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## **AMERICANS READY TO SPEND MORE GREEN ON THE HOME**

*48 percent of homeowners would spend \$2,500 or more on greening up a home for resale according to the Better Homes and Gardens Real Estate "Living Green" Consumer Survey*

**PARSIPPANY, N.J. (Nov. 6, 2008)** – A survey conducted at home shows in 15 cities across the country gauging consumer environmental practices suggests that many Americans are going green when it comes to their homes. Despite “cost” being singled out by 36 percent of respondents as the greatest impediment to going green, half of those surveyed have paid more money for an energy efficient product in the past 12 months and one in three homeowners (30%) claim they would be willing to spend \$5,000 or more on green improvements to increase a home’s appeal to potential buyers. The findings are the result of the Better Homes and Gardens Real Estate Living Green Consumer Survey, which looked at responses from over 2,300 consumers and is considered accurate to within +/- 2.2%.

These and other national survey results are being announced as a part of the *Better Homes and Gardens and Green Works Living Green™ Tour* finale - the culmination of an eight-month, 15-city tour promoting healthy and environmentally friendly living. Launched in February 2008 by *Better Homes and Gardens* magazine and Green Works Natural Cleaners, the tour featured a 2,500 square foot *Living Green Home*, which showcased how small changes can impact the energy efficiency of everyday homes.

“As their environmental awareness grows, American homeowners are beginning to take action on green issues and are willing to spend their money accordingly,” explained Sherry Chris, president and CEO, Better Homes and Gardens Real Estate. “These survey results confirm homeowners are identifying greater value in green and when the time comes to sell their homes, they will look to convert high consumer awareness levels on the green issue into a market differentiator.”

Additional survey findings revealed that 82 percent of respondents believe they are informed when it comes to issues pertaining to the environment. When preparing to buy or sell a home, more than half of those surveyed (51%) believe in the importance of working with a green certified real estate agent — professionals who can assist in the identification and marketing of homes with high green quotient. This would include knowledge in regards to housing materials and construction, energy efficient appliances and systems, as well as the impact of



landscaping on a home's environmental footprint. In the cities of Hartford, Conn., Greenville, S.C., and San Francisco, two out of three respondents indicated that working with a green agent would be important.

"This tour provided us with an outstanding opportunity to extend our green coverage beyond our magazine pages and Web site," said Gayle Butler, editor in chief, *Better Homes and Gardens* magazine. "The exhibit offered consumers a hands-on opportunity to learn realistic steps to save money and energy while minimizing their impact on the environment. The added benefits of the survey conducted by Better Homes and Gardens Real Estate gives us qualitative insights into the mindset of consumers regarding the green issue."

Some of the other factors keeping survey respondents from being greener included convenience (22%), lack of knowledge on how to (18%) and lack of time (17%). However, many consumers reported engaging in "eco-friendly" or "green" acts in the past six months, including recycling (73%), replacing incandescent lights with CFLs (69%), conserving water (57%), adjusting the thermostat (51%) and purchasing energy efficient appliances (30%).

The Living Green Tour and Exhibit included stops in Hartford, Conn.; Greenville, S.C., San Francisco, San Diego, Las Vegas, Los Angeles, Phoenix, Houston, Miami, Nashville, Tenn., Boston, Washington, D.C., Jacksonville, Fla., Atlanta, and New York. More details on the Better Homes and Gardens Real Estate Living Green Consumer Survey, including an executive summary and presentation, are available upon request.

### **Methodology**

LeadDog Marketing was commissioned to conduct intercept surveys at a series of home shows on behalf of Better Homes and Gardens Living Green Tour. A survey of approximately 16 questions was programmed onto handheld PDA devices. The staff interviewed 2,312 people and each intercept survey took approximately 3 minutes to complete. Data collection was conducted at 15 Living Green Tour stops between 02/29/08 and 10/31/08. The overall sample size is reliable within +/- 2.2% at the 95% confidence level.

### **About Better Homes and Gardens Real Estate LLC**

Better Homes and Gardens® Real Estate is an international real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Garden Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. For more information, please visit [www.bhgreaalestate.com](http://www.bhgreaalestate.com).