

# Going Green can make you Green

EILEEN OLDROYD, GREEN  
OLDROYD REALTY  
NATIONAL ASSOCIATION OF REALTORS®, EVERGREEN AWARD WINNER  
WOMEN'S COUNCIL OF REALTORS®, NATIONAL LIAISON

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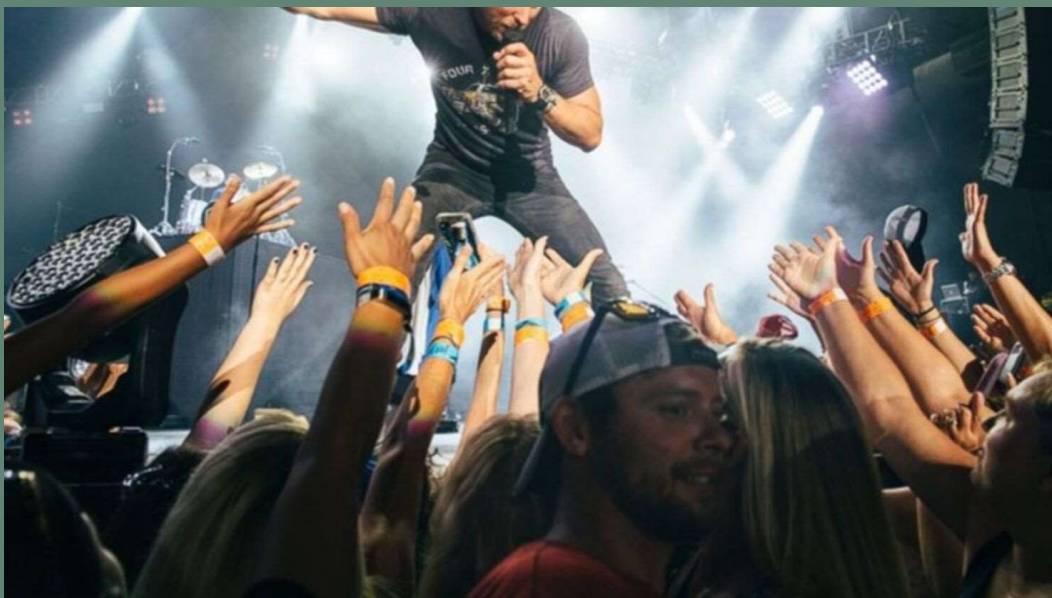


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3

If you can't be a Superhero...



...be a Rockstar

4



5



6

“

Think about it

---

## POP QUIZ!

NATIONAL ASSOCIATION OF REALTORS

7

“

Think about it

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## UNDER ALL IS THE LAND...

NATIONAL ASSOCIATION OF REALTORS

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To the Future

# Paradigm Shift

CHANGE IN PHILOSOPHY

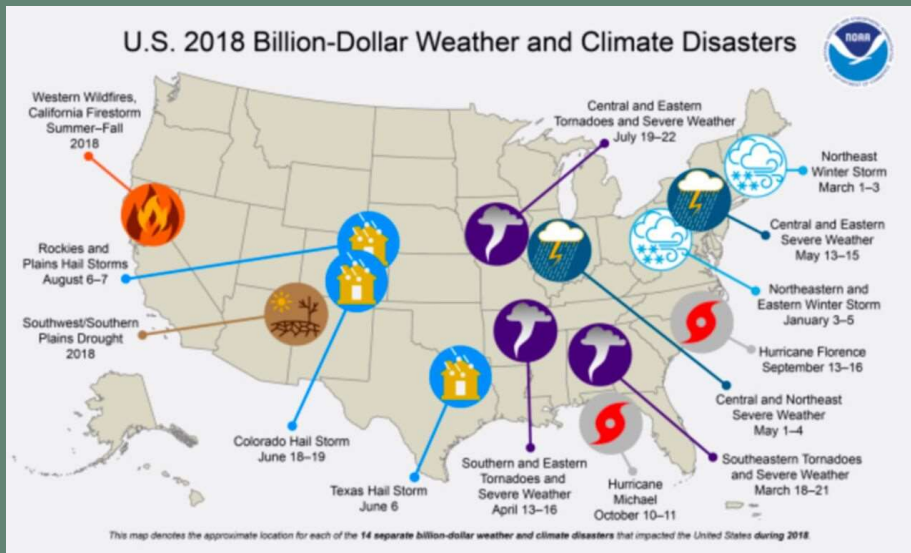
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To the Future



