



GREEN BUILDING BENEFITS
COLLABORATION & NETWORKING

TOOLS & RESOURCES

Indoor Air Quality

Safe, pleasant and

Green Building Benefits

[What Is Green Building?](#)

[For Builders & Developers](#)

[For Building Professionals](#)

[For Homeowners & Homebuyers](#)

Find Locally

- [Green Products](#)
- [Certified Professionals](#)
- [Financing & Incentives](#)
- [Policies & Ordinances](#)
- [Green Building Events](#)

For Builders & Developers

As a builder, you are under constant public scrutiny for your work. Good or bad, fair or not, that is how it goes. So use that scrutiny to your advantage and take advantage of green building opportunities to positively impact your clients and the environment. Green building is full of benefits for you as well:

Meet consumer demand

Local demand for green and energy efficient homes is growing rapidly as consumers become more aware of the options available to them. Additionally, they are often willing to pay more for these products and services because they understand the benefits and added value green building provides. As a builder, your ability to provide these products and services can greatly increase your marketability and enhance your bottom line.

Keep up with the competition

Both [Builder](#) and [Professional Builder](#) magazines have recognized green building as one of the most important market trends in residential construction today. Understanding green building concepts, the added value you can offer your clients, and the benefits green building practices bring to homeowners can give you an edge on your competition. Don't get left behind!

Get media coverage and other publicity

Housing trends, unique building solutions, and green building continue to be some of the most well received, high consumer-interest topics to highlight about the building industry. A solid working knowledge of green building could help you land PR opportunities that get your company's name in print. It also creates an avenue for you to distinguish your services

Additionally, homes built following green building standards are present in home shows, tours, and other public and industry events across California and the nation. These outlets offer you another chance to get your company in front of potential clients.

GreenPo
A PROGRAM OF

[Explore Green](#)

Feature



3/30/20

Qualify to build homes funded by energy efficient mortgages

With the energy savings over the life of the home, there's an inherent incentive for homebuyers to purchase green homes. If that isn't enough, energy efficient mortgages give the homebuyer even more economic reason to purchase homes that follow green building standards. Understanding these green building standards and practices allows you to win these contracts instead of your competition and present your company in a positive light that benefits the homebuyer and the environment.

Save money

In almost every construction project, a great deal of material waste can be reused, deconstructed, or recycled instead of being disposed of in landfills. Taking a little time to identify and separate these materials can result in lower disposal costs and even save you on taxes! A growing number of non-profit deconstruction contractors can appraise the value of the materials and arrange for the donation of materials to various community nonprofits. Because the materials are donated, you can claim a tax deduction.

As a builder working today in California, you have a tremendous opportunity. You have an opportunity to not only fulfill your customers' wishes, but to also make a lasting impact on the environment and influence future building practices. Position yourself and your company as a leader in green building and it will benefit everyone.