

REAL ESTATE

SPECIAL ADVERTISING SUPPLEMENT TO THE BOSTON PHOENIX

THEPHOENIX.COM/REALESTATE

THE GREEN ISSUE

It IS Easy Being Green...
the Eco-friendly Future of Real Estate | page 4



BOSTON GREEN BUILDING
SOMERVILLE, MA 617.718.0208 | page 5



INSIDE:
BOSTON GREEN REALTY — BOSTON'S
FIRST CERTIFIED ECO-BROKERS | page 3



GREEN SOURCE SUPPLY
BRAintree, MA 781.843.6530 | page 5

GREEN ACRES

SO MAYBE IT'S ONLY SQUARE FEET — BUT ECO-FRIENDLY BUILDING IS EASIER THAN YOU THINK

The only problem with green building is that not everybody does it. Unlike hybrid cars, going green in the home has yet to catch on, especially in Boston. But the buildings we live and work in effect the environment just like, say, SUVs. In the United States alone, buildings are responsible for 68% of total electricity consumption and 38% of total carbon dioxide emissions. Our homes and offices are energy and resource wasteful. Basically, where we live and where we work is just as important as what we drive and what we recycle. Luckily, some earth savvy Bostonians are starting to do something about it—and, really, green building is easier than you think.

From green building materials to green building methods, the ways in which local construction companies can reduce their impact on the environment are growing. Imagine an apartment or house built from bamboo or forestry certified lumber and insulated with recycled denim. Or imagine a construction site outfitted with two dumpsters, instead of three, and separate bins for reusable refuse. The United States Green Building Council (USGBC) and the Leadership in Energy and Environmental Design (LEED) Green Building Rating System back green building practices just like the above. Some of those going green in Boston hope it's only a matter of time before green building practices are honed nationwide.

In fact, in the race to go green, Boston may be third in line, behind California and Colorado. At least, according to Boston native Brian Butler, 39, General Contractor/Project Manager of Boston Green Building. In the early 1990's, a two-year stint canvassing and campaigning for Greenpeace opened Butler's eyes to the way we "expend resources" when building homes. Butler's mission now is to educate renters and homeowners on the reality of green building in Boston. "You're not going to see too many straw bale homes around here," he laughs, "but there's a lot that can be done [to] alter the spirit of what's been built," he tells us — noting that a lot of Boston's homes are old and historic. "It doesn't have to be glamorous, either," he adds. "There are glamorous ways to build green, such as installing solar panels. But there's the stuff people don't see," Butler explains, "like high quality insulation and energy star windows." Looking into the future, Butler hopes that Boston Green Building will develop a four to six house green building model. "On a really small scale, we're all alone," Butler tells us. "There's just no one else doing this, yet."

Others in the business of going green feel the

same way. Leland DiMeco, 32, and Suzanne DiMeco, 27, of Boston Green Realty agree that "Boston needs to catch up!" "I can honestly say," Suzanne tells us, "that we are the first certified EcoBrokers in Boston." Unlike regular real estate agents, Boston Green Realty works with buyers to find good homes for good values and talks green. Some buyers look to go green because they are environmentally conscious and some buyers look to go green because they are health conscious. Buying a green home is healthier — think air quality. Whatever the reason for buying or renting green, though, Suzanne tells us it doesn't have to be expensive. "There is a really large support system out there that people don't know about." Think government rebates and incentives. Also, buying green adds value to the home — Suzanne hopes that solar panels will one day replace granite countertops as a selling point. Leland and Suzanne both agree that, really, their business is about educating people, though, and they're working with local business owner Robert Botelho to do just that.

Robert Botelho, 38, President of GreenSource Supply and Design has been in the building industry for over twenty years and describes waste on building sites as "horrific." GreenSource, Botelho tells us, is part of a "resurgence and rebirth of the whole industry." Botelho explains that green building "Can't be technical. Can't be difficult. And it can't be just [one person's] information." Like the DiMecos, Botelho wants to educate Boston on green building, green services, and green products — and his company GreenSource caters to the builder, the designer, and the homeowner. On green materials, Botelho tells us, "They're here — why aren't we using them? Let's make it easy." And those on board couldn't agree more.

Green building doesn't have to be hard and, finally, it doesn't have to be expensive. Now, green materials are often comparable in price to non-



green products. And besides obvious environmental and health benefits, green products often cut costs elsewhere in the long run — the utility bills will just cost less. But above all, Botelho, Butler, and the DiMecos all agree that building green is about living green — it's a lifestyle choice. And the sooner more of us can choose to go green the sooner we'll reap the green rewards. Eco-friendly building is about to boom — and when it does, where will you be living?

BOSTON GREEN BUILDING:
WWW.BOSTONGREENBUILDING.COM

BOSTON GREEN REALTY:
WWW.BOSTONGREENREALTY.COM

GREENSOURCE SUPPLY AND DESIGN:
WWW.GREENSOURCESUPPLY.NET