CHANGE IN PHILOSOPHY

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CHANGE IN PHILOSOPHY

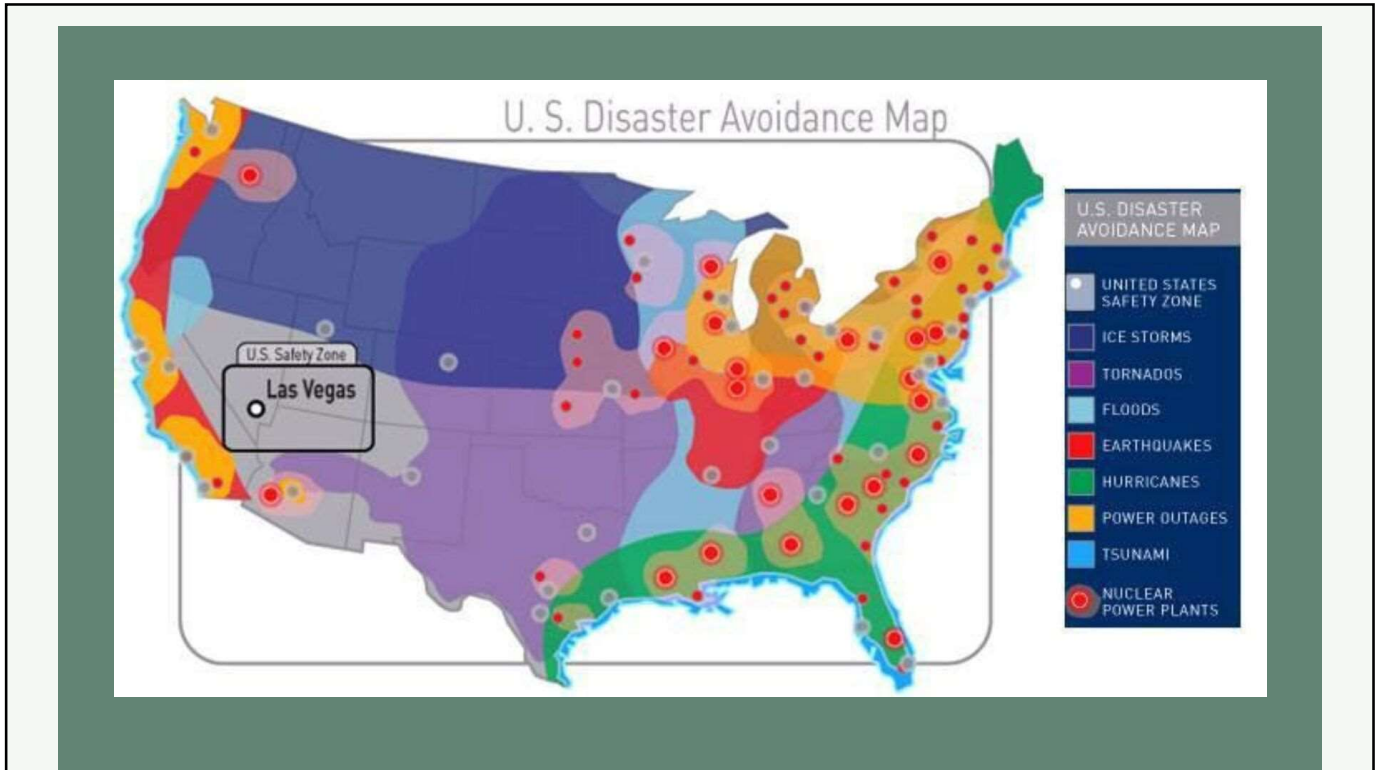
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**20 U.S. Counties With the Highest Natural Disaster Risk**

		Earthquake	Hurricane	Wildfire	Flood	Tornado	Winter storm			
#	County	Top Disasters					#	County	Top Disasters	
1	San Bernardino County, CA	Earthquake, Wildfire, Flood						11	Idaho County, ID	Wildfire, Winter storm, Flood
2	Mono County, CA	Wildfire, Flood, Earthquake						12	Los Angeles County, CA	Wildfire, Flood, Earthquake
3	Collier County, FL	Wildfire, Hurricane, Flood						13	Elko County, NV	Wildfire, Flood, Earthquake
4	Monroe County, FL	Hurricane, Wildfire, Flood						14	Broward County, FL	Hurricane, Flood, Tornado
5	Miami-Dade County, FL	Hurricane, Wildfire, Flood						15	Weld County, CO	Tornado, Flood, Winter storm
6	Riverside County, CA	Wildfire, Flood, Earthquake						16	Carteret County, NC	Hurricane, Flood, Tornado
7	Fresno County, CA	Wildfire, Flood, Earthquake						17	Charleston County, SC	Hurricane, Flood, Tornado
8	Coconino County, AZ	Wildfire, Flood, Earthquake						18	Jefferson County, TX	Hurricane, Flood, Wildfire
9	Harris County, TX	Tornado, Hurricane, Flood						19	Yukon-Koyukuk, AK	Wildfire, Flood, Earthquake
10	Kern County, CA	Wildfire, Flood, Earthquake						20	San Diego County, CA	Wildfire, Flood, Earthquake

realtor.com graphic

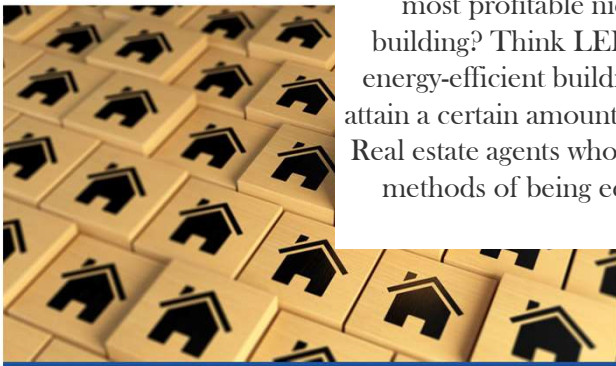
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## These 6 Real Estate Specialties Are the Most Profitable

By Alexis Petersen



### Green or Eco-Friendly Properties

Agents who specialize in eco-friendly buildings work in the fifth-most profitable niche in real estate. What's an eco-friendly building? Think LEED-certified. LEED is a global standard for energy-efficient buildings. To be LEED-certified, a building must attain a certain amount of LEED credits through a rigorous process. Real estate agents who are educated in this process, as well as other methods of being eco-friendly, have an advantage over others.

