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Green is the new gold standard when it comes home outfitting

Emerging environmental concerns are impacting the decisions people are making about their homes.

From simple conservation efforts to more elaborate materials, real estate agents are seeing an increasing trend in the environmentally conscious consumer. Investing in green friendly home improvements is becoming increasingly more popular as solid returns on investment are likely come selling time.

The Royal LePage Eco Home Survey, commissioned by Angus Reid Strategies, found that 88 per cent of Canadians want green qualities in their home. The survey, which examines the attitudes and opinions of Canadians with respect to green living, found that Canadians are willing to pay more for greener home features. In fact, 62 per cent are willing to pay between \$5,000 and \$20,000 for green features while eight per cent are willing to spend upwards of \$20,000 on a home deemed green.

Canadians need to know that going green can certainly be within their means and within their reach. There are many simple and affordable measures, such as installing energy efficient windows or water conserving fixtures that can lead to big gains for the environment, and many of the practices can actually save homeowners money. To ensure they are making eco friendly decisions when it comes to buying or selling a home, consumers can work with a real estate agent who



has taken special training in this area.

You can find more green tips on www.royallepage.ca.

—News Canada



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