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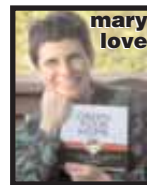
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Find your way through the 'green'



mary love

Various polls have indicated that over 75% of home buyers favor an energy-efficient home over another. Therefore, home sellers looking for a competitive edge need to feature their home's green features. A home buyer can quickly become confused by various green claims. A Realtor certified in a "green" program can help you navigate through the green wash and into a more clear idea

of sustainability.

There are several programs available that help a Realtor become more knowledgeable about green. These programs are primarily educational and offer a certificate and use of an identifying logo for marketing purposes after course completion.

In WNC there three certification programs that allow Realtors to gain knowledge that will help them provide better service to their clients:

Environmental Consultant ECO

An ECO Consultant is a REALTOR® with an interest in healthy, sustainable design, building and development who has completed the Asheville Board of REALTORS® certification program to become an ECO Consultant. Thirty-six hours of training in all the major issues of green building is required. The combination of core required courses and a choice of many electives allows each certified ECO Consultant to complete the training with a good understanding of both the issues and local resources.

NAR's Green Designation GREEN

The only NAR-recognized real estate designation designed for agents looking to learn about issues of energy efficiency and sustainability in the various facets of real estate. This program requires three 6 hour classes. The first class seeks to instill the mindset essential to building a green-focused real estate business so that students can apply knowledge of green trends and approaches to business planning. The second familiarizes students with green principles and choices in home design and construction. The third strives to provide green cost savings and health benefits of green homes.

EcoBroker International

The EcoBroker designation is awarded to licensed real estate agents who complete three 6-hour online classes. The first class evaluates various environmental issues, such as radon, asbestos, lead, water, mold, and indoor air quality. The second class discusses energy-efficiency technologies, sustainable energy options, mortgage options, and green home certifications. The third course deals with marketing and using the energy and environmental training in real estate transactions.

Finding an agent knowledgeable about both the local market for green homes and what green features are important in your region is a practical and worthwhile step down the path to home ownership. Keller Williams will soon be delivering green-specific education and a designation program in order to help buyers and sellers create a "green network" for their home.

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WEB

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Every house can be more sustainable. Let us show you how.