

Making Green By Selling "Green"

Linda Olson, REALTOR®, GREEN
Copyright© 2019

Email: Olson_L@bellsouth.net
Website: www.educatorlinda.com
My Blog: www.envirodiva.wordpress.com



www.fgpt.info

1

Course Objectives

- Define and differentiate between terms associated with "green" and energy efficiency
- Identify energy efficient components associated with the outside of a home
- Identify energy efficient components associated with the inside of a home
- Analyze range of costs and time for return on investment for make a home more resource efficient




www.fgpt.info

2

Course Objectives

- Demonstrate how you and your customers can embrace a more "green/ecofriendly" lifestyle within every budget
- Employ practices learned in class to advise Buyers & Sellers to be more resource efficient
- Demonstrate an understanding of "greenwashing"
- Formulate methods to effectively advertise "ecofriendly" homes so you can become more successful at selling them




www.fgpt.info

3

Green

“Green” generally refers to the practice of increasing the efficiency with which homes and the land around them use and harvest energy, water and materials.



www.fgpi.info

4

LEED

- US Green Building Council
- High performance green buildings, homes and neighborhoods
- 100+ point scale; 4 levels: Certified, Silver, Gold & Platinum



www.fgpi.info

5

LEED

9 Categories:

- Location and Transportation	- Material and Resources
- Sustainable Sites	- Indoor Environmental Quality
- Water Efficiency	- Innovation
- Energy and Atmosphere	- Regional Priority
	- Integrative Process




www.fgpi.info

6

NGBS

- NAHB
- Encourages increased environmental and health performance homes
- 1100 point scale, 4 levels: Bronze, Silver, Gold & Emerald



www.fgpt.info

7

NGBS

6 Categories:

- Lot Design, Preparation and Development
- Resource Efficiency
- Energy Efficiency
- Water Efficiency
- Indoor Environmental Quality
- Operation, Maintenance, and Building Owner Education




www.fgpt.info

8

Energy Efficiency

Using less energy to provide the same level of performance, comfort and convenience.




www.fgpt.info

9

HERS

- Established in 2006 by RESNET
- Accounts for on-site energy production, if any, and energy used for lighting & appliances
- Rewards efficiency not conservation



www.frpt.info

10

Energy Star



www.frpt.info

11

WaterSense



www.frpt.info

12

Ecofriendly

“Eco-friendly” literally means earth-friendly or not harmful to the environment.




www.fngpt.info

13

Sustainability

Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic, and other requirements of present and future generations.



www.fngpt.info

14

Energy Efficient and Ecofriendly Practices and Products

Outside & Construction <ul style="list-style-type: none">• Landscaping• Home Orientation & Room Layout• Paint• Attics & Roofs• Pools	Interior <ul style="list-style-type: none">• A/C & Heating• Water• Electricity
---	---



www.fngpt.info

15

Outside & Construction

Landscaping



www.fgpt.info

16



www.fgpt.info

17

Landscaping - Benefits

- Aesthetics
- Erosion Control
- Temperature Modification
- Water Conservation
- Wind Control
- Air Pollution Reduction
- Light Pollution Reduction
- Water Pollution Control



www.fgpt.info

18

Landscaping - Techniques

- Trees and shrubs to shade
- Foundation plantings to shade
- Shade air conditioner
- Plant trees in clusters
- Native plants adapted for your area



www.fnpt.info

19



www.fnpt.info

20



www.fnpt.info

21



22



23

Landscaping - Watering

- Water when needed
- Reduce watering during rainy season & winter
- Water early morning and early evening
- Don't water between 10 am & 4 pm
- No more than ¾" to an area
- Water deeply and thoroughly and less often
- Automatic sprinklers with rain sensors
- Manual sprinklers with timers

www.fnpp.info

24

Outside & Construction

Home Orientation & Room Layout




www.fnpt.info

25

Home Orientation

- Take advantage of summer & winter breezes and minimize sun exposure
- Minimize exposure to E & W
- Longer sides and glass areas N & S




www.fnpt.info

26

Room Layout

- South-facing glass
- Cross-ventilation
- Porches on E or S sides
- Rooms with fewer windows on E & W
- Roof overhangs on all sides and/or awnings over windows



www.fnpt.info

27

Outside & Construction
Paint



www.fnpt.info

28

Outside & Construction
Attics & Roofs


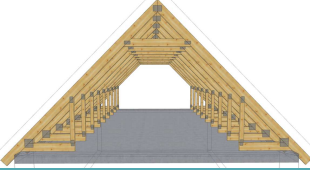


www.fnpt.info

29

Attics

- Sealing
- Insulation
- Radiant Barriers
- Fans





www.fnpt.info

30

Attics - Sealing




- No air infiltration
- Common infiltration areas: electrical lines, plumbing & other building components
- Non-combustable materials to seal
- Pay attention to penetration areas



