



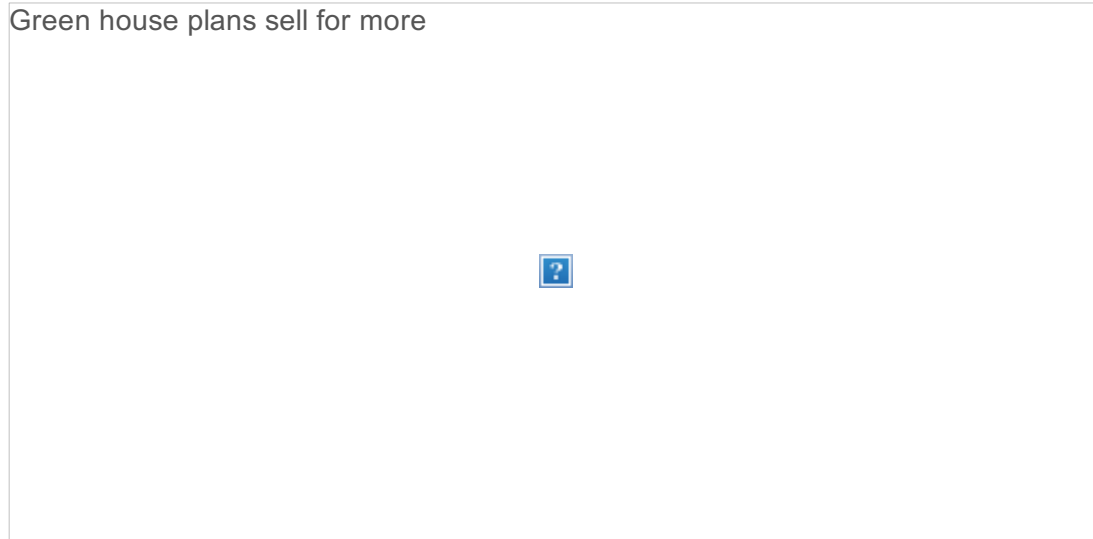
The Blog



More Proof: Four New Studies Confirm Investments in Green Real Estate are Worth It!

Posted on 30. Jul, 2012 by [Maryruth Belsey Priebe](#) in [Articles](#)

Green house plans sell for more



Homes with green certifications are outselling those without green labels in real estate markets around the globe. This is the conclusion of several recent studies. This is good news for those looking to invest in [green home plans](#).

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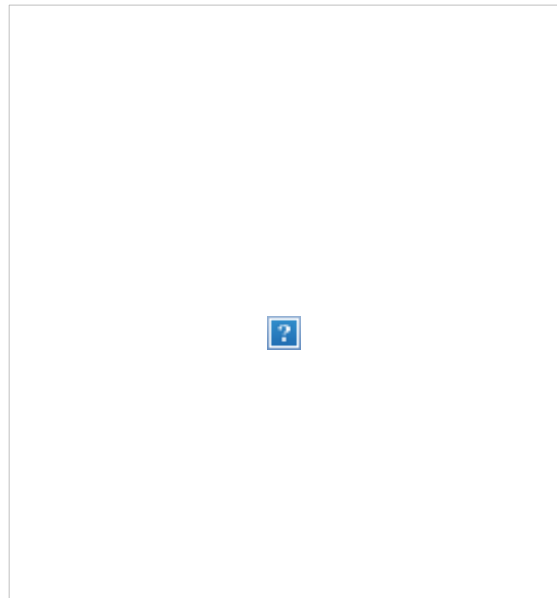
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The first study was conducted by professors from UCLA and UC Berkeley entitled, [The Value of Green Labels in the California Housing Market: An Economic Analysis of the Impact of Green Labeling on the Sales Price of a Home](#). The study, which examined 1.6 million single-family home sales, some of which had a green certification such as [ENERGY STAR](#), GreenPoint, or [LEED for Homes](#). The study analysed sales by eliminating other factors that might impact home price, such as school districts, swimming pools, crime rates, and the time period of the sale.

The conclusion was that those with green labels sold for an average of \$34,800 more than comparable homes from 2007 to 2012 (average home prices were approximately \$400,000). The study also found that there were no correlations between local utility rates and a consumer's willingness to pay a higher price for green-labeled homes. Interestingly, they also found that those communities with higher concentrations of electric vehicles showed spikes in green home prices.

“We observed a phenomenon we've termed the 'Prius effect' — a positive correlation between the value of green home labels and environmental ideology, as measured by the rate of hybrid registrations,” co-author Nils Kok, visiting professor at the University of California, Berkeley, [told USA Today](#).



The findings of this study are in line with other recent studies. An [ECert Report](#) by GreenWorks Realty that looked at home sales between 2007 and 2009 indicates that green certified homes in Seattle sold for 8.5% more per square foot and were listed for 22% less time than similar homes. More impressive is that those homes that achieved the highest green ratings actually commanded prices 25% higher than conventional homes. Further, green certified homes rose in price from November 2009 to January 2010 – a period of time during which

code-built homes actually dropped in value.

[One study out of Europe](#) notes that Homes rated “A” under the European Union’s system were selling for 10% more than the average. Homes with poor ratings on the scale sold for substantially less by comparison.

Portland Oregon Sales Prices - green house plans



And finally, a report by [Earth Advantage Institute](#) that tracks home sales in the Portland, Oregon marketplace showed that green certified homes sold for 30% higher than the average non-certified home between 2010 and 2011. This confirms a four-year trend showing third-party certified sustainable homes perform better in the real estate market.

So don't give your [green house plan](#) investments another thought. It's fast becoming a sure thing.

Images via [UCLA/UC Berkley study](#), [ECert Study](#), and [Earth Advantage Institute](#).



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