

Why Go Green

Energy savings & lower utility Bills

Because of increased water and energy efficiency levels homeowners have the opportunity to save thousands of dollars over the life of their home. Given the astronomical rise in fuel prices in the past few years, it is no surprise that energy efficiency is the top reason consumers choose green enhancements these days.

More Comfortable

A good green home is a more comfortable home. It has been carefully retrofitted or constructed and well insulated so it does not overheat in the summer or feel cold in the winter.

Healthier

Green homes feature superior indoor air quality and fewer building products and materials that may undermine our health. Chemical pollutants and mold are reduced. Good ventilation helps keep the air fresh.

Peace Of Mind

Green homes are renovated and constructed with the environment in mind. From energy and water efficiency to reduced construction waste and the use of renewable materials.

Greater Value

A good green home provides more for your money, are built to last, with quality design and construction that holds up over time. These homes cost less to live in and maintain because they are built to be energy efficient and durable.

Repairing The World

The deeper benefits of going green may be less obvious. Using a low flush toilet or energy saving CFL light bulb may not save the world but it is a small step in the right direction. We may think of ourselves as trustees of the planet for the sake of future generations.

Improving The Environment

Making your home more green reduces your green house gas emissions. It also contributes to healing the natural environment.

Creating A better Future

The final reason one may choose green enhancements is less practical and more philosophical: One may want to leave the smallest footprint you can on the planet. One can also take pride in the fact that from energy and water efficiency to healthy sustainable products and recycled materials one's home can substantially reduce its impact on the environment.

Benefits To the Homeowner Of Adding Green Enhancements:

To the Environment green enhancements provide an opportunity for--greenhouse gas reduction, improved water quality, solid waste reduction and improved air quality.

Recent Survey's Point To The Clear Benefits of Going Green and changing North Americans attitudes--Canadians see Financial Benefits of Going Green in the joint Royal LePage/National Association of Green Agents and Brokers Green Home Report Survey released October 30 2007.

TORONTO, October 30, 2007 – Green friendly home improvements will likely yield a solid return on investment come selling time as almost three quarters of Canadians (72%) say they will look for a green-improved property in their next home purchase, and 63 per cent will be willing to pay more for an environmentally friendly home, according to the Royal LePage Eco Home Survey released today.

The joint Royal LePage National Association of Green Agents and Brokers Eco Home Survey, which examines the

attitudes and opinions of Canadians with respect to green living, found that Canadians are willing to pony up cash for greener home features. In fact, 62 per cent of respondents are willing to pay between \$5,000 and \$20,000, for green features, while eight per cent (8%) of respondents are willing to spend \$20,000 or more on a home deemed green.

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“The mood of Canadian homebuyers and sellers is changing with the environment as reflected in the decisions they are making about their dwellings. From simple energy conservation efforts to the more elaborate use of organic building materials, the environmentally conscious mindset that our agents are seeing in clients is not a passing trend,” said Phil Soper, president and CEO, Royal LePage Real Estate Services. “To service this growing segment of the real estate market, we are pleased to launch our partnership with the National Association of Green Agents and Brokers as well as the green accreditation program. This program will educate and empower our REALTORS® and brokers, as well as consumers on how to make eco-friendly decisions when it comes to the home.”

Through various education courses and sales materials funded in part by the Ministry of Energy, Royal LePage real estate agents will be trained by NATIONAL ASSOCIATION OF GREEN AGENTS AND BROKERS to assess environmental elements within a home and identify properties that adhere to green standards. Royal LePage members who take the NATIONAL ASSOCIATION OF GREEN AGENTS AND BROKERS training will be easily identifiable through a special designation logo.

“Few people realize that residential, commercial and institutional buildings represent more than 33% of our total greenhouse gas emissions,” said Elden Freeman, NATIONAL ASSOCIATION OF GREEN AGENTS AND BROKERS founder and executive director. “While it is unreasonable to completely reduce carbon dioxide created by homes, there are various practices homeowners can implement, such as installing high-energy efficient windows, doors and insulation, high efficiency furnaces and appliances, and water-conserving fixtures such as showerheads and toilets that will significantly reduce negative effects on the environment.”

