Finding the Green and Its Value in Homes

Marla Esser Cloos

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Finding the Green and Its Value in Homes

...and how it helps get listings & buyers

outcomes

- how components in a home may be green
- how to spot the added value in features
- how to sell the emotional value to help get listings and sell homes
- resources for green and greener homes

home that looks good and performs well

welcome to a green home

holistic approaches to building and remodeling healthier, safer and more comfortable living spaces
attention to detail and careful planning to ensure all the needed elements are met
why a green home is better

comfort

- Warm or cool where and when it should be and free of drafts with an appropriate humidity level.

- The elements of a green home combine to provide the creature comforts that are important to us individually.

why a green home is better

health & safety

- Reduced pollutants, contaminants and moisture, as well as combustion by-products.

- Fresh air via ventilation.

why a green home is better

cost savings

- Utility costs, especially heating & cooling.

- Savings on equipment.

- Less maintenance & replacement with more durable & long-lasting materials and systems.

why a green home is better

resale

- Resale value & less time on market.

- Existing houses with certifications sold for 30% more.

- Certification offers real proof that buyers will get what they pay for.
certified green or energy-efficient homes

meet a defined list of principles set and recognized by the industry, and verified by an independent third-party

Energy Only Certifications
- Energy Star
- HERS

Green Certifications
- ICC-700 National Green Building Standard (NGBS)
- LEED for Homes

what makes a green home green

the land the home sits on & how it interacts

landscaping for low water use & wildlife
walkability and rideability
rainwater management

where a home lives

health & safety
quality & durability
cost savings
the stuff that makes a house a home
using resources, materials and products, wisely

- covered doors & roof overhangs
- sustainably managed wood
- recycled, repurposed & bio-based materials

health & safety
quality & durability
comfort
cost savings

zip the coat of a home – energy efficiency basics
air seal & insulate; add in systems, appliances and lighting

- HVAC systems & ductwork
- insulation & air sealing
- walls, windows & doors
- appliances & lighting

health & safety
quality & durability
comfort
cost savings

water wisdom
waste less with fixtures & smart irrigation

- plumbing fixtures – faucets, showerheads & toilets
- water-conserving dishwasher or washing machine
- native plants/gardens, rain barrels

quality & durability
comfort
cost savings
impact

breathe well
air quality - behaviors & stuff brought into a home

- low or no toxins and VOCs
- paints, finishes, sealants & adhesives
- carpets & flooring
- ventilation & fresh air
- moisture management

health & safety
quality & durability
comfort
impact
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so many choices...
products and materials

start with the “most” rooms
remodeled
redecorated
rehabbed

kitchens and bathrooms use...

when looking at home materials
and products...

are they -
healthier?
safer?
better?
nearly 50% women want more green choices

signposts

find 5 things

find 5 things
10 Green Features to Look For

1. Products with green labels
2. Daylighting – windows, skylights
3. LED Lighting – fixtures and bulbs
4. Energy Star refrigerator, dishwasher, washing machine
5. Zero or Low VOC paints and finishes
6. Low flow faucets, showerheads, toilets
7. Ceiling fans
8. Materials with recycled content – flooring, fabrics, furnishings,
9. Window coverings - reduce glare/heat
10. Air sealing and insulation

My top 3

Want to make raving fans?
Basic training for home buyers (& sellers)

- HVAC filters
- Thermostat operation & programming
- Lighting & fan controls
- Appliances operation
- Water heater settings & use
- Recycling practices
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operating & maintaining a home
homes last longer & less cost & hassle

green as you repair & improve
from Association of Women Homeowners

Home Budgets: Planning for the Unexpected
Budgeting to Replace/Upgrade Interior Home Components
Plan & Budget for Exterior Home Upgrades

resources
GreenResourceCouncil.org

resources
www.NGBS.com
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resources
new.USGBC.org/leed

Better buildings are our legacy

resources
www.energystar.gov/newhomes

resources
www.hersindex.com

resources

e-book with the steps of certifying green homes and projects

https://greenhomecoach.com/resources/
scroll down for e-book

GreenHomeCoach.com 1-877-828-1827
“This is a resource that my husband and I plan on giving to prospective clients and placing in our housewarming package for new homeowners.”

Abby Landry, Vice President, JL Builders Co

LivingGreenBook.com
10% of author’s proceeds benefit NAHB PWB Building Hope Scholarship Fund

My Thanks to You –
20-minute call to talk about how finding the green in homes can help you get listings and sell homes