

## *Some of the most common misconceptions about green homes*



- 1) Green homes are more expensive.** Although some green remodels and buildings can be expensive, buying a new green home doesn't have to be more expensive than a traditional home. When builders construct a new home to "green" certification standards, they often pass the cost along to the buyer, which can make the initial price of a new green home higher than that of a traditional one. However, as energy costs continue to rise, many buyers are finding the long-term savings they will accrue from an energy-efficient house outweigh the higher price tag. Also, as the practice of green construction increases, the cost of green building will continue to decrease.
- 2) Anything that claims to be green, is.** Many companies are jumping on the green bandwagon; however, there are many products that claim to be green, but in fact aren't. Your green-credentialed REALTOR® or EcoBroker® should be able to help you discern what is truly "green" and what is not. Make sure you—and your REALTOR®—know the difference and can cut through the greenwashing.
- 3) A new home is always a green home.** Just because a home is newly built doesn't necessarily make it environmentally friendly or energy efficient (a key component to having an eco-conscious home). In fact, most new homes are NOT environmentally friendly, as typical materials utilized include VOCs, etc. Having a professional [energy audit](#) conducted is the best way to find out how energy efficient a new home is.
- 4) Green homes look unconventional.** As the above photo demonstrates, green homes can look the same as traditional homes; they just have different features that make them more environmentally friendly.
- 5) Green homes are uncomfortable.** Green homes can have the same features as a typical home; they just function in a different, more eco-conscious way. Additionally, although some green products, like low-flow toilets, often get a bad rap for not working properly, typically, green products function at the same, if not higher, levels than your standard products.

**Did You Know?:** Building a standard 2,500-square foot-home creates approximately two tons of construction waste. Construction of a green home usually generates 50 to 90 percent less waste.

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