



For Immediate Release

BC Real Estate Association Launches Green Tool Kit Online guide helps homebuyers and homeowners understand “green”

Vancouver, BC – April 1, 2008. The BC Real Estate Association (BCREA) today launched a new website designed to educate real estate professionals and consumers about “green” real estate and buildings in BC. BCREA’s Green Tool Kit for REALTORS® (www.greentoolkit.ca) is a valuable guide for REALTORS® in BC to respond to the growing consumer interest in features of “green” real estate, from energy efficiency to water-saving measures.

“Quality of life is one of the key driving forces for the real estate market. Behind BCREA’s Quality of Life initiative is the recognition that the environment—clean air and water, parks and open space—is a big reason people want to live in BC,” said Andrew Peck, President of BCREA. “The Green Tool Kit illustrates how we all can play a role in preserving the environment. Designed for BC, this guide will be useful for REALTORS® to help new and experienced homeowners make informed environmental choices.”

The Green Tool Kit explains the benefits of greener homes, provides suggestions for homeowners on how to make greener renovations, and offers links to rebates and incentives. “Consumers are increasingly interested in greener homes, communities and lifestyles,” added Peck. “We’ve partnered with organizations like the Greener Realty Association of BC to offer consumers and real estate professionals resources to help educate them on environmentally friendly housing. We also thank the Real Estate Foundation of BC for providing funds for this project.”

About BCREA

BCREA represents the 12 real estate boards in British Columbia and their approximately 18,000 REALTORS® on all provincial issues, providing an extensive communications network, required licensing and continuing education courses, economic research and analysis, standard forms and government relations. To learn more, visit www.bcrea.bc.ca.

About Quality of Life

Quality of Life is an approach BCREA adopted to demonstrate the commitment of the real estate profession to improve Quality of Life throughout the province. REALTORS® are active in their communities, and Quality of Life ensures BCREA reflects that work. The approach is summarized in five principles: ensuring economic vitality, providing housing opportunities, preserving the environment, protecting property owners and building better communities. Learn more about Quality of Life at www.qualityoflife.bcrea.bc.ca.

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