



DANIELLE KING

GREEN MOVES

HAVE YOU NOTICED THE CHANGE? WE'RE MOVING INTO A NEW ERA IN THE WAY WE SEE OUR HOMES AND PUBLIC BUILDINGS.

Governments now accept (and are attempting to deal with) issues of climate change and increasing energy costs. But there's a greater acknowledgement that we need to treat our environment with more care and attention. It's all about being sustainable; a term not previously given much consideration in most industries.

Consider the residential housing market. Governments have started action by introducing increased energy star rating systems for all new homes. Also under development is a mandatory disclosure regime for housing. Behind these policy shifts is a growing awareness of environmental considerations and the drivers pushing the residential and commercial real estate market towards smarter, more efficient and more sustainable buildings.

Government programs such as increasing new home star energy ratings and a potential new mandatory disclosure regime will only serve to increase home buyers' and owners' awareness of the 'performance' of the home they are considering. Such awareness may be starting to impact on market prices.

Developers have acknowledged and are embracing sustainability. Now, a growing number of buyers are starting to ask: Does this home have low energy lighting? Is it well insulated? Does it have renewable energy and is it expensive to run?

Architects, designers, real estate agents and builders all vary in their sustainable offerings and what works best in the market. But what really matters are the people driving the market. There's a growing number who want the same quality, but coupled with energy efficiency and sustainability.

So where does the average homeowner turn to find or create an efficient, sustainable home? There are two options: find some professional advice on the options to increase your current home to a reasonable standard (most existing homes average one star or less), or you can find a new home to buy or build. Either option can be daunting. If you choose to go for a new home where do you start?

BUYERS ARE NOW
PIECING TOGETHER
THE VALUE IN BUYING A
SUSTAINABLE HOME



MOST EXISTING
HOMES AVERAGE
ONE STAR ENERGY
RATING OR LESS

There are hundreds of building firms and real estate agents in the market place and finding one that values sustainability isn't easy.

I believe there is a need for a service that provides potential buyers with an independent, holistic view of the 'sustainability' of homes offered for sale.

This is how Green Moves was formed. Green Moves offers a website and range of services that cater specifically for those interested in buying or creating sustainable homes. Green Moves works with developers, builders, real estate agents and service providers who have an interest in creating and actively marketing energy efficient and sustainable properties. By working with and promoting these key groups and providing guidance through an independent rating system, Green Moves meets the needs of those looking to live more sustainably. It achieves this by bringing these groups together on the one website and producing a report for each home listed stating the energy saving and sustainable features. ♣

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