

Marketing green real estate – part two

Getting the Green Listing

Who knew that old linoleum floors could be a selling point? Well for one thing, they happen to be green – made from renewable materials like solidified linseed oil, pine rosin and cork dust. And if you know enough to point that out to a seller, it might just win you the listing.

Going green is a selling point these days, but you have to recognize what elements of a house make it the environmental choice. You need to show the seller the green value of their home.

When I meet a potential client, I play the green card. As an accredited Greenagent®, I notice the not-so-obvious details that make a home environmentally friendly. I ask about insulation, caulking, the paint used and the type of furnace installed. I look out for reclaimed wood, low-flush toilets, double or triple-paned windows and energy efficient landscaping. For example, if a house has deciduous trees to the south, the leaves will block the sun in the hot summer but not in the winter. Coniferous trees to the north block the wind. And native species require less watering.

Sometimes the seller has no idea their house has green qualities. When you enlighten them, they can see the value you're adding to the sale. Other times, the seller is well aware. In those cases, you won't past muster if you're out of the loop.

I recently sold a lane-way house that had a fabulous green features. While some agents might have marveled at the trendiness of the concrete floors, I recognized the passive-solar technology at once. The floors acted as a heat sink, capturing the sunlight from the large, south-facing windows. I also spotted the floors made of reclaimed wood and the linoleum in the bathroom. Had I not, I'm quite sure I would not have been trusted with the listing.

Many agents look for the paint job and granite countertops, sticking to the lipstick of the house. Green agents look for substance – not only beauty, but also brains. We get the listing because we add green value. . For more information about NAGAB and what it can do for your business, visit www.NAGAB.org online.