

# What Does Green Mean?

Welcome to the world of Green!

Alive, Refreshing and Healthy living are the thoughts that come to mind when I ponder the meaning of Green.

It is said there is nobody converted like the newly converted and that would describe me. I am certified as an EcoBroker and an Earth Advantage STAR (Sustainably Trained Accredited Real Estate Professional) I have learned a tremendous amount about the changes in how we use our resources to improve our lives and the buildings we work and live in. The awareness is increasing and changes are taking place at home, across the United States and around the world.

Some key trigger words you will hear in the Go Green movement are: Energy efficiency, energy savings, renewable energy, Energy Star, LEED Certified or Earth Advantage Homes.

You will read and hear about alternative fuels, renewable resources, recycling and recyclable materials.

There will be phrases such as Energy Trust of Oregon with its' energy tax incentives, energy tax credits, energy rebates and energy efficient mortgages. Indoor air quality, low VOC paint, Recycled carpet, bamboo flooring, low formaldehyde glues, air filtration systems, hybrid heating and air conditioning, and energy efficient appliances.

*And the list goes on.*

In the Green Building movement it is clear we have better built and constructed homes that are energy efficient, healthier to live in and hold more value as a result. The green builder or remodeling contractor and their client are paying close attention to building materials that are made from recycled sources. This takes pressure off of resources.

Attention is paid to windows, doors, lighting, and insulation types, appliances of all kinds and the HVAC system and its duct work. All of these materials are available in Energy Star Rated standards or better. Energy Star is the Department of Energy's guidelines and standards that exceed building codes by 15% or more. All of this takes pressure off of the grid. "The Grid", meaning our typical energy sources- the power and gas companies.

Alternative Energy or renewable energy includes, solar, wind power, geothermal heating and cooling. Solar hot water heaters, photovoltaic solar systems all take pressure off of the grid and make the home more self sufficient. Our technology affords high quality and efficient hardware to run buildings and homes and there is a pay back time. That's right! All of the appliances, heating and cooling - the whole house as a system has a longer life span then a conventionally built home and has a pay back time! When comparing a conventionally built to code home to an energy efficient home there is a time when the better built home pays for its' self. Then, at that point the home begins to make or save you money. That is called sustainability! There is that other word that seems to get thrown in the mix when "Go Green" comes up. Sustainable! Was the house built with energy efficiency in mind? Was it built with environmentally friendly products...low volatile organic compounds and recycled materials or is it self sufficient if the power grid shuts down? If so, then it is more sustainable then a conventionally built house.

Entire housing developments are being built with green sustainable features and techniques in other parts our country. Portland, Salem, and Bend Oregon have housing developments with all energy efficient homes. The streets are laid out for the homes to catch the most sun for solar ready applications, a rain water catch system for the landscaping, orchards and parks.

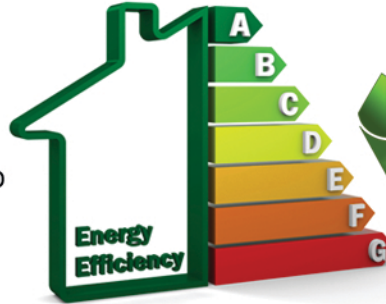
## ***The Future is Bright and Exciting for the Green Building Movement in America!***

*This is Don McCoy, EcoBroker® and I am an Energy Trust Trade Ally of Oregon. I am able to identify the Green Features and benefits for Builders and Buyers of better built, healthier and self sufficient homes.*

*Let's build green, live green and save green!*

*Don McCoy*

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