

# **Good Green Business™**

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EcoBroker International  
and the**

**Association of Energy and Environmental  
Real Estate Professionals**

- **In 15 Minutes:**
- **Background**
  - **The market**
  - **The Opportunity**



# **Bright Side Background**

**The Value of the hybrids and partnerships**

**The Forces of Light and Darkness**

**The Value of Education**

**What's magical about 21**

# EcoBroker® Designation



Association of Energy and Environmental  
Real Estate Professionals



# **The Green Market is Real**

- **National Marketing Institute Survey**
  - **Marketplace Opportunities Abound**
- **Defined market segment where “Lifestyles of Health and Sustainability” are important (LOHAS).**
  - **30% of US adults**

**\$228,900,000,000**

# **How Real is Green in Real Estate**

- **LOHAS market for “Sustainable Economy” includes such things as green building, and energy efficient products is**

**\$76,470,000,000**

# Why $F=MA$ Still Applies

- There is some mass and some acceleration
- Now the market is applying some force
- But this equation isn't all about Force, Mass, and A.
- It's about keeping it elegantly simple:
- Most do not know what a rater is and the tremendous value a rater provides.

# **Introducing: the Renaissance Rater**

- **Today's market requires that  
You're a great team player and/or you're  
qualified to address:**

**Solar**

**Moisture**

**IAQ**

**Energy**

**Money**



# **Here are some “Givens:”**

- **When our students become EcoBrokers,**
- **After they’ve taken the**
- **EcoBroker Environmental Advantage Course**
- **EcoBroker Energy Advantage Course**
- **EcoBroker Green Market Advantage Course**
- **the first thing they do is:**
- **Talk to their current lender about green mortgages**
- **Try to find an energy rater**
- **Find a green builder and a green remodeler**

# **They Now Know:**

- **They can Increase Customer Satisfaction**
- **They can Decrease Liabilities**

**It's your family and/or  
your investment, whether you're a  
buyer, seller, or an investor**









# Like Many Territories,

- **Pioneers are required.**
  - **Pioneers taking a stand**
  - **Pioneers carving a niche**
  - **Pioneers spending the time to develop relationships**
  - **Pioneers doing what RESNET does well**
- 
- **The pioneering lender example**