-RIS Media

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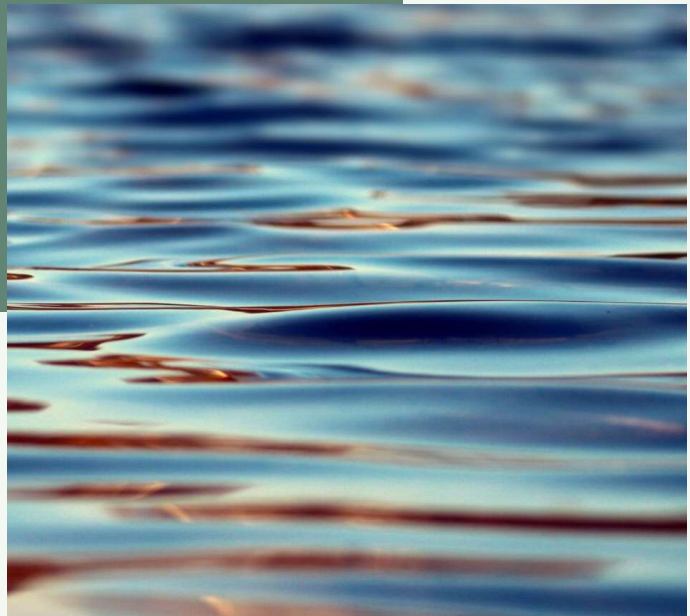
# Forbes

According to the [National Association of Homebuilders](#), homebuyers want – and will pay more for – sustainable features like energy-efficient appliances, windows and the like, alongside features that ensure better air quality. As younger generations are expected to enter the homebuying market, this socially conscious group is looking out for green features and sustainability that is built in.

The Increased Importance Of Environmental Sustainability In Real Estate

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# Water



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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

20

# WATER



**DROUGHT TOLERANT LANDSCAPING**

21

# WATER



**DROUGHT TOLERANT LANDSCAPING**

22

# WATER



**DROUGHT TOLERANT LANDSCAPING**

23

# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

25

# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



**DROUGHT TOLERANT LANDSCAPING**

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# WATER



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# REBATES

bewaterwise.com®

Español Chinese MENU

**DITCH YOUR GRASS.  
CLAIM YOUR REBATE.**

**RAKE IN  
\$2  
OR MORE  
PER SQ. FT.**

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# REBATES

bewaterwise.com®

Español

Chinese

MENU



## Turf Replacement Program

Here's what your Turf Replacement project should include:



- Three **California Friendly**® plants per 100 square feet of lawn transformed.



- A stormwater retention feature to help keep water in your yard when it rains. Rock gardens and rain barrels are among several **sustainable landscaping approaches** you can take.



- Permeable hardscapes that allow water to flow through the surface and slowly filter into the ground.



- A replacement or modification of overhead spray sprinklers to a more water efficient irrigation system.

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# WATER



## POOL PUMPS

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# REBATES



## Variable Speed Pool Pump Rebate | Up to \$200

Variable speed pool pumps are up to 75% more energy efficient than single speed or two-speed pool pumps, which use more energy than most home appliances. Starting June 1, 2019 you may be eligible to receive a \$200 instant rebate from local retailers, pool professionals or distributors on the purchase of a variable speed pool pump. Inquire with your installer or sales representative to obtain the rebate instantly. Pool pumps purchased online are not eligible for a rebate. [View the Terms and Conditions.](#)

[Learn More About Variable Speed Pool Pumps and Rebates](#)

*Are you a pool equipment distributor who would also like to offer instant discounts to pool professionals who purchase variable speed pool pumps at your locations? Email us at: [rebates@sce.com](mailto:rebates@sce.com)*

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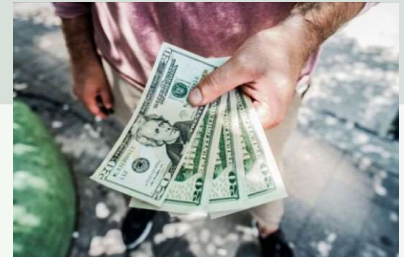
# WATER



**DROUGHT  
TOLERANT  
LANDSCAPING**



**POOL PUMPS**



**REBATES**

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# Air

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## The Facts on Asthma

### Asthma on the Rise

**75%**  
More people in the U.S. have asthma today than in 1980

#### 9 Million Children

Age 18 or younger suffer from asthma in the United States.



