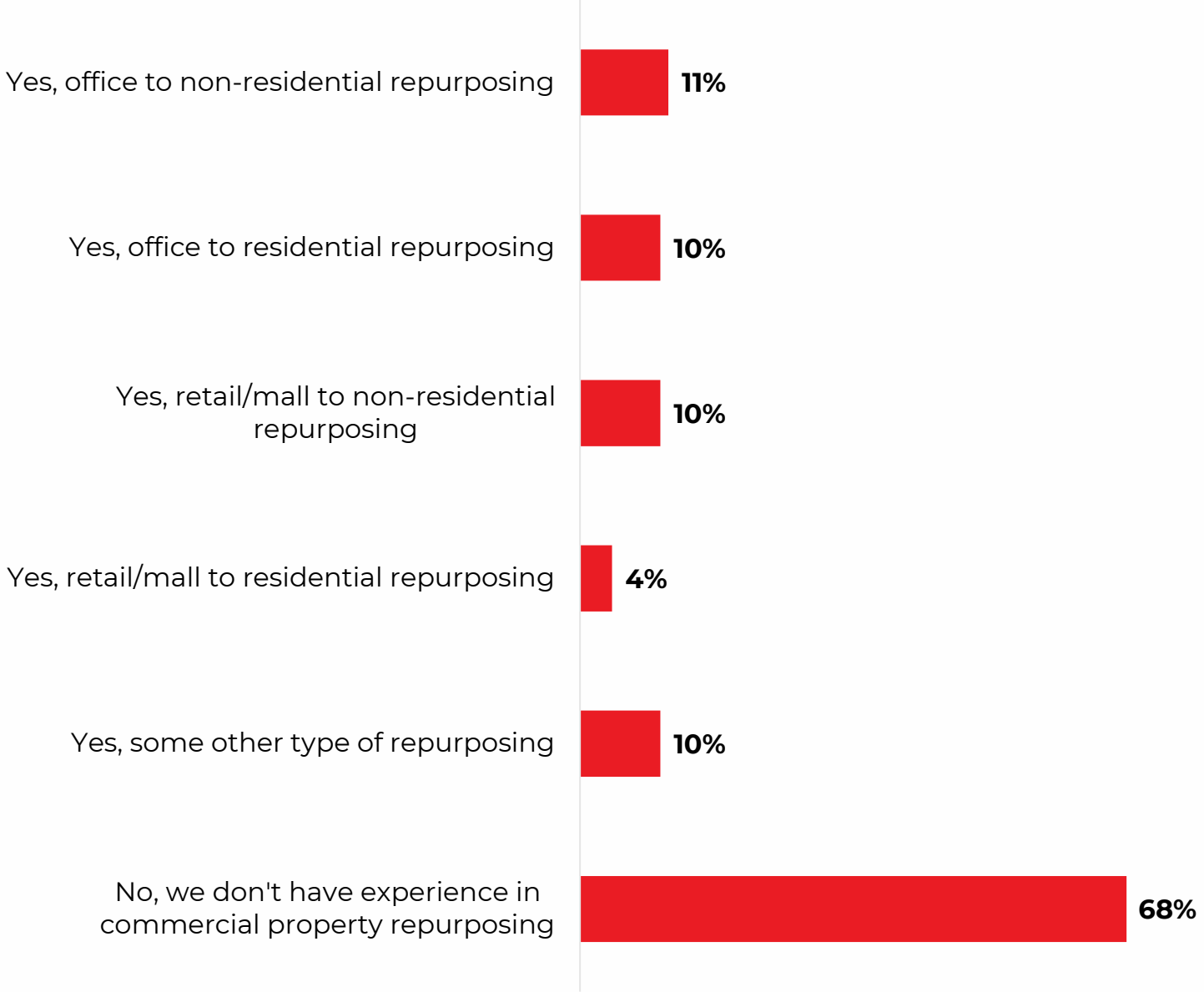
- Thirty percent of REALTORS® report that green certifications increase the property values of commercial buildings in their markets.
- Twenty-five percent of respondents report that green certifications had no effect on commercial property values.



