



Planting a New Seed...Green is the Colour of Money Too!



There are several misconceptions about being green.

Misconception #1: Not everyone can afford to implement green options

The first truth is you CANNOT afford NOT to be green. Being green means saving money...while saving the environment.

Misconception #2: No one individual can do enough to make a difference

The second truth is we can all do a little which will do a lot to help save the environment. If everyone changed their habits by just 10% we would no longer have significant issues with the environment.

Here are a few simple tips you can easily implement to save money & the environment:

Water Usage

- ♥ 25% of all water that enters your home is used in the toilet.* Replace your toilet with a dual flush toilet and save \$90 a year or \$2,000 over the toilet's life.
- ♥ An average of 40 gallons of potable (drinking) water is used in the laundry.* Wait until you have a full load in the laundry and save 300-800 gallons of water a month.
- ♥ A ten minute shower uses up to 50 gallons of water.* Replace all faucets and shower heads with low flow options.
- ♥ Brushing your teeth for about 2 minutes uses 4 gallons of water. * A family of 4 can save 11,680 gallons annually by turning off the tap when brushing their teeth...enough to fill a small swimming pool!

Energy Usage

- ♥ Get a drying rack and use the dryer less
- ♥ Use your microwave instead of the stove and save 2/3rds of energy needed to cook food.**
- ♥ Use a programmable thermostat and lower the temperature by 5-10° and save up to 20% on energy costs.**
- ♥ Replace all incandescent light bulbs with CFL or LED options.
- ♥ Seal your ductwork and reduce heating costs by 20-40%.
- ♥ Close window blinds during the summer months and use high R window coverings to reduce cooling costs.
- ♥ Wrap water pipes and your hot water heater with insulation to reduce heating losses.
- ♥ Caulk/place weather stripping on windows & doors and save 15% on heating energy consumption.
- ♥ Turn off idle computer equipment and save up to \$100 per year on electricity costs.

Misconception #3: No one is willing to pay for green options.

The third truth is that as environmental issues continue to rise and become more prevalent, consumers are more likely to switch their buying patterns to green alternatives.

- ♥ 88% of consumers are very concerned about the environment***
- ♥ 74% indicated they buy environmentally friendly products***
- ♥ 60% were willing to pay more for such items***
- ♥ 55% say they make a special effort to patronize businesses with a "green" reputation***

Misconception #4: When it comes to buying a home, no one is interested in how energy efficient it is as long as the purchase price is right.

The fourth truth is that buyers are paying much more attention to carrying costs.

- ♥ 75% of homeowners in a national survey said that energy efficient features would influence their buying decisions in a home purchase.****
- ♥ 90% said they would pay up to \$12,400 more for a home with energy features IF it would reduce their utility bills.****
- ♥ 16% said they would pay \$11,000 more for green features in a home.****
- ♥ 70% of buyers are either "more" or "much more" inclined to purchase a green home over a conventional home in a down housing market*****

Misconception #5: Only home-buyers with high household incomes are interested in investing in green.

The fifth truth is that interest in green homes does not increase with income.

- ♥ 56% of green home buyers surveyed earn less than \$75,000 per year, and... 20% earn less than \$50,000*****

Your home stager can work with you to save resources while increasing the marketability of a house. An Eco Staging review is designed to provide a review of existing green features and possible upgrades to increase a property's attractiveness to green buyers. In preparation of a house for sale, Eco Staging Professionals balance the cost and time commitment against the return on investment.



So plant a seed for change. Contact Laurie at 416-949-1195 to get even more environmentally friendly tips.



Laurie Usypchuk is a Certified Eco Professional[®] and owner of ♥Love This House, a Home Staging Services[†] company that specializes in Home Staging, Colour Consultations and Residential Renovation Project Management. For more information go to www.lovethishouse.ca.

* Source: Apollo Ideas, USGBC & www.greenhomeguide.com

** Source: Energy Resources

*** Source: KPMG

**** Source: USGBC

***** Source: McGraw Hill