

# Eco Focus: Real Estate

Two of New England's Eco-Brokers  
Share Their Insights



Naturally New England taps real estate experts Leland DiMeco (Eco-Broker for Boston Green Realty, Boston, MA.) and Pete Lambie (Eco-Broker for The Bean Group, Portsmouth, NH.) for ways you can buy and sell green.

## **You are considered Eco-Brokers; for people who don't know, what does that mean?**

PL: Well I was the first Realtor to become Eco-Broker certified in the state of NH. I saw the need for a trained real estate professional to help clients through the process of buying and selling. The Eco-Broker designation is the result of additional study and testing on many different aspects of "green" homes and technology and financing. We are required to complete recurrent training to keep us up to date on the latest trends. Eco-Brokers are better prepared to address questions and concerns that their clients have about buying and maintaining eco-friendly homes.

LD: We are actively pursuing our goal of making the city of Boston and its suburbs more sustainable by incorporating green resources and education into all aspects of our traditional real estate business. As certified Eco-Brokers, we are educated in understanding how to identify, explain and promote green and healthy features in homes. We focus on being a major resource for buyers, sellers and investors. Boston Green Realty's specialty is assessing and calculating the dollar value of any eco-friendly or energy efficient features of either a retrofitted existing home or new construction.

## **Why do you think people in New England are more interested in purchasing homes that are green?**

PL: I feel that aside from the long term economic benefit of sustainable building and energy sources, folks feel it is the right thing to do. There

is so much waste inherent in the old non green construction and energy sources.

## **What tips and advice would you give to people looking for green real estate?**

PL: Do your homework and know some of the basics. There are many websites that have resources for buyers and sellers alike. Seek out an Eco-Broker to help you through the process.

LD: Currently, the Massachusetts marketplace has a limited number of green homes for sale, but that doesn't mean you can't find a strong candidate for one! Every home has some eco-assets; Eco-Brokers can highlight those features as you select your property. In addition, your Eco-Broker buyers' agent can provide you with ideas and solutions to make that new home healthy and green.

## **What can sellers do to promote and make their homes more sustainable and attractive to buyers?**

LD: If you are selling a home that we call a traditional home there are a few options that you can choose before listing. First and foremost hiring an energy auditor that can perform a blower door test, infra-red camera test and a computerized energy modeling program to truly assess what your home's efficiency rating is. From that computerized report you will find out what cost effectiveness is for all the renovations that could be done to improve your home's overall efficiency. From that perspective you can either do some or all of the renovations suggested or simply use that report as a guide for your potential buyers. The energy report is like a full disclosure of the energy efficiency of your home and third party verified. If you have already done some green renovations whether big or small, then don't let your green renovations be undervalued or

installing the newer low energy using light bulbs, turning off lights and appliances when not in use or buying an Energy Star/LEED (Leadership in Environmental and Energy Design) rated home or appliance. It all adds up and that makes people feel empowered.

## **What can your firm offer New England residents in your market?**

LD: My partner Suzanne DiMeco and I are personally committed to a green lifestyle. Suzanne has educational and professional background in Environmental Policy and we are very involved in local green building organizations. That led us to launch greater Boston's first green real estate office and become the first Certified Eco-Brokers in Massachusetts. When listing your home with Boston Green Realty, you can rest assured that we have the knowledge to calculate the value added by your green renovations. We are the only firm in all Greater Boston with the cutting-edge marketing and know-how to explain the long-term value of these features to potential buyers. As an added value we offer our green consulting on possibility of building green and provide an internal list of trusted green affiliates to the deal.

PL: Well more than being an Eco-Broker, every member of the Lambie Team cares about the environment. We have many resources available on our website and I continue to educate myself on green building and construction. Being a member of organizations like the New England Sustainable Energy Association and the Concord Chamber of Commerce allows us to stay current on eco-friendly and sustainable trends.

With Eco-Broker training, I have broadened the range of real estate opportunities I offer my clients. Whether the transaction involves environmental assessment and mitigation (mold,

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overlooked by most traditional brokers.

## **More and more buyers and sellers in New Hampshire are more concerned about the environment, why do you think that is?**

PL: The environment is getting a lot of news coverage, global warming and renewable energy in particular. We see that and the normal reaction is "What can I do"? Well, the answer is you can do a lot or a little but do something! Whether it is just

radon, etc.) or the opportunity to reduce utility bills, I'm in a position to help. The real estate industry is changing, and to best serve my clients we are constantly trying to understand the newest designs, technologies, and environmental issues.  
**NNE**

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