

Green Building Council Formed

By Builder News

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The JCAHBA is pleased to announce that a Green Building Council has been formed. Cory Lewis from T. C. Lewis & Co. Properties is the Chairman for this Council. The Green Building Council is comprised of Builders and Associates and will meet monthly to discuss trends, certifications, education, etc. We want to thank Cory for the direction with this and look forward to some great information. Please read Cory's introduction letter for the Council...

The GREEN Craze

There is a lot of hype and press out right now about green building and green products, and green everything. As builders and consumers, we have to be careful that if we involve ourselves (by purchasing or in advertising) with "green" products, we must ensure that it's truly green. Believe it or not, there are folks out there who are capitalizing on the green craze by just throwing the terminology around freely to sell products, and there is really nothing to stop them as yet. But, the NAHB has established the NAHB Green Building Program for members to access and use as a guide to green building with a point system that qualifies for different levels of eco-friendliness. There are also products recommended for use and techniques in construction that helps to qualify the home as an NAHB Certified Green Home/Building/Office. Contractors can now be certified as NAHB Certified Green Builders, and only homes built by certified builders can be submitted to qualify as a Certified Green Home. And there are many advantages to those builders and associates who do become certified as we approach this new age of building and developing, where responsibility and innovation come together to create eco-friendly homes and communities that are in high demand. There are possibilities for involvement from every aspect of the association- from builders and sub-contractors, to bankers and suppliers.

Builders and sub-contractors can learn new techniques for their trade that will inevitably save time, money, and energy. These homes also have many unbelievable selling points that studies recently show attract more attention and sell more quickly than do traditional homes. It's not necessarily more money and weird products that shouts green- it's just a different way of putting the pieces of the building puzzle together that makes a home (or re-model) green. It just takes some training that can give you a major advantage. Even if you're not someone who is on the frontlines of the fight against global warming, you can certainly see cost-effective and healthy advantages to building green when your homes sell faster, your homes are healthier environments less susceptible to allergies, utility bills greatly decline, and the home still maintains the integrity of its look and style.

There are also green loan programs available that give discount loans to consumers purchasing a certified green home. Financial institutions feel that sustainable, green homes will outlast the life of the 30-year mortgage and feel confident in giving discounts to folks who are purchasing them. This brings motivated buyers who may have never cared about a green home, until they saw money put back into their pocket.

Suppliers can work to fulfill the need for these green products and materials that are sometimes hard to come by in this area. It's not going to end up being very green or cost-effective if materials are being shipped from California. Suppliers can meet our demand if we demand the materials.

Realtors can be designated Eco-Brokers, specializing in the sale or leasing of green properties. There are a lot of hours of continuing education that real estate folks have to do anyway, so why not use them to learn about selling green homes?

There is an untapped market in the area right now for green-built homes and commercial buildings (yes, there are criteria to be met for commercial projects), and it's time that we capitalized on it. It's imperative that the association becomes the authority on green building to install some integrity into the fray of the green craze, or those who are actually building green will always be discounted for their work.