

Sanibel Green Real Estate Guide

Volume I, Issue 1

Q1 2010

Inside This Issue:

- What Does “Green” Mean?
- Why Go Green?
- How Buyers & Sellers Compare
- How to Take Action



Provided by Sarah Ashton, Realtor®

What Does "Green" Mean?

Think thrifty... frugal... prudent...

Today "green" is a very common and sometimes overused term. In the words of Thomas Edison:

"Waste is worse than loss. The time is coming when every person who lays claim to ability will keep the question of waste before him constantly. The scope of thrift is limitless."



Why Go Green?

Buildings are greedy, not green

Buildings consume 14% of potable water, 40% of raw materials, and 39% of energy in the United States alone (according to the US Green Building Council). That's 15 trillion gallons of water and 3 billion tons of raw materials each year!*

People don't want buildings to be greedy

Studies show that two-thirds of consumers are paying attention to green homes and buildings; they recognize the link between green properties, cost savings and healthy living.**

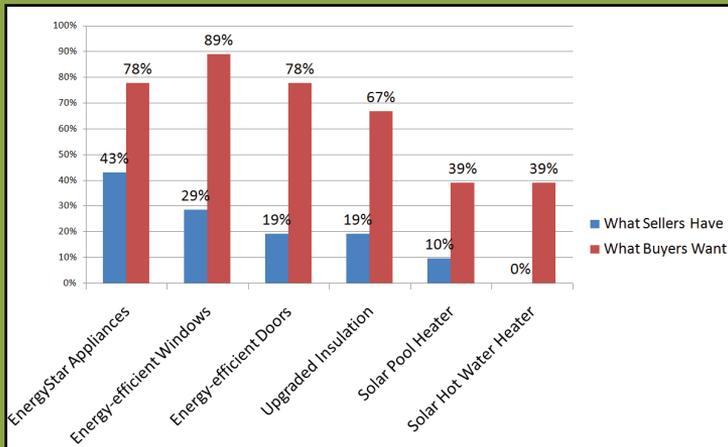
*Source: US Green Building Council 2009

**Source: McGraw Hill SmartMarket Report 2007

How Buyers & Sellers Compare

Summer 2009 Local Research

We asked Sanibel homeowners what green features they currently had in their homes and potential buyers what green features they wanted.



The gap between the two is an opportunity for sellers to equip their homes with green features that better match what buyers want.

This research also told us that 65% of buyers are willing to pay extra for a home with green features - a fact to remember when preparing your home for a sale.

How to Take Action

Please visit **www.sarahashton.biz** for the tools and information you need to make your home a greener one.



About Sarah

Sarah Ashton, an Island resident, is a Realtor with Royal Shell Preferred Properties and serves on the Board of Directors of the Sanibel-Captiva Chamber of Commerce. She is also the current Chair of the Sanibel Alliance for Renewable Resources (SARR).

She can be reached at sarah@sarahashton.biz
or (239) 691-4915

