



ElementalGreen

Any home can be a
green home.

WHY SHOULD YOU HAVE ONE?



A BETTER QUESTION WOULD BE
"WHY NOT?"



When you learn all of the benefits you'll wish you'd done it sooner.





GO GREEN FOR YOUR

HEALTH



The conventional American home is built with materials containing toxic chemicals, including formaldehyde (found in particle board, plywood, and pressed wood products) and solvents that release harmful VOCs (found in paints, stains, adhesives, and more). What this results in is poor indoor air quality.

In a typical home, the levels of common air contaminants are 3-5 times higher than outdoors – even in dense urban neighborhoods. Since we spend about 90% of our time indoors, good air quality is vital for good health.

Green building and remodeling makes use of **non-toxic and low- or no-VOC materials**, making the building as healthy as possible.

GREEN HOMES IMPROVE YOUR:

HEALTH

In three National Center for Healthy Housing (NCHH) case studies, people whose homes were eco-renovated reported feeling healthier. According to NCHH, in one case, residents “showed improvements in general health, chronic bronchitis, hay fever, sinusitis, and asthma” immediately following the renovation. The general health of kids improved, too, with many kids experiencing a sharp decline in ear infections and respiratory allergies. And it didn’t stop there — one year after the renovation, the percentage of people reporting good or excellent health nearly doubled.

HAPPINESS

While improved health certainly results in increased happiness, other factors in green design play into better moods, as well. In a study published in the journal Environment, Development and Sustainability, researchers found that sustainable practices like green homes, green spaces, and community gardens lead to self-reported increases in happiness. Studies also repeatedly show that natural lighting, another feature of green building design, increases happiness. And other research shows that simply bringing a little nature indoors increases happiness, as well!

PRODUCTIVITY

Studies on indoor environments and productivity have primarily been done in office settings, but there's no reason to think results would be different in a home – and the impact is profound. A study conducted in 2015 found that people working in a green environment showed strategic thinking abilities that nearly doubled those of the control group and their crisis response was a whopping 131 percent better! In another study, researchers found that increased natural lighting can result in up to 23 percent gains in individual productivity.





GO GREEN TO

SAVE MONEY



Going green means using resources, like water and electricity, more efficiently -- and as a result, **saves money on monthly bills.**

In addition to these savings, a green home can qualify for a variety of **tax incentives and rebates** at the local, state, and federal levels. For example, the Energy Investment Tax Credit, also called the Solar Investment Tax Credit, provides a 30% federal tax credit for residential solar power systems. And owners of LEED-certified homes qualify for LEED-specific tax credits of \$3.00 to \$6.25 per square foot, depending on the certification level.

In short, there are plenty of advantages to going green -- and the financial benefits are definitely noteworthy.

GREEN HOMES ARE:

EFFICIENT

Green homes are “high-performing” homes because they are designed to be efficient which means significant savings over time. According to the U.S. Green Building Council, “the typical household spends about \$2,150 a year on residential energy bills. LEED-certified homes can save 30-60 percent on those bills.” That’s a savings of up to nearly \$13,000 over ten years!



DURABLE

Oftentimes natural materials are inherently more durable than their synthetic counterparts. For example, a wool rug can last over 50 years if properly cared for while a synthetic one has a life of only 3-5 years. Natural linoleum has a lifespan of 20-40 years while vinyl flooring only lasts 10-20 years.



DESIRABLE

Green homes sell faster and for more money than comparable, conventional homes. According to the US Green Building Council, on average, green-certified, new homes sold for 8 percent more than non-certified green homes. Even more impressive, resale prices of existing green homes were about 30 percent more than conventional homes!



GO GREEN FOR THE

EARTH



The most obvious benefit from green building is reducing our negative impacts on the planet -- after all, the language used for green building (eco-friendly, sustainable, earth-friendly, etc.) clearly speaks to being kind to the planet.

In sustainable design, every aspect of the building is assessed in regards to potential impacts on the environment from choosing sites that support the protection of ecosystems to placing buildings near public transportation to reduce greenhouse gas emissions.

Efficiency is the heart of green building, and it's a

focus both during construction and after as the home continues to impact the environment as long as it's standing.

As an example, during building or renovation projects, thoughtful, efficient construction methods can reduce waste up to 95% or more!

There is also efficient use of materials. For example, recycled materials are used widely – from recycled plastic decking to recycled denim insulation. Using these materials reduces waste by giving a second life to materials that would otherwise be sent to a landfill. Plus, by recycling, we reduce the use of natural resources.



THE FUTURE
WILL EITHER
BE GREEN OR
NOT AT ALL.

BOB BROWN

FAST FACTS

According to the US Green Building Council, retrofitting one out of every 100 American homes with water-efficient fixtures could avoid about **80,000 tons of greenhouse gas emissions**, which is the equivalent of removing 15,000 cars from the road for one year!

They also state that LEED-certified buildings have 34 percent lower CO2 emissions, consume 25 percent less energy and 11 percent less water, and have **diverted more than 80 million tons of waste from landfills.**

READY TO GET STARTED?

CLICK HERE TO DISCOVER EVERYTHING YOU
NEED FOR YOUR DREAM GREEN HOME ON
ELEMENTAL GREEN.



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