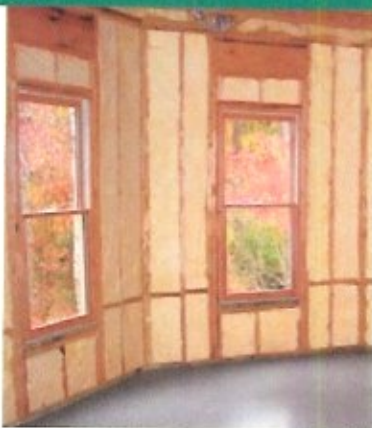


### Anderson Insulation

Anderson Insulation is New England's leader in green insulation techniques and materials. Using high R-value and air sealing products such as spray foam insulations, or recycled materials such as cellulose and denim (yes, blue jeans), Anderson has the products and knowledge to help you save money while helping the environment at the same time. Have an older home that is cold and drafty? Let Anderson help you make your home warmer and more energy efficient. Using state-of-the-art infrared thermal imaging technology, Anderson can pinpoint the leaks in your home and explain the best way to solve the problem. [www.anderson-insul.com](http://www.anderson-insul.com)



### Boston Architectural College

The Boston Architectural Program (BAC) Sustainable Design Program offers the most comprehensive sustainable design curriculum in the U.S. This faculty-led, interactive, graduate-level instruction is a fully online format. It offers the opportunity to learn about the many ways in which buildings interact with the natural environment and the choices available to make that interaction positive. Courses can be taken individually or as part of the Sustainable Design Certificate programs, which include the Certificate in Sustainable Residential Design. Please consult the sustainable design Web site for schedules, detailed course descriptions, prerequisites, tuition information, faculty bios and registration information. [www.the-bac.edu/green](http://www.the-bac.edu/green)



### Chip Webster & Associates

Architecture must respond to the human needs for comfort, functionality and security while fostering a sense of wellbeing. Chip Webster & Associates ensures that physical, social and budgetary needs are met while creating spaces that surprise, delight and inspire. Chip Webster & Associates actively pursues green design projects and encourages clients to consider sustainable design options. They have LEED-accredited associates on their team to support these goals. They believe that every project is unique and requires a fresh perspective that will reflect the needs and desires of the client. Utilizing an underlying design philosophy rather than a preconceived architectural style, they help bring their clients' visions to life. [www.cwa-arch.com](http://www.cwa-arch.com)



How popular are green homes? That depends on what shade of green you're looking at, say Realtors, architects and builders. Green products, such as low-VOC paints and efficient appliances, are easily recognizable and sought-after features. More involved ideas, such as air sealing for energy efficiency, take a bit of education before buyers sign on. And the greenest—net zero homes, wind turbines, solar panels—while popular ideas, remain the milieu of the super-committed.

### Selling Green

A certified EcoBroker who specializes in high-performance homes, Leland DiMeco of Boston Green Realtors says in his experience green homes sell faster and for more money. A perfect example is a 1925 home in Andover that he sold in six days.

"We greened it as much as we could before putting it on the market: spray cellulose insulation in the attic, new windows, new efficient heating system, asbestos remediation, low-VOC finishes, CFL bulbs throughout. We even did a home energy audit and blower door test to find air leaks and seal them to improve the envelope of the house. It was as energy efficient as a 1925 home can be, and that absolutely increased its marketability," DiMeco says.

The icing on the cake: it sold for \$50,000 more than its closest comparable.

Lack of inventory is DiMeco's biggest obstacle, and he has overcome it by using his construction background to green up older homes, upgrading building materials where he can. He greened up a Cambridge condo of 1920s vintage in need of renovation, improving air quality with all low VOC finishes and using eco-friendly materials. The result? "We sold it at a premium and sold it in thirty days. People

### Closet Factory

The ultimate custom storage design not only keeps you organized, it helps keep your environment healthy. Closet Factory uses low- or no-VOC finishes, which means no toxic off-gassing and a better home air quality for you. And since they custom-design each storage solution, they can use the materials you desire, from classic white to dramatic wood grains. Using Forest Stewardship Council-certified woods means their lumber is harvested in an environmentally responsible manner. Precision craftsmanship and their trademark attention to detail enhance the look of your Closet Factory system, whether for a closet, home office, garage, laundry room, pantry, entertainment center, mudroom or wall bed. Contact them for your free in-home consultation at (978) 253-4636. [www.closetfactory.com](http://www.closetfactory.com)



### Creative Art Furniture

Stephen Staples and his artisans handcraft creative art furniture made from reclaimed materials salvaged from many sources. "The past comes alive in our furniture as we breathe new life into the boards, presenting the old patina, rich with color and texture, displaying a character unmatched by any artificial means," says Staples. "Clients also love our pieces because of the stories the wood tells. Every imperfection in the wood is celebrated rather than discarded." Since the early 1980s, Staples's creations have been branded, paper labeled, signed and dated and then Staples adds his subtle signet mark. For more information, check out his "Farm Table Buying Guide" on his Web site under Information/Tips and Tricks. [www.creativeartfurniture.com](http://www.creativeartfurniture.com)



### Crown Point Cabinetry

Crown Point Cabinetry handcrafts the finest quality custom cabinetry for the entire home. Period styles include Shaker, Arts & Crafts, early American, Victorian, transitional and contemporary. Finishes include the eco-friendly Estate Eggshell paints from Farrow & Ball as well as Genuine Old-Fashioned Milk Paint. Your cabinetry can be designed and built from FSC-certified lumber or any of our vintage or reclaimed wood species. All custom, available direct, nationwide. [www.crown-point.com](http://www.crown-point.com)



are beginning to understand that you may pay more per square foot but the payback is significantly lower operating costs."

Marketing a green home is different, too, requiring more consumer education. Log on to YouTube to see a video DiMeco made showing the re-greening process. "People have really responded to this kind of marketing, because you see the home while it's still in studs and can understand how it was done. Once the walls are in, you can't see the air sealing process."

The energy efficiency trend and a desire to be more earth friendly are motivating factors in Connecticut, too.

"People are concerned about the environment and energy costs and they love it when I point out those details, such as thermal windows, multi zones, glass that will absorb and release heat, all those things," says Allison Lundie of William Raveis Real Estate, Mortgage & Insurance in Washington Depot, Connecticut. "So now I put those buzzwords, like Energy Star appliances, in the marketing copy, because it does attract interest."

She has a listing for a passive solar home in Roxbury that has drawn interest from both greenies and traditional home buyers. It has solar panels for hot water and was built with passive solar techniques, positioned on the lot to take advantage of the sun's energy. On the inside, moveable water columns gather the sun's heat by day and dissipate it through the slate floor by night to balance the home's temperature in the winter. In the summer when the sun is higher in the sky, roof overhangs shield the windows from its stronger rays.

"Some prospects come specifically because of its green elements. Others come because they like the area and are completely confused by the passive solar idea and the water columns, but once I explain it all