Summary of Survey Responses

Commercial Building Repurposing

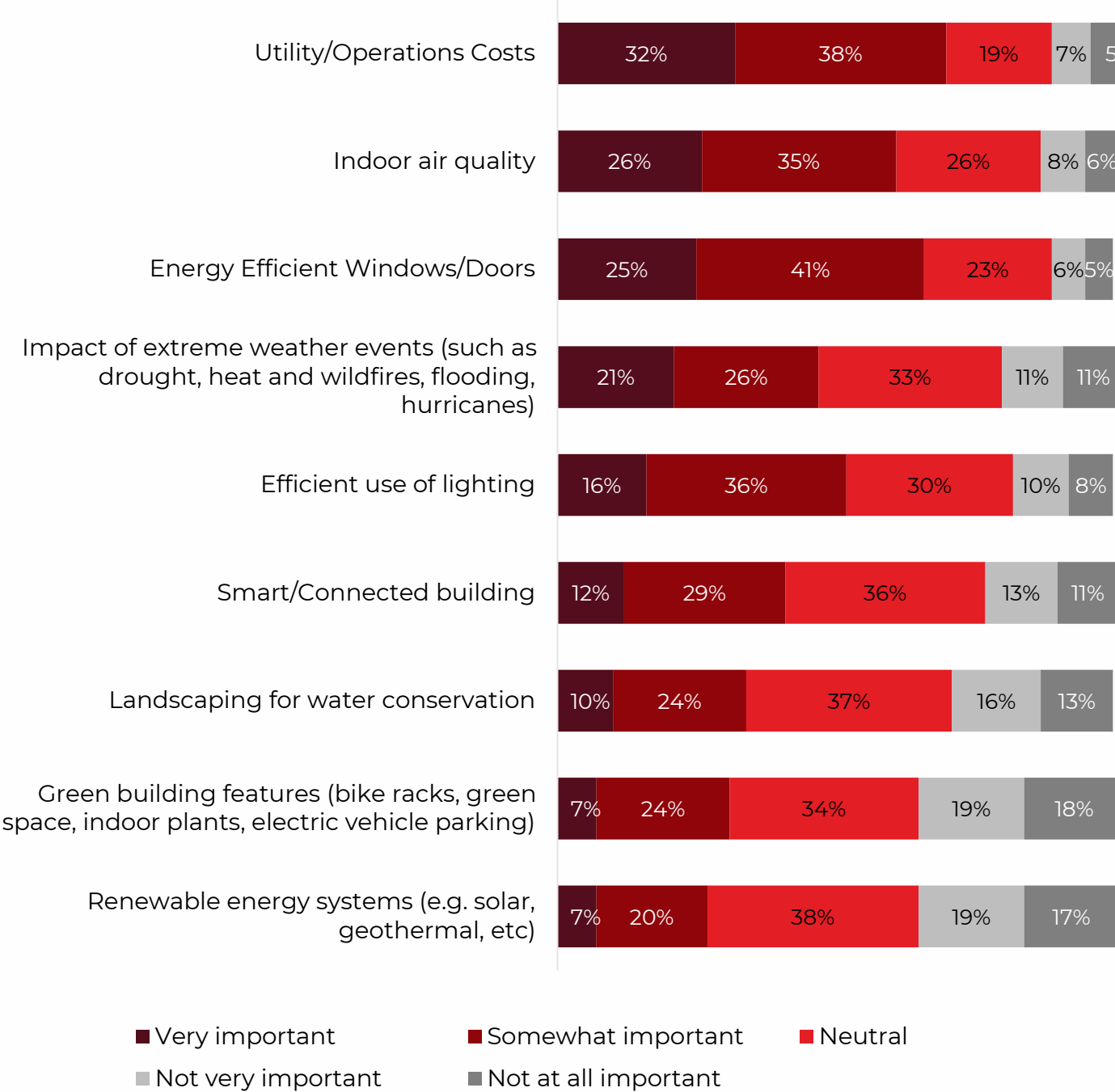
- With changing needs and uses for commercial spaces, 32 percent of brokerage firms have experience working with commercial building repurposing, most often with office to non-residential (11 percent), office to residential (10 percent), and retail/mall to non-residential repurposing (10 percent).