31

Attics - Insulation



- R-Value
- Best if insulated to R30 – R38
- 1500 sf house \$500 - \$1500
- Could result in a minimum savings of 20%
- Payoff in 2 years



32

Attics – Radiant Barriers



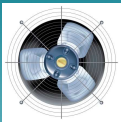
- Reflective foil-type product
- Stops heat transfer
- No cumulative affect when paired with adding insulation
- 500 sf \$175 - \$325 plus installation



33

Attics – Ventilator Fans

- Keeps hot air from building up
- Savings from 2 directions
- Electric fans
- Solar-powered attic fans
 - \$250 - \$600 plus installation
 - Tax credit of 30%
 - Savings of 20% per month
 - Payoff 2-3 years





www.frgpt.info

34

Roofing

- Light-colored shingles or other roof materials
- Special coated pigments
- Maximize life by pairing with an attic fan



www.frgpt.info

35

Outside & Construction

Pools



www.frgpt.info

36

Pools

- Pumps
- Heating




www.fgpt.info

37

Pools - Pumps

- Small pump but large pipes & filter
- 45° elbows and sweep 90° elbows or flexible pipes
- Right-sized pump
- Pump a couple of times/day for short periods
- Run pump outside of peak power demand times




www.fgpt.info

38

Pools - Heating

- Use transparent pool cover
- Solar Heating
 - Efficient for heating pool water the 75° to 90°
 - Initial average cost \$5,500
 - Require large roof area
 - Could payoff in 2-7 years



www.fgpt.info

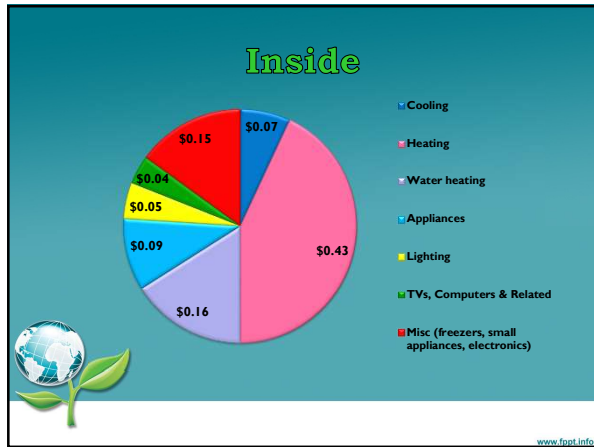
39

Go to www.Kahoot.it



www.fnpt.info


40



41

Inside

- A/C & Heating
- Water
- Electricity



www.fnpt.info

42

Inside
A/C & Heating




www.fgpt.info

43

A/C & Heating

- Heat reflecting blinds or window coverings
- Ceiling fans
- Reset thermostat
- Programmable thermostat
- Keep heated or cooled air from leaking out




www.fgpt.info

44

**A/C & Heating –
Containing Air Inside**

- Insulate attic
- Sealing & insulating leaky ductwork
- Eliminating air leaks around windows
- Replacing windows
 - Double-glazed
 - R Value 2 or 3
 - Low-E Coating
 - Will trim energy bills by 10 – 25%




www.fgpt.info

45

A/C & Heating – Replacing A/C


- Replace with high-efficiency
- SEER of 14.5 -16 or higher
- Proper size
- Shade compressor/condensing unit
- Air handler & duct system in conditioned space
- Use natural gas heating or heat pump
- Geothermal heat pump



www.fgpt.info

46

Inside Water




www.fgpt.info

47

Water Statistics

Feature	Amount
___ How much US uses in gallons of water per day	(A) 25
___ Toilets older than 10 years (gallons per flush)	(B) 5,475
___ A dripping faucet (gallons per year)	(C) 40 - 45
___ Dishwashers older than 10 years (gallons per cycle)	(D) 3.7 - 7
___ Top-loading washers older than 10 years (gallons per load)	(E) 8 - 14
___ % of energy costs spent on heating water	(F) 300 billion




