

NORTH TEXAS “MATURING GREEN MARKET” OFFERS THOUSANDS OF THIRD-PARTY-CERTIFIED GREEN HOMES

DALLAS – North Texas residential real estate is a “maturing green market” currently offering almost two thousand third-party-certified greenbuilt homes for sale through the Multiple Listing Service (MLS), according to research unveiled just in time to celebrate Earth Day 2016. North Texas REALTOR® Beth Johnson, who specializes in green building and was the first REALTOR® on the planet to earn the “Quadruple Crown” of green credentials, conducted the research and will update figures monthly on a new “Green Homes Available” page (www.bethjohnson.com/greenhomes) at her green building real estate website.

“Our green market is maturing, meaning third-party-certified greenbuilt homes are now readily available in many locations, sizes, and prices,” says Johnson. “It’s not just new homes, or custom, or in one or two cities. Our MLS offers hundreds of greenbuilt homes in each major North Texas county.”

The ten years since Johnson became North Texas’ first full-time REALTOR® specializing in greenbuilt homes have seen area green building “mature from niche market into a mainstream one whose techniques are often required for new construction and are desired by buyers in both new and resale homes,” she says.

Johnson’s data includes certifications into one or more of the green building programs locally available: Energy Star®, Green Built Texas™, LEED for Homes®, National Green Building Program, rated under Home Energy Rating System. These certifications require independent inspections and analysis to verify better-than-code air-sealing, insulation, and heating/cooling/ventilation systems for projected energy savings typically at least 15% and often much higher, compared to code-built homes of the same size, according to Johnson.

“Greenbuilt homes are built better for people and planet,” says Johnson. “They save energy, water, money. They reduce greenhouse gases and other air pollution. They’re more comfortable, quiet, and healthy. They’re more durable, require less maintenance, and have better resale. If you’re not buying green or planning to retrofit after purchase, you may be buying a white elephant.”

MLS currently lists 1,929 certified greenbuilt homes for sale in Collin, Dallas, Denton, Hunt, Rockwall, and Tarrant Counties, or 13% of total MLS listings in those counties, according to the website. Available certified homes range from less than 1% of listings in Hunt County to 22% in Collin and 23% in Denton Counties. The website also tallies 2,671 residential lots or acreage available on which to build homes in these counties.

Johnson serves clients who are selling or seeking properties with greenbuilt features, who want to sell the current home when it’s time to transition, or who seek rental properties with greenbuilt features. She gives speeches, seminars and tours on green building and offers additional information at BethJohnson.com

Johnson, a Dallas area native, was the first Texas REALTOR® to earn either the LEED Associated Professional credential from U.S. Green Building Council or the EcoBroker™ credential from EcoBroker International. She also holds the Certified Green Professional™ designation from National Association of Home Builders and GREEN designation from National Association of REALTORS. She transitioned to green building after a

29-year professional career with regional and national nonprofit environmental advocacy organizations. She helped write the Green Built Texas™ construction requirements and helped make the local MLS searchable for properties with greenbuilt features and certifications.

Johnson is an agent with Keller Williams Realty's Dallas Preston Road office, which closes more transactions than any Metroplex real estate office. Each office is independently owned and operated.

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Since 1983, Keller Williams has grown exponentially and continues to cultivate an agent-centric, education-based, technology-driven culture that rewards agents as stakeholders. The company also provides specialized agents in luxury homes, commercial and farm and ranch properties.