

GREEN REAL ESTATE SPECIALIST

It pays to think green when investing in real estate.



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By: Meghan Clair Realtor(S), EcoBroker

In a recent national survey 78% of home buyers said they would choose an energy efficient home over a traditional home and they would be willing to pay more for these features. I have the professional designation and expertise to identify and market Green features in a home.

“Green” can be a valuable and unique marketing strategy in today’s uncertain market...

So what makes a home or other property Green?

Green Real Estate refers to a property designed or built to reduce environmental impacts; create a safer, more efficient living or working environment; reduce operating cost; and improve occupant health.

Recently, “Going Green” has become not just a hot trend, but a new lifestyle choice for many, and rightly so. The reality is that our natural resources are limited and as a human race we need to develop better technology and life choices for accommodating population growth and the damage caused by pollution.

In the past decade, the “Green” trend has spread into the building and housing market and the concept is becoming increasingly more popular. What people may not know yet is that **in addition to making your home healthier to occupy, and less expensive to operate, implementing Green features into homes is a great avenue to make them more marketable for sale.**

A green home can be new construction, or can be an existing home that has been upgraded with a few eco-friendly features to reap the benefits. Almost all homes have some Green features and I have the certification and expertise to recognize and highlight eco-friendly features that already exist in your home, thus offering you an unparalleled marketing presence for your property.

Some common eco-improvements for existing homes include: Solar water heaters, Attic and Wall Insulation, Low E-Coating windows, Photovoltaic Cells for converting Solar Energy into electricity, Energy efficient appliances, or even by landscaping with Native plants.

If all these options are not immediate alternatives for your family, you can still make smarter choices at home to be more eco-aware. Recycle, buy compact fluorescent light bulbs (CFLs), reduce your water consumption, and use less electricity when possible, or grow your own food!

Overall, I am thankful for the opportunity to be involved in this exciting advancement in building practices, protecting Hawaii’s natural environment, and promoting the benefits of thoughtful eco-friendly home designs. Building green is about healthier lifestyles and home-style. It’s about saving money and the environment. “Going Green” is about taking pride in our homes and the future, by making positive living choices.

Author Meghan Clair, is a licensed Realtor (S) at Windermere Real Estate Wailea LLC. She is the First Female EcoBroker on the island of Maui, and an advocate for greener developments and building practices. Please contact Meghan for a FREE consultation about marketing a property as Green!

See green listings and learn more at Meghan’s Website:

www.LuxuryGreenRealEstateMaui.com