www.fgpt.info

48

Water Statistics

Feature	Amount
E How much US uses in gallons of water per day	(A) 25
D Toilets older than 10 years (gallons per flush)	(B) 5,475
B A dripping faucet (gallons per year)	(C) 40 - 45
E Dishwashers older than 10 years (gallons per cycle)	(D) 3.7 - 7
C Top-loading washers older than 10 years (gallons per load)	(E) 8 - 14
A % of energy costs spent on heating water	(F) 300 billion




www.fnpp.info

49

Water – Maximizing Efficiency

- Stop running water while brushing teeth
- Don't run water excessively while waiting for it to heat
- Turn down temperature control thermostat in hot water heater
- Add timer to hot water heater
- Drain tank annually




www.fnpp.info

50

Water – Maximizing Efficiency cont'd



- Use faucet aerators and low-flow faucets & showerheads
- Water-saving toilets
- Alter the way you are heating water or change hot water heater
 - Storage hot water heater
 - Tankless hot water heater
 - Hybrid hot water heater
 - Solar hot water heater



www.fnpp.info

51


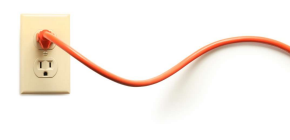

Inside Electricity



52

Electricity




- Lighting
- Minimize power usage
- Appliances
- Solar Power



53

Electricity - Lighting


- Turn off lights when leaving a room
- Change bulbs
 - CFLs
 - LEDs
 - Halogens



54

Electricity – Minimize Power Usage

- Set computers to hibernate
- Unplug products when charging complete
- Use power strips




www.fnpp.info

55

Electricity - Appliances

- Energy Star rated appliances
- Refrigerators with variable-speed compressors & vacuum-insulated panels
- Front-loading washers
- Dishwashers with soil sensors
- If available, switch to natural gas products





www.fnpp.info

56

Electricity – Solar Power

- A system that covers 75% of home's energy needs
- \$25,000 - \$35,000 up front cost
- Federal tax credits 30%
- Utility company rebates and net-metering
- Best in sunny areas
- Financial sense in states with high electricity rates & generous tax incentives
- Payoff of initial cost: 10 – 20 years
- Option to lease
- Southern exposure



www.fnpp.info

57

Miscellaneous

- Sustainable flooring
- Light-colored no- or low-VOC interior paints & finishes
- Recycle




www.fnpi.info

58

Marketing Green

- Review features with Sellers & recommend energy-efficient upgrades
- Point out energy efficient features to Buyers
- Sell the home's benefits, not the science
- "Green" mortgages
- Federal and State programs – www.DsireUSA.org




www.fnpi.info

59

Greenwashing

TerraChoice's Six Sins of Greenwashing
Hidden Trade-off: When a company focuses on one step of the process that may be environmentally friendly when in fact the production, transportation, etc., may not be green at all.
No Proof: Companies should always be able to provide certificates, test results, etc.
Vague Claims: Similar to #1 – companies tell the truth but not the whole truth.
Irrelevant: e.g., when a company claims product is CFC-free, but CFCs have been banned since 1978.
Lies or Fibs: Some companies flat-out lie or fib about green qualities of their products or services.
Lesser of two Evils: Applies to products or services with questionable environmental benefits




www.fnpi.info

60

Strategies that are Easiest to Sell

Mature shade trees on the site
Few East and West Windows
Light-colored Exterior Wall Paint
Presence of Porches
Light-colored Roof Shingles
Added Attic Insulation
Attic Radiant Barriers
High Efficiency Air Conditioners
Efficient Hot Water Heaters
Efficient Appliances
Efficient Lighting
Water-Saving Bathroom Fixtures
Ceiling Fans
Tile Floors




www.fngpt.info

61

Strategies with Greatest Return on Investment

Solar Attic Fans or R30 and up Ceiling Insulation
High SEER Air Conditioner
Natural Gas for Heating Water, Clothes Dryer, and/or Heat Pump for Heating
High Efficiency Indoor and Outdoor Lighting
High Efficiency Refrigerator
Insulated Water Lines
Low-Flow Showerheads
Ceiling Fans



www.fngpt.info

62

Other Training Options for REALTORS®

NAR Green Designation



www.fngpt.info

63
