



Western Washington University
Western CEDAR

Salish Sea Ecosystem Conference

2016 Salish Sea Ecosystem Conference
(Vancouver, BC)

Jan 1st, 12:00 AM - 12:00 AM

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

Erica S. Guttman

Washington State University, ericag@wsu.edu

Robert C. Simmons

Washington State University, simmons@wsu.edu

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Guttman, Erica S. and Simmons, Robert C., "Greening Real Estate Professionals: A Model for Landowner Engagement through Effective Education for Brokers & Appraisers" (2016). *Salish Sea Ecosystem Conference*. 25.

<https://cedar.wwu.edu/ssec/2016ssec/engagement/25>

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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



BACKGROUND

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."

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"



EVALUATION: SURVEY MONKEY

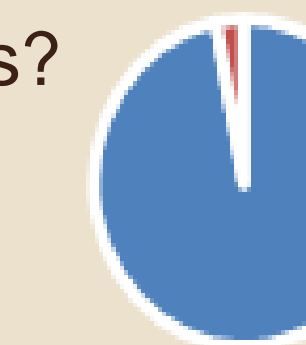
Would a webinar have been just as useful as the workshop?

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)

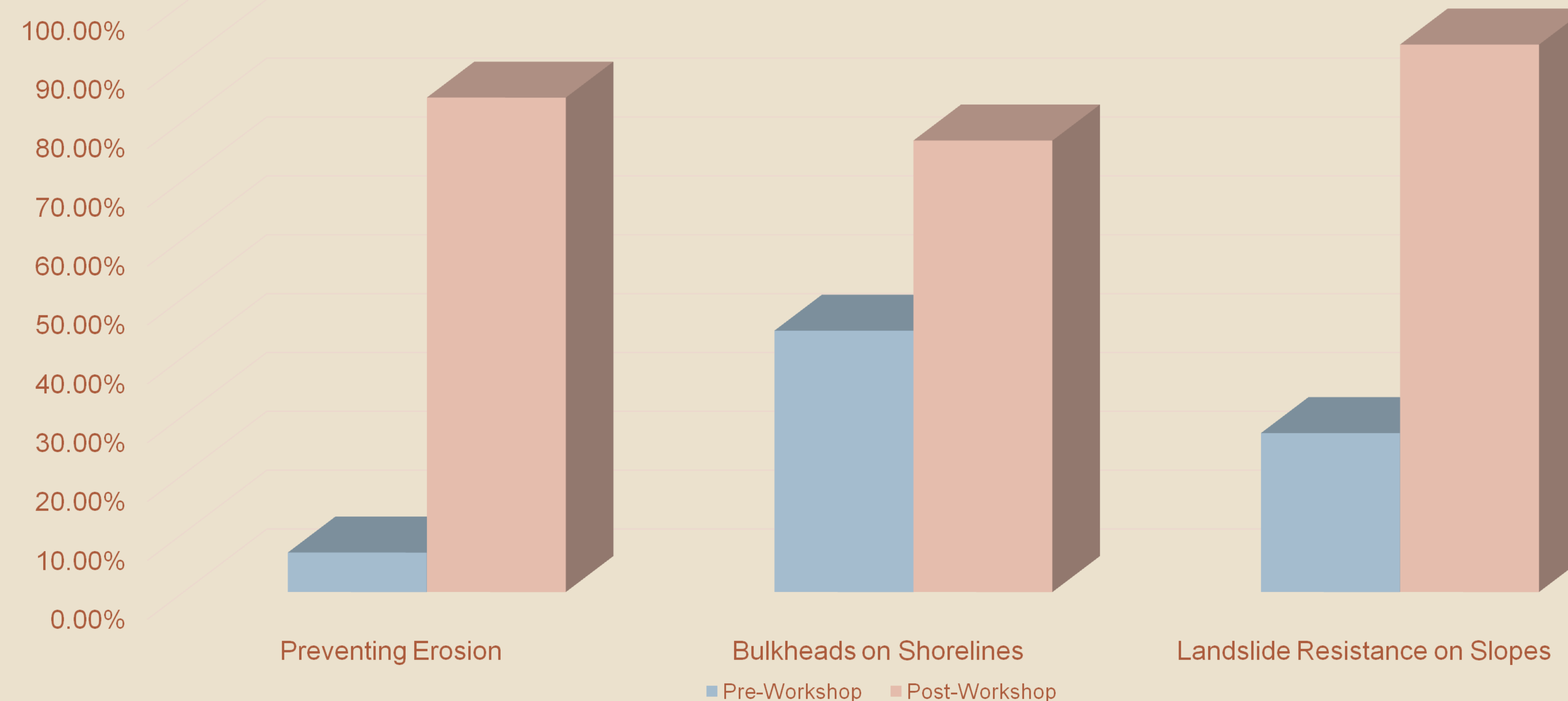
Very likely to use again – 87%

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.



Pre-Workshop & Post-Workshop Knowledge Assessments



Erica Guttman, Senior Extension Coordinator & Educator
Monica Grewal, Service Learning & Outreach Coordinator
Evelyn McLean, Stormwater Stewards Volunteer Coordinator
Robert Simmons, Olympic Region Water Resources Specialist

How would you rate the field trip?

How would you rate the class overall?

What did you think of the instructors?

How useful were the binders & other resources?

How could we improve the class?

"All stops were enlightening and interesting and to the point. I especially enjoyed talking to some of the property owners about their costs, expectations, and results."

"Best class I have been to in my seven years in real estate."

"Great class! I would be interested in almost any class from these passionate and knowledgeable instructors. It is rare to have such valuable and meaningful and relevant content for clock hours."

"The content & materials exceeded my expectations ... have already shared with several people."

"For a free class with lunch and interesting lectures and hands-on field trip? Maybe you could offer to wash our cars while we are in class! It was one of the best clock hour classes I've yet experienced."