

The Banff Crag & Canyon (Banff, AB)				Order/Commande 134628
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We want more green homes

A study conducted by EnerQuality Corp. shows a rapid rise in demand for, and supply of, energy-efficient homes.

EnerQuality is the organization that administers the Energy Star for New Homes, R-2000 and EnerGuide rating systems, as well as the new LEED Canada for Homes and GreenHouse certification programs.

According to the study, nearly nine of 10 homebuyers (87 per cent) value energy efficiency when making a new-home purchase decision.

When asked why energy efficiency was important, 92 per cent of buyers cited cost savings, 68 per cent a healthier indoor environment and 68 per cent protection of the environment.

In 2008, home builders moved to take advantage of buyers' sudden surge in interest in energy efficiency: 52 per cent offered "green" features — more than double the 24 per cent of home builders in the previous year.

Sixty per cent of new-home buyers purchased at least one energy-efficient feature as part of the builder's offering in 2008, up from 48 per cent the year before, paying an average of \$3,277 specifically for energy-efficient options.

The main reason 40 per cent of buyers of new homes failed to buy energy-efficient options last year was that their builder did not specify that these options were available. The implication is that if builders consistently

educate buyers about the availability, costs and benefits of energy-efficiency options, even more new homebuyers would choose them.

On average, buyers of new homes stated they are willing to pay a builder \$9,877 more for an energy-efficient new home, with repeat buyers willing to pay an additional \$800 premium compared to first-time buyers.

-Sun Media

