

LEARNING BITES: SUSTAINABILITY & REAL ESTATE

Video 5: Cost, Value, & Marketability

_____, _____, and _____ are all green or high performance features with long payback periods with an ROI.

_____ % of homeowners in Alberta were willing to pay more for a home that incorporated environmentally friendly features, according to a poll in 2010.

- a) 50% b) 73% c) 80% d) 43%

Canadians on average will own 4.5 to 5.5 homes in their lifetime

TRUE OR FALSE

_____ is when new builds plan for high performance and sustainability early on or during the conceptual phase.

Certified homes sold on average _____ % higher than homes that shadowed a rating system.

- a) 5% b) 3.5% c) 8% d) 2.7%

This study offers granular data on buyer profiles, home shopping behaviors, home preferences and more: _____.

55.2% of homebuyers are will to spend up to \$5,000 more on energy-efficient features in their next home if it could save them \$1,200 per year on utility costs. TRUE OR FALSE

Canada ranks second in the world for buildings with LEED Certification.

TRUE OR FALSE

Alberta leads the pack with green building economic activity throughout Canada

TRUE OR FALSE

Green Homes show a resale value of up to _____ % according to some studies.

- a) 30% b) 8% c) 0% d) 2

Financial institutions are creating _____ to offer preferential terms to those targeting green home goals.

Name a few other ways you can focus on enhancing your green marketing skillset:

1. _____ 2. _____ 3. _____
4. _____ 5. _____

