

# real estate

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## Let's talk green building

Contributed Report By Rebecca R. Newsome, MIRM



"We chose a mix of old tech (large overhangs and light-colored metal roofing) and new (engineered bamboo flooring, a net-zero photovoltaic system, and a hybrid water heater), and a builder who embraced them both," says M Squared home owner Anne Weston.

Green homes, green building, green living... Who isn't familiar with "green" today?

We know the term as it relates to techniques and materials that produce homes that consume less energy and other resources, facilitate better indoor air quality, and provide a more durable product requiring less maintenance. We've been hearing about "green" for more than 10 years; it's not a passing fad.

In contemplating where we are with green building, no one comes to mind as more qualified to ask than Michele Myers, president of M Squared Builders & Designers and both founding and current chair of Green Home Builders of the Triangle (GHBT).

**IF YOU GO** For more information about the tour, call 919-493-8899 or visit [TriangleGreenHomeTour.com](http://TriangleGreenHomeTour.com). Pick up your GHBT Green Home Tour guidebook at an area Whole Foods, Harris Teeter, HBA office or Realtor Association office.

"We've been successful throughout the Triangle in embracing green," says Michele. "In fact, North Carolina has more green homes certified to National Green Building Standards (NGBS) than any other state. But moving forward, we need to do more to educate the public that green shouldn't be an option in home building, it should be code. A lot of builders still think consumers don't

really care about green, but nationwide data contradicts this... According to the March 2016 Home Innovation Research Labs™ NGBS Report, in all classes across the country, in all levels of price range, 100% of those surveyed say they would pay more for a green home."

The March 2016 NGBS Report goes on to say that the influential drivers for homeowners surveyed in purchasing a green home include durability, indoor air quality, energy efficiency, water efficiency, lower impact to the environment and reduced carbon footprint.

"The difference in cost between a Bronze Level NGBS certified home and a non-certified code compliant home can be as little as 3 percent," Michele continues. "Not only can you afford green, you deserve green, and you should demand green. Why live in anything else?"

Homeowners who live in green homes certainly understand and appreciate the benefits.

"We have been in our M Squared home for almost two years and remain as happy as the day we moved in," says Anne Weston. "Not only does it reflect our 'green values' but it proves you don't have to live in a science experiment or a cave to live lighter upon the earth. We attended the Green Home Tour for years absorbing information on all the newest technologies and designs. We chose a mix of old tech (large overhangs and light-colored metal roofing) and new (engineered bamboo flooring, a net-zero photovoltaic

GREEN continues

### SMART MOVES

## Sensible tips to increase your home's appeal

Universal Uclick

Since 1986, real estate broker John Rygiol has focused his business solely on homebuyers, never taking a single listing for



Ellen James Martin

sellers. That's given him a unique perspective on how first impressions can sway purchasers in a powerful way.

"A lot of people are overwhelmed by the lipstick on the pig," Rygiol says.

Rationally, buyers know that fresh flowers and stunning furnishings don't come with a house deal. Yet when presented as part of a well-staged home, he says such superficial elements can cause buyers to become so enamored of a place that they'll fail to consider its potentially serious flaws.

The observations of experienced buyers' brokers can help inform people intent on selling a home. No reputable real estate pro will suggest you try to sell without repairing, or at least disclosing, your home's defects. But neither should you ignore the cosmetic look of your place when seeking to sell to obtain the best possible price and outcome.

Here are a few pointers for sellers: **Pay extra attention to your front door.** Merrill Ottwein, another broker who works solely with buyers, says the entrance

SMART continues

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