



SHINE BRIGHT

GOING GREEN: IS NAR'S GREEN DESIGNATION FOR YOU?

Going green is not a fad. As energy costs continue to rise, and more people are working at least part-time from home, energy efficiency, commuting costs, and eco-stability are transforming market dynamics. McGraw Hill's recent New and Remodeled Green Homes Survey reports that two-thirds of state governments have already implemented green building standards on new construction – and that 61 percent of builders nationwide report customers will pay more for a green home.

Heating and cooling efficiency are at the top of the want list, according to the latest edition of the Profile of Home Buyers and Sellers published by the National Association of Realtors® (NAR). But many buyers are also concerned about potential environmental impact, responding favorably to features that reduce a home's environmental footprint – and a recent study by Better Homes & Gardens Real Estate shows that 77 percent of Gen X and Gen Y home buyers want their homes equipped to manage the technological capabilities they grew up with.

Any way you look at it, energy efficiency, sustainability, technology and a healthier living environment are on the minds of more and more consumers. For real estate practitioners, many of whom are like-minded, it's an opportunity to increase your bottom line by meeting or exceeding today's changing consumer expectations.

Pursuing NAR's Green Designation is an expedient way to learn green real estate concepts, principles, practices and benefits from the ground up in a way that makes sense to you and your clients. Available in classrooms around the country or online via Realtor.org, the required course of study encompasses both the principles of the resource-efficient home and the best methods for connecting with, and representing, a larger pool of interested home buyers.

Once certified, NAR Green Designees have access to customizable green client handouts, power point presentations, press releases, monthly newsletters and webinars and other marketing materials – and the Green Designation counts as credit towards earning other designations including the Accredited Buyer's Representative (ABR) and the Certified Residential Specialist (CRS.)

Additional benefits include initial membership and materials from the Green Resource Council, print-at-home marketing options, and an online directory profile to help connect designees with potential clients.

Capable real estate agents make the effort to keep up with market trends. The most capable get out in front and lead. Given that green is here to stay, is NAR's Green Designation for you?

HELPING YOU SHINE BRIGHT