Summary of Survey Responses

Importance of Building Features to Clients

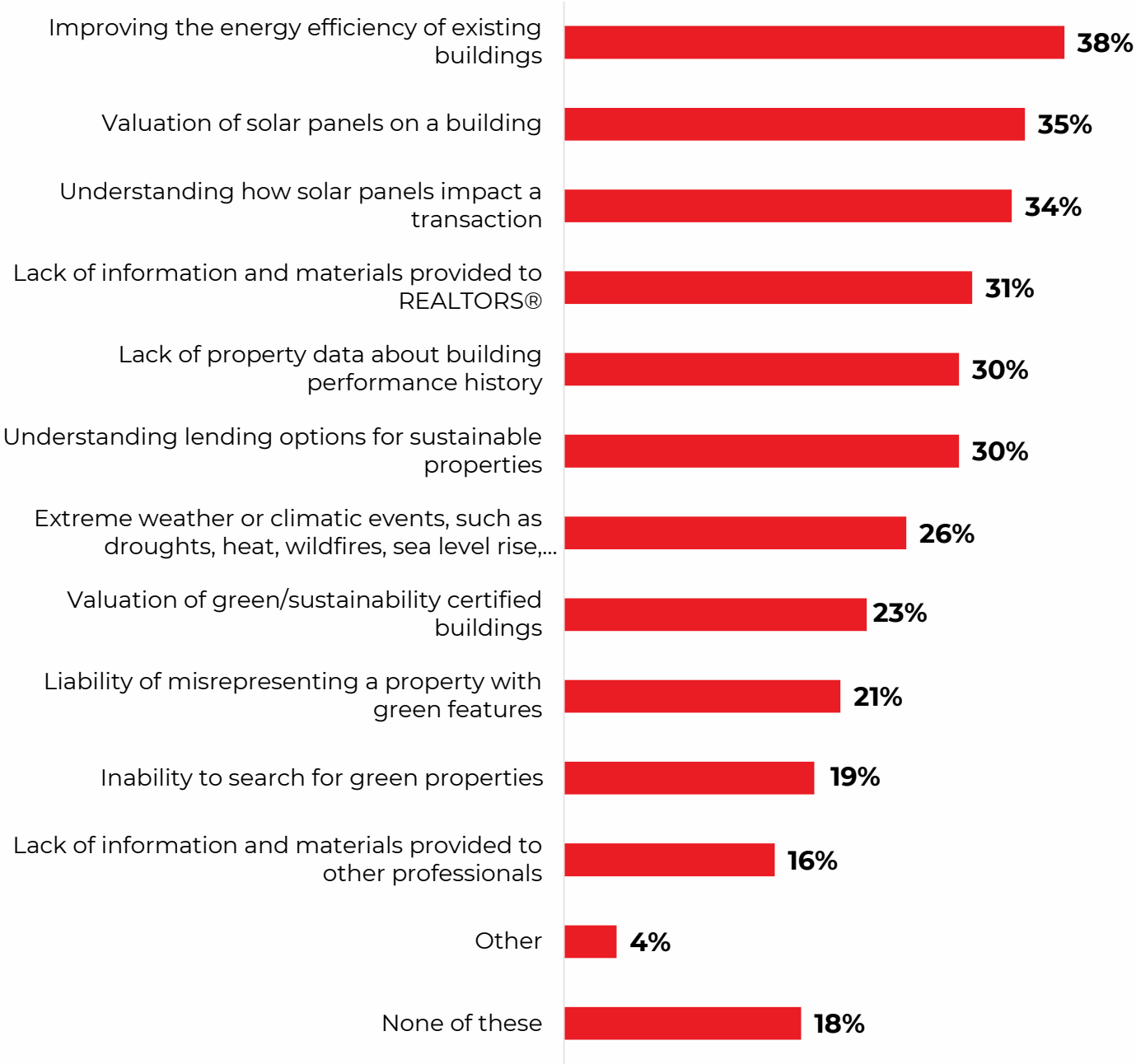
- The sustainable building features that REALTORS® believe are very important to clients when deciding where to buy or lease include utility and operations costs (32 percent), indoor air quality (26 percent), energy-efficient windows/doors (25 percent), and the impact of extreme weather events (21 percent).



Summary of Survey Responses

Issues and Considerations in Market

- The market issues and considerations surrounding sustainability most often cited by agents and brokers included improving the energy efficiency of existing buildings (38 percent), valuation of solar panels on a building (35 percent), and understanding how solar panels impact a transaction (34 percent).

