

Lisa's

ECOGREEN CERTIFIED AGENTSM

Real Estate

GREEN NEWS



Offering a fresh perspective on healthy home sales.



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Green Tips

The California Academy of Science in San Francisco is one of the greenest buildings in the world, including their living roof! Definitely worth a visit. www.calacademy.org

A list of EnergyStar compliant appliances, lights, water heaters and electronics is available online at www.EnergyStar.gov

You will save about \$30 per bulb over the lifetime of a CFL compared with using incandescent bulbs.

Your carbon footprint is a measure of your impact on the environment. You can calculate yours by visiting www.carbonfootprint.com

The New Color of Real Estate

Why Green is Here to Stay

Dear Friends:

I'd like to welcome you to this—the first of my new “green” newsletters. Those of you who have known me for a while realize that going “green” is nothing new...I have always tried to make conscientious choices regarding our environment. What is new is how going green affects the quality and value of the homes in which you and I live, and the overall value our local real estate market. As an EcoGreen Certified AgentSM I'm pleased to share with you information and insights that I've gained into home construction and renovation, into energy conservation and efficiency, into the health of our homes and the quality of our communities.

EcoGreen CertifiedSM

In case you are wondering just what it means to be EcoGreen Certified, let me explain. An EcoGreen Certified Agent has completed a specific course of study examining building practices, resource management, energy consumption, and environmental issues specific to commercial and residential construction. This is a burgeoning field of expertise, and I am proud to be among the first agents in our area to have completed this course of study.



Sustaining the Real Estate Market.

A term you will hear frequently in any discussion on the environment is “sustainability.” Or, as one person I heard describe it: “If you keep on doing what you're doing how long can you keep on doing what you're doing?” Everything in our world needs replenishing at some point, to some degree. It's part of the cycle of life. We all need to sleep every night, we can't run forever without eating or resting. The same is true for everything in our lives...including the real estate market. The current malaise (or depression) in prices is part of the natural cycle, it can't (and won't) last forever. But while it does, it provides countless opportunities for savvy buyers. Now is a great time to make a move or purchase investment property. And it's the perfect time to begin “greening” your home choices. I'll share more thoughts on that subject in future letters.



California AB32.

In 2006 the California State Legislature passed legislation establishing first-in-the-world regulations for quantifiable reduction in green house gas emissions. The legislation essentially mandates that local communities reduce the amount of carbon dioxide emissions to levels comparable to 1990. This will mean some tough choices and severe measures will need to be taken throughout the State. Of course, some of the reductions will be comparatively easy to achieve—like switching to compact fluorescent bulbs or putting in motion-activated lights. Other solutions will be more costly and involved (such as installing solar electric on municipal buildings and installing rain catchment systems). You can expect these changes to reach all the way down to you, the individual homeowner. Communities throughout the State, such as the City of Santa Rosa, are considering mandatory retrofit requirements for all homes as a way of meeting the State's mandate. While communities grapple with the extent and implementation of the requirements, one avenue they will explore is mandatory repairs at the time of sale...which could be as high as 1.5% of the sales price! Obviously, solutions like this will have a huge impact on homesellers and home buyers. I will keep you posted as more information on these possible requirements becomes available.

Lisa