While positive changes are occurring in the general population there is much work to be done. More than half (51%) of all survey respondents say they are very concerned about the environment and think we are in dire need of change some are not as quick to implement changes. When asked, “What is preventing you from making your home more green?” over half (54%) of respondents said it was too expensive to do, while 15 per cent said they have no idea where to start.

Added Soper: “Canadians need to know that going green can certainly be within their means and within their reach. There are many simple and affordable measures that can lead to big gains for both the environment and homeowners’ chequebooks.”

Small Steps for Big Change

When it comes to describing how green their current lifestyle is, 72 per cent of Canadians say they engage in traditional recycling practices. Making a difference can be as simple as implementing small environmentally friendly practices. The most popular green modifications that poll respondents already implement in their homes include switching from regular light bulbs to CFL light bulbs (74%), adding window and door sealers to prevent heat loss (61%) and switching to high efficiency washers and dryers and using low flow water fixtures (54%).

Some homeowners are taking bigger leaps. Caryn Thompson, a Toronto-based naturopath and owner of an eco-friendly home, is among those Canadians that took on green modifications when she and her husband decided to renovate. To create their eco enclave they opted for highly energy efficient windows made with low-e glass that decreases heat gain in the summer and keeps the house warm in the winter, installed central air that uses puron, and have painted with low or no VOC (Volatile organic compounds) products.

“We weren’t comfortable knowing that efforts to beautify our home were going to wreak havoc on the environment and possibly our health,” said Caryn Thompson.

Motivating Forces of Nature

When asked, “What is the most influential factor for making your home more or completely green?” 35 per cent of respondents cited they are doing it for their children so they inherit a healthy planet; 32 per cent are doing it for the cost savings; and one quarter (25%) are doing it for their health and to have peace of mind they are living the best they can.

Mature Canadians edge out the younger set when it comes to recycling. Respondents aged 55+ (77%) are more likely than those aged 18 to 34 years (67%) to engage in traditional recycling practices.

More women (31%) than men (18%) are going green for their health. Conversely, more men (41%) than women (23%) cite cost savings as the most influential factor for making a change.

Additional Poll Highlights

Atlantic (72%) residents are the most likely to pay more, whereas Ontario residents (60%) are the least likely to pay more for an eco-friendly dwelling.

Fourteen per cent (14%) of homeowners are already living in an eco-friendly abode.

The survey found that 16 per cent of respondents say they exercise their green side from time to time, when it is convenient, and only nine per cent (9%) claim to be at one with Mother Earth, and live a very green lifestyle.

Seventy-eight (78%) believe there is a direct link between the unseasonably warm temperatures and decades of the world's lack of awareness about the environment. Albertans are the most reticent about such a link, with 68 per cent of respondents from Alberta claiming to see a link, whereas 82 per cent of people in Quebec believe the two elements are related.

Poll Methodology

Angus Reid Strategies conducted the Royal LePage Eco Home Survey. The poll was in field on Tuesday, October 16, 2007 with a national representative sample of 1,266 Canadians survey respondents aged 18 year and older. The results have a maximum margin of error +/- 3.1% 19 times out of 20.

About Royal LePage

Royal LePage is Canada's leading provider of franchise services to residential real estate brokerages, with a network of over 13,000 agents and sales representatives in 600 locations across Canada operating under the Royal LePage, Johnston & Daniel, and Realty World brand names. Royal LePage manages the Royal LePage Franchise Services Fund, a TSX listed income trust, trading under the symbol "RSF.UN."

About NATIONAL ASSOCIATION OF GREEN AGENTS AND BROKERS

The National Association Of Green Agents and Brokers (NAGAB) is Canada's largest non profit association of Real Estate Agents committed to reducing greenhouse gas emissions. The associations Greenrealestate™ curriculum provides an education and certification program for Real Estate Agents. Through the associations innovative offerings, Real Estate Agents promote the benefits of energy conservation to their buyers and sellers. The National Association Of Green Agents and Brokers has over 15,000 affiliate members coast-

Provided by the NAGAB official website - <http://www.nagab.org>