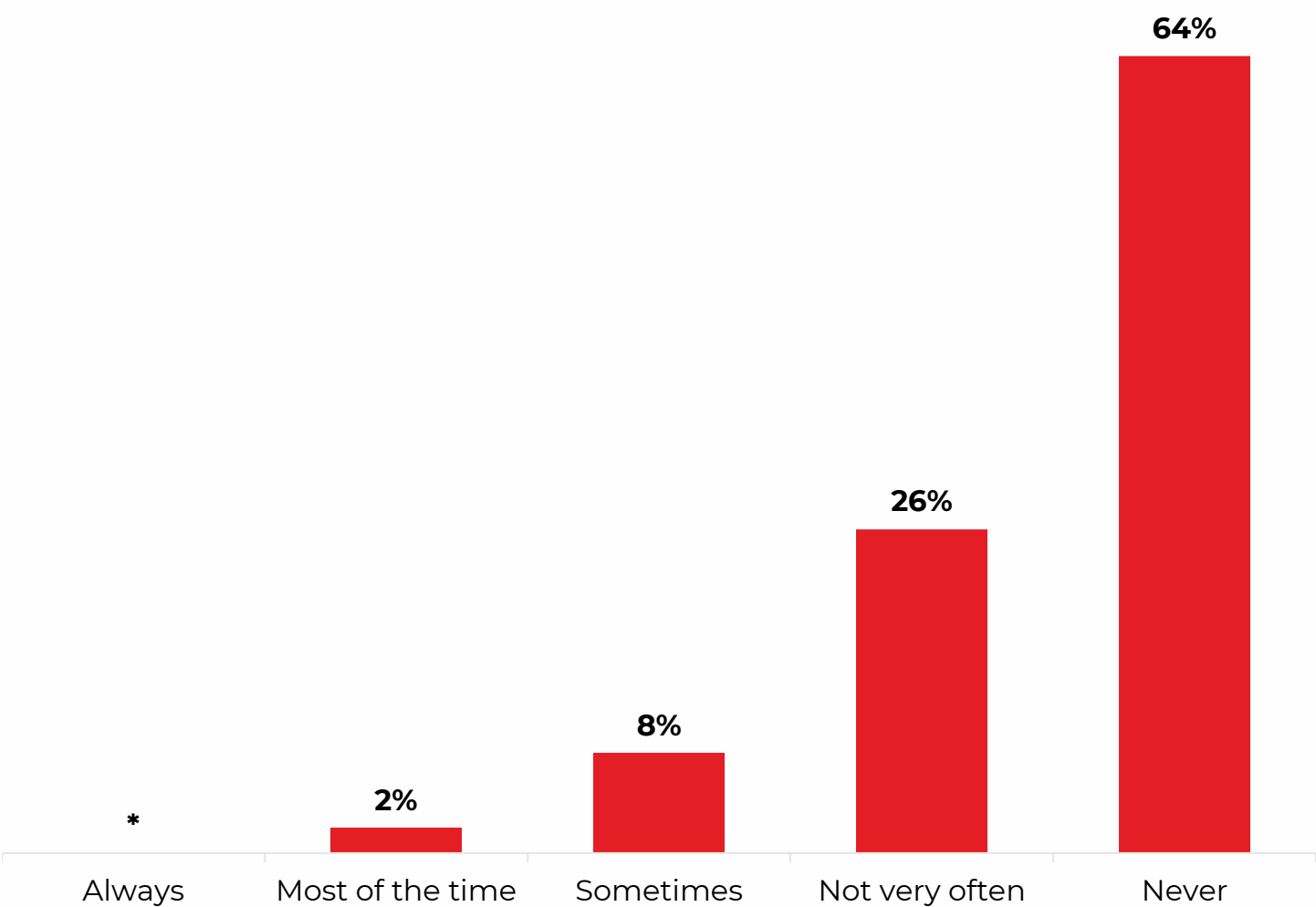


Note: Respondents were permitted to select as many responses as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

Summary of Survey Responses

Requests About Buildings' Sustainable and Green Features

- Either as a landlord or tenant representative, 36 percent of respondents receive requests from prospective tenants in an RFP or other pre-LOI documents asking for a building's sustainability certifications, green building features, or energy rating with at least some frequency.

