



Eco-friendly real estate has strong PR benefits

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Going green protects the environment and saves energy and money. Builders, owners and brokers are finding that green also makes good public relations.

Eco-friendly construction, renovation, and equipment are in the news and green real estate experts are sought after as speakers and commentators.

How real estate both protects the environment and saves money makes tantalizing coverage for media from Wall Street Journal and New York Times to weekly newspapers, TV networks and blogs.

New buildings and homes with energy-efficient features especially those certified by the U.S. Green Building Council—are of special interest because, in spite of the demand, there are still few authentic examples of green construction around.

Within the real estate industry, green experts conduct seminars, appear on panels, and voice opinions as to cost and benefits of going green.

If you are a builder or architect, prepare a vivid written description with a photo or schematic to offer the media.

If you are a broker or consultant, weigh in with your expertise.

If you sell energy conserving services or equipment, produce case histories of customers who save money while helping the environment.

What you have to say on this important subject will be most welcome.

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