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President's message: Why should we go green?

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There is a variety of reasons to go green, but most come back to supply and demand. We have a limited amount of resources available and more and more people using them up. If we want our future generations to enjoy the same standard of living we've experienced, we need to take action.

Green building is a great place to start, as buildings consume 14% of potable water, 40% of raw materials, and 39% of energy in the United States alone (according to the U.S. Green Building Council). That's 15 trillion gallons of water and 3 billion tons of raw materials each year! If that's not enough to convince you, here are some other reasons to go green:

For The Environment

Want to make the world a better place? Implementing green practices into your home or office can help reduce waste, conserve natural resources, improve both air and water quality, and protect ecosystems and biodiversity.

For The Savings

Want to make your dollar go further? Green systems and materials reduce energy consumption, which in turn reduce your energy bills. They also increase asset value and profits and decrease marketing time; making your dollar go further for longer.

For Your Health

Want to live healthier? Green building isn't just good for the environment; it's also good for YOU. Sustainable design and technology enhance a resident's overall quality of life by improving air and water quality and reducing noise pollution. According to a 2006 study by the Center of the Built Environment, University of California, green office buildings improve productivity and employee satisfaction in the workplace.

An abundance of green service professionals and products are available to help you get started. For more information, find an NAR Green Designee in your market.

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