

Brought to you by:

Robert J. Israel

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Realtor**



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MEMBER

- Prescott Green To
Gold Business Network

- U.S. Green Building
Council Greater
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Branch

- Central Arizona
Renewable Energy
Network

- Co-op America



Please contact me for
more information or
with your questions.

Good Day! Here is this month's info on Green Real Estate and related issues:

BUILDING GREEN IN A DOWN ECONOMY

Findings released just last month by the National Association of Home Builders and McGraw-Hill show that even in a down economy, 40 percent of builders said they had an easier time marketing homes that were built to green specifications, even if such houses cost more than properties built using conventional techniques.

Moreover, the report found that a growing number of consumers chose such features because they associate green construction with "quality," as opposed to "doing the right thing" for the environment.



"This seems to indicate that green homebuyers in today's market are not just 'green consumers' but are also buying a green home for investment and performance reasons," said the McGraw-Hill/NAHB report, "The Green Builder: Navigating for Success in a Down Economy." Click below for the full report: www.usgbc.org/News/USGBCInTheNewsDetails.aspx?ID=3866

NAR GETS GREEN

The National Association of Realtors finally decided to offer its first ever Green Designation for Realtors at its annual conference in Orlando this past November. NAR is jumping on a bandwagon that has been filling over the years. EcoBroker started certifying Realtors in 1992 through its on-line course and now has over 4000 agents certified internationally as they dominate the green real estate education & certification market. Others include "Green Real Estate Education", offering classes since 2006 for Realtors, Home Inspectors, Appraisers and Mortgage Pros. Also available since 2002 is certification from "The National Association Of Green Agents and Brokers".

GREEN HOMES FOR SALE!

I have a new listing of a **Passive Solar Green Home for sale in Prescott** close in, off Williamson Valley Rd. Features are too numerous to mention here so **check my website for more info on this and other listings** and if you or someone you know is interested please contact me for the details.



BASICS: 2127sf; built in 1984 with AWESOME VIEWS! 3BD/2.5BA; 2.5 Acres; 2 Car Garage; Horses OK; Many recent upgrades including Energy Star appliances, new roof, paint and more. \$379,000. MLS# 933615

HOLIDAY GIVING & PHILANTHROPY

"Give a man a fish and feed him for a day, teach a man to fish and feed him for a lifetime." – Chinese Proverb

In the spirit of wise philanthropy consider choosing a meaningful gift to give a loved one this year and help children and families around the world receive training and animal gifts that help them become self-reliant. Check out www.heifer.org for a year-end gift.

Here is my holiday pick for a new web site worth a surf... www.TheDailyGreen.com calls itself "The Consumer's Guide to the Green Revolution" and "a great green web site for regular people." From green tips and healthy recipes to election information and carbon footprint calculators, it's a wealth of green information in a fun and interactive format. It's consumer-friendly and with practical information.

**ROBERT J.
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PRESCOTT'S
GREEN
REALTOR**



***Integrating
Environmental
Ethics with Your
Home and Your Life***

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THE ECONOMY? (PART II)

By now we all know the current economic downturn has its "roots" in the inflated real estate market that is in the process of "adjusting". More importantly however are the deeper causes, one of which I attributed in the last issue to an inherent lack of emotional contentment and self-control ubiquitous in our culture evidenced by an addictive pattern of pleasure seeking, that I like to call, "The Happiness Plan"

It's the nagging eternal quest for yet another endorphin rush. It takes many forms and in this case, exaggerated consumerism. With the availability of easy lenders and easy money, we saw thousands getting an emotional quick fix externally for their internal lack. Many, but not all that bought houses recently, probably did so for the wrong reasons.

The realization is nothing new, that we continue to search for increasing levels of "happiness" and "security", which are ultimately anti-climactic and temporary, outside of ourselves through a variety of strategies. Have we learned our lesson yet here in the land of plenty this time? I doubt it.

I just finished reading *The Geography of Bliss* by Eric Weiner. He along with many others concludes there is NOT a direct correlation between the quantity of money and material wealth we acquire and our level of happiness. Rather, our happiness is derived more from relationships with family, friends, community and our place in the world. In other words, how we relate *to* and *in* our home!



Ironically, the root of the word Economy comes from the ancient Greek word for household, *oikos* and *nomos*, steward. The *oikonomos* was the household manager.

If a sound economy and ultimately, happiness is what Americans are after, (and we note the right to *pursue* the latter is constitutionally granted) we've been going about it all wrong. Maybe we ought to "invest" time and energy

ABOUT ROBERT J. ISRAEL...

Robert J. Israel is a licensed REALTOR® in Arizona and EcoBroker Certified®. He has over 20 years experience in environmental issues and nearly a decade in Green Building and Sustainable Design. Additionally, he has over a decade of experience working in the building trades as well as professional marketing experience at both the local and national level.

I'm on the Web! Visit Rob Israel at www.PrescottGreenRealEstate.com

into our relationships with family, friends and our community, and our true home, the environment. Using this approach we may not get the easy quick fix of a consumption-fueled endorphin high to salve our emotional lack, nor the buzz kill of foreclosure and debt, but rather a well earned sustainable and truly fulfilling life. Happiness is fleeting and overrated anyway... and so is money.

CALENDAR

Green Drinks Inaugural Gathering

December 11th, 4:30- 6:30 p.m.

The Raven Café. N. Cortez Street, Prescott. Green Drinks is a FREE international monthly phenomenon in over 400 cities around the world, and now in Prescott! Join us for fun, networking, ideas sharing and inspiration! Contact me for a hard copy or E-flier to post at your work, around town or to your list.

WHO: Environmental professionals, students, & enthusiasts.
WHY: Fun, contacts, info, ideas, inspiration, & drinks.
WHEN: 4:30 - 6:30 Thursday December 11th @ The Raven Cafe.
Happening once a month around the world...and now in Prescott!
For more info contact: Robert Israel - www.PrescottGreenRealEstate.com

Prescott Green to Gold Business Network Holiday Party

December 12th, 11:00 - 1:00pm at the Prescott College Crossroads Center. Public welcome for lunch (\$15) and to browse the Green Business Expo.

Click below to register:

www.green2goldbusiness.org/Default.aspx?tabid=127012&eventid=317238&eventViewMode=EventDetails

The Annual Conference on Clean Air, Mercury, Global Warming & Renewable Energy

February 1 - 4 - Phoenix, AZ

USA's Largest Energy & Environment Conference & Expo - www.euec.com
2000+ Energy & Environmental professionals network at lunches, receptions and break in a 250 company exhibit area. Over 400 technical presentations are made by world leading experts in 6 concurrent sessions on Clean Air, Mercury, Global Warming, Environment and Renewable Energy.