**20 million**

Today 25 million people in the United States Suffer from Asthma



**100 million**

If the trend continues, an estimated 100 million people will have asthma by 2025.

# Air

### Every Day Asthma Causes...



**40,000**  
people miss work or school



**5,000**  
trips to the Emergency Room



**1,000**  
people admitted to the hospital



**11**  
deaths every day

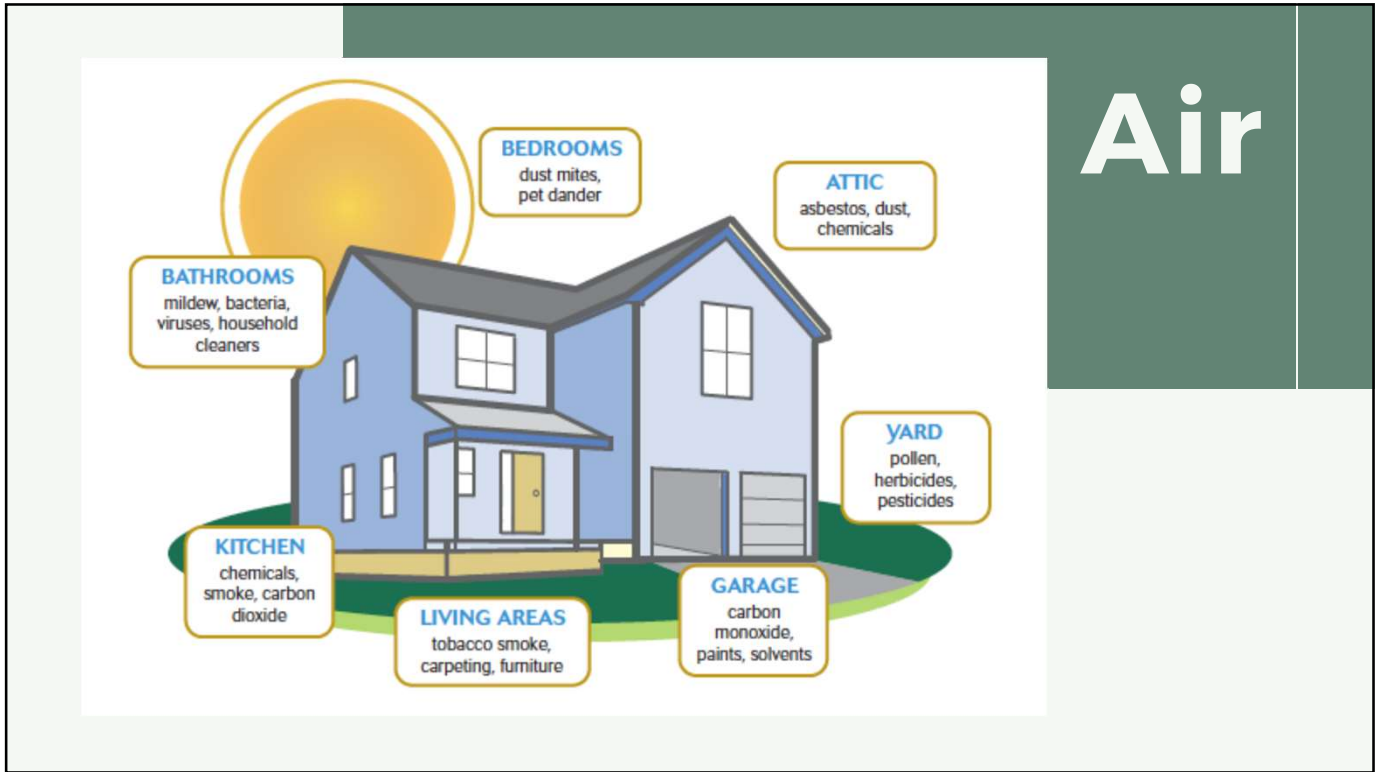
**Source** The Asthma & Allergy Foundation of America & [www.boogordoc.com](http://www.boogordoc.com)

