



ProTalk: Maui Real Estate Goes Green!

By: Meghan Clair

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 costs; and improve occupant health.

Aloha, I'm Meghan Clair of Windermere Real Estate Wailea. I'm the first female EcoBroker on Maui and an advocate for greener developments and building practices. Recently, I collaborated with other eco-minded individuals on Maui to organize and advertise the Energy & Environment Building Association's (EEBA) Houses That Work "Green Building" Seminar. This lecture was the first of its kind on Maui, focusing on the construction aspects and sales strategies for high performance homes.

This successful educational event was hosted at the Maui Community College by a variety of sponsors. Our sponsors, including the newly formed Sustainable Living Institute of Maui (SLIM), MECO, Windermere Real Estate Wailea LLC, Hawaii Premier Mortgage, The University of Hawaii, Homes and Land Magazine, and Green Building LLC were all involved with the event's promotion and success.

Gord Cooke an EEBA certified trainer presented the green building seminar. Gord, an instructor, author and industry consultant, has been an effective and passionate educator and advocate for better building practices, improved indoor air quality and energy efficiency across North America during the past two decades. Gord, was a fabulous

presenter and assisted local professionals interested in green building by expanding their knowledge and learning applicable salesmanship strategies for the industry.

Participants gained a deeper understanding of the technical features of new homes and the dozens of valuable benefits they offer to home buyers. They also learned how to market such properties. While many Maui residents are taking steps to make their homes more environmentally friendly, the state of Hawaii is also working with the federal government to dramatically increase our island chain's use of renewable energy resources. Planning for more environmentally friendly development helps preserve our islands, creates jobs, and makes monthly living expenses more affordable for us all.

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.

Contact Meghan Clair of Windermere Real Estate Wailea at (808) 879-0600 or MClair@Windermere.com to learn more about buying and selling real estate on Maui and the direction of the green building movement throughout the state of Hawaii. **REMS**