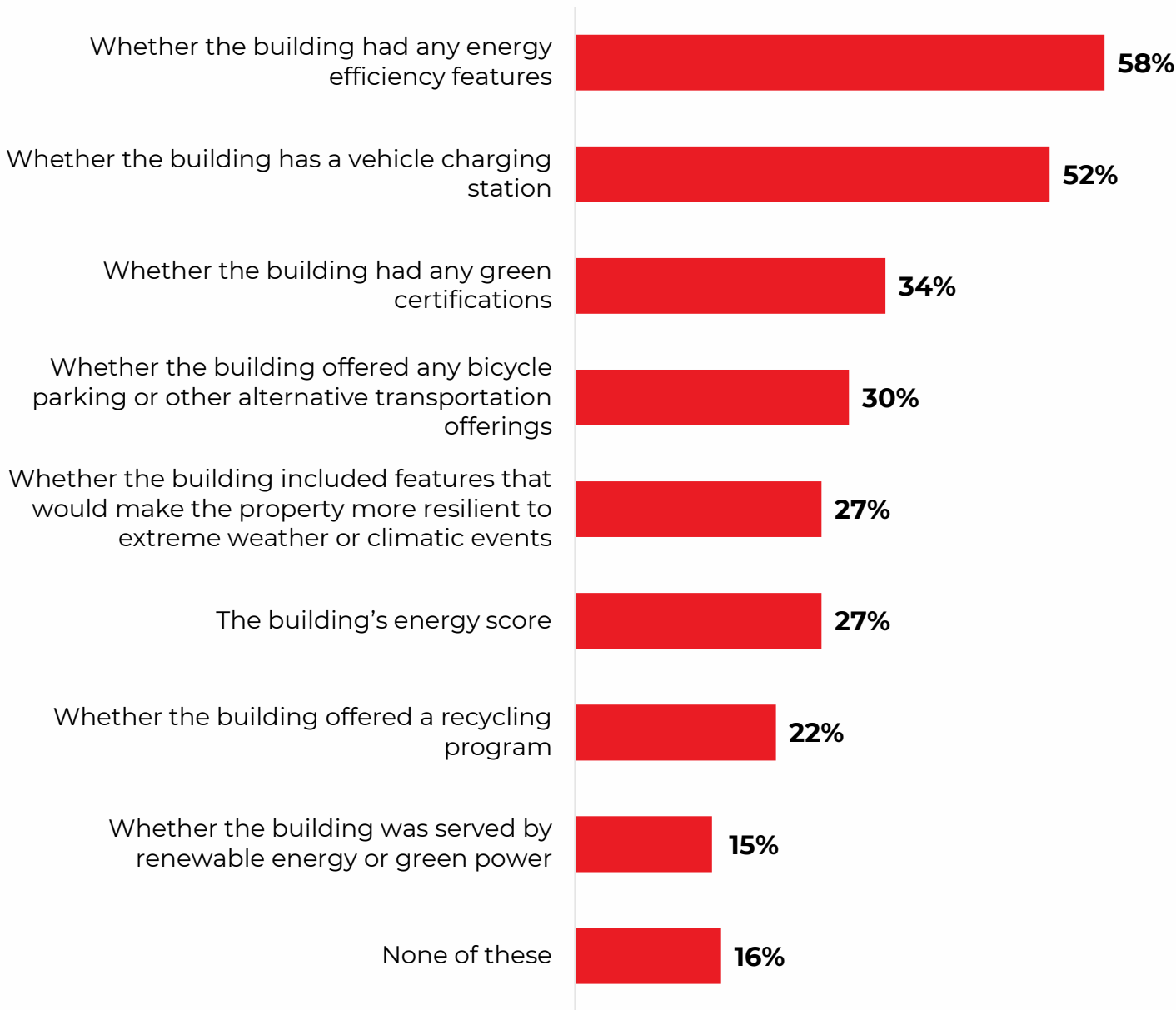


* Less than 1%

Summary of Survey Responses

Buildings' Feature Requests

- Respondents report that commercial building tenants most often ask about whether the building has any energy efficiency features (58 percent) or whether the building has a vehicle charging station (52 percent).

