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What is green real estate?

As with many industries these days, the latest revolution in real estate revolves around "Going Green."

Green homes are better built and offer a broad array of benefits to homeowners. From the inside-out, these homes are more energy efficient. They also boast increased water conservation and improved indoor air quality. During construction, green homes leverage more environmentally-friendly materials and reduced construction waste.

Third-party programs like Earth Advantage, ENERGY STAR and the Leadership in Energy and Environmental Design (LEED) have established rating systems and certification requirements that encourage these green building practices. These certifications assure homeowners that their family's health and the health of the environment are better protected, while saving them money on energy, water and transportation bills.

Are green homes worth more?

Since green real estate is still a fairly new practice, the research is limited. The most recent studies have shown, however, that new construction green-certified homes sold in 18% less time, sold for 4% more and were 25% smaller than traditional, non-certified homes. Green homes have a smaller footprint and are, thus, more tightly constructed and require less energy to heat and cool. Studies have also shown that when priced per square foot, green-certified homes were 37% more valuable. This equates to a higher return on investment for homeowners.

So what does this mean for you?

In a world that is ever-evolving in its eco-consciousness, it is important to take action. You can make a difference.

If you are looking to buy or sell a home, turn to the real estate company that knows and practices sustainability.

For more information on "green" options:

http://www.greenresourcecouncil.org/green_resources.cfm