




**Green Your Waterfront Property**

**Ben Kaufman**  
Realtor, King County WA

**Green Marine Waterfront Features**  
Real Estate Course  
Orcas Island, November 2, 2015  
San Juan Island, November 3, 2015

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Presented By:

**Ben Kaufman**

**Licensed REALTOR®**

**Lead Instructor – National Association of Realtors GREEN Designation**

**Founder of highest sales volume green brokerage in the US**

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What We Cover in this Workshop – 30 min

**Understand the Value of Green Building**  
Research & data – the market for green homes  
Marketing and Appraisal tips

**Market for Shoreline Homes**  
Consider the market  
Certification Programs

**Discussion**

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### What makes "A Green Home"?

**Efficiency - Prosperity**

More insulation & air sealing

Lower utilities

**Health - People**

Indoor Air Quality

Less toxicity – What is your health worth to you?

**Lower Environmental Footprint - Planet**

Being a better global citizen starts in your backyard.




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### Green Myths & Truths

What percentage of new homes sold with an environmental certification?

- A. 5%
- B. 8%
- C. 10%
- D. 12%

What was the price premium for this market segment?

- A. \$3K
- B. \$13K
- C. \$23K
- D. \$33K

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### Green Truth

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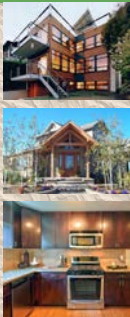
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### Builders Meet the Demand



**McGraw-Hill Construction 2012 Report**

**2% to 17%:** increase in the green share of new single-family residential homes from 2005 to 2011

**29% - 38%:** range of projected green market share by 2016

**\$87 - \$114 billion:** projected market value

Green Home Photos: Blip Design, Living Shelter Design, Glover Homes

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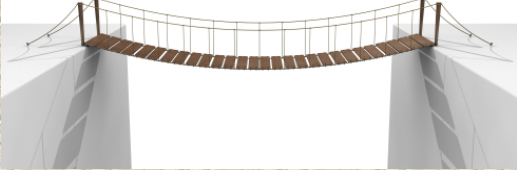
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### Houston, we have a problem ...



2 out of 3 buyers desire green home features

Fewer than 1 in 100 real estate agents have any green training

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### Money on the Table – Sterling Report

A **14% premium** from marketing a green home as green

**\$534,000** – Avg. price of certified homes marketed as green

**\$458,000** – Avg. price of certified homes NOT marketed as green

From a study of 1,470 certified homes sold between 2007 and April 2009 built between 2005 and 2009 in a five county region around Puget Sound, Washington.

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### Lot Development Considerations

#### Follow a designation

Brand value

#### Use Experts

Record progress

#### Design to your tastes

Every homes tells a story

#### Consider your market

Sales range from \$1-2.5M last 12 months

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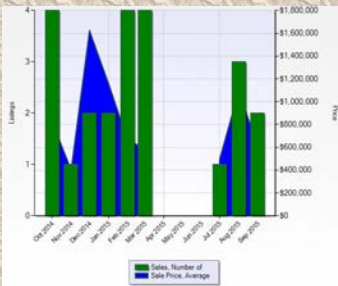
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### Market for Shoreline Homes



23 homes sold  
Sound Waterfront

Results provided by GreenWorks Realty using data from NWMLS.

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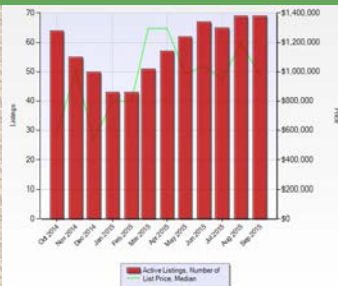
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### Market for Shoreline Homes



130 Listings  
Sound Waterfront

Results provided by GreenWorks Realty using data from NWMLS.

Time frame is from Oct 2014 to Sep 2015  
County is "San Juan"  
Property Sub Type is "Residential"  
Market Trending is "No"  
Status is not "Incomplete"  
Waterfront is "Sound"  
Results calculated from approximately 130 listings

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## In the News – Green is the new Luxury

**The Green, Green Luxury of Home - Wall Street Journal**  
 www.wsj.com/.../581000142402274870427840... • The Wall Street Journal •  
 Jan 7, 2011 - The idea of building an eco-friendly luxury home may seem like an  
 Even in a world where green has become the new black and words like ...

**Green Goes Mainstream for New Homes - Wall Street Journal**  
 www.wsj.com/.../581000142412788732378970... • The Wall Street Journal •  
 May 2, 2013 - David and Martha Couzick bought their new home for its features. Green  
 housing projects accounted for 20% of all newly built homes last year.

**Lavish Gardens Sprout Up on Luxury Penthouse Roofs - WSJ**  
 www.wsj.com/.../581000142412788732378970... • The Wall Street Journal •  
 Jun 12, 2014 - Luxury homeowners living in urban penthouses and terraces are ... In  
 New York City, the impact of a green roof on an apartment's resale value ...

**Stockholm's Vasastan Has a New Luxury Draw - WSJ**  
 www.wsj.com/.../581000142412788732378970... • The Wall Street Journal •  
 Aug 6, 2010 - Stockholm's Vasastan Has a New Luxury Draw. The district ... The most  
 situation green space in the district is Vasaparken. In 2010, jobs ...

**Value Is the New Green - WSJ**  
 www.wsj.com/articles/SB123085923094512981... • The Wall Street Journal •  
 Mar 13, 2009 - But now green is taking a back seat to a new core value - value. ...  
 history shows these trends go in cycles, and luxury always comes back.

**It's Not Easy Being (Quite So) Green - WSJ (graphics.wsj.com)**  
 graphics.wsj.com/.../luxury...its-not-easy-being-g... • The Wall Street Journal •  
 Sep 10, 2010 - Jeff Ahran for The Wall Street Journal: It's Not Easy Being (Quite So)  
 Green. An environmental lesson ... A New Wave of Luxury Ecohouses.

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## Thank you!

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