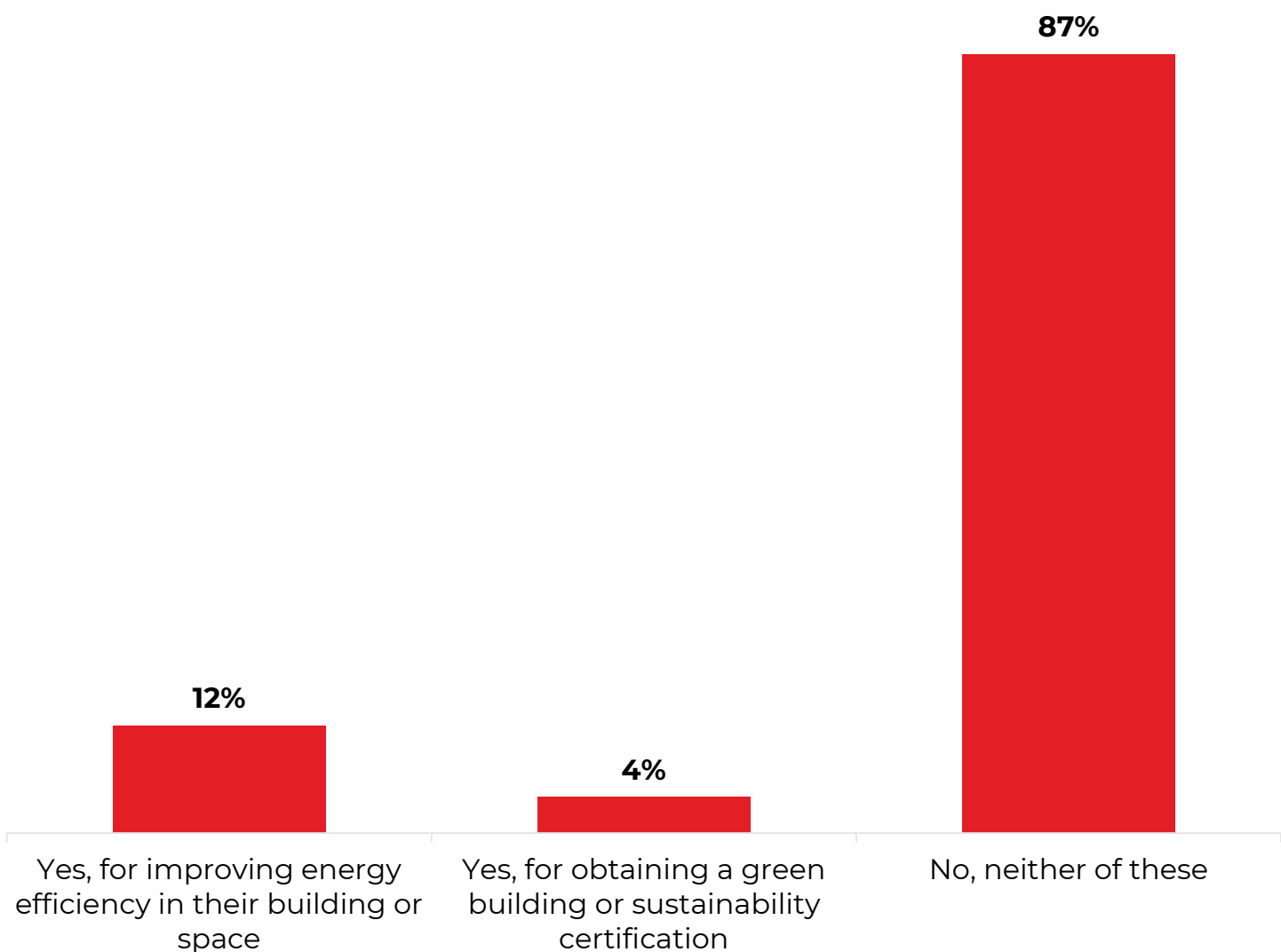


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Summary of Survey Responses

Advice on Building Improvements

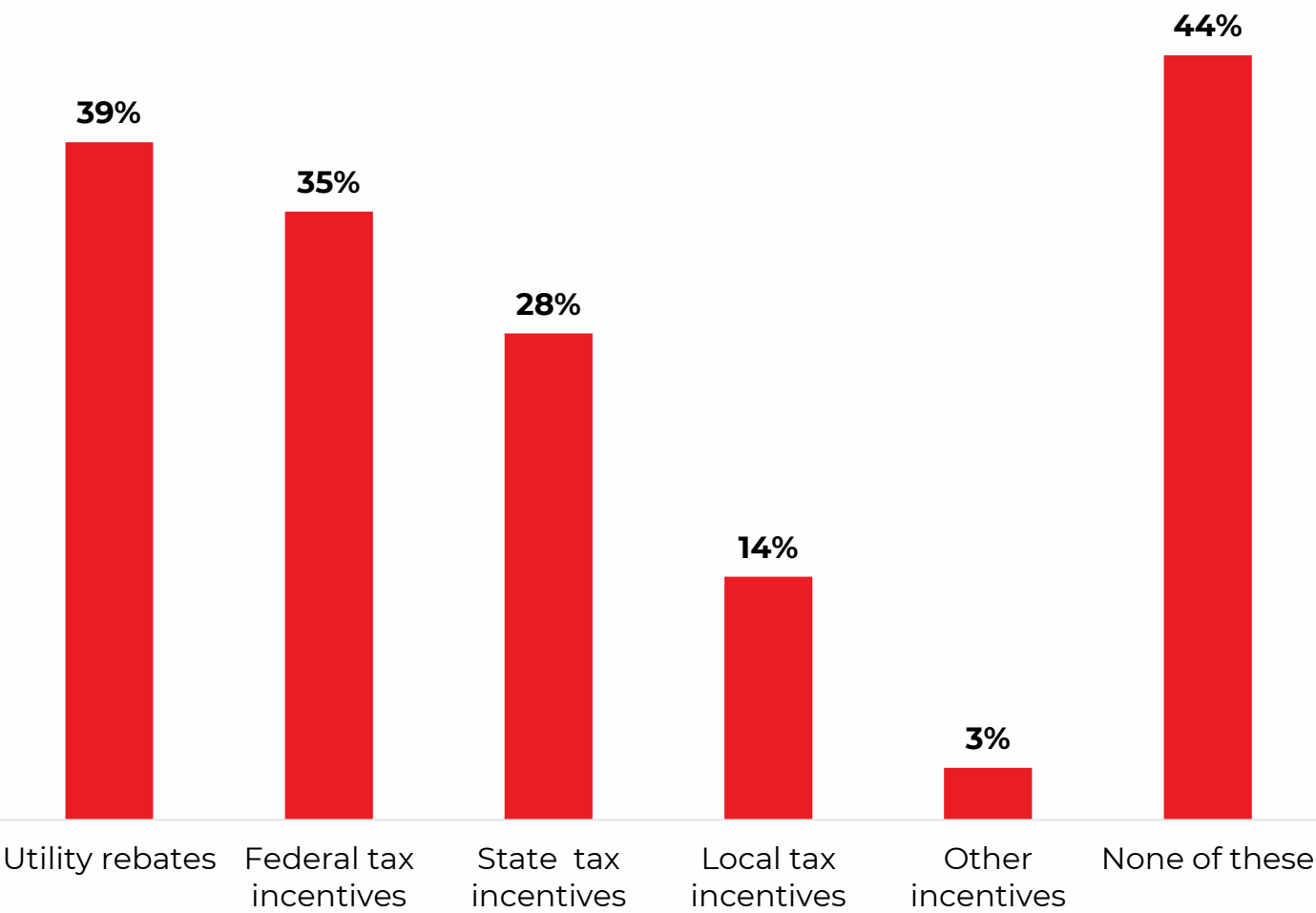
- Some REALTORS® are guiding their clients toward greener futures. Twelve percent of respondents helped or provided advice to clients for improving energy efficiency in their building or space, and four percent have done so for obtaining a green building or sustainability certification.



Summary of Survey Responses

Energy Efficiency Incentives and Rebates

- Of the incentives and rebates available, respondents were most often aware of utility rebates (39 percent), federal tax incentives (35 percent), and state tax incentives (28 percent).