### Prevention Is the Key!

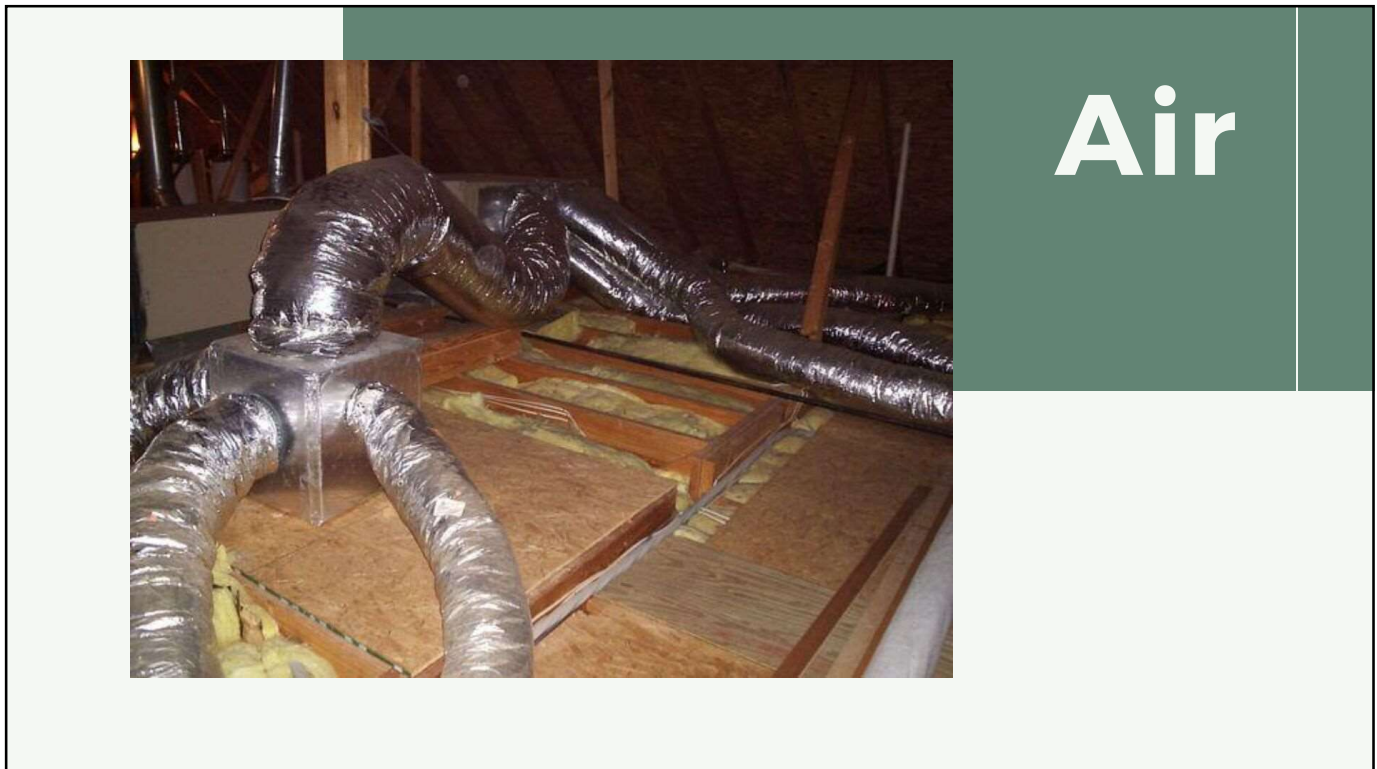
Learn how to prevent and treat asthma at [boogordoc.com](http://boogordoc.com)  
Acupuncture Can Help Treat Asthma Naturally -- Learn More at [kidsloveacupuncture.com](http://kidsloveacupuncture.com)

Piktochart

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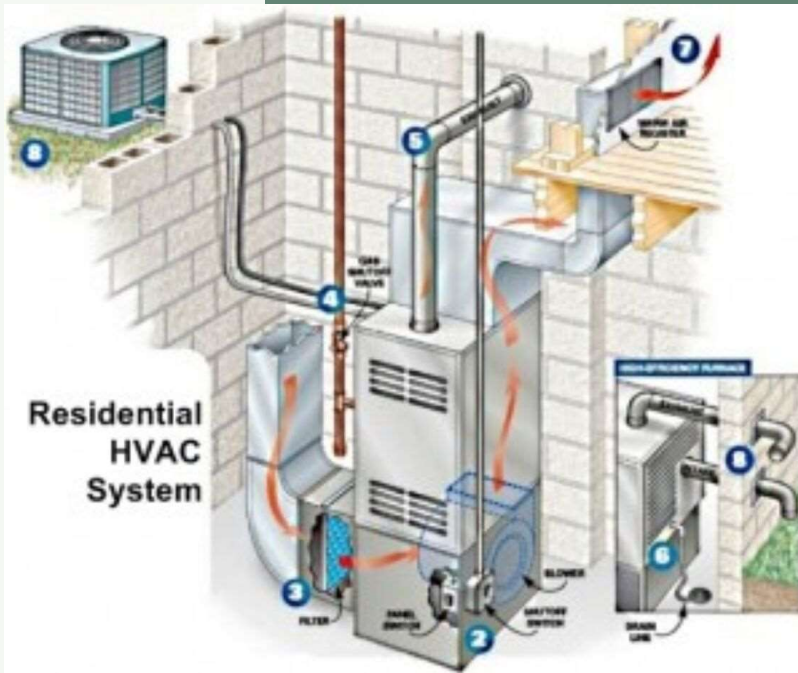
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# Air



Residential  
HVAC  
System

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## REBATES

### Current Rebates



#### Smart Thermostat Rebates | Up to \$150

Receive a \$75 bill credit when you enroll your smart thermostat in the Smart Energy Program through one of our Authorized Service Providers. Receive an additional energy efficiency rebate of \$75 if you are a customer of SoCalGas® by applying through the SoCal Gas website. Or you can apply for an additional \$50 Energy Efficiency bill credit rebate from SCE on our Marketplace. The Energy Efficiency rebate is valid with proof of purchase on qualifying energy-efficient models purchased on or after January 1, 2019. [See Terms and Conditions for full details.](#)

