



GUIDE TO SELLING GREEN HOMES

Congratulations on taking the steps to sell your property! Buyers in Nova Scotia are increasingly interested in energy-efficient and sustainably designed homes. To maximize your home's value, you need the right strategy. This guide will show you how to highlight your home's eco-friendly features, attract the right buyers, and get the best price for your property.



WHY GREEN HOMES SELL FOR MORE

- **Higher Resale Value:** Energy-efficient homes can sell for 3-5% more than traditional homes.
- **Lower Utility Costs:** Buyers love saving on heating, cooling, and electricity.
- **Better Comfort & Air Quality:** High-efficiency homes are cozier in winter and cooler in summer.
- **Sustainable Living:** More buyers want homes that reduce their environmental footprint.



MARKETING YOUR HOME'S ECO-FRIENDLY FEATURES

- **Highlight Energy-Efficient Features in Your Listing:** Use descriptive language that emphasizes features like heat pumps and solar-ready roofing.
- **Show Proof of Energy Savings:** Provide recent energy bills, energy audit reports.
- **Use Professional Photos & Virtual Tours:** Capture solar panels, heat pumps, energy-efficient windows, and smart thermostats in listing photos.



STAGING A GREEN HOME FOR A FASTER SALE

- **Let in Natural Light:** Show off energy-efficient windows.
- **Set Your Smart Thermostat:** Demonstrate easy heating and cooling management.
- **Showcase Eco-Friendly Materials:** Use bamboo furniture and organic textiles.
- **Highlight Indoor Air Quality:** Ensure good ventilation and display non-toxic cleaning products.



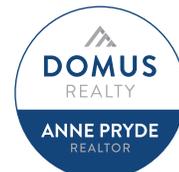
FEATURES BUYERS LOOK FOR IN AN ENERGY-EFFICIENT HOME

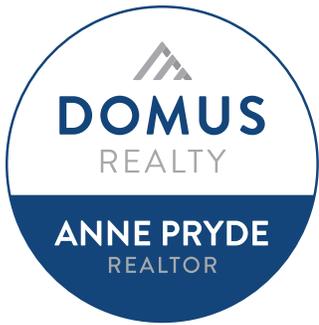
- Heat Pumps & Efficient Heating
- Solar Panels
- High-Quality Insulation & Windows
- Smart Home Tech
- Water-Saving Features



ATTRACTING ECO-CONSCIOUS BUYERS

- Use the right keywords in your listing: "Energy-efficient," "Net-zero ready," "Solar-powered," etc.
- Market in eco-friendly and local community groups.
- Partner with a green home realtor who understands the value of a green home.





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GREEN HOME SPECIALIST ADVANTAGE

As a certified green home specialist, I am trained to identify and explain sustainability upgrades in a home. Taking the time to point out and explain each green home feature educates potential buyers on the embodied value of a property. A better understanding of the home's additional features results in higher offers and helps buyers feel more comfortable and confident in their decision.

Anne is a certified Green Home Specialist and accredited Professional Real Estate Negotiator who has called Nova Scotia home for nearly 45 years. A graduate of NSCAD University, She honed her business and community leadership skills as a potter and community organizer, learning the value of detail, dedication and professionalism.

A strong desire to serve and a love of homes have brought Anne to real estate. Her creative approach to marketing and sales will ensure your home gets the results it deserves. Her commitment to honesty and her dedication to clients are the backbone of how she operates.

Strong values such as supporting local business, environmental responsibility, and healthy living are at play in all of Anne's actions. It's not unusual for Anne to arrive at a meeting by bicycle or on foot.

By choosing to work with Anne, you can expect to have every step of the process explained to you so you feel comfortable and confident in your decisions. Make your next move, your best move, contact Anne today.



FINAL THOUGHTS

Selling a green home is different from selling a traditional home. Buyers need to understand why your home is valuable—and that's where marketing comes in.

Schedule a Free Home Selling Consultation Today!