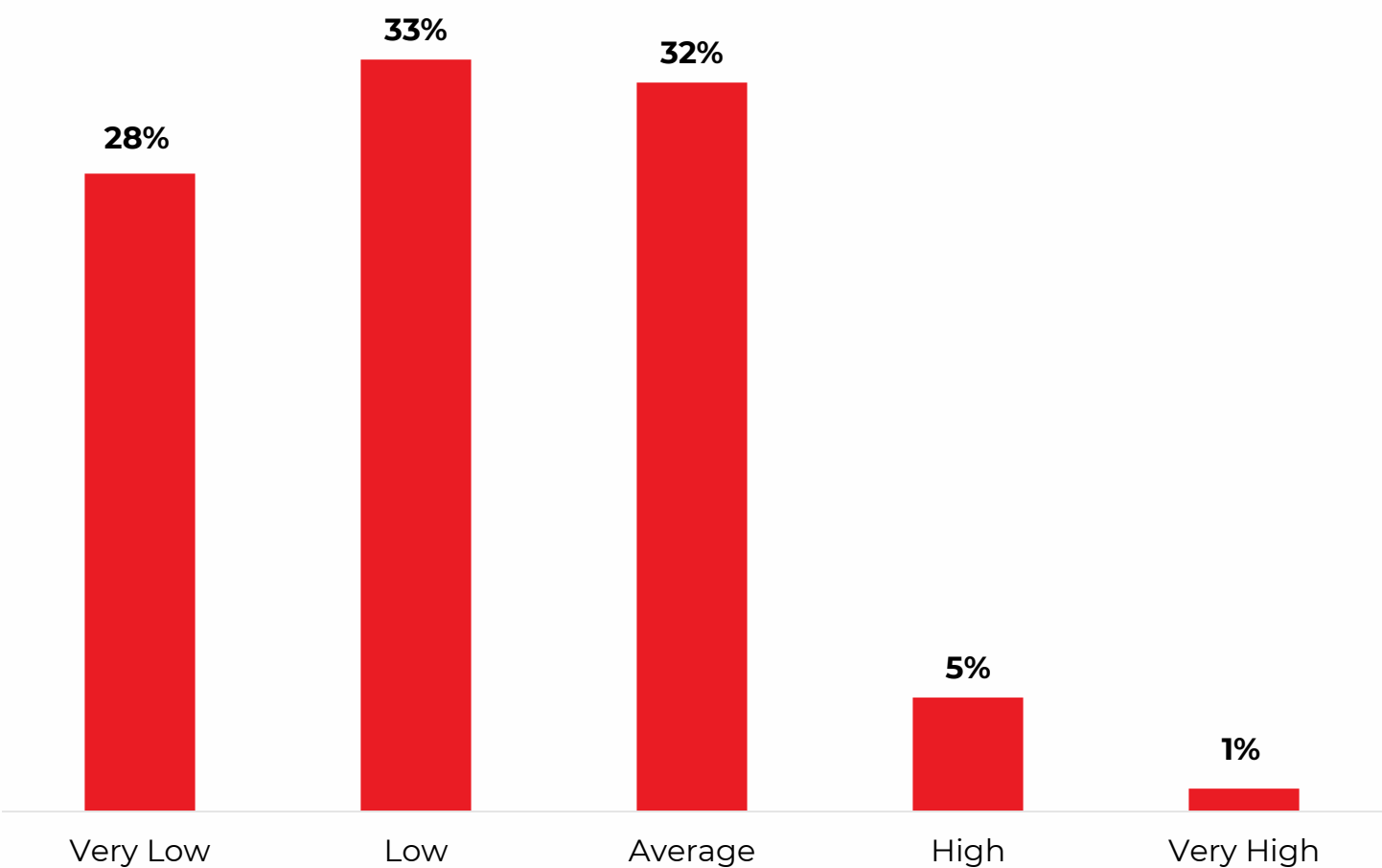


Note: Respondents were permitted to select as many responses as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

