

For Immediate Release

Realty Firm Celebrates 1st Anniversary with Mission to Protect Health & Environment

Monday, November 3, 2003 – Seattle, Washington – [GreenWorks Realty](#) announces its first anniversary with nearly \$2 million in sales. Owned by father-son team, Ben and Louie Kaufman, Greenworks is the only local realty firm specializing in community-focused housing and environmentally sound or “green” real estate. The firm strives to make green construction the new industry standard, with a vision of reversing one of our era’s most critical environmental challenges.

GreenWorks’ mission comes none too soon. The [U.S. Green Building Council](#) reports that buildings use one third of our country’s total energy, two-thirds of our electricity, one-eighth of our water, produce 30% of U.S. greenhouse gas emissions, and consume 40% of the world’s raw materials. It is estimated that 40% of Washington landfill waste comes from the building industry. In addition, many standard interior materials such as paints, glues and carpets produce toxic indoor air pollution.

Greener homes and other buildings are now available that significantly reduce each of these impacts. In King County alone, 2,800 homes have been constructed using strict [Built Green](#)™ standards, a new program of the City of Seattle and the Master Builders Association. Built Green™ and other green methods offer compelling alternatives, but they need real estate agents like GreenWorks to understand their products, educate the public, and sell the value of these new homes to the end consumer. Among their educational resources and programs, GreenWorks’ website provides information about the benefits of green homes and maintains listings of all local green homes on the market.

Yet, many people still don’t know about the benefits of green homes, or that most green homes are visually indistinguishable from their conventional cousins. The difference is in the details. Low-VOC paints, non-toxic glues, air filtration systems, and less carpeting, improve indoor air quality. Design optimizes energy and water efficiency, thus lowering monthly bills and reducing impact on threatened salmon. Durable materials prevent ongoing maintenance requirements. And, renewable and recycled resources significantly conserve materials and energy.

GreenWorks is up to the challenge to build awareness and sees a growing market for the green home. The Natural Marketing Institute’s research concluded that the [LOHAS](#) (Lifestyles of Health and Sustainability) marketplace is \$230 billion and growing. LOHAS consumers make purchasing decisions based on personal values of social responsibility, many even willing to pay a premium to reduce harm to health, society and environment. With Seattle being a LOHAS nucleus, GreenWorks is poised for a strong niche position in a new, but mounting marketplace.

“The real estate industry is a powerful change lever. Green homes offer many advantages and my job is to let people know they have choices that are not only environmentally friendly, but are also better for their health and save them money over time,” states Ben Kaufman. “If the green housing market really took off, the impact could be revolutionary.”

Ben Kaufman is available for interviews or for authoring an op-ed piece for your publication. His real estate background and long time interest in sustainable development led to the creation of GreenWorks Realty which he and his father Louie founded in 2002. Ben holds a B.A. in Community and Environmental Planning, an urban planning degree from University of Washington and a Certificate in Permaculture Design. For more than ten years, he has studied innovative community development and green building in Europe, Australia and throughout the Pacific Northwest. GreenWork Realty works with green and traditional homes, community focused housing, land, and investment properties. For more information, visit www.greenworksrealty.com or contact Ben Kaufman at 206.300.0115.