

Brought to you by:

Robert J. Israel

**Prescott's Green
Realtor**



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MEMBER

- Prescott Green To Gold Business Network
- U.S. Green Building Council Greater Yavapai Provisional 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:

THE ECONOMY?

If owning a home is the American dream than I suggest people WAKE UP!

Even as the economy falls towards recession, the sun will rise tomorrow and life WILL go on.



There are many sources of information and opinion on what we are now seeing in the U.S. and global economy. The political ramifications only complicate the core issue. Rather than try to offer short sited analysis of our current dilemma I will briefly focus on the greater cause and lesson to be learned.

We are essentially witnessing human nature repeating itself yet again. Ask any Realtor and they will tell you that buying a home is primarily an emotional act... and Americans love to buy. Understand that there is little to no self-restraint built in to the human response to emotion, which ultimately determines our behavior. We have become victim to collective short-term memory and emotions. Millions bought homes they could not afford, simply for the endorphin rush that comes from buying, and that is the cause of our economic dilemma.

Placing blame on impulsive consumers, unscrupulous lenders and the power brokers in Washington and Wall Street may assuage your frustration and fears but it really does nothing but focus your mind and energy on negativity.

Lets remember that while there are going to be tough times ahead for many of us, there is no shame in not having as much as we did before, which is still a good deal more than most others ever did or ever will have on our planet.

The sad lesson, yet again, is that people do not change behavior unless forced to, slowly, over time, through painful experiences. There will be no easy solution this time. Tighten your belt and get ready for a ride!

PRICE REDUCED!

I have a listing of a green home for sale in **downtown Prescott**. 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.

The basics: This is THE Prescott Permaculture landmark & "Eco-Home" used as a demonstration site for Prescott College & Ecosa Institute designed by a local Permaculture expert. Located on Dameron Street with 3 bedrooms, 1 bath in 920 sq. ft. Features include rainwater harvesting with cisterns, gray water plumbing, over 60 medicinal, edible, and native plants, herbs, and trees and much more for **\$175,000**.



PRESCOTT IN THE TOP 10 AGAIN!

That's right! Prescott has been identified as number 7 in Sunset's/The West's Top 10 Dream Towns! It's no surprise though. We live in a really beautiful place and although there is a lot of bad news right now this is a reminder of what we all have to be thankful for. Prescott is our home and it's AWESOME!

DID YOU KNOW...

If you are considering a new furnace, UniSource Energy Service's Home Heating Program offers rebates of up to \$325 toward the purchase of qualifying high-efficiency natural gas equipment. Visit www.uesaz.com for rebate details. You'll save money on upfront costs and on operation expenses over the life of the appliance while reducing CO2 emissions.

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



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

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SHORT SALES – BUYERS & SELLERS

You've heard the term. Simply put, a Short Sale is when a *lender* is willing to accept less than what is owed on a property.

You see, for a lender it will likely cost them more to foreclose than to "sell short". Think about it. First the homeowner starts missing payments, then the lender has to hire attorneys to bring foreclosure proceedings, and finally the bank is left holding the property, which is not what banks are in business to do and the last thing they want to have happen. They would much rather cut their losses and sell short.



As a home owner, if you are facing the prospect of missing payments on your mortgage and possibly losing your house, its best to approach your lender as soon as you can and ask if they would consider a short sale. Many will. The lender will give you a "Short Sale Package". You will be asked to submit your financial data for review before a short sale is approved. If approved, you may then list your house for sale as a Short Sale.

For qualified buyers, there are many short sales on the market these days, which allows a buyer to get into a house with built-in equity. Basically it's a great deal because the property is typically being sold for less than what it is worth. Recognize that while your offer will usually be accepted by the seller, the final approval is up to their lender and that the property is typically being offered in "AS IS" condition with no opportunity to negotiate any repairs.

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

The advantage of a Short Sale for a seller is the potential to avoid a foreclosure and the negative credit ramifications. For buyers, it's a great opportunity to get a great deal. Always consult with a tax or financial advisor first and realize that Short Sales often take longer than a traditional real estate transaction, at least 60 days in many cases, so patience is essential.

As a Realtor, I can help both buyers and sellers with this entire process so contact me.

CALENDAR

The End of Landscaping

October 10th, 1:00 p.m.- 4:00 p.m.
Prescott College Crossroads Center
Hosted by Central Arizona Renewable Energy Network

Presenter: Barnabas Kane, Owner of T. Barnabas Kane, Landscape Architecture.
For more information or to register contact: Derk Janssen, Executive Director CAZREN (928-778-2828) or email cazren@cazren.org

Local Green Initiatives – An Educational Event

October 14th, 6:30-8:30pm at the Highland Center for Natural History
Hosted by the U.S. Green Building Council - Greater Yavapai Provisional Branch
Meet Yavapai County city officials, educators, & U.S.G.B.C. member architects, planners & builders as they share with us green initiatives for our community. Stay for coffee, tea & local desserts.