



Green Market Data

ECOBROKER CERTIFIED™

ECOBROKERS™ help you profitably target this growing market.

1. More than 2,000 builders have constructed over **200,000 Energy Star® qualified new homes**, locking in financial **savings for homeowners that exceed \$60 million annually**. The nation's 10 largest home builders are now Energy Star® partners, and 23 of the top 25 builders offer Energy Star® qualified homes.
2. Built Green® Colorado currently has over 100 builder members across Colorado and has awarded the **Built Green® Certification to over 25,000 homes!**
3. Analysis indicates **home value increases by about \$20 for every \$1 reduction in annual utility bills** ("More Evidence of Rational Market Values for Home Energy Efficiency" from The Appraisal Journal).
4. **94% of 300** American consumers surveyed by the Cahners Residential Group in 2001, **cited their most sought-after green upgrade as energy savings**, followed by water-saving appliances and recycled building materials. In addition, roughly **nine in ten (91%) said energy-efficient features in a new home are extremely or very important**.
5. In a 2002 nationwide study of more than 400 home buyers conducted by American LIVES, **more than half the respondents said they were willing to pay more for formaldehyde-free insulation, environmentally friendly paints, solvent-free adhesives, and other materials that do not release chemicals into the air**.
6. In 2003, with the help of energy-efficient technologies, **Americans saved over \$8 billion on their energy bills while preventing greenhouse gas emissions equivalent to the emissions from 18 million vehicles**. These benefits have helped develop a national market for energy-efficient products, with more than one billion Energy Star® products sold and billions of square feet of building space improved.
7. The most important environmental issues for consumers are: **saving energy, using recycled content building products, improving indoor air quality, and saving old-growth trees**.

Education That Means Business.