Summary of Survey Responses

Knowledge of Energy Efficiency and Sustainability Management

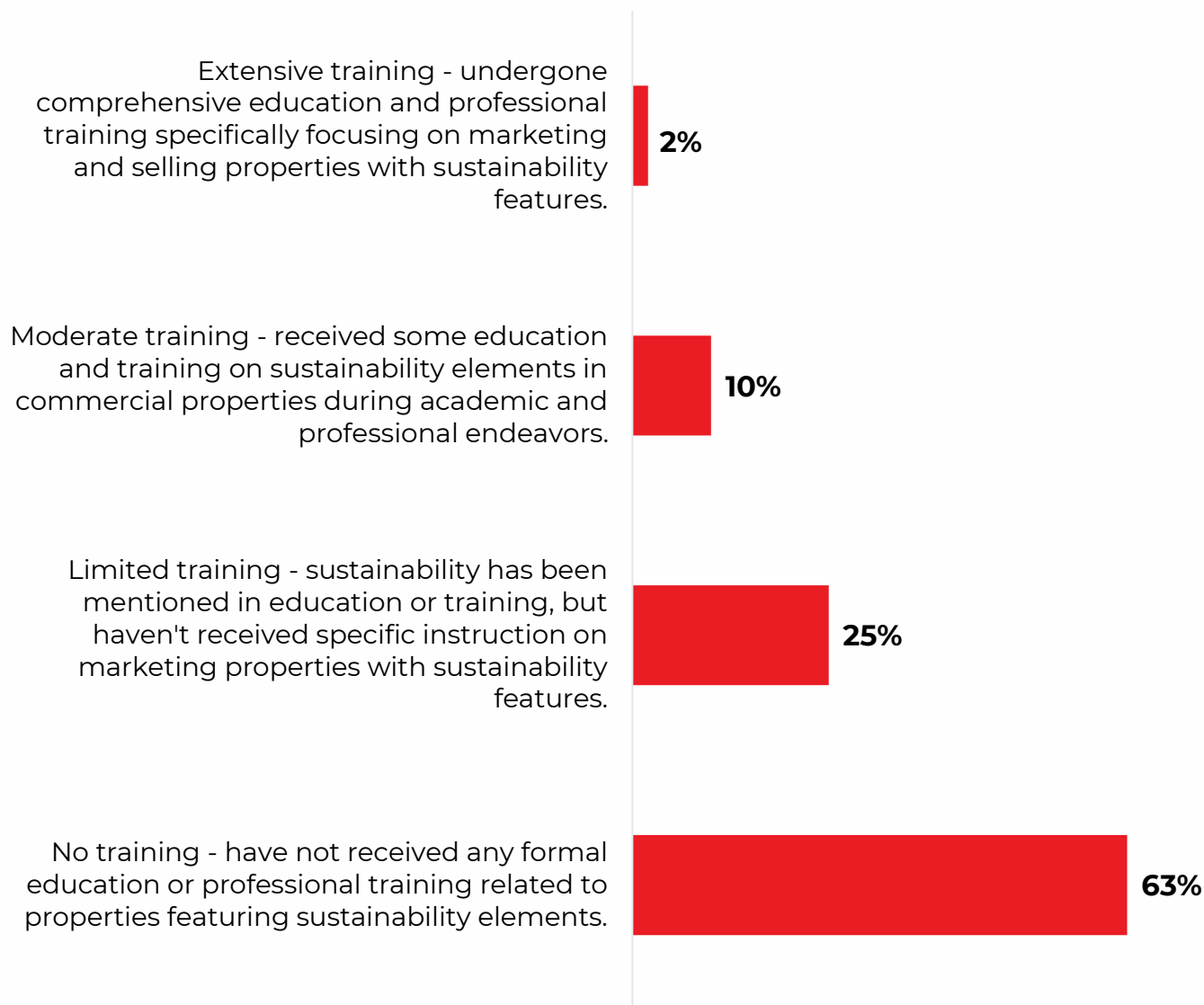
- Respondents typically described their knowledge of energy efficiency and sustainability management for commercial properties as being average (32 percent), low (33 percent), or very low (28 percent), indicating room for additional education and training.



Summary of Survey Responses

Educational and Professional Training Experience with Sustainable Commercial Properties

- Thirty-seven percent of respondents have completed some form of educational and/or professional training with commercial properties featuring sustainable elements, such as energy-efficient appliances, renewable energy systems, or eco-friendly building materials
- However, those who have completed training are most likely to have completed limited training, at 25 percent.



Summary of Survey Responses

Regional Breakouts

CIE Green Data Fields in Listings

	NORTHEAST	MIDWEST	SOUTH	WEST
CIE green data fields included in listings	21%	10%	9%	15%
No CIE green data fields included in listings	9	13	14	18
Don't know	70	77	77	67

Green Building Certifications Affect on Property Values

	NORTHEAST	MIDWEST	SOUTH	WEST
Increase value	26%	32%	32%	31%
No effect	27	27	25	20
Decrease value	3	*	*	2
Don't know	44	41	43	47

* Less than 1%

Buildings' Time on Market with Green Certifications

	NORTHEAST	MIDWEST	SOUTH	WEST
Much more	1	1	1	1
A little more	3	4	2	2
Neither more or less	27	18	22	22
A little less	3	7	6	8
Much less	3	2	*	4
Don't know	63	68	69	64

* Less than 1%

Summary of Survey Responses

Regional Breakouts

Value of Energy Efficiency Promotion in Commercial Listings

	NORTHEAST	MIDWEST	SOUTH	WEST
Very valuable	14%	21%	24%	23%
Somewhat valuable	44	33	32	33
Neutral	26	30	27	23
Not very valuable	6	9	8	9
Not at all valuable	6	2	4	7
Depends on the listing	4	5	6	4

Experience with Commercial Building Repurposing

	NORTHEAST	MIDWEST	SOUTH	WEST
Experience with Commercial Building Repurposing	31%	40%	30%	27%
No Experience with Commercial Building Repurposing	69	60	70	73

NAR Survey Respondents

- Respondents have been active as real estate professionals for a median of 21 years.
- The regional distribution of survey respondents was highest in the South (36%), West (27%), and Midwest (25%), and lowest in the Northeast (12%).
- Survey respondents work a median of 40 hours in a typical work week.
- The majority of respondents operate in an urban area or central city (51%), followed by a suburb/subdivision (43%), small town (23%), rural area (20%), and a resort area (10%).



Methodology

In August 2025, NAR invited a random sample of 99,896 active REALTORS® to complete an online survey. A total of 2,146 usable responses were received for an overall response rate of 2.1 percent. At the 95 percent confidence level, the margin of error is plus or minus 2.09 percent.

The primary measure of central tendency used throughout this report is the median – the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a specific value.



As America's largest trade association, the National Association of REALTORS® is involved in all aspects of residential and commercial real estate. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes – from written buyer agreements to negotiating compensation – visit facts.realtor.

NATIONAL ASSOCIATION OF REALTORS® Research Group

The Mission of the National Association of REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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