

Greening of Real Estate



Maximizing Value & Profitability

Educational seminar for successful Realtors®

Hosted by: Speers Road Broadloom Ltd.
400 Speers Road, Oakville, ON

Wednesday May 23, 2012 7:00-8:00pm

What green features must you know to drive the next big trend in residential real estate? How can this knowledge translate into a more valuable property that drives your profitability and value-added to your clients? As energy prices rise, home buyers will increasingly demand proof of energy-saving features. As more people become Conscious Consumers, they will insist on healthy green features when making a home purchase.

Designer and LEED Accredited Professional Dayle Laing draws on a wealth of research, education and experience to identify “Green PIS” features in residential properties. With lots of photographs and examples, Dayle touches on topics like flooring, lighting, energy audits, and major appliances to bring you tips you can use immediately. You will learn which third-party certifications carry the weight your clients need for increased property value. You will leave entertained and informed.

Benefits for Realtors®:

Clients are asking “what separates you from your competition”?

- What features are really green, not merely ‘greenwashing’?
- Which green features translate into higher property value for sellers?
- Which green features translate into lower operating costs for buyers?
- Which green features offer the best value for the shortest payback period?
- Which green features provide the best results for a higher EnerGuide rating with an Energy Audit? (ie. the biggest bang for the buck.)
- What tips do you need to know about renovations that can prevent client mistakes?
- What are the most important Energy certifications and which ones are really relevant?

Clients are asking “can you help me find other professionals”?

- Green features in the home require both product and installation.
- What installation factors are required to make a green feature successful?
- How can you judge which suppliers are qualified to provide your clients with green features?