



## Smart Homes of Tomorrow are Here Now: Green-Built Real Estate Provides Energy-Efficiency and Value

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*If you are already working with an agent, this is not meant as a solicitation for that business.*

No doubt you've heard about the "green movement". For many years, the idea of going green has been associated with a fringe counter-culture—but that's no longer the case.

Going green is for **everyone**, and especially when it comes to new real estate construction. Environmentally-conscious citizens and communities are creating a strong demand in the marketplace for green-built homes.

The new buzzword in home construction is "sustainability". This refers to the ability to reuse existing structures in the future, something that was never considered when the builders of 50 years ago constructed a home.

Many of today's communities are rethinking their planning, zoning, and special use permits to adapt to this new world. Everything from heating to lighting to electrical to structural materials is being reformulated to meet this demand.

A prime example is ICF Construction. ICF stands for "Isolated Concrete Form". With this process, even the walls of a new home are built of concrete. This is a very costly building material, but we will be seeing more of it (likely with a lower

price tag) in years to come.

When a builder specializing in "building green" holds an open house, people often show up in greater numbers than a similar non-green offering. This is proof that most builders who specialize in this type of construction are doing quite well.

Consumers are willing to pay the price for this long-term energy efficiency. More than ever, people are concerned about the environment around us. Green materials are not only better for the earth, they are healthier for humans.

For years, such items came from dubious international sources. But now, global pressure has brought green standards to overseas manufacturers.

As a homebuyer, it's a good idea to do some research into purchasing a green-built home. The rewards are vast and extend well into the future—even though they're here now.

Want to learn more about the value of a "green" home? Give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. You may be surprised at how much some of your neighbors have saved by going green.

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