



## Meet the Pearl experts.



### Cynthia Adams

CEO & Co-founder

Cynthia co-founded Pearl to transform how the U.S. housing market recognizes and rewards home performance. She is a winner of the Building Performance Association's Linda Wigington Leadership Award, a gubernatorial appointee to the Virginia Energy Council, co-founder of the Virginia Energy Efficiency Council was credentialed LEED AP, a member of NAR's Sustainability Advisory Group, and won entrepreneur of the year for CBIC.

#### Expertise:

- How home performance data is reshaping real estate transactions
- The business case for energy efficiency and its impact on home value
- Women in cleantech leadership

*"We're not just selling homes; we're transforming aging infrastructure that will define quality of life and financial stability for decades to come."*

Chicago Agent Magazine, January 2026



### Robin LeBaron

President, Standards and Policy & Co-founder

Robin co-founded Pearl to bring a national performance standard to an industry that never had one, drawing on deep experience across multifamily affordable housing, manufactured housing, and residential energy efficiency policy and practice. He now leads Pearl's standards and policy work, shaping the framework behind the country's first home performance registry.

#### Expertise:

- National standards for home performance and building science
- Securing the best data for home performance rating
- Public policy and the energy transition in residential housing

*"Public records are fragmented and outdated. We've had to establish datasets where none existed and reconcile sources that were never designed to work together. That infrastructure is what makes Pearl SCORE™ possible."*

GlobeNewsWire press release, November 2025



## Tim Stanislaus

### Senior Vice President, Business Development

Tim leads Pearl's efforts to bring home performance data into everyday real estate conversations – working with agents, brokers, and lenders to make home performance a standard part of how homes are bought and sold. He previously held leadership roles at Amazon and Zillow, where he saw firsthand how better data transforms consumer decision-making.

#### Expertise:

- How home performance data is transforming the real estate transactions
- Market adoption of performance standards in residential real estate
- Strategic partnerships across proptech, finance and energy sectors

*“Home buyers, home sellers, and lenders were largely transacting based on what they can see about a home—its price, its size, its location, its layout, its curb appeal, features. But what they can’t see is how the home actually performs the job of being a home: protecting health and safety, maintaining comfort, controlling operating costs, withstanding extreme weather, managing energy, maintaining value.”*

KeyCrew Journal, November 2025



## Casey Murphy

### Senior Vice President, Quality & Standards

Casey leads Pearl's quality and standards work, ensuring that home performance data is accurate, consistent, and grounded in real-world building science. His perspective comes from decades of field experience assessing homes, designing upgrade plans, and installing improvements, combined with years of work helping shape industry standards and public programs that translate building science into practical solutions for homeowners.

#### Expertise:

- Hands-on experience assessing and improving homes as a certified BPI Building Analyst, HERS Rater, and Home Energy Score Assessor
- Industry leadership on home performance standards, including BPI's Standards and Technical Committee, ANSI/ACCA-9 HVAC Quality Installation verification, and the Quality Control Inspector certification
- Program design and implementation for ENERGY STAR, Indoor airPLUS, whole-house utility rebate programs, and U.S. Department of Energy initiatives

*“A healthy home doesn’t happen by accident. It comes from understanding the home as a system and making the right choices to control pollutants, bring in fresh air, and protect the air people breathe every day.”*