[Learn More & Enroll](#) ▶



**House warming gift alert!**

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EMSL - Results		ERMI Analysis		EMSL Test Code: M160	
Based on USA EPA SOP MERB-020, Revision No. 3, 7/11/02					
CustomerID: MISC-ACCT					
Lab Sample Number	Client Sample ID	Sample Location	Sample Size	EMSL Order#	
611300650-1	5589	Ceiling Fan/Laundry Room	5 mg	611300650	

Environmental Relative Moldiness Index (ERMI) by Mold Specific Quantitative Polymerase Chain Reaction (MSQPCR)

Lab Sample Number Client Sample ID Sample Location Sample size	611300650-1 5589 Ceiling Fan/Laundry Room 5mg Dust
<b>EPA 36 Species Identification Group 1</b>	Spores E / mg dust
<i>Aspergillus flavus</i>	3
<i>Aspergillus fumigatus</i>	ND
<i>Aspergillus niger</i>	ND
<i>Aspergillus ochraceus</i>	ND
<i>Aspergillus penicillatus</i>	ND
<i>Aspergillus restrictus</i>	12
<i>Aspergillus sclerotiorum</i>	ND
<i>Aspergillus sydowii</i>	ND
<i>Aspergillus unguis</i>	ND
<i>Aspergillus versicolor</i>	45
<i>Eurotium (A.) amstelodami</i>	ND
<i>Aureobasidium pullulans</i>	5
<i>Chaetomium globosum</i>	ND
<i>Cladosporium sphaerospermum</i>	85
<i>Paecilomyces variotii</i>	ND
<i>Penicillium brevicompactum</i>	ND
<i>Penicillium corylophilum</i>	ND
<i>Penicillium crustosum (group2)</i>	ND
<i>Penicillium purpurogenum</i>	ND
<i>Penicillium spinulosum</i>	ND
<i>Penicillium variable</i>	ND
<i>Scopulariopsis brevicaulis</i>	ND
<i>Scopulariopsis chartarum</i>	ND
<i>Stachybotrys chartarum</i>	ND
<i>Trichoderma viride</i>	60
<i>Wallemia sebi</i>	48
<b>Group 1 Sum of the Logs</b>	<b>9.3</b>

Lab Sample Number Client Sample ID Sample Location Sample size	611300650-1 5589 Ceiling Fan/Laundry Room 5mg Dust
<b>EPA 36 Species Identification Group 2</b>	Spores E / mg dust
<i>Acremonium strictum</i>	ND
<i>Alternaria alternata</i>	4
<i>Aspergillus ustus</i>	ND
<i>Cladosporium cladosporioides I</i>	100
<i>Cladosporium cladosporioides II</i>	ND
<i>Cladosporium herbarum</i>	ND
<i>Epicoccum nigrum</i>	55
<i>Mucor and Rhizopus group</i>	ND
<i>Penicillium chrysogenum</i>	ND
<i>Rhizopus stolonifer</i>	ND
<b>Group 2 Sum of the Logs</b>	<b>4.4</b>

Interpretation Key Group 2 Sum of the Logs

$\leq 2$ or $\geq 20$ - - Less than or equal to 2 or Greater than or equal to 20	$> 2$ and $< 20$ - - Greater than 2 or Less than 20
--	---

ERMI Value: **4.9**

ERMI Interpretation\*      **Level 3**

Interpretation Key ERMI Value

Level 4: ERMI Value $> 5$ , High Relative Moldiness. Further investigation needed to determine the sources of this mold.	ERMI Value $> 4$ to $8$ (Level 2) and $> 0$ to $5$ (Level 3), Moderate Relative Moldiness. Further investigation needed to determine if sources of mold exist.
Level 1: ERMI Value $\leq 4$ , Low Relative Moldiness. It is unlikely you have a mold problem.	

# Air

## Mycometrics

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# MERV 13

Minimum Efficiency Reporting Value

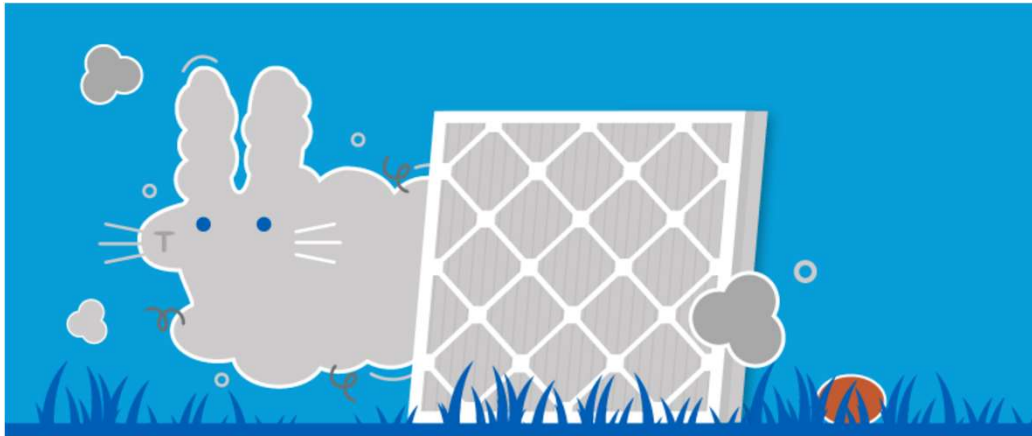
## House warming gift alert!

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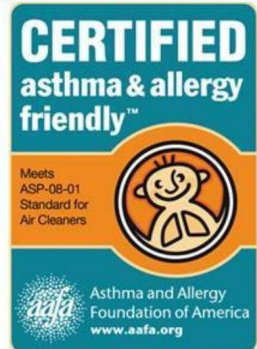


# House Warming Gift Alert



[airfiltersdelivered.com](http://airfiltersdelivered.com)

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**House warming gift alert!**

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# Top houseplants to detox indoor air according to NASA



# Air



**House warming gift alert!**

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# GREEN CLEANING



# Air



**House warming gift alert!**

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A handheld air quality monitor and a smartphone are shown. The monitor's screen displays the following information: 09:28:06, Overall, LEVEL Fresh, HCHO 0.028 mg/m<sup>3</sup>, TVOC 0.116 mg/m<sup>3</sup>, 026 PM2.5, and 034 PM10. The smartphone screen shows a graphic with the text "GAS AND AIR QUALITY HAZARDS".

# Air

 **House warming gift alert!**

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# AIR

 <b>HOUSE PLANTS</b>	 <b>AIR FILTERS</b>	 <b>REBATES</b>
 <b>NON TOXIC CLEANERS</b>	 <b>AIR CLEANERS</b>	 <b>AIR SENSORS</b>

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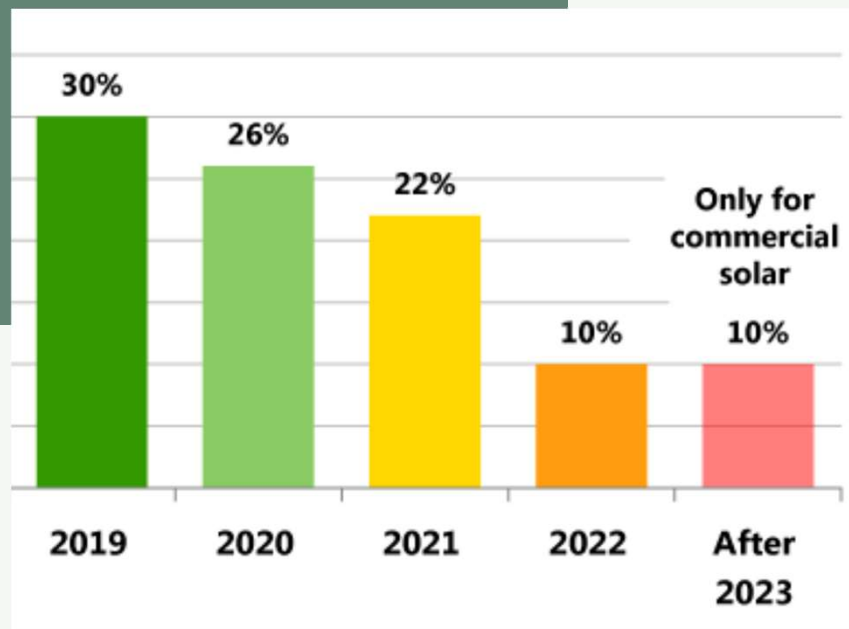
# Sun



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# Sun

## Tax Credits



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# Sun



## Best Solar Panels Guide

When it comes to solar panels, every home is different

When looking to install a [solar for your home](#), one of the most significant decisions you'll need to make is choosing the best home solar panels for your situation. Also known as solar modules, solar panels are not one size fits all. They are chosen based on their specific application. Read all about our [solar financing solutions](#) to see what payment plan works best for you.

**pickmysolar**

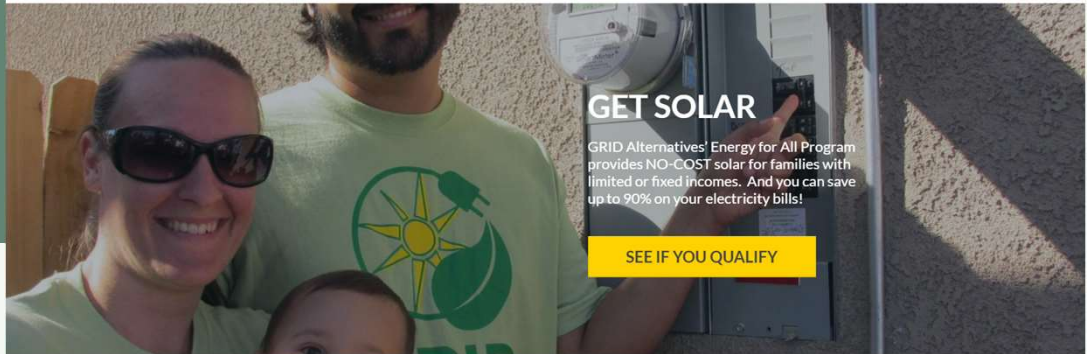
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# Sun



[Haga clic para ver en español](#)

CALL 866-921-4696



Homeowners may qualify for a free home solar system from our partner, GRID Alternatives. Find out if the Single-family Affordable Solar Homes (SASH) program, a state of California program for low or fixed income families

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# Sun

## Project Sunroof

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# SUN



**PROJECT  
SUNROOF**



**SOLAR  
INCENTIVES**



**REBATES**

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# Home

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## Pimp Out the MLS



### Green Features

#### Certification

NOTE: It is highly recommended that any representation of certification be accompanied by an upload of the certification documents into the Supplements for this listing. Supplements may be uploaded along with photos after the initial listing input is completed. If you select a Building Certification the Certifying Organization, Rating and Year Certified will be required. If you do not see a specific Certification in this list, please contact Customer Service with the name and contact information for the Certification you would like added.

#### Building Certification

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> LEED for Homes                                  | <input type="checkbox"/> LEED for Neighborhood Development          | <input type="checkbox"/> Energy Star                             |
| <input type="checkbox"/> Home Energy Rating Service (HERS)               | <input type="checkbox"/> Home Energy Rating Service (HERS) Phase II | <input type="checkbox"/> National Green Building Standard (NGBS) |
| <input type="checkbox"/> NAHB Model Green Home Building Guidelines (GBG) | <input type="checkbox"/> GreenPoint Rated (Build It Green)          | <input type="checkbox"/> California Green Builder                |
| <input type="checkbox"/> Enterprise Green Communities                    | <input type="checkbox"/> Whole House Energy Upgrade                 | <input type="checkbox"/> Living Building Challenge               |
| <input type="checkbox"/> EPA Water Sense                                 | <input type="checkbox"/> EPA Indoor airPLUS                         | <input type="checkbox"/> Energy Performance Score (EPS)          |

#### \*\*Certifying Organization

#### \*\*Certification Rating/Score

#### \*\*Year Certified

#### Marketing Features

The following features are designed to speak to the laymen who may be less knowledgeable about the specific features described in our regular feature fields, i.e. TVA Insulation Package versus Energy Efficient Insulation. Any use of these fields should accompany documentation or information when questioned by a potential buyer.

#### Energy Efficient

- |   |                                       |                                  |   |   |                                  |
|---|---------------------------------------|----------------------------------|---|---|----------------------------------|
| <input type="checkbox"/> Appliances         | <input type="checkbox"/> Construction | <input type="checkbox"/> Doors   | <input type="checkbox"/> Electrical/Lighting    | <input type="checkbox"/> Exposure/Shade | <input type="checkbox"/> HVAC    |
| <input type="checkbox"/> Incentives & Other | <input type="checkbox"/> Insulation   | <input type="checkbox"/> Roofing | <input type="checkbox"/> Thermostat/Controllers | <input type="checkbox"/> Water Heater   | <input type="checkbox"/> Windows |

#### Energy Generation

- Solar    Wind    Geothermal

#### Water Conservation

- Landscaping    Flow Control    Reclamation

#### Sustainability (Constructed with)

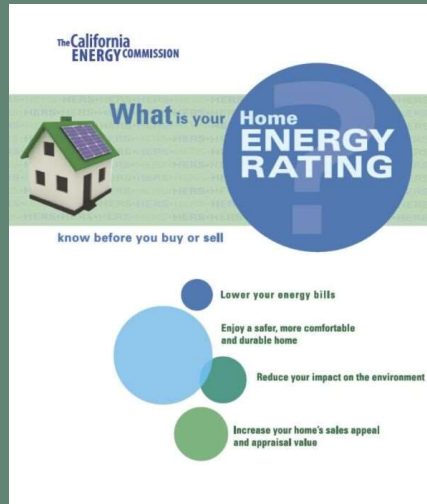
- Recycled Materials    Renewable Materials    Recyclable Materials    Biodegradable Materials    Conserving Materials/Methods

WalkScore (<http://www.WalkScore.com>)

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Get it  
Certified



Home

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green

NAR's Green Designation

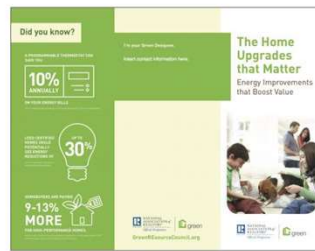
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- Why consumer demand for green homes is increasing
- Why green homes sell faster and for a premium in some markets
- The benefits consumers gain from resource-efficient homes
- How to help homeowners improve the resource efficiency of their homes
- The cost-benefits of retrofitting vs. remodeling vs. renovating
- And so much more...

After completing the course, you'll have ongoing access to marketing materials, newsletters, and other resources that ensure you can continue to market your specialty even as the market changes.



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Home Energy Upgrades

Customizable Flyer 2



Email Header

Social Media Images  
 Posted: December 2018  
 Format(s) Available: JPG



Green Living Postcard

Postcard  
 Posted: February 2018  
 Format(s) Available: PDF, DOC

Available Formats



Customizable DOC

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# Are you talking to me?!

**EILEEN OLDROYD, GREEN**

broker/owner  
oldroyd realty  
dre #01439814

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[eileen@oldroydrealty.com](mailto:eileen